696J

DRY GOODS REVIEW

Vol XXVI No 1



JANUARY 7 1914

SPECIAL SPRING NUMBER

Hayes & Lailey to larger quarters

WITH the growth of our trade comes the necessity for a larger and more convenient place of business, We, therefore, announce to the trade that we are changing our address

From 40 Melinda St.

where our successful business in silks, woollens and tailors' trimmings has been conducted for the past few years and which has now become too small to accommodate any further growth which is sure to be made

To Bay & Wellington Sts.

This change will not only relieve the congested condition of our stock and show rooms, but will enable us to offer our patrons even better service than ever.

When in the city call and see us. We are centrally located and will be pleased to show you the 1914 range of samples. We would also invite your attention to our new sampling department which will give you quick and efficient service in answer to your wire and letter enquiries.

Hayes & Lailey

(Now) Bay and Wellington Sts. Toronto

Dress Goods

This year we can take care of your requirements in this line, better than ever before. Our range is considerably larger and we have gone to manufacturing centres that heretofore we have not touched.

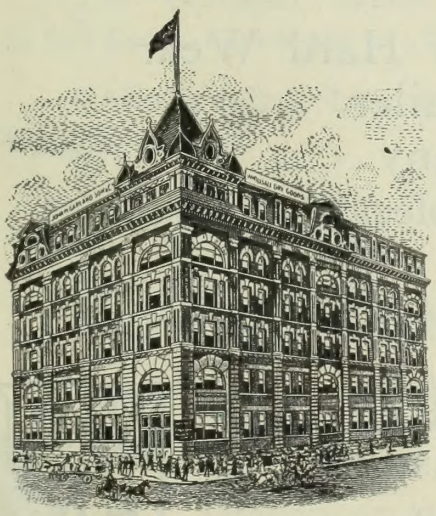
We are featuring particularly, weaves such as Jacquarts, Honeycombs, Ratines, and the popular Black and Whites in all the best shades to retail from 50c to $3.50 per yard.

Wash Goods

The very best colorings and designs, in all classes of Wash Goods, are in our stock now.

Crepes, Ratines, Piques and Cords appear exceptionally good and we are showing a large range of shades and prices in each.

Will gladly send samples on request.



JOHN M. GARLAND SON & CO.

Ottawa Canada

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

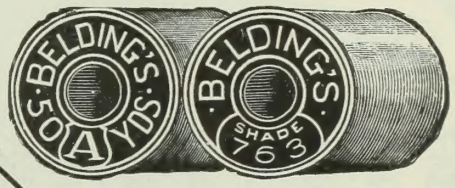
ANDERSON'S "KINDERGARTEN" CLOTH

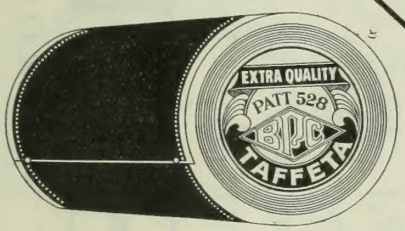
Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

SILKS—SILKS—SILKS

Silk Fabrics
Silk Ribbons
Silk Gloves
Silk Mitts
Silk Scarfs
Silk Braids
Silk Cords
Silk Threads





WE manufacture the above lines in all shades and qualities for the various trades.

We are the only manufacturers of silk ribbons in Canada and are showing a most complete range this season in all the best shades, qualities and widths. Our ribbon values are worthy of your attention.

The "Corticelli" Rolled Tapes are of high standard in quality and are in full five-yard lengths in all widths.

Corticelli Dainty Lingerie Braid, in 10 yards, with bodkin attached, Washing Colors.

Belding Paul Corticelli Limited

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VANCOUVER and SYDNEY, AUSTRALIA

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CHILDREN'S DRESSES
SHEETINGS
CORSETS
SUITS
COTTON GOODS
CURTAINS
TABLE COVERS
HATS AND CAPS
FLANNELS
FLOWERS AND FEATHERS
FURS
GLOVES
SMALLWARES
HANDKERCHIEFS
HOSIERY
LACES & EMBROIDERIES
LADIES' NECKWEAR
GENTS' NECKWEAR
COATS & SKIRTS
LINENS
GENTS' FURNISHINGS
VELVETS
RIBBONS
SILKS
MILLINERY
DRESS TRIMMINGS
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Mr. W. C. BEAUMONT,
Halifax Hotel,
HALIFAX

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"The Test of Time."

Regd. Trade Mark

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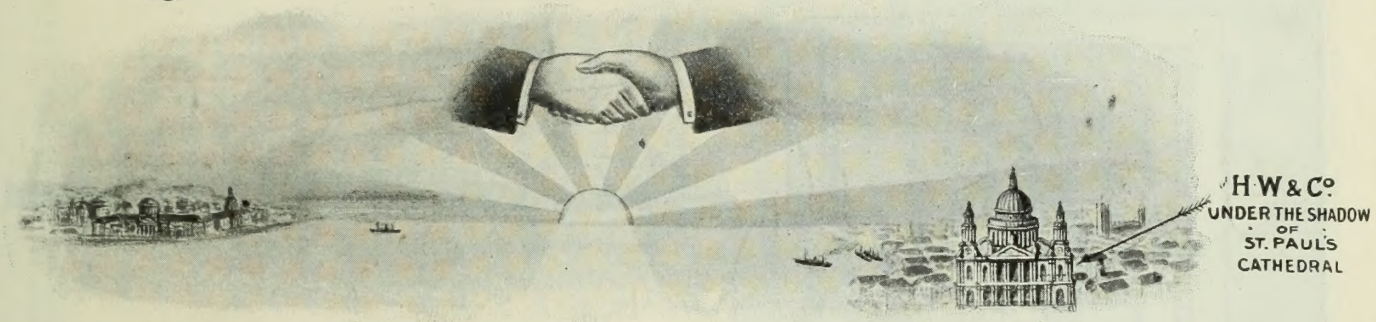
Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses, Crewdson & Co., Limited,
Manchester and London, England.

Hitchcock, Williams & Co.



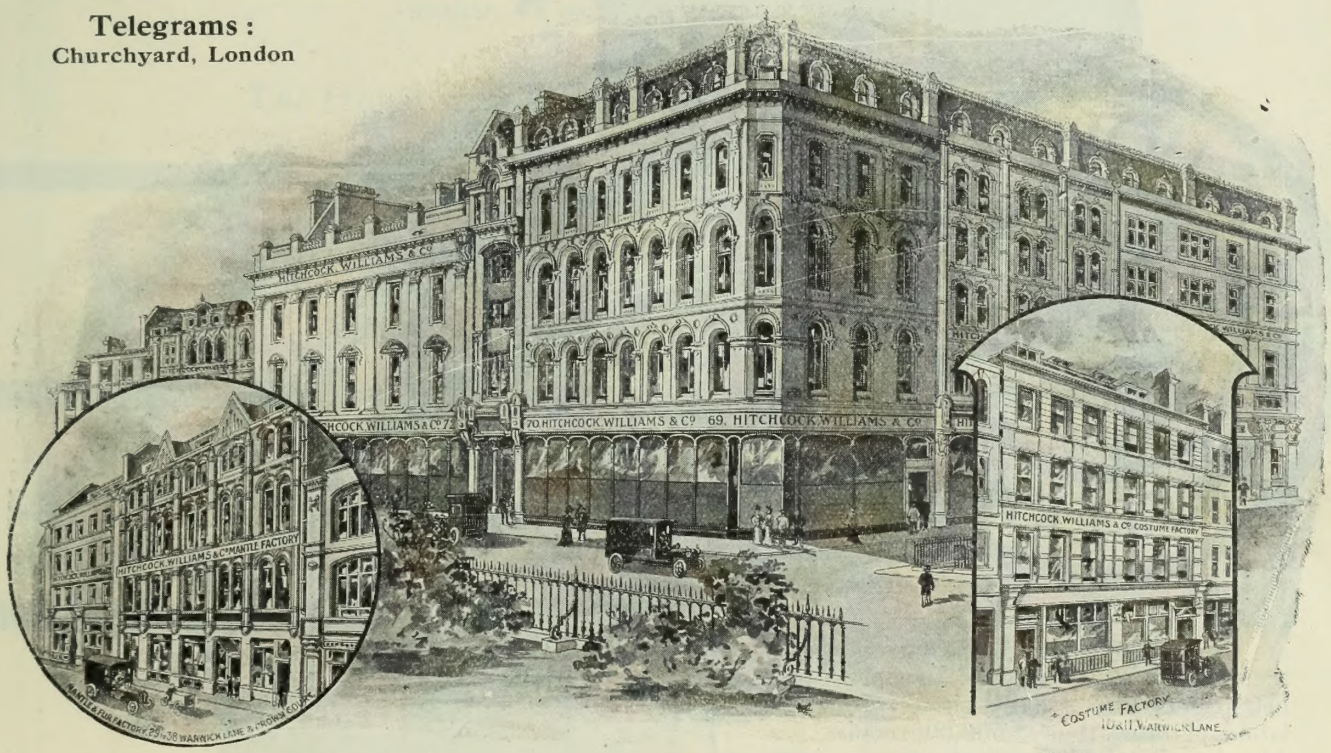
Represented by **MR. A. W. CLIFFE** who can be communicated with at **The Windsor Hotel, Montreal; The Queen's Hotel, Toronto; Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver.** Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk around our warehouse and inspect the above goods; also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.

Indents sent direct have special attention. Usual shipping terms.

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Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION



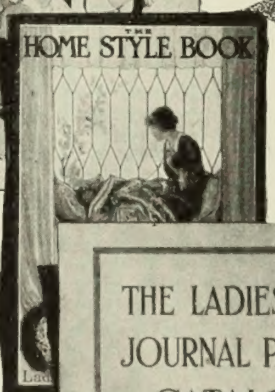
Merchants Who Sell

Ladies' Home Journal Patterns

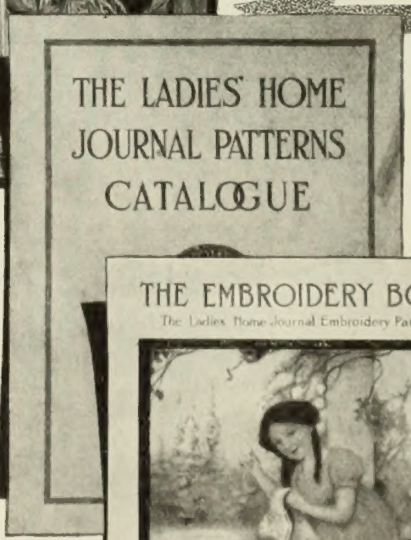
have these powerful publications working for them















Ladies' Home Journal Patterns are being used as the basis for the fashion pages of over 300 newspapers with a daily circulation of more than 3,500,000 copies. Also by over a dozen leading magazines with a monthly circulation of more than 6,000,000 copies.

Full information regarding our service will be sent if you will write us.

Home Pattern Co. (Dept. C)

615 West 43rd St., New York

Merchants Who Sell Ladies' Home Journal Patterns

have these powerful publications working for them

The Ladies' Home Journal.

Beginning in February there will be a large increase in space in this magazine, devoted to patterns and fashions. Over 1,700,000 families read this publication every month.

The Criterion of Fashion.

A magazine devoted to clothes and fashions, with 8 to 16 color pages illustrating Ladies' Home Journal Patterns. Issued Monthly. The same size as The Saturday Evening Post.

Good Dressing.

Our Monthly Fashion Sheet. 12 pages illustrating our newest patterns. Outside covers in two colors. No advertising.

Children's Clothes.

A book devoted exclusively to clothes for children up to 14 years of age. Full of helpful suggestions for every mother. 64 pages containing over 350 designs.

The Home Style Book.

A valuable style book for the home. Issued each season. 40 pages and cover in two colors, containing over 400 designs, thus giving a large variety for selection.

The Counter Book.

A pattern Catalogue de Luxe, revised monthly so as to contain all new patterns properly classified. Printed on high-class paper and substantially bound. For use on the merchant's pattern counter.

The Embroidery Book.

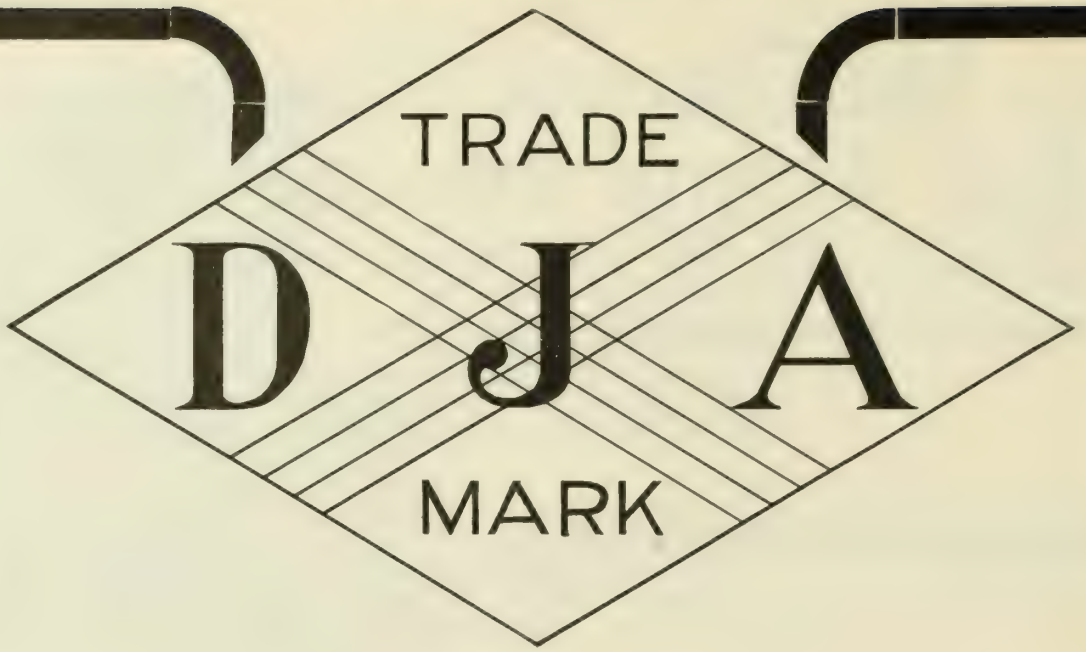
A book of Embroidery designs. 32 large pages and cover with a sample Embroidery pattern enclosed. Contains over 550 designs.

Pattern Talk.

A monthly magazine devoted to the employees behind your pattern counter. Contains many helpful suggestions for increasing pattern sales.

The Home Pattern Company (Dept. C.)

615 West 43rd St., NEW YORK



YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

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Because then the cloth is as perfect as it can be made.

For over half a century **D.J.A.** Shirtings have taken the lead in the highest class trade.

There is an enormous range of fine designs, and you are sure to find just *the one you want.*

These Shirtings include Zephyrs, Cheviots, Silk and Cottons, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

DAVID & JOHN ANDERSON, Limited

Atlantic Mills ESTABLISHED 1822 **GLASGOW**



The whole field of merchandising contains no surer-to-sell nor surer-to-satisfy line of dress goods than the beautiful mohair fabrics from the world's centre of the mohair industry—Bradford.

English Mohairs—guaranteed by the B.D.A.—do not belong to the come-and-go variety. You do not have to consult the style oracle for the answer to the question, "Will they Sell?"

English Mohair fabrics are necessities. They fill so many needs that they really belong to the staple class. This, however, does not deter the English manufacturers from continuing to produce new and stunning designs and patterns in harmony with every change in Fashion.

You get the best Mohairs the world produces when you buy ENGLISH MOHAIRS. Guaranteed by the B.D.A.

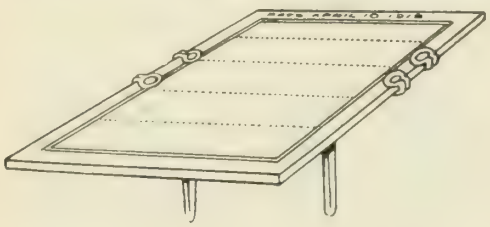
The Bradford Dyers' Association, Limited, Bradford, England

Introduce the
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It is the price-ticket that saves time and money—It's Humane

NEVER PRICKS THE FINGERS



When going through your stock at stocktaking time why not discard the old trouble-making, finger-pricking, fabric-damaging, price tickets and replace them with "Noesting."

The "Noesting" price ticket enables your employees to ticket faster and does away with the ever annoying sharp points which tear your goods and cause your customers and salespeople to lose their tempers by tearing their fingers.

The "Noesting" is made in every style to suit all requirements.

Prices are right. Stocktaking time is an ideal time to change from the old to the new way. **Why not write for a free sample box to-day? It places you under no obligation to buy. Write now.**

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Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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"Rooster Brand"
SHIRTS

Everything that any man wants, be he Millionare or Mechanic, when looking for Soft Shirts the "Rooster Brand" line is the most comprehensive and undoubtedly has what the correct trade demands.

Robert C. Wilkins Co., Limited

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Soft Shirts Pants White Duck and White Coats Overalls Khaki Clothing

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Established 1832 **Cable Code: Law-Bradford**

Spring 1914

"Lawrus" Fabrics.

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Exclusive Designs
in
Novelty Plaids
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Gabardines
in all the newest shades.

Royal Squadron
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in all widths from 39 inches to 54 inches.

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Converters of Bradford Fabrics

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In Going Through Our

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LADIES' BLOUSES AND SHIRT-WAISTS:
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VEILINGS: LACES: MOTOR VEILS:
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BAGS: BELTS: AND OTHER NOVELTIES.

SOLE AGENTS for the celebrated "SOMERSET" Brand of Ladies' Shirt Waists

We are Makers of "VIYELLA" and "SPUNELLA" Shirt Waists

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For prompt shipments of "the right goods" at the "right price", send your orders for dry goods to us.

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Wholesale Dry Goods and Woollen Merchants

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THE SPECIALTY HOUSE OF CANADA

Dress Goods, Silks, Velvets

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☞ Any judge of Linen can answer these questions at a glance.

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There is in every community an army of women ready to visit the store that handles Butterick Patterns.

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Write and let us tell you how.

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LACES, VEILINGS, NECKWEAR AND HANDKERCHIEFS.
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All Mail Orders will receive our prompt and careful attention

24% of your total business created in one department

That's a startling statement—but we can prove that McCall Pattern merchants are creating sales that are directly traceable to the exclusive

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You know that the above lines constitute nearly one-fourth of the total annual business in the average Dry Goods Store.

The McCall Selling Service is the result of the most complete, accurate and far-reaching organization in the world for gathering of Fashion News.

We have made a definite assertion
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which we will send to any merchant who asks for it

THE McCALL COMPANY

World's Largest Manufacturers of A Paper Pattern

McCALL BUILDING NEW YORK

Well equipped

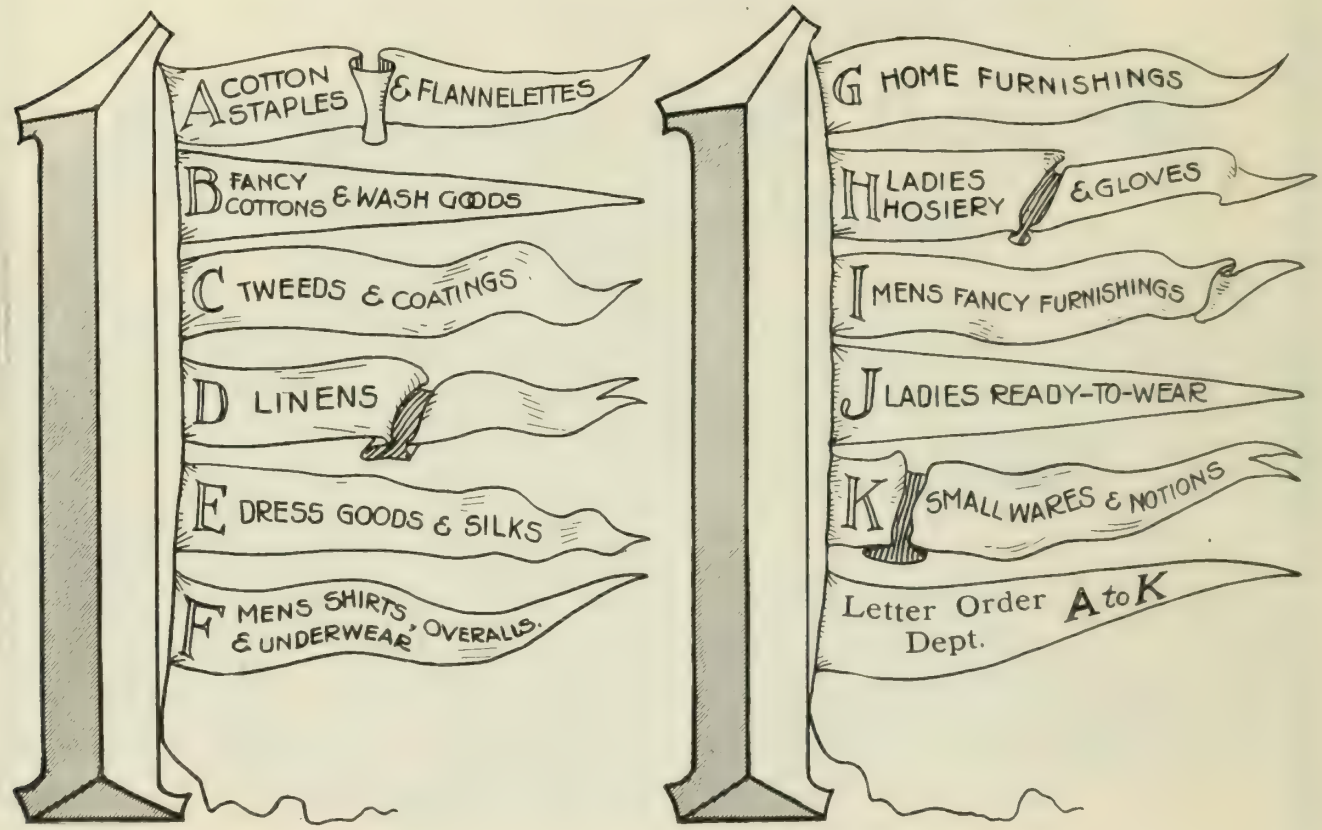
Racine's Review

Well stocked

11 Departments

AT ATTENTION
AT YOUR SERVICE

for 1914



11 Specialty Houses in **1**

THE NEW PARCEL POST | Will give you the opportunity to increase your business and offer further satisfaction to your customers.

OUR Letter Order Department | Fills Orders carefully, intelligently and same day received

ORDER FORMS SENT YOU ON REQUEST

Well arranged

ALPHONSE RACINE LIMITED

Manufacturers and Jobbers

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Well displayed

Having Grasped the opportunity and "taking time by the forelock" we will continue to offer

WEINSTEIN & Co.

An opportunity should never be missed—a wise man always embraces it. We now offer it

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49 & 50, BARBICAN, LONDON, E.C.,

The Largest Job Buyers in London for Cash

Half-Yearly Bargain List

Note the Bargains enumerated below.

1,000 doz Squares, Runners (4 doz. parcels equally assorted) 5s. 11d., worth 9s. 11d.
150 doz. Ladies' Chemises, French made, 12s. 11d., 15s. 11d., 18s. 11d., 24s. 11d., 36s. 11d. (The least 25% off regular prices.)
250 doz. Ladies' Knickers, French made, 10s. 11d., 12s. 11d., 15s. 11d., 18s. 11d., and 24s. 11d.
500 doz. Ladies' Camisoles, French made, 10s. 11d., 12s. 11d., 15s. 11d., 18s. 11d.
250 doz. Ladies' Nightdresses, French made, 18s. 11d., 24s. 11d., 28s. 11d., 42s. 11d.
500 9 x 4 White Honey-comb Quilts, 2s. 6½d.
250 10 x 4 White Honey-comb Quilts, 2s. 11d., worth 3s. 11d.
250 11 x 4 White Honey-comb Quilts, 3s. 11d., worth 4s. 11d.
500 11 x 4 White Honey-comb Quilts, 3s. 6d., worth 4s. 6d.
500 12 x 4 White Honey-comb Quilts, 2s. 9d., worth 3s. 6d.
1,500 pairs Men's Trousers (good sizes) 18s. 11d., worth 24s. 11d.
50 doz. Alpaca and other Skirts, 15s. 11d., worth 24s. 11d.
100 doz. Japanese Dressing Gowns, 23s. 11d., worth 35s. 11d.
500 doz. Japanese Carved Fire Screens, assorted designs (5s. 11d. each, some worth 12s. 6d.)
50 gross Ladies' Leather Belts, assorted, 5s. 11d. gross.
100 doz. Ladies' Silk Handkerchiefs, 3s. 11d. doz.
150 doz. Men's Silk Handkerchiefs, self color and colored borders, 1 doz. boxed 7s. 6d. doz.
200 doz. Ladies' Patent Folding Bags, 15s. 11d. doz., worth double.
500 doz. Enamel Sleeve Links, 3s. doz., worth 7s. 6d.
150 gross Gents' Single and Double Alberts with Charms, 9s. 11d. gross, worth 24s.
200 gross Ladies' Bracelets, 8s. 11d., worth 18s. 6d.
250 doz. Ladies' Silk Hose, 12s. 11d. doz., worth 18s. 11d.
200 doz. Bath Sheets, 72 x 38, 14s. 11d.
100 doz. Bath Sheets, 78 x 44, 18s. 11d.
5,000 yards French Delaine, 5½d. yard, worth 9¾d.
500 doz. Gents' White Kid Gloves for evening wear, good sizes, 7s. 6d. doz., worth 16s. 11d.
1,475 lbs. Swiss Long Cloth Embroidery, 5s. 11d. lb., worth 7s. 11d.
880 yds. Swiss Embroidered Allovers, 54 inches wide, in about 30 yd. lengths, 9½d. yard, worth 1s. 4d.
2,000 yds. 42-inch Muslin, Swiss, assorted Flouncings richly embroidered), 11¼d. yd., worth 1s. 9d.
1,650 yds. 27-inch Swiss Cambric Flouncings, assorted designs, 6¾d. yd., worth 9¾d.
1,500 yds. 36-inch Swiss Cambric Flouncings, assorted designs, 8d. yd., worth 1s.
300 Sheets Swiss Embroidered Ribbon Insertion (25 doz. yds. per sheet), 6¾d. doz. yards.
5,000 gross White, Cream, Ecru and Black Nottingham Lace and Insertion, in bundles of 6 gross, good assortment, 1s. 3d., 1s. 6d. and 2s. 6d. gross.
360 doz. Swiss Muslin Embroidered Blouse Lengths, rich designs, 6s. 11d. dozen.
950 doz. Swiss Delainette Silk Embroidered Blouse Lengths, 8s. 11d. doz., worth 14s. 11d.
400 doz. Delaine Silk Embroidered Swiss Blouse Lengths, 15s. 6d. doz., worth 22s. 11d.
144 doz. Colored Silk Swiss Embroidered Blouse Lengths, 24s. 6d. dozen.
200 doz. Fine White Muslin Blouses, latest designs, trimmed (embroidery and lace) 8s. 11d. doz.
186 doz. White Muslin Blouses, superior quality, richly embroidered, 12s. 6d. dozen.
310 doz. Flannelette Blouses, 7s. 11d., worth 12s. 11d. doz.
270 doz. Striped Cambric and Print Shirt Blouses, 10s. 11d. doz.
94 doz. Casement Cloth Blouse Robes in assorted colors, a genuine bargain, 15s. 11d. doz., worth 35s. 11d.
138 doz. White Embroidered, Lace Trimmed Blouse Robes, 22s. 6d. doz., worth double.
25 doz. White Embroidered Allover Robes, boxed singly, 5s. 6d. each.
88 doz. Men's Assorted Jerseys (cotton), 27s. 11d. doz.
260 doz. Children's White Pinafores, trimmed lace, 2s. 3d. doz.
170 doz. Children's White Pinafores, trimmed lace and embroidery, rich designs, 9s. 11d. doz.
300 doz. Ladies' Print Aprons, 7s. 6d. doz.
126 doz. Children's White Drillette Overalls, trimmed, colored galor, 8s. 11d. doz.
92 doz. Children's Colored Print Overalls, 6s. 11d. doz.
700 doz. Children's Lace and Embroidery-trimmed Bibs, 1s. 6d., 2s., 2s. 3d., 2s. 9d. doz., worth double.
110 gross Bibs (trimmed lace, etc.) 10s. 11d., 12s. 11d. gross.
836 doz. Ladies' Chemises and Knickers, lace trimmed, equally assorted, 10s. 6d. doz.
345 doz. Ladies' Chemises, trimmed lace and embroidery, in 2 dozen lots, 12s. 6d. doz.
77 doz. Assorted Cream, Navy, Saxe and Resida Children's Serge Kilted Skirts, 9s. 6d. doz.
208 doz. Navy only, Wool Serge Children's Kilted Skirts, 12s. 6d. doz.
500 pieces 42-inch Black and Colored Chiffons, 3½d. yd., worth 5d. yard.
946 pieces 36-inch Tulles in colors only, 1¼d. yard.
1,500 pieces 27-inch and 36-inch Tulle (slightly tender) in various colors, 6d. doz. yards.
340 doz. Silk Neck Ruffles (assorted colors) 8s. 11d. doz., worth 14s.
130 gross Cream and Ecru Lace Jabots, 24s. gross, worth 60s.
90 doz. Artificial Silk Long Scarfs (assorted colors), 10s. 9d. dozen, worth 15s. 11d.
125 doz. Long Crystaline Motor Scarves (assorted colors) 8s. 11d. dozen, worth 16s. 11d.
330 doz. Crystaline Motor Hoods (assorted colors) 7s. 6d. dozen, worth 15s. 11d.
500 pieces Colored Fall Nets, in spot and other effects, 1d. yard, worth 4d. and 6d. yard.
100 only, Coney Seal Sets, Furs and Muffs, 4s. 11d. per set.
166 doz. Grey Striped Men's Shirts and Pants, 7s. 6d. doz., worth 13s. 11d.
61 doz. Men's Colored Tunic Shirts, stiff fronts and cuffs, 16s. 11d. dozen.
200 pcs. Black Silk Waterproof Crapes, 20 inches wide, in 36-yard lengths, 3½d. yard.
100 doz. Ladies' Divided Skirts (pink only) 5s. 11d. doz., worth 12s. 11d.
350 gross Ladies' Fancy Hat Pins, 5s. 6d. & 7s. 11d. gross.
490 doz. Ladies' Cotton Combinations, 8s. 11d. and 9s. 11d. dozen.
130 doz. Fleecy Divided Skirts (grey), 12s. dozen.
72 doz. Fleecy Divided Skirts (girls), 8s. 11d. dozen.
150 doz. Children's Wool and Cotton Undervests, 2s. 11d. dozen, in 3 dozen bundles.
660 doz. Ladies' and Children's Undervests (assorted), 23s. 11d. gross.
200 doz. Ladies' Undervests, Lace Fronts, cream and pink (assorted in 1 dozen boxes), 4s. 6d. dozen.
800 doz. Ladies' Assorted Undervests, Lace Fronts, 22s. 11d. gross.
175 doz. Striped Cotton Undervests, 10s. 11d. doz., worth 18s. 11d. doz.
240 doz. Colored Shirts and Pants, 6s. 11d. dozen.
66 doz. Heavy Fleeced Shirts and Pants, 13s. 11d. dozen.
308 doz. Long Sleeves, Cotton Spencers, 4s. 11d. dozen.
120 doz. Flannelette Underskirts, Lace Trimmed, 11s. 9d. doz. and 15s. 11d. dozen.
260 doz. Flannelette Underskirts, Plain and Striped, 13s. 6d. dozen.
84 doz. Flannelette Underskirts (check) 12s. 6d. dozen.
48 doz. Natural Merino Nightdresses, 22s. 11d. dozen.
150 doz. Children's Flannelette Petticoats and Knickers, Lace trimmed.
150 doz. Children's Flannelette Petticoats and Knickers, 3s. 11d. doz. Larger Sizes, 4s. 11d. dozen.
500 doz. Men's Heavy Cotton Hose (Seconds) 3s. 3d. dozen.
25 doz. Men's Cream Woollen Jerseys, 36s. dozen.
61 doz. Ladies' Navy and Black Costume Skirts, 15s. 6d. dozen.
65 doz. Ladies' Assorted Costume Skirts, 17s. 11d. dozen.
115 doz. Ladies' Assorted Rinkers, 10s. 11d. doz.
1,000 Boxes Flowers, 1s. 6d. doz., worth 4s. 11d.
1,000 Boxes Wings and Mounts, 1s. 11d. doz., worth 4 times the value.
2,000 only, Black Lancers, 3s. 9d. each, worth 6s. 11d. each.
1,000 only, Black Lancers, 5s. 11d. each, worth double.
500 dozen Ostrich Mounts, 9s. 11d., 12s. 11d., 18s. 11d. doz., worth double.
200 doz. Ostrich Feather Boas, 2s. 11d., 3s. 11d. and 5s. 11d. each, worth double.
120 doz. Ladies' Corsets, assorted sizes (boxed singly) 7s. 6d. doz.
81 doz. Ladies' Corsets, Superior Quality, 9s. 11d. doz.
400 doz. Boys' Braces, 2s. 6d. dozen.
600 pieces Ribbons, 4s. 11d. and 7s. 11d. piece.

We have £1,000 worth of other goods, too numerous to mention in our Catalogue.

Terms : STRICTLY NET CASH.

All Mail Orders will receive immediate attention and must be accompanied with Cheque or London References.

No rubbers necessary with the Doctors' Shoe



the shoe for city streets or country roads

HAVE you a shoe department in your store? If you have you will appreciate the growing demand for Winter shoes that do not require cumbersome rubbers to protect the feet from moisture. If you have no department you should consider the advisability of installing one, for in it you will find one of the best paying departments of your store.

The "Doctors" Cock-o'-the-North shoe as shown above is a neat high-class, plain design shoe—strongly made of the best grade leather only—stylish enough for city streets—strong for country roads.

A patented waterproof, non-perspiro shoe, made on hygienic lines to keep the feet healthy—always dry and comfortable.

Along with the "Doctors" shoe goes its companion—the "Professor." It is built especially to meet the requirements of the particular trade—the men who like good-looking, good-feeling, and good-wearing shoes.

These two lines are real trade-pullers, they're never shelf-warmers.

Send to-day for samples. Write or wire to-day and take advantage of the inclement Fall and Winter weather.

The Tebbutt Shoe & Leather Co.

Limited

Three Rivers, Quebec



OSTRICH AND FANCY FEATHERS

I. Salaman & Co., Ltd.

ESTABLISHED 1816

MONKWELL HOUSE, FALCON SQUARE and
7, FALCON SQUARE
LONDON, ENGLAND

NEW YORK: 41/3 East 11th Street

PARIS: 14, Rue Sainte Apolline

SOUTH AFRICA: Port Elizabeth

CABLES: "MONKWELL, LONDON"

MANUFACTURERS and IMPORTERS of
OSTRICH
and
FANCY FEATHERS
AIGRETTES
BOAS
Etc.

AGENTS: MARSHALL & ROGERS
CRITERION CHAMBERS, BRANTFORD, ONT.

Josiah Wilson & Co.

13, Addle St.,

Wood St., London, Eng.



ESTABLISHED IN 1808
(OVER 100 YEARS)

Manufacturers.

Mendings, etc.

Liddell's Linens

(GOLD MEDAL)

WE announce to the trade that the complete new range of Liddell's Gold Medal linens is now in the hands of our representatives who will present them very shortly for your consideration.

These beautiful high-grade grass-bleached linens will prove to be big business-getters for 1914.

Samples sent on request.

IRISH LINEN AGENCY

R. H. COSBIE

LIMITED

30 West Wellington St., TORONTO

Are You on the Lookout for Bargains?



We have opened a Warehouse in Montreal where we shall always have a large variety of

Dry Goods and All Kinds of Jobs at Very Attractive Prices

Swiss Embroideries	Handkerchiefs
Nottingham Curtains	Shawls
Nottingham Netts	Furs and Skins
Nottingham and Plauen Laces	And all kinds of Hosiery, Cloths and Fancy Goods
Irish Linens	

Let us hear from you.

Tauber Bros. & Co.

67 St. James Street - - Montreal

Branches London, England; St. Gall, Switzerland; Plauen, Germany; Pernambuco, Brazil; Rio de Janeiro, Brazil.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

Kindly mention this paper when writing advertisers.

Circularizing the Dealer

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?

—Editorial, Printers' Ink, November 6, 1913.

Wash Goods—
Spring 1914

"Every Dog Has Its Day"
Every Fabric Has Its Season

The Spring 1914 Season belongs undoubtedly to FABRICS of CREPE in the various forms, viz: PLAIN COLORS, JACQUARDS and PRINTED CREPES.

We are showing these in immense variety. The great quantities already booked predicts a successful season. There is always a shortage of the "Most Wanted" Goods. There will certainly be a Shortage of Crepes.

RATINES and RATINE CREPES

are in reality of the CREPE FAMILY. These fabrics too have been having an immense run.

LINEN SUITINGS continue popular. Such makes as RAMIE LINENS (Natural and Colored), MOTOR LINENS, CRASH LINENS, PONGEE LINENS (large range of colors), are strong sellers.

WHITE GOODS In the White Goods section, White REPPS, BEDFORD CORDS and PIQUES are pre-eminent.

We are showing a beautiful range of

Novelty White Crepes and Ratines

at popular prices

Samples of all the above-mentioned lines are in the hands of our travellers.

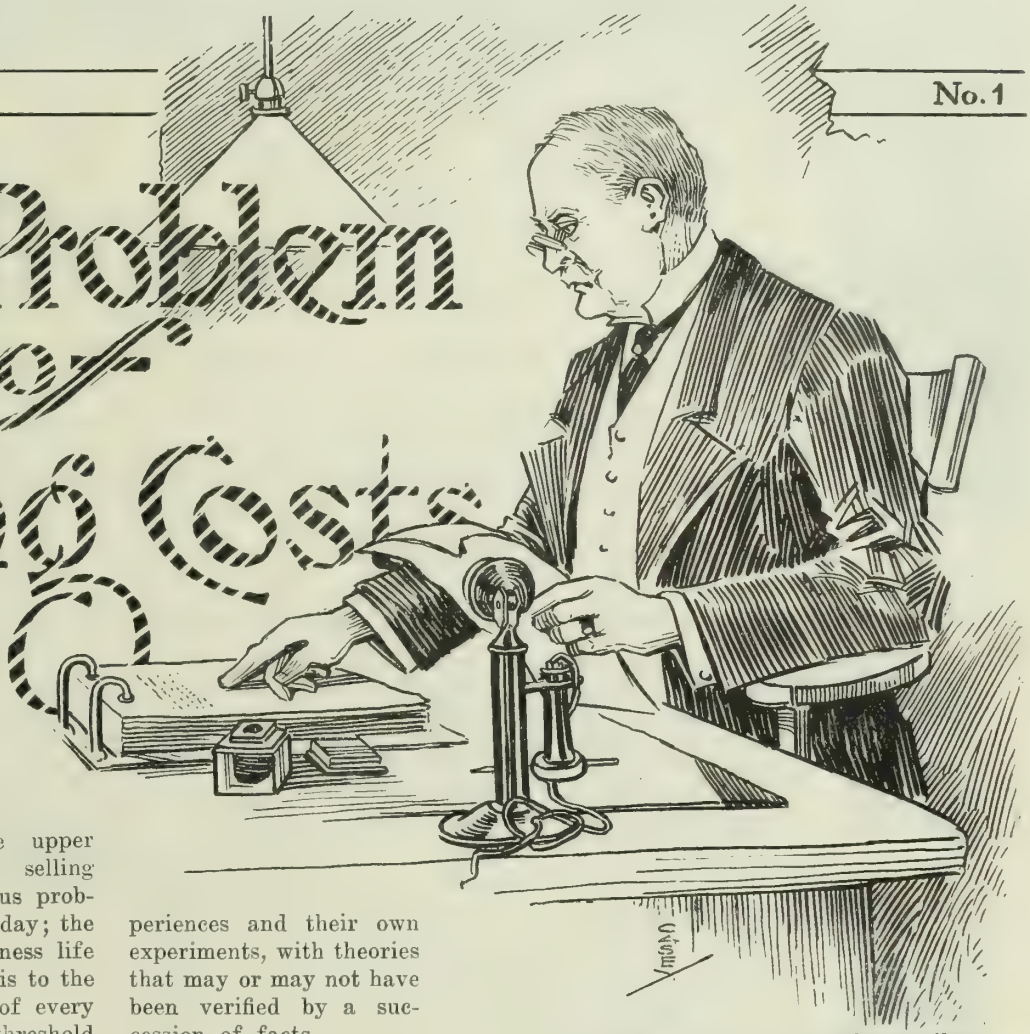
The W. R. Brock Co. (Limited)
TORONTO

Dry Goods Review

VOL. XXVI No. 1

The Problem of Rising Costs

By H. H. Black.



The greatest problem facing the retailer to-day is that of keeping the percentage of cost from creeping up.

FOR some time past The Review has been considering the opening of a campaign that might assist the dry goods merchant in getting the upper hand of the swelling costs of selling goods, probably the most serious problem that confronts the trade to-day; the problem that is related to business life as the "higher cost of living" is to the domestic life of every section of every community in the land. On the threshold of a New Year, and in this Special Number, the time and occasion seem peculiarly fitting.

Let it be made clear at the outset that the editors are entering the inquiry with no theories to exploit. The subject is too complex to permit of any dogmatizing at this stage. The purpose of The Review for months to come will be, simply, to lay before its readers the views of the men who have been and are studying out this puzzling problem; and the conclusions which they have reached. In so far as we are able to secure the cordial co-operation of our readers, this magazine will be a Clearing House for the ideas of men who are face to face with conditions that must be studied, understood and mastered. From these, The Review requests statements along lines which are taken up in this introductory article; records of their own experiences and their own experiments, with theories that may or may not have been verified by a succession of facts.

There is one guarantee that naturally will be asked by firms who furnish such information that the name of such firm be not connected with any figures that are published. The Review will go one step further and guarantees that not even the name of the city, town or village will be used. It was on this stipulation that information submitted herewith was secured.

The problem may be stated simply. Salaries, rents, expenses of delivery, taxes, and other overhead charges have advanced so rapidly in the past ten years, yes, and five years, that the margin of profit has been encroached upon steadily, and in some cases has been wiped out altogether. The percentage which costs of selling bear to the year's turnover has crept up, in some cases, from 15 or 16 to 25, and merchants confess themselves as powerless to check the tide. With many, net profits have been cut in two, or even worse. With some, unprecedented growth in their own centre, or effort on their own part to extend their business, has doubled or quadrupled their turnovers with very little permanent increase in their selling force, so that the cost of selling, measured by the percentage, has advanced only slightly, but they feel they cannot hope to duplicate this experience, while up, up, up, are going salaries, rent, delivery, taxes, and what not.

"It cost us 18 per cent. of our gross turnover in 1911 to do business," says one. "It cost us 20 per cent. in 1912; it will cost us at least 21 per cent. this past year. Where are we going to end?"

And remember always that 20 per cent. of the turnover means 25 per cent. of the cost, so that the whole stock in that store had to be marked up 25 per cent., simply to cover the actual cost of selling before a cent of profit was made. And when some men's furnishers tell us it costs them 30 per cent. to do business, their stock must be marked up 43 per cent. to let them come out only even without one cent of profit!

Again, note, as merchants who are studying this vexatious problem tell us with a certain impatience at the idea of anyone supposing it were true, The Solution is not secured by raising the selling price by a simple arithmetical process.

"Oh, that's easy," cry the unthinking. "If we're marking goods at $1.00, all we've got to do is to jump them to $1.25. There's an extra 20 per cent. right off the reel."

If you tried this, you would have just two factors to contend with: your rival who would still keep his price at $1.00 according to his 20-year-old theory that what costs $8.50 per dozen must sell at $1," and——

The public, who consider the $1 for that article as the staple price and would turn away resentful at you, and adopt your neighbor, "who is not trying to overcharge," like you.

This simple addition in arithmetic might serve you if every dry goods man in the country would agree never to sell goods except at a fair profit—but there you are.

No, marking-up is not the sole and complete remedy, although it must be considered as one of several necessary ones. Unquestionably, goods are being marked-up higher now than 5 years ago, staple as well as other lines, and the big department stores have been forced to it as well as anyone else, and in many cases where they obey the inexorable demands of System, they have followed this out where many smaller stores, in ignorance of the real advance of the Tide of Costs, have failed to meet the need.

Several men who have reckoned the cost, told The Review: "No dry goods man in Canada to-day can afford to do business on less than 50 per cent. of the cost, or 33 1-3 per cent. of the selling price. That is what we aim to do, where we used to mark up 35 and 40 per cent."

Make your selling price, then, on an average fifty per cent. in advance of what the goods cost you. Only then will you be doing business on a safe margin.

Costs Going Up

Selling costs going up?

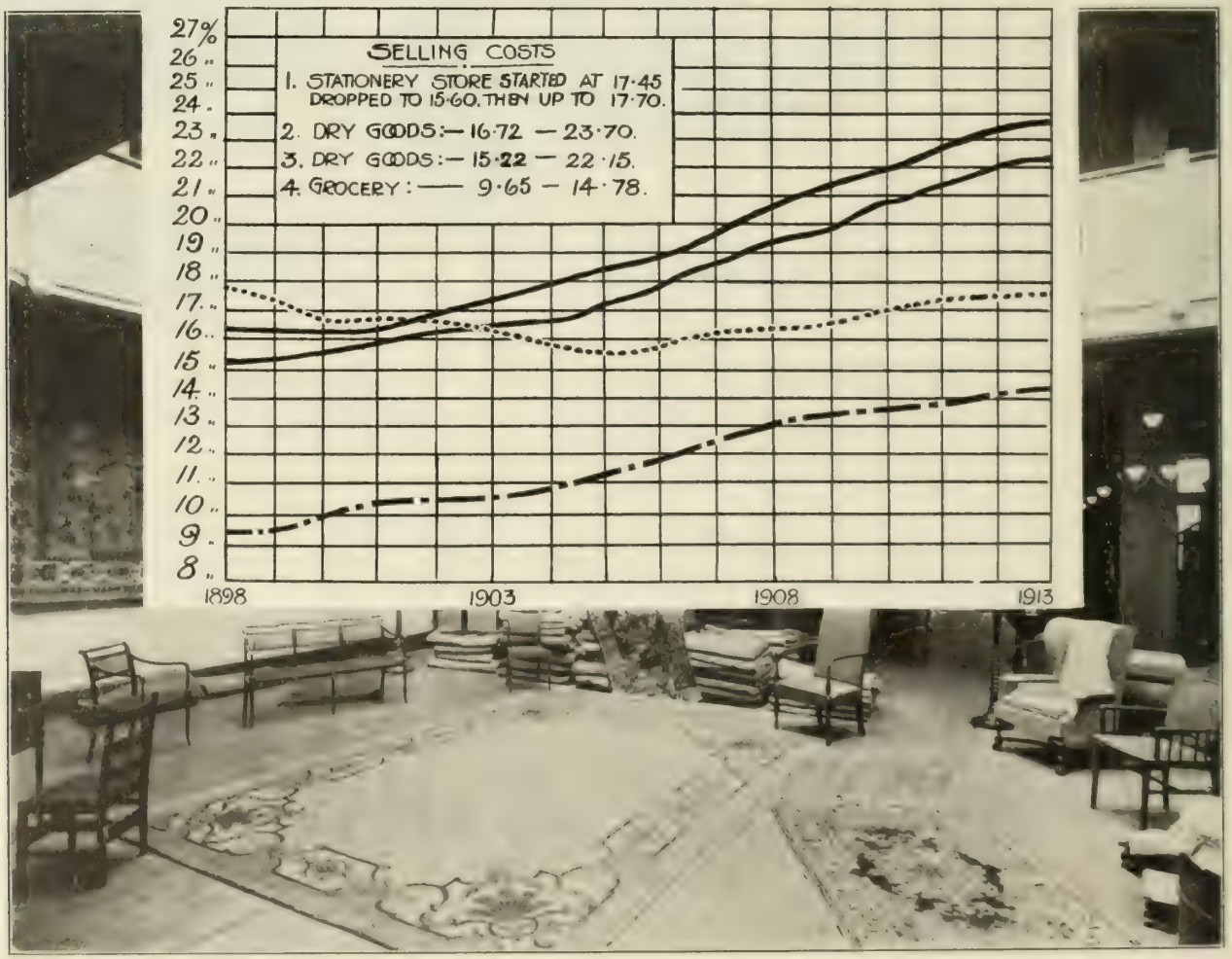
The owner of a large dry goods store in one of the leading Canadian cities told The Review that his books showed he was paying $1.90 in salary where he paid $1.00 in 1907, an increase of 90 per cent. in 6 years!

Another, head of a departmental store, named 50 per cent. in the past 5 years for the same type of clerk. Another made

GOING INTO IT AT ONCE.

A Canadian manufacturer who lately has acquired a big interest in a department dry goods store when asked for particulars as to rising costs, said:

"I cannot tell you now, but the moment we get over our Christmas rush I am going into it along the lines you were asking me, to get at the exact cost and percentages of everything —and I shall give the result of my investigations to The Review. I have found that comparatively few dry goods stores go into the question of 'selling costs' in anything like the detail that a manufacturer does into 'making costs.' Hereafter we shall do it in this business."



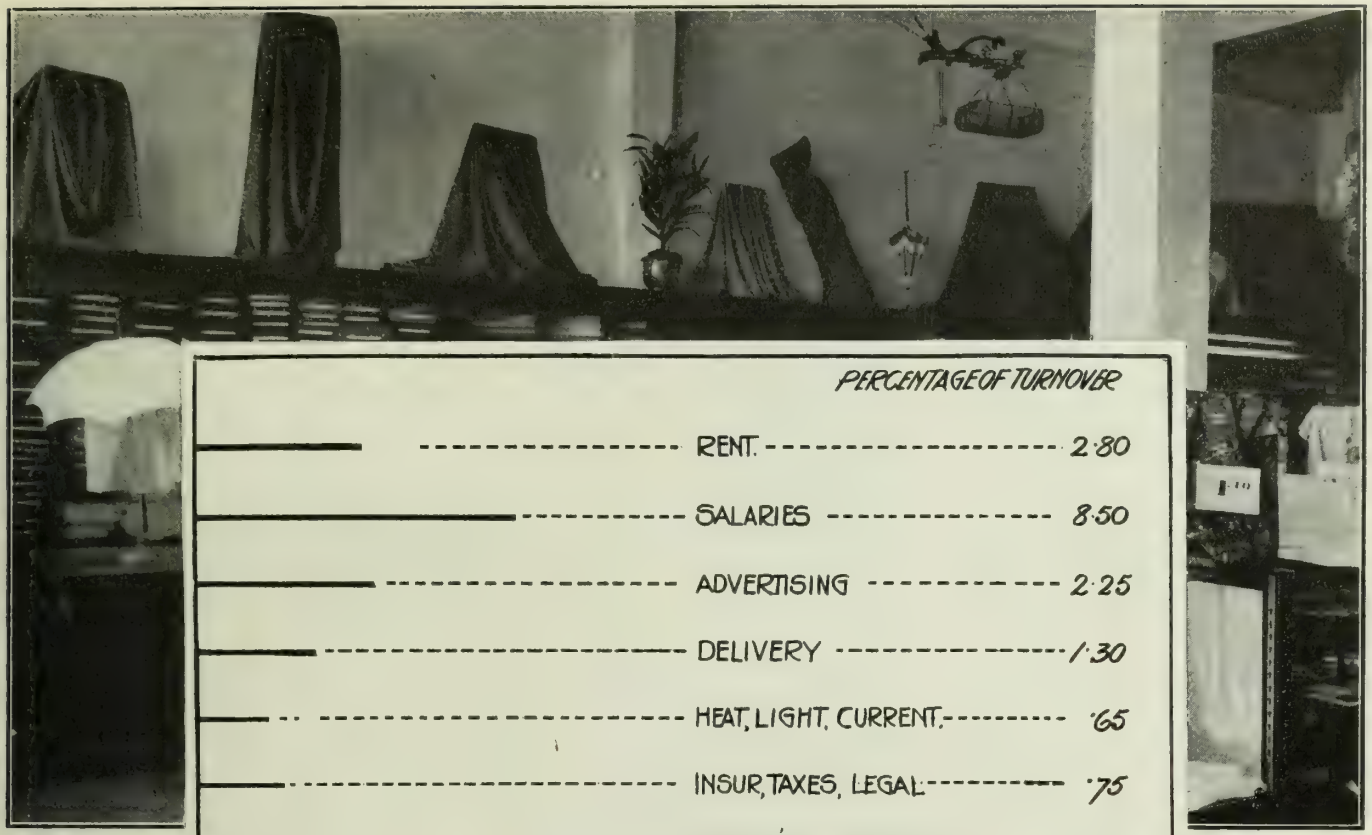


Chart showing how much it now costs to maintain certain fixed items.

Compiled by Dry Goods Review.

it 40 per cent. in five years, and nearly 90 per cent. in the last 10 years.

In a smaller city the manager of the firm submitted the following figures—

Year.	1. Wages.	2. Wages.	3. Wages.
1906 ..	$7-$8	$10	$14
1913 ..	$12	$15	$18-$20

The three classes represent three grades of salesmen.

This manager declared that in spite of a constantly increasing turnover, his cost of doing business was advancing more relatively, and was now between 20 and 25 per cent. of the , turnover, and his salary list at present represented 12½ per cent of this.

Another firm gave $12 as the figure for the salesman of 1893 who would command $25 to-day,—an advance of over 108 per cent!

The question of rents was not so obvious a one as was the salaries of employes, when discussing rising costs. The Review found many merchants, many in very large stores doing several hundred thousands a year, perhaps up to one million dollars turnover, where the "rising costs" situation was not aggravated by thrusting in the rent upon "rising" salaries, delivery, advertising, taxes, etc. "Let well enough alone," seemed to be the guiding motto. In one case an annual rental of $1,500 had been paid 10 years ago. Shortly after the firm had bought the property and still kept the rent fixed to itself at $1,500, although admitting that $5,000 was the real figure to-day! What any new owner would have charged. Selling costs were reduced $3,500 on paper, but it surely was robbing the real estate end of the business to make the merchandise end show up better on paper,—not intentionally, for the same man owned both, but it was a reversal of bookkeeping that failed to get down to rock bottom in fairly adjusting the expenditures and net profits of the whole undertaking. Had the maximum rental been allowed, the "selling costs" would have had to be increased from 2 to 3 per cent.—of the turnover.

In a smaller store, in a large city also, an inquiry as to costs of doing business, showed that the rent was being neglected absolutely, for the head of the firm, owned his quarters.

Costs of Delivery

The rising costs of delivery, although in the majority of cases not known accurately, are not being minimized in many stores.

"Twenty-five per cent. advance in five years," is a common reply. This does not mean "actual" advance, for the total cost may have doubled, and often has, and more; but for the same amount of business done in 1907-1908 the cost of delivery now is 25 per cent. more in these stores.

And this is probably a low estimate. One merchant who does business well into six figures, says that where less than 15 years ago he did all his delieveries with three boys and wheels, now he has four men and wagons. And the boys used to get about $2.50 and the men now get $12 as a minimum.

"The whole fashion of delivering parcels,—for it has come to that,—has changed," was one statement to The Review. "Women simply wont take the smallest things home now; they want even a package of pins sent, and often as not C.O.D. This has made costs of delivery go up far more than the extension of the territories in so many of our cities, which, itself, is one of the chief causes of expense. Even vanity, whose real extent it is impossible to trace, adds to the total. One evening I was on the

outskirts, several miles away from this store, when I passed a house and saw two of our rivals' delivery wagons drawn up outside the gate. A few minutes later one of our own deliveries arrived. Three wagons, going miles, to divide up one dollar's worth of goods, which was about the capacity of this woman. I mention this simply because curiosity prompted me to inquire a little, and I found she did this to make her neighbors think she was a big shopper. That's part of the uncontrollable expenditure a merchant is up against to-day, and he has to watch more keenly than ever to make up by saving in every other possible direction.

Comparison of Costs

A Canadian departmental store manager submitted the following as the main items of selling costs compared with the turnover:—

Salaries	5½ %
Rent	2½ %
Advertising	**3 4-10%**
Delivery	1 6-10%
Insurance	3-10%
Taxes and Legal	**4-10%**

Current, 3-10; Coal, 1-10; engineer, 1-10; etc.

The salaries ran from 4 per cent. and under for departments where sales covered large orders such as carpets and furniture, to small articles where they were 6 and even over, the average running 5½ per cent. This average has been easily maintained during 1913 until the last two months, when business fell a little slack (below 1912) and the manager was facing the question of restoring the balance,—either by cutting down some of the sales staff, or increasing individual sales.

"Had our turnover not tripled in the last three years we would never have been able to keep our percentage of expense anywhere near where they are now. As it is, the percentage is going up, 20.2 for 1912, and 21.5 for the first half of 1913."

The owner of a store doing a smaller volume of business, but large at that, who figured out that his salaries had increased 90 per cent. since 1907, for the same service, pointed out one case where early closing on Saturday evenings except during December had greatly increased salaries. That is 47 or 48 Saturday nights taken off, with 4 hours of service, or 3 hours actual selling (allowing one hour for tea), meant 144 hours, or about 16 days of 9 hours each in a year.

In this store the total selling expense is 21 per cent. of sales, and of this wages reach close to 12 per cent. Advertising is fairly high, 3 per cent. Although at this a shade lower than in the store quoted before which is a very large advertiser, and spends nearly 3½ per cent.

In another store the owner, who has nearly 100 clerks, did business 20 years ago on a 15-16 per cent. cost; 10 years ago this had reached nearly 20 per cent. and this past year he estimated it would be between 23 and 25 per cent. The range in the last mentioned figures was due to a slight falling off in business in December which would raise the selling percentage, although to what extent was then uncertain. Thus the advance in 20 years had been from under 16 to over 23 per cent. of the total sales. To come out only even, without any profits, this store must mark-up its goods on an average, 30 per cent.

The owner's estimate of salary increases in 15 years was as follows:—

	1913.	15 Years Ago.	Increase %
Girls	$6-$10	$3	100-233 1-3
Men	$15-$20	$8	87-150
Boys	$5-$7.50	$2.50	100-200

Departmental Store Costs

Still another departmental store chief said his selling expenses in the last seven years had increased from 15 to 17.50 per cent. of the turnover. Of this, salaries averaged slightly more than 6 per cent., and advertising 1¾ per cent. In this period salaries had increased 50 per cent.

"I could not make anything like this showing (17½ per cent.) if it were not that I have brought our stock and business up to a point where we have a turnover five times a year.

"The year 1912 was a hard one on salaries," he went on. "Help was very scarce as stores and factories were running at full limit, and we were compelled to make a large advance, and will have to do some more of it early in 1914."

"And the remedy for it all?"

"Avoid overstocking; buy carefully; so that your turnover will be as large as possible; but whatever you do, see to it that the mark-up is not less for the whole stock than 50 per cent. of the cost price."

And the Remedy

Still another owner was inclined to a policy of retrenchment. This he thought he would try along two lines. He would gradually let go the least efficient of his help and take on others at lower salaries; and he would curtail his advertising on the ground that the field of 1914 would not be as fertile as those of 1912 and 1913.

But there are few who will follow this policy.

"My theory is the very opposite," said a man who had in a comparatively small city built up a very large business, which had extended rapidly the last two or three years.

"My policy will be to put forth even greater efforts to increase my sales and thus keep ahead of these costs as I have, pretty well, these last few years. If I thought business was to be dull, that is the very time I would work the harder, advertise more extensively, play the game for all it is worth. A man who looks for something small is likely to get it. I would not think of cutting down salaries, nor of reducing my staff. That would be a last resort. I would pull more business in, and have the salespeople work harder and handle a greater volume.

"But what I look to most for a change in conditions is from the manufacturers. The logical course under such conditions of rising costs as we are facing to-day would be for us to advance prices to the public to ensure us a reasonable margin of profit. But with the utter lack of co-operation among dry goods men, this would be unworkable. Most merchants have a "recognized scale" as they call it of selling prices in relation to invoice prices. What we pay $4.25 or $4.50 for, they think should be sold at 50 cents; and $6.50 or $6.75 goods at 75 cents, and $8.50 goods at $1.00 each. You could not say to them: advance the first to 60 cents; the second to 85 or 90 cents; the third to $1.15 or $1.25. You might start it yourself and find your neighbor displaying the same goods for the original prices, or if you

SELLING COSTS IN SOME STORES.

A.—Dry goods in large city, 21.50% — Turnover 3½ times in year. Salaries 5½%; rent 2%, adv. 3 2-5%.

B. Dry goods in large city, 17.50% — Turnover 5 times in year. Salaries up 50% in 5 years.

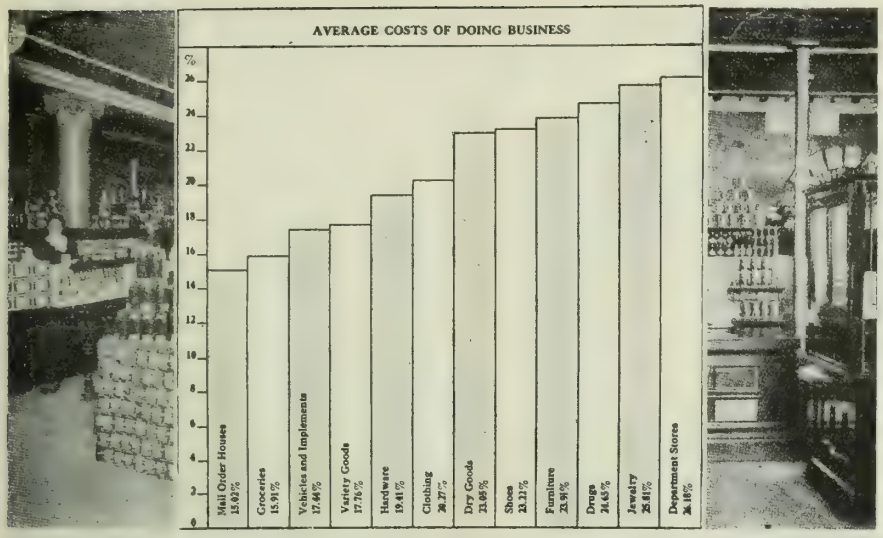
C.—Dry goods in large city, 21.00% — Salaries up 90% since 1907. Wages 12%; adv. 3%.

D. Dry goods in large city, 24.00% — Salaries doubled in 12 years. 4 wagon deliveries in place of boys.

E. Grocery in small city, 14.70% — Salaries doubled in 12 years. Delivery costs 1½%; adv. 1%.

F. Stationery in large city, 17.25% — Kept down by increasing turnovers. Salaries range from 7 to 7½%

G. Hardware in small city, 20.82%



A chart which appeared in a recent number of "System" and which bears on the subject of Rising Costs.

made it 59 like as not he would cut from 50 to 49.

"Besides the public are used now to certain prices for staple lines and it might not be easy to turn them off to "uneven" prices.

"The only remedy, it seems to me, rests with the manufacturer. I am not asking him to cut down his own profits, for his selling costs are rising like our's are, but he could make an article that he could sell to us at less than the $4.50, say $4.25; less than the $6.50 or $8.50. Let him provide us with a greater margin of profit, 25 or 50 cents a dozen, according to the price. The result of this will be that there will be a general practice of selling the $4.25 or $4 goods for 50 cents each, just as the $4.50 to-day; no one would think of making it 45, 46 or 48 cents. That's where we would get at the rising costs, literally, by cutting the ground from under its feet. It will be easier to regulate this through a limited number of manufacturers than an almost unlimited, and constantly changing number of retailers."

The second point of this message was:

"Be more careful in buying; study coming styles more; study your customers more. Analyze your costs of selling; consult with other people to see whether you are running too high in any phase of it. To-day, most of us will be forced to adopt an almost entirely new attitude towards the question of buying in order to best keep control of our costs of selling.

"But let me repeat: do not pull in your horns, or your business will recede, too. We are planning to go full steam ahead in 1914. We are buying the same as we did a year ago, and our advertising will be even larger."

This, in substance, was the position taken by a number of retailers.

Tables of Cost

In a table of comparisons of the selling costs of a number of stores given in this article, a grocery, stationery and hardware are included. This is done for purposes of reference. The stationery store in question increased its business from $12,000 to $15,000 in each of the past two years. Only thus, declared the manager, was it enabled to keep up to rising costs. Even as it was, salaries went up 1 per cent. in the last two years. They ran as follows:

	% of turnover.
1908	7.8
1909	8.0
1910	6.5
1911	7.0
1912	7.5

Among the items of expenditure tabulated are rent, insurance, salaries, taxes, traveling expenses, postage, light and heat, power, advertising, stock and capital, reserve fund.

"The latter amounts to one per cent. of all our credit sales; this is carefully set aside to make up for 'bad debts,' but so far it has always run ahead of them and now we have $7,000 to the good.

"Ten years ago it cost us 22 per cent. to do business but we have gradually reduced that to 15.25 per cent. This last amount does not cover rent, as we own the store, and 2 per cent. or so, will need to be added for this."

This would bring the total to about 18 per cent.

In this store salaries rose 12 per cent. in 1912 over the year before, and this year of 1914 will see another, although not nearly so large an advance.

The grocery business is one that does something like $150,000 a year in the two or three stores. The expenses at the

(Continued on page 34)

CLIMAX OF RENT QUESTION.

A dry goods dealer who had a turnover of over $65,000 last year, when seen by Dry Goods Review, just before the close of 1913, said he was facing a problem of rising rent that meant either giving up business or finding a new stand,—a serious matter for one who has familiarized the public to his own location during nearly twenty years. Early this year his rent will be raised 50 per cent if he stays on, from $24.00 to $36.00, and will represent at the higher figure over 5½ per cent. of his turnover. With rents averaging rather under 3 per cent. he considers this exorbitant, and too risky when other selling costs are on the upgrade as well. So he has decided to move or give up business.

His situation as he summarized it for Dry Goods Review was as follows:—

Rent up to 10 years ago ..... $ 900
Rent last 10 years ... 2,400
Rent for future 3,600
Salaries 10 years ago .. 5 *p.c.*
Salaries now,, nearly 8 *p.c.*
Advertising 10 years ago ..... 2 *per cent.*
Advertising now ..... 4.25 *per cent.*
Selling costs 10 years ago ..... 16 *per cent.*
Selling costs 4 years ago .....*under* 19 *per cent.*
Selling costs to-day ..... 22 *per cent.*
Advance in salaries in 15 years ..... 100 *per cent.*

The advertising as well as the rent in this store is exceptionally large, as while it is in a large city, it is situated away from the downtown district, and must depend for business on the district around say for ½ miles, instead of the whole city. The cost of newspaper advertising and circularizing this district is very heavy, and the annual turnover advances slowly, as the district has been settled a number of years.

Effective Systems Applied In an Ontario Store

Methods Adopted to Keep Close Account on Business Done in Various Departments and the Work of Each Member of the Force —The Percentage Basis on Salaries—Regular System of Inspections in the Store.

IDEAS FROM A BRANTFORD STORE.

Below are some of the devices of the Brantford store of E. B. Crompton & Co.:

Each clerk receives record at beginning of each week of sales made by him in corresponding days of week one year before—a record for him to exceed this year.

Weekly record sent to each clerk of percentage of his salary to his sales, for past week, and corresponding one of year before, as well as once a month, a comparison for the whole month of this year and last.

Committee of Inspection discuss conditions in each department periodically.

Closed cabinets for ladies' dresses.

Lunch room and women's rest room with free 'phone.

E. B. CROMPTON & Co., of Brantford, in the 27 years that they have been doing business in that city have not only established a reputation in the large district from which they draw their chief business, but have developed a number of features in connection with their store and its methods that may prove profitable for many of the readers of The Review to consider in connection with their own business. The store itself years ago secured a corner location and much additional window space by taking in the property next it, which like the rest is three storeys in height and goes under the name of "The Annex." Although the dividing walls are retained, and the two front entrances, wide openings on each floor admit freely from one to the other.

The ground floor is devoted to a general stock, worked out as is being done as a first principle in store arrangement on the theory of reaching the "floating" or "transient" customers; presenting goods to them along the lines of least resistance, without any elevators or stairways to deter them from inspecting the contents of the store.

CONFIDENTIAL

Dept. G Brantford, Dec. 11 1913

We look for an increase in the volume of business from every Department from season to season, and in order to keep you advised as to what we expect from you as Departmental Manager, and from those in the Department with you, we append the memo as below.

You can do very considerable towards establishing new and improved records.—It's your business to do so. The figures below represent each salesperson's sales for last year for the week corresponding to the coming week.

Week Ending Dec. 20 1913

NO	NAME	MON		TUES		WED		THURS		FRI		SAT	
4	James Thompson	15	63	28	90	26	75	51	36	48	20	75	45
6	Henry Irwin	21	65	27	42	31	68	47	32	43	18	76	81
9	Hazel Somers	18	68	22	34	32	70	62	30	38	72	129	75
11	Freda Henderson	13	28	20	95	36	84	43	27	29	60	47	13

NO. 2—RECORD IT IS UP TO THEM TO BEAT NEXT WEEK.

This form used in E. B. Crompton & Co.'s store, is sent out at the end of each week to the head of each department and contains a record of the sales each day of the week the year before. This provides an incentive to exceed it this year. The usual system is to send out a record after the week is OVER, containing comparisons with the year before.

Form M

CLERK'S SELLING PERCENTAGE

The Standard of Percentage for selling or [illegible] other words, the wages paid you in proportion to the amount of goods sold, is conceded by all retail houses to be an outside figure at 5 to 6%. Some houses [illegible] age is low as 3 1-2 to 4%, and we are going to put forth every effort to reduce ours. Which we [illegible] an do it we will do our share to help.

In order to judge right, the ability of [illegible] vidual salespeople a strict record is kept, and has been for the last several years, of each ones selling cost per week. It is part of this knowledge that advancements and [illegible] are made.

Name Frank Miller

Week ending Dec. 13, 1913	4.63%
Same period last year	5.12%
Average for month	4.86%
Average for same same month last year	5.24%

E. B. CROMPTON & C[illegible]

NO. 1—EACH CLERK GETS THIS.

Dresses in Glass Cabinets

A noticeable feature on the left on entering is a series of glass cabinets, in which dresses are hanging, are "ready to wear." The purpose of this, as explained by E. C. Crompton, is that the constant handling by customers is thus avoided, and the consequent soiling, while by being measurably out of sight a woman does not feel that the dress she finally selects has become familiar in price and design to hundreds of other women in town. The dress retains a certain amount of "exclusiveness," that Mr. Crompton feels is lacking if all are left out "in the open," for weeks.

"They are easily shown, and yet are kept in better condition and the price mark is not so prominent as in the usual way of displaying them." This, it is hardly necessary to mention, is not a method that the firm would follow in a special sale, but the system adopted for early season displays where good prices are secured for stock and the question of getting something different from anybody else is an important one for a woman.

At the rear of the store is a gallery for the office.

The second floor of the main store is devoted mainly to ready-to-wear, millinery and furs. In the dress-making department twenty power machines are kept busy. Two private rooms are provided for trying on millinery. The third floor is devoted to housefurnishings.

Tea Room Run By Caterer.

At the front corner of the annex, on the second floor, is a tea room seating 40 to 45. This has proved a very popular addition and a rendezvous not only for the city but for customers from surrounding towns. The firm does not do its own catering, finding it more economical and satisfactory otherwise, as well as a saving in space, to leave it to outsiders. However, control is retained, so far as to see that quality is kept up, prices regulated, and so forth. A noon lunch is served for 30 cents.

"It is a department of the store that I would not be without," Mr. Crompton said. "Arranged as we have it, it is no trouble; we only keep a general supervision over it and everything runs smoothly. It supplies, we feel, a demand in the way of convenience for our customers, and as such, it was our duty to see that this was filled if we could. Not only so, but it nets us a fair profit for the space we devote to it.'

Free Phone in Rest Room.

The best front space on the second floor is given up to the Women's Rest Room. One has only to glance in to these bright quarters to find the reply ready-made to any query as to the appreciation of this accommodation, for advantage is taken of it every hour of the day. Besides easy chairs, tables, writing paper, pens and ink, the firm has two additions not usually found, current magazines and a telephone. The latter rather surprised The Review man; and he suggested to Mr. Crompton that he appeared over-generous in this equipment.

"Yes, it might seems so, but really is not," came the answer. "We do not find women abusing the privileges for long conversations or even frequent calls. Generally it is used only for an urgent personal message, and quite frequently for enquiries at home that bear on purchases that are to be made in our store."

This telephone is one of eighteen in the store, operated by its own exchange.

Committee of Inspection.

Among the internal workings of the Crompton store is a Committee of Inspection that, periodically, say every couple of months, looks over each department. This Committee is formed entirely inside the store, of members of the firm and heads of departments. The idea is to have each department in turn "inspected" formally by one or more members of the firm and the other heads, for the purpose of making friendly criticisms or securing schemes for adoption themselves.

For instances the points to be considered are:

Stock.
Neatness.
General effect.
Cleanliness.
Freedom from undesirable stock.

This is not an arbitrary division, but may be taken as one that often is adopted. A special member of the committee is chosen to judge each point and he at the close announces the percentage of efficiency that he thinks it warrants. The general discussion proves a valuable training not only for the head of the department under review, but for all taking part, and as it has been operated tactfully no friction has developed.

Clerk's Selling Percentage

The "system" of the store, as worked out by C. F. Ramsay, is unusually highly developed. The closest connection is maintained between the management and the clerks, and their actual services to the store analyzed to an extent not found in many establishments yet in Canada. In this article are given three of the forms used as part of the business system.

One is a form marked "clerk's selling percentage." While many stores make it a practice of keeping track of the salary cost of selling goods, both in the aggregate, and as applied to each clerk, few consider it information that should be put in possession of the clerk himself. If he shows a tendency to fall down, he is summoned before the manager. Otherwise he remains in ignorance, blissful or unhappy, of the relative position he occupies from month to month, unless he happens to institute a personal system of bookkeeping on his own account.

The Crompton Co. send a slip to each clerk every week, showing his percentage of salary to sales for the week just closed, for the same period last year; the average for the month and the average for the same month last year. In this way a clerk can judge whether his own efficiency is increasing or on the wane, and whether the advance of salary he received has been followed by a corresponding advance in his selling results. This is surely an excellent scheme for keeping a clerk on his mettle.

In the notice sent out to each it is stated that the wages paid should not be more than 5 or 6 per cent. of the sales made; and that some houses average as low as 3½ to 4 per cent.

Last Year's Record in Advance

Leaving percentages and coming to actual figures, the firm makes use of an "advance information" notice which goes to each head of a department. This, as will be seen by the accompanying illustration, No. 2, informs each manager of the actual amount of sales by each one of his clerks on the corresponding week last year, in order that he may know what standard he has to work up to and surpass. If he so desires, the head gives to each clerk a separate slip showing his own sales, day by day the year before, so that he can keep track himself, and work all the harder to beat them. He is thus kept in an intelligent position, and knowing what he "is up against," he is more likely to make sure of surpassing it than if he worked on blindly. Such is the theory underlying this practice.

In the illustration given, four clerks are taken—with fictitious names and similar amounts, of course. The week of 1913 ended on Dec. 20, and about Dec. 11 the notice would be sent out. The corresponding week of 1912 ended on Dec. 21, which date could be used on the line "week ending."

The ordinary practice is to send a memo to the head of a department at the "end" of the week, showing actual comparisons with the corresponding week of the previous year. At this time "the damage may be done," and there is no chance to remedy it. Mr. Ramsay believes the Crompton store's method is infinitely superior.

Illustration No. 3 is a memo for the head of the department, sent monthly, and by the year, showing the total salaries paid in his department for the month, the total number of sales, and the average percentage of cost of selling in salaries. This can be arranged with separate percentages for each clerk at the end of the month, or for each week, as the case may be.

SALARY $ 385 DEPT. 7

MONTH	%	%	%	%	%	AVG.	SALES		REMARKS
November	5.43	5.17	4.92	4.16	4.23	4.78	$8054	39	

NO. 3—HOW SALARIES AND SALES COMPARE.

Keeping Ahead of Costs.

These examples from the store of E. B. Crompton & Co. will serve to illus-

trate the awakened interest among the leaders in the dry goods business to know just where they are at; to analyze their sales, the salaries they pay, their gross and net profits; to gather all the material that will help them work towards a greater efficiency; to eliminate wastes; in a word, to grapple most successfully with the problem of rising costs.

THE PROBLEM OF RISING COSTS

(Continued from page 31)

head store averaged 14.7 of the total sales for 1912, and will be about the same for 1913. At one branch store it cost 13.92 and at the other 12.71 per cent. The expenditure is set down under one of four heads: merchandise purchases, store expenses, barn expenses, advertising. The last mentioned is 1 per cent. lower than most dry goods stores, and salaries slightly under 9 per cent. Ten per cent. of the value is allowed for depreciation of fixtures each year, and all repairs are charged against barn expenses without lessening the 10 per cent. reduction for depreciation.

CHINESE COTTON CLOTH

In spite of all political and revolutionary vicissitudes, cotton still maintains its position among the millions of China as the staple cloth for all purposes of dress and general use.

The Chinese themselves have never manufactured woollen goods to any extent, with the exception of in a few small areas in colder regions. Even the cultivation of cotton and the spinning of it into yarn were unknown, so it is believed, up to the thirteenth century, but after that time the use of cotton spread into all places in the empire, and became extensive with China proper. To-day you go into interior places, and there, as a general household industry, you find cotton plant, very short and only adapted to weft and short-end work, planted by every family who, in turn, grow it, spin it, weave it and wear it.

IF THE WASTE BASKET COULD SPEAK

1. Don't jolly yourself. Anybody can throw an unread letter into the waste basket. Carefully read letters are seldom thrown away.

2. A waste basket gets many ideas that rightfully belong to the man who uses it.

3. The waste basket is more often the Cemetery of money-making suggestions, than the Potter's Field of letters that do not carry an idea.

4. Sober second thoughts compel us to search the waste basket for ideas discarded on the spur of the moment.

5. The waste basket has it over the most of us in that it takes everything it can get.

6. An empty waste basket is a great tribute to the capacity of its owner for new ideas.

7. The waste basket is the Siren that beckons many men to failure.

8. "Look before you leap" means think twice before using the waste paper basket once.

9. Those who shirk most generally have the biggest waste basket.

10. A well filled waste basket is proof of the saying: 'Out of sight is out of mind."

11. When a letter goes into the waste basket unread the laugh is on the man who gets the letter rather than on the man who sends it. The man who sends a letter may lose the chance to make one sale: the man whoreceives it may throw away chances to make many sales. Spare the waste basket and save the business.—Advertising and Selling.

PREVENT CO-OPERATION LEGISLATION

It is quite evident that another attempt will be made this coming session at Ottawa to push through a Co-operative Bill designed to extend special privileges to the few. Among the requests made by the Western grain-growers' deputation at the Capital recently was one asking for permission to establish and operate co-operative stores in the West without having to go through the formalities of the Joint Stock Companies Act.

If these co-operative associations are in any way different from joint-stock companies and therefore entitled to special consideration, we are from Missouri, and want to be shown. This should be the attitude of every merchant in Western as well as Eastern Canada. Merchants out west organized pretty thoroughly during the past year and are now in position to bring great force to bear on their Federal representatives. But they must act NOW. They should not wait until a Bill has been introduced into parliament. Now is the time to formulate plans and demand of their representatives that no special privileges shall be given. Co-operative stores are being formed to-day. That is probably all right. They come under the Joint Stock Companies' Act, but they should never be given class legislation—and only the merchants can prevent it.

Canadian Grocer.

Annual Meeting Held

The annual meeting of the Montreal Wholesale Dry Goods Association was held in the Board of Trade committee room, December 18, when the president G. R. Martin, presented his report of the affairs of the association during the



ALPHONSE RACINE, JR.,
President of the Montreal Wholesale Dry Goods Association.

past year. The principal matter which has received the attention of the association in 1913 was the question of cartage and the threatened discontinuance of the service of the railways.

The election of officers resulted as follows: President, Alphonse Racine Jr.; vice-president, George Sumner; treasurer, P. H. Bartlett; directors, R. A. Brock, Geo. B. Fraser, W. E. Cushing, G. R. Martin.

The retiring president, G. R. Martin, was chosen as the association's nominee for election to the Council of the Board of Trade.

PAID THEIR DEBTS

Montreal.—Ten years ago George and Samuel Rabinovitch, retail dry goods merchants at St. Guillaume de Upton, failed and the creditors, whose accounts amounted to over $15,000, received nine and a half cents on the dollar when the estate was wound up. The brothers Rabinovitch came to Montreal and started in the real estate business.

To-day, 35 of the remaining creditors, whose accounts varied from $9.68 to $968.74 and totalling $9,814.96, were surprised to receive cheques covering the amount of their claims. The brothers have prospered and while not legally compelled to pay their debts did so as a matter of conscience.

Down to Rock Bottom For Annual Inventory

Do Not Handicap Year 1914 by Jollying Yourself With Inflated Stock Valuations—Recording Both Cost and Selling Prices—Systems of Reductions on Novelty Lines.

"EVER hear of a man jollying himself along in his stock-taking?"

The question was put to The Review towards the close of the year—by a men's furnisher.

Jollying the other fellow—yes, but oneself?

And yet this is what scores of dry goods men will be doing a few days after they read this, — if they don't change their ways.

What's the use of it? Where's the fun? You're playing a game with yourself, and your right hand tries to fool the left. Did you ever play a game of solitaire, or chess, or checkers by yourself and make a mis-move? Maybe it brought you nearer winning, but what satisfaction was there in it? Pshaw! you said, and chucked the game, and started all over.

Get Down to Rock Bottom

So when you take stock, what's the use of marking-up everything when you know it's not worth the value? Of what use to pad your own stock against yourself? Why not get to rock-bottom? Why saddle the new year with last year's losses?

Watching a men's furnisher at work, The Review asked him about his system of marking-down his stock.

"Cutting the price in two is common; sometimes more than that," he said. "Here's a line of linen shirts. Maybe it will be easy to get rid of them, but chances are they'll go slow. They cost $9. I'll put them down at $5. That will give us a margin to work on in reducing the selling price in a few days. I like to know just where I'm at. I never want to think I'm fooling myself. What is more: the inventory list is what I begin the new year with. It's this record I have to compare with the record of my stock one year hence. Why handicap my results in 1914 just to help 1913 out a little? Let it take care of itself. Be absolutely honest. Get down to rock-bottom."

First He Dusted His Stock

The stock-taking of this dealer consisted first in dusting his stock.

"I have the boys do that first thing every year," he explained. "They go over all the boxes and other packages and clean them up. This is to avoid any dust getting on the goods inside when they are being handled and counted. You'd hardly credit the amount of damage that is often done in a store in stock-taking from this source."

This was followed up by the clerks going over the stock in the reserve room first, another in the store itself. On the outside of each package was a slip, attached to the inside, indicating the quantity of goods in the package. The last week in January the manager—if the store is a small one— or the head of each department if fairly large—will make a record of the stock with an assistant to call off. Here is where the real, honest, work is done; and here is where inflated, worthless inventories are often turned out.

"If the goods are staple lines of underwear, or black cashmere socks, or collars (which are always worth the full selling price), I mark them down at the full value. But a broken line of shirts, for instance, I always cut down; often slash. The underwear may be 'broken lines,' but I can fill in in my next order and get the full price for them. But shirts are different. If I put some of these in the window a man might come in and ask for a certain size and I might not have it. Then he'd say, 'What did you show it in your window for?' That would be bad business.

"When I mark a package down say from $8 to $6 per dozen, I mark the $6 down on the outside, and that becomes the new cost price for 1914. This cost price I mark down by a private code on every package, as well as the selling price. Often while I have the package there I mark down the reduced selling price as well.

"In going over the stock, I keep every different line on separate sheets, separating gloves from collars, and underwear from ties."

Soiled Goods or Novelties Down

The head of a department in a dry goods store where the accompanying sheet is used, is having his clerks go over the embroideries, and measure them up, and the ribbons, gloves, etc., marking on little tags the quantity. In a couple of weeks he will take down the record.

"I am very liberal in lowering cost prices or values on everything that is soiled or is not a staple line," he told The Review. "All novelties are subject to heavy cuts."

(Continued on page 45)

Sheet No. ..... Inventory ..... Year ..... Folio .....

Called by ..... Department ..... Priced by .....

Extended by .....

Entered by ..... Location ..... Examined by .....

Check	Number	DESCRIPTION	Total Quantity	COST		SELLING	
				Price	Extension	Price	Extension
		Amount forward					

When Alarm Clocks Fail to do Their Work

Problem of the Late-comers in Stores and Factories—All Must Get a "Note" From One Proprietor—Reducing Wages Where Lateness Exceeds 15 Minutes a Week—Warnings Usually Effective.

COMING Late to School is one of the problems that faces every principal, past, present and to come, for a tendency to trail behind the clock is a frailty that has beset human kind before there were clocks at all. Dry goods men are often bothered by employes coming late and various devices have been invented to act as effective agents of punctuality.

The time-clock occupies a place in thousands of stores and factories and the records of each employe are entered up carefully four times a day. Some large establishments—where work starts and ends rigidly according to the clock, and employes are on piece-work, or where there is an exact system of payment for services rendered—insist on deducting a certain portion of wages where the employe offends, say, twice in a single week. Others allow 15 or 20 minutes as a maximum for lateness in a week, and for any time over that deduct from the salary for the exact time late. A few manufacturing firms will not allow employes to work for that morning if they are late a certain time, deducting half a day as a penalty.

Distinction Between Two Classes

Generally speaking there is a disposition to make a distinction between the office staff and the rest of the employes, the latter of whom stop work promptly at the ringing of the gong and are paid for overwork, which often is not the case with the former.

"All except the office staff ring in," said the manager of a departmental store. "The staff simply hand in cards at a desk with name or number on, and the time is recorded in that way."

Cannot Be Too Strict

"Use your own discretion," was the advice of the owner of another large dry goods store when asked what penalties he inflicted for lateness of employes.

"As a matter of fact the last two or three years we have had to be pretty careful how we treated them, for there has been so great a demand in stores and factories and offices that it has been difficult sometimes to keep our salesmen and sales girls.. So we could not be too exacting and have had to overlook much that otherwise we would have objected to, and, indeed, would not have tolerated at all. If we find a few coming late persistently we send them warning notes, pointing out the necessity for being on time and this in nearly every case is effective. We have no system for deducting a part of the salary and sending them back for quarter or half a day, as in some stores and factories."

Must Get Note from Head of Firm

A Hamilton dry goods store, Pratts, has had the time clock but has discarded it for a special system of their own. This recalls public and high school days when you "had to see the principal when you were late." It is worked by means of the counter check books.

These are handed in at night and instead of being distributed each morning at the different counters, they are taken to a desk and each clerk calls for her own before going to her place. At 8.30 a.m., when the store is open to the public each clerk is supposed to be in her place, and all books then uncalled for are taken into the office. Before a clerk can get hers now she must get a slip from Mr. Pratt himself or the next in charge to him.

Fancy the Situation

How many times in succession is a girl likely to ask the "boss" for a note? Mr. Pratt, if he finds a girl late, say two days succeeding, questions her, and nothing more is said if she has a valid reason. In the few cases where late coming seems incorrigible a girl is given a half-holiday without pay. If this does not conduce to her earlier rising she is let go. But such a result is very seldom necessary.

They Come To You

"The advantage of this system," Mr. Pratt explained to The Review, "is that **they** come to **you.** In the time clock system you go to them; you are the one who has to do the fault-finding; to point out the digressions; to ask for an explanation. You have to hunt each one up in turn; the clock is impersonal, and nothing is said at the time. The beauty of this other plan is that the clerk is placed on the defensive, she has to ask you for a favor; she has to do the explaining, and whatever humiliation there is in it she has to bear. We find it works very satisfactorily and the only record necessary—where the proprietor's memory is not sufficient—is kept at the office in the slips that are sent in by myself or whomever else I depute.

"Where there are a large number of clerks, say up to 200, several divisions could be made of points to which they could go for their books to avoid confusion, and two or three of the heads of the firm or of departments could be deputed as ones whom the girls had to see before being given their counter check books."

Closing the Office Door

The head of another firm said that he used a time clock for his office staff as well as in his large work room, but after moving into a new building the divisions of the structure made the combination use not practicable. So he continued the time clock for the employes in the manufacturing end of his business and sent out notices to each of the office staff by name, pointing out the time when each was expected to be in his place, and intimating that the firm looked to him to observe this.

"If I find much difficulty now that the time clock is given up, I shall simply close the office down at a certain hour, and each one who is late will have to pass through my office. That, I think, will be sufficient of a deterrent to much late coming. Of course not only with the office staff, but in the case of the men and girls above, we are always ready to accept any reasonable explanation. We allow the employes 15 minutes grace each week, and deduct them for the exact time they are late beyond this."



The brain and the muscles are alike: the more you use them the better their quality.

Some men are like a lazy horse! they work harder in the breeching than they do in the collar.

Cleanliness is next to Godliness. The want of it has kept many from "getting next" to a good job.

It is a mistaken idea that those who are employed at wages are necessarily working for another. Only those who watch the clock are working for a boss.

The Trend in Cards is Towards Simplicity

Card Writing is Emerging From a Stage of Transition—The Smaller Card and Neater Style of Lettering Prove Their Effectiveness—Tests Which Went to Show How Various Styles of Cards Draw—A Summary of the Situation.

THE science of card-writing has been passing through a transition stage. It is a comparatively recent development that placed card-writing on the plane where it could fairly be termed a scientific pursuit. It is probably within the last ten years that the improvement in window cards has taken place. Before that time, there were practically no standards and the cards of the average store were just what the card-writer cared to make them. As a result they generally reflected the characteristics and tastes of the writer himself, being slovenly or artistic, flashy or quiet, large or small accordingly.

But during the past decade there has been a distinct movement to put card-writing on a better basis, a higher plane. Vast strides have been made. Many new ideas have been adavnced and various schools of thought have been formulated.

Have you ever noticed how a locomotive behaves on starting out for a run? It just proceeds slowly with a series of jerks and starts, gradually settling down to a smooth, easy, rapid motion. The development of the card-writing industry has borne a close resemblance to the start of the locomotive. The first development was very slow and characterized by jerks and interruptions. Now, however, momentum has been gained and the steady, even motion has begun.

And there can be no doubt that the development of card-writing which should now proceed along smoothly and in one direction at a rapidly increasing speed, is in the direction of greater simplicity. During the transitory periods; there have been experiments in all directions. An infinite variety of cards has been produced; loud cards, poster cards, glaring, blaring, jarring, blinding, stunning cards, neat, artistic, simple cards; cards with stencilled cut outs, cards with comic cartoons, cards on black mounts, cards on metal; comic cards, serious cards, inquisitive, interrogatory, imperative, appealing, insinuating cards. All manner of styles have been tried out.

And now the locomotive of card progress is settling down into an even humming run—toward simplicity. Of course, there are still plenty of advocates of the various styles and schools. One still sees cards standing out from windows with all the distinctness of a necktie of glaringly bad taste on a man otherwise well dressed. One still sees all kind of grotesque attempts at originality. One will continue to see them for some time to come. But the main trend is in the direction named.

Why Simplicity Counts

And few will dispute that after all effectiveness demands simplicity. A show card is a salesman. It is designed to catch the eye of the passer-by and to tell something of the goods displayed with it. There can be no doubt that the manner in which that message is conveyed is of great importance; quite as important as the manner in which a salesman conveys his message.

If a clerk speaks in a loud, ill-mannered way is he likely to ingratiate himself into the good graces of customers? If he displays bad taste and a lack of discrimination, is he likely to make a good impression?

The same rule holds good with cards. If a window card is glaringly loud and in bad taste, it offends the eye of the onlooker and its message is conveyed through a most unhappy medium. A grotesque card is almost certain to create the same impression as an eccentric person. It will attract a momentary interest but no one will desire a closer acquaintance.

On the other hand, no one will dispute that the quiet, tactful, well-mannered salesman is the one who will get the business. It is equally certain that the quiet, attractive card will be quite as effective in its own way as the tactful salesman.

Card writers who have allowed their work to run toward the bad taste and blatancy have been influenced by one consideration. They have believed that the chief function of a show card is to win attention. This is wrong, quite as fallacious as the proposition that salesman's function is to interest customers in goods. The duty of the salesman is to sell goods. He must interest his customer and close the sale. The function of the card is not only to attract attention but to turn the attention of the onlooker into favorable interest.

By way of illustration, take the case of a Midway "spieler." The man with the stentorian voice will attract the crowd at the start off but if he is all noise, with no knack of making his auditors really interested in the show behind the canvas, it is very few dimes that he will entice away from the pockets of the crowd. On the other hand, the artful spieler, who speaks in lower tones but who has a sense of humor and the gift of words, will have more difficulty in getting the crowd in front of him but every one of them that can afford "the price" will go crowding into the tent.

This applies to the use of show cards and illustrates in a most thorough way the results obtainable from the two types of cards.

Which Attracts the Most?

The only excuse for loud cards or those of an eccentric description is that they are most effective in attracting attention. But at this point we rise to a point of order. Are they most effective for this purpose? Some contend they are, others claim that they are not.

There can be no doubt that it takes a glaring object to attract some people; but are such people in the majority? To a person of good taste and a certain degree of discrimination, a brightly-colored, loud card is more likely to prove repellent than attractive. And, after all,

THE SHOW CARD.

"I am a connecting link between the goods and the customer.

"I am a silent, potent salesman of a most economical and effective calibre.

"I am the disseminator of terse and vivid description of every kind of merchandise.

"I am a guide-post to the bargain hunter and a valuable auxiliary in lowering the high cost of living.

"I am in evidence everywhere, in city, town and country and my services are acknowledged to be indispensable.

"I am a universal money saver to the public.

"I am a tireless worker, my duties are multifarious and my cost is almost insignificant.

"I am the price ticket."

Written for The Review by James Orr, card writer, with the Right House, Hamilton.

it is people of this class that the store is most desirous of reaching.

One is inclined, therefore, to dispute the statement that it is necessary to get up something "striking" in the way of window cards in order to win the attention of the passing public; and, if that is taken from the load card, no excuse remains for its continuing in existence.

Testing the Effect.

The tendency nowadays is to take nothing for granted but to prove everything. Business men are not satisfied with theory or conjecture. They want hard, incontrovertible facts. Consequently the testing of operations, plans or principles has become common. If a business man is not sure what style of advertising is going to prove most effective for him he institutes a test. The effect of various styles of advertisements is tried in the most conclusive way possible; by submitting them to a representative number of individuals.

And so the large users of show cards have not been content to take the opinions of card writers and display men as the last authority on the subject of the kind of cards that prove most effective. They have not accepted the unsupported evidence of preference or the testimony of good taste. They have tested the matter thoroughly, judiciously and fairly.

The results of a series of tests conducted by one large store may be briefly referred to here. The manager of this store himself devised the plan of operation and followed the working out of it with closest interest.

A corner window was selected and cards of various types were tried out. In order to make the test a reliable one, an endeavor was made to keep the nature of the displays up to a certain standard of attractiveness and seasonability. The object of this, of course, was to make the quality of the various displays so uniform that any difference in results might be attributable to the one item where divergence crept in the cards.

Sometimes a display would be left in for three days and three different styles of cards put in, a change being made each day.

This was kept up for a period of one month and the displays were so arranged that keeping tab on results was made possible. That is, the articles selected for the window were such that any sales made would be almost directly attributable to the fact that they had been in display. Careful records were kept of all sales of goods during the period of the test.

It was found that the cards which proved the most effective were the small and neatly lettered variety. The best sales record was obtained when the cards used were pen lettered in gold.

The least effective were large cards with lettering done in several colors and on a large scale with a reinforcing outline of air brush work. On the other hand some smaller cards with light air brush work proved highly effective.

The results from a test of this kind could not be accepted as conclusive or final. Too many conditions entered in over which no control could be exercised. Nevertheless the management of the store were so impressed with the results that they decided on a uniform style of cards—small cards with neat lettering. The results obtained since the change have convinced them that they are in the right track.

Tests Prove Value of Cards

A further series of tests was undertaken in the same store, this time on a different basis. A section of an upper floor was set aside and, on a low platform a number of unit trims of dress goods, ready-to-wear, furnishings and accessories were arranged. Different styles of cards were used on each unit. Numbers of the staff were then instructed to visit this floor and inspect the showing. The developments were closely watched, one man being told off for each unit trim with definite instructions as to how to check results.

One hundred salespeople in all passed along the line of trims. To illustrate how the test was carried out, the results reported at several units can be outlined. One consisted of a silk drape on a wax figure with more of the same material shown in the piece on a form. A small card, with neat lettering giving information about the goods was used. Of the hundred people who filed past, all stopped to look at the trim for an average length of time of a minute. Thirty-two, asked questions of the man in charge, directly based on the information contained on the card. Twenty commented audibly on the attractiveness of the setting while six people spoke of the card.

Further down the line was a trim along very similar lines, a different material being shown. The card was a large affair with considerable merit from an artistic standpoint, a cut-out figure in colors being used. At this trim the average length of stay was a little less than a minute. Three out of every four commented loudly and enthusiastically on the excellence of the card. Four made comments on the goods shown. No questions were asked the man in charge about the material but he was accosted several times on the score of the splendid card.

Still another trim of exceptional merit—perhaps the best in the line—had a card of a particularly atrocious design, a flamboyant, glaring mass of color and

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Left: This card is an exception to the rule stated in the accompanying article. It was used for a Christmas bazaar, where special bargains were offered, and as such could be made on striking lines. Right: Neat lettered card on black ground. The trend toward simplicity is shown in this case.

Keeping the Sales Staff Efficient

One Store Solved the Problem by Appointing a Sales Manager Whose Duty it Was to Keep the Staff Thoroughly Efficient—Department Managers Sometimes Object to Having High Salaried Men Placed Under Them—A Chart Showing How Selling Costs Have Advanced in Various Lines of Business, Compiled by Dry Goods Review.

IT is not an uncommon thing to find the manager of a department in a large store who, though extremely efficient in every other respect, fails to keep his staff on a high standard. In most cases the reason is not hard to find.

The general manager of a departmental store in a Canadian city, one which had risen from the comparative obscurity of a small dry goods trade to the point where practically every line of goods was carried and over two hundred salespeople were employed, was surprised at the end of the store's fiscal year to find that one of the departments had not shown a satisfactory increase of business during the year. This was strange because the year had been one of unprecedented advance and the total turnover had shown a very big increase. It was doubly strange because the manager of this department was judged to be one of the strongest men in the organization—a keen, hard-working, ambitious fellow with a veritable genius for certain forms of merchandising.

The general manager made some discreet inquiries around the store and soon discovered where the trouble had been. The department did not contain one really capable salesman outside of the head himself. If the manager removed the department would collapse like a building from which the foundations had been removed. With the sales force so weak, it was no wonder that the sales had not kept up to the standard of the other departments, in every one of which there were several men thoroughly experienced and capable of taking charge of responsible work.

The general manager sent for the departmental head, Brown (we will call him that).

"You are working too hard," he said, "I notice that you carry the entire responsibility of your department on your own shoulders. Now there is young Cavers over in the housefurnishings. He's a bright young fellow who could help you a great deal. I think it would be a good idea to transfer him to your department."

"There's no necessity for that," asserted Brown. "I am not complaining of overwork. I would object to adding to the expense of a high-priced man like Cavers to my department."

"All other departments are carrying high-priced men,' said the general manager.

"I believe in running my department economically, a position in which I stand alone among the department heads in this store."

"You also stand alone in the matter of failure to increase business," remarked the general manager caustically.

Despite the opposition of Brown, the transfer of Cavers was effected. A month afterwards, Cavers went up to the general manager and asked to be transferred again.

I'll get no chance where I am," he explained. "Mr. Brown refuses to let me take any more part in the work of the department than he allows the two dollar a week junior. If you can't transfer me, I intend to leave."

"I have been watching this department pretty closely," said the g. m. "I won't transfer you, Cavers. Stay where you are and I will see that things are changed."

A month later, Brown had been removed to another department as assistant and Cavers had been installed in his place. The reason was not hard to find. Brown was afraid to put a reasonably efficient man on his staff for fear that in time he (Brown) would be superseded. His policy had been to keep the department a one-man concern, bolstering up his position with the claim that he was acting from an economical standpoint. When the general manager became convinced that Brown was hopelessly set in the narrow-gauge groove of selfish fear, he had no alternative but to replace him. The department would continue to suffer otherwise.

A Dead Weight.

This failing is not an uncommon one among departmental heads. They lack self-confidence to the extent that they are continually in fear of being replaced. To prevent this dreaded contingency they prefer mere puppets to real salesmen, and endeavor to get along with a cheap and inefficient staff, doing all the heavy work themselves.

A manager of this stamp is a dead weight, a drag on the wheel of progress. As long as he is in charge of a branch of the business that branch will fall sadly short of being efficient. Things will be in continual confusion.

The worst feature of the one-man department is that the service rendered the public will necessarily be of an unsatisfactory order. Nothing is more essential to the maintenance of a high reputation for service than a uniformly high standard of salesmanship. If a majority of the sales people of a certain store are not up to the mark that store will soon have a reputation for poor service. If the majority of the sales people are willing, courteous and intelligent, the store's reputation will be such that people will like to shop there.

Where the manager keeps his staff down, the standard of salesmanship in that department will be very low. Indifference, carelessness, sullen disregard for the store's interests, will be the qualities most frequently displayed.

A Sales Manager.

The difficulty has been felt in every store of any size, and will probably continue to be felt as long as managers are necessary. It is a situation full of difficulty, and one that the executive head must be continually on the watch for.

A solution tried out in one store is the appointment of a sales manager. The duty of this official is to see that the whole store staff is kept up to a reasonable basis of efficiency. He keeps in touch with the sales people in each department, questions, advises, gives instructions. Where advisable, he advises the removal or transfer of certain members. All applicants for positions come to him first, and are referred by him to the various managers. No one who has failed to win his approval secures appointment, and he does not give his approval until he has thoroughly questioned the applicant and convinced himself of the latter's ability.

He holds classes on salesmanship after office hours, gives demonstrations, and in many other ways strives to instil a deeper comprehension of the many sides of the subject of salesmanship into the rank and file. Although he does not

assume arbitrary powers and never goes farther than to recommend to the various managers that certain things be done, his control over the staff is practically complete.

The plan has worked out well in this particular store. Without developing any friction between the incumbent of the post and the various departmental managers, it has resulted in putting more ginger into the staff. The standard of salesmanship in that store has shown an almost inconceivable advance. There are few on the staff who could fairly be termed incapable; and the tenure of these few is never a long one. Their shortcomings are soon detected, and unless rapidly corrected, lead to their elimination from the staff. The great majority of the sales people are brisk, willing to please and anxious to learn. The store is gaining an enviable reputation for the quality of its service.

This system is suitable only for a large store. The duties of the sales manager are carried out in the smaller store by the manager or the proprietor. In the average dry goods store the proprietor devotes considerable of his time to the question of his sales staff, and in that way is able to keep the standard reasonably high. In the bigger store the difficulty increases more rapidly than in proportion to the increase in the number of employees. An official with duties somewhat similar to that of the sales manager mentioned becomes a necessary cog in the store machine.

The great majority of buyers and managers are sufficiently far-sighted and fair-minded to give the members of their staff every chance to develop; but there are exceptions. And to guard against the harm that an exception can do, the above system has been found to work to good satisfaction.

THE TREND IN CARDS IS TOWARDS SIMPLICITY

(Continued from page 38.)

intricacies of design. The procession passed this point with greater rapidity than at any other. Particularly every one had an unfavorable comment to make regarding the card; some condemned the whole trim; a few praised the trim but deplored the detracting influence of the card; none made any comment on the goods.

The results of this test were deemed conclusive evidence of the importance of show cards. It had been demonstrated that the card could make or mar a display. The best display in the line had been practically obscured by the bad taste of the card associated with it. In other instances, as in the case of the second trim, the card had attracted admiration to itself in such a degree that the goods had been overlooked. Altogether there was a very substantial array of evidence to prove the potentiality of the card.

It was very wisely concluded that the results obtained from the first named card had been by far the most satisfactory. This card had fitted into the display so perfectly that it had gained only a sufficient share of the attention to impress on the minds of the passerby the information which it contained about the goods. It had been attractive enough to draw the eye of the onlooked and effective enough to then direct attention from itself to the goods. It performed perfectly the legitimate function of the window card. In selling force, it could be marked close to 100 per cent. efficient.

The second card had been so large and extremely attractive that it had defeated its own purpose absolutely. It had attracted attention away from the goods to itself, thus reversing the natural and desirable order. Whatever time the onlooker felt inclined to give to this trim was devoted to consideration of this notable card. Many praised the trim, as a result but did not exhibit any interest in the goods.

The third card drew the eye of the onlooker at once and so jarred on the eye that this trim was hurriedly passed by.

The results of this test were deemed highly conclusive and the deduction was reached that the small, artistic, painted card was most highly effective in performing the function of the show card.

The Style That Counts.

And thus it narrows down to this: That the style which really counts is the small, neatly lettered card. The best card writers are coming around to this. In most of the larger stores. The neat, pen-lettered cards is coming to the front.

Of course, the fact must not be lost sight of that different classes of windows require different kinds of cards. No arbitrary rule can be set. It cannot be said: This style or that style of card is the style to be invariably used. There are times when large sized cards are necessary. There are times when fancy scroll work, combinations of bright colors are not inadvisable. There are times again when ornate effects can be introduced with profit. But underlying it all the card-writer must remember that the function of the card is to first attract attention to itself and to then deflect that attention to the goods; and that simplicity of design and terse business-like diction are the qualities that count in the performance of that function.

TO-DAY not TO-MORROW

To-day is ours, so, do it now,
Not to-morrow, for somehow,
Strange as it may just appear,
No to-morrow will get here,
In that vague—the yet unknown,
The to-morrows they are sown.

Do not fool yourself. To-morrow
Won't arrive, so do not borrow
Time that sure will never be,
No to-morrow will you see.
Life contains but now, to-day
All that's past is yesterday.

Memory holds the yesterdays,
Backward it will turn its gaze.
There we stand just you and I.
Book of memory, smile or sigh,
But to-morrow cannot be—
It's beyond Eternity.

— Oakley Selleck.

MOVE TO LARGER QUARTERS

In order to handle their rapidly growing business to better advantage Walter H. Barry & Co. have moved from 280 St. James Street to 6 St. Helen Street, Montreal. This firm, by specializing in ribbons, has developed a very large business, and the old quarters on St. James Street proved entirely inadequate to the demand made upon them. In the new warerooms on St. Helen Street a much larger space has been secured, and the needs of the business will be more efficiently looked after than ever before. The mail order department of the business has been developed to a remarkable extent during the past few years, and this is now one of the most important features. A large and varied class of ribbons of every description is kept constantly on hand, so that the needs of the trade can be supplied at short notice. Mr. Barry has just returned from a trip to Europe, where he was visiting the style centres and placing orders for next fall. Visitors to Montreal will be given a cordial welcome at the new warerooms.

Edmonton, Alta.—The new Hobberlin store at 653 First Street has been opened.

Increased His Business $1,000 a Month

How An Ontario Merchant Built up His Turnover by Aggressive Advertising Methods—The Experience of A. F. Hawke of Grimsby—Enlarged the Radius of Territory That His Business Reached by the Adoption of Progressive Publicity.

THE problem that confronts the average merchant doing business in a small town within easy distance of a large city is how to create and maintain an interest in his store against the persistent efforts of the larger people to draw business from the territory that is legitimately his.

This problem is made the more serious when the territory is traversed by a trolley line giving an hourly service with the city, when the roads leading thereto are among the best in the country and when the local merchant's customers are well-to-do fruit growers, many of whom have their own motors, and can whisk into the city and back again at little or no inconvenience.

Merchants in distant towns where there are only two or three trains daily with the larger cities and their departmental stores, will admit that the man who has to contend with the conditions described, is at a much greater disadvantage than they are, and that he must avoid the rut if he would continue in business.

In the dry goods and men's wear business of A. T. Hawke, Grimsby, Ont., The Review has a notable example. This town is in the heart of the Niagara district, the garden of Canada, and is within 15 miles of Hamilton. Mr. Hawke here finds time not only to direct his business successfully, but also to pay a little attention to the style of gardening that has helped to make his district famous, not only among manufacturers of jam and canned goods, but in those circles where the beauty of the country is measured by a more aesthetic standard than that of so many cases, crates, or carloads.

Mr. Hawke has been in business in Grimsby for 23 years. He is the successor of E. J. Palmer, who was there for thirty years before him, though in a store that was only one-third the size of the present one. After clerking for Mr. Palmer for six years, he opened a store for himself, and a few years later was given an exceptional opportunity to purchase the business of his former employer. Coincident with the change in ownership an addition of twenty feet was made to the width of the store, giving a frontage of fifty-four feet, and later the store was lengthened to 105 feet, with two floors. This gave plenty of room for development, and it was not long before Mr. Hawke had re-arranged and departmentalized his store according to modern ideas.

Separate Department for Men's Wears

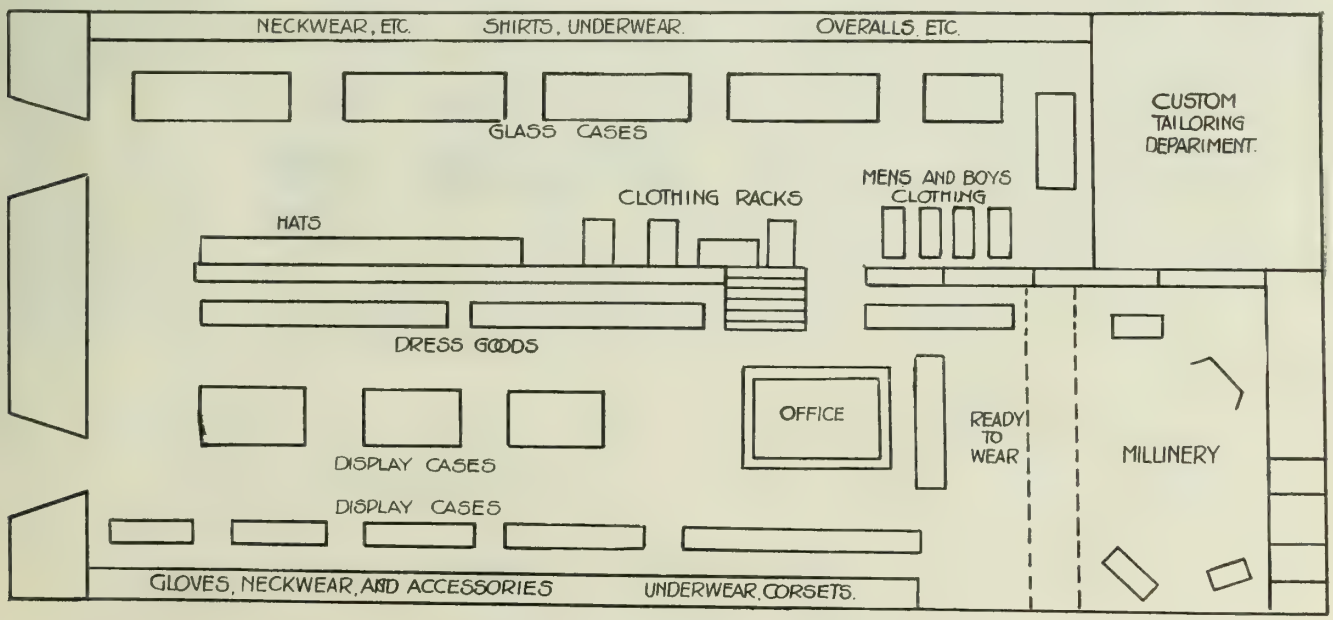
The section which is now used as a men's wear store was leased for $35 a month to a grocer, and the men's wear section had a space in the main store until Mr. Hawke observed that it was handicapped by its location, that the men had to be practically forced into it and that it drew very little of the smart or really profitable trade of the town. He decided, therefore to dispense with the grocery business and convert that part of the store into an exclusive men's store, handling furnishings, men's and boys' clothing and custom tailoring. The change was a fortunate one and the store is now a much better paying proposition than ever before.

The accompanying plan shows the layout of the two stores, the men's wear being connected with the dry goods floor in two places. In addition to general dry goods, ready to wear garments, millinery and men's wear, there are carpet, wall paper and furniture sections, the entire store being departmentalized under twelve heads, and so carefully have these been systematized that report sheets are placed in Mr. Hawke's hands weekly showing comparative standing of stocks, sales and departments for previous and present years, together with figures showing cash and charge amounts. In short, the business is conducted on a strictly departmental basis.

Advertising did it

How has the development been brought about? What methods were

(Continued on page 48.)



A plan of the store of A. F. Hawke, Grimsby, Ont.

The Tendencies of Retail Advertising

The Largest Retail Advertisers Are Showing a Tendency Toward Simplicity of Layout and the Use of Lighter Faced Type — Prominence of Price Quotations is a Most Marked Feature—No Tendency Yet Noted Toward the Use of Smaller Space.

IN what direction is retail advertising tending? The history of the evolution of advertising would be one of absorbing interest. There is a vast difference between the old stereotyped announcement and the typical advertisement of to-day with its bright illustrations, balanced layout and typographical niceties. There will be just as much difference between the ad of to-day and the form of publicity that will be generally accepted twenty years from now.

Changes of this kind come about slowly. New ideas are exploited in certain quarters and, as they prove, or fail to prove, their feasibility, are gradually adopted or quickly discarded. There are always certain leaders of thought, or founders of new schools in advance of the mass. They are the pioneers of advertising and the rest follow in their wake.

The next few years will see important changes in the form and principles of advertising. Advertising will, undoubtedly, be gradually placed on a basis of higher efficiency. Less will be done by guess work. Appeals will be based along well defined lines. Tests and experiments now being conducted by specialists are establishing beyond all cavil the kind of matter which appeals to the average person. By the more thorough carrying out of tests, it will become possible in time to place the microbe of latent desire under the microscope of analytical study and determine many of its characteristics; to determine what attracts the mind and what repels, what arouses interest or the desire of possession and so forth. In time, it should be possible to turn out advertisements with the moral certainty that they will have the desired result.

Many developments are noticeable in the advertising field at the present moment. In some cases they are of a very different nature. Some leaders are going in one direction. Others are taking the opposite tack. Many advertisers are filling their space with illustrations of a luridly original character—sketches of the new schools of art, girls like Egyptian hieroglyphics, with elongated limbs and grotesque faces. They claim that it is the "latest thing" and that the public clamors for it. Perhaps. But the fact remains that still another school of advertisers are proceeding along the lines of simpler advertisements,

St. Louis Kansas City

Kline's

Detroit Cincinnati

509 Washington Ave. Near Broadway

Still Greater Sacrifices

For Wednesday in This General

Mid-Season Reduction Sale

THIS is a sale in real earnest—a forced clearance of our entire stock of Fall and Winter apparel at much lower prices than we have ever before been called upon to name. You owe only to see these values—and compare them with anything shown elsewhere—to appreciate the unequaled opportunity we are offering.



Silk-Lined Suits

200 Suits—values to $29.75 ... $16.95
This offering includes selections from our own lines—together with many new purchases just received from our New York office.

Almost 300 Suits—up to $32.50 ... $19.75
Including the greater portion of our regular $25.00 line—as well as many styles that heretofore sold at $27.50, $29.75, $32.50—and a few worth up to $35.00.

120 Suits—values to $65.00 ... $24.75
This lot includes the most exclusive suits from the foremost makers in the East, and a limited quantity of novelty Suits—some that sold as high as $65.00.

The finest in the house ... $39.75
Tomorrow we offer you your unrestricted choice of any Cloth Suits in our entire stock regardless of former selling price—select the ones you like best at $39.75.

Dresses and Gowns



$16.95 Dresses ... $9.75
Almost 200 handsome all-cloth and Silk Dresses in the prevailing popular styles that heretofore sold up to $16.95—tomorrow at $9.75.

Dresses up to $24.75 ... $12.75
The very newest models and daintiest effects in Crepe Meteor, Crepe de Chine and Chiffon Dresses—that sold up to $24.75—at $12.75.

Dresses up to $39.75 ... $19.00
There are just 56 of these Dresses—in beautiful silks, chiffons, laces and brocades—suitable for afternoon and evening wear—only one or two of a kind.

Dresses up to $65.00 ... $24.75
Just 86 of these Dresses and Gowns—exquisite effects in brocades, laces and various silken fabrics—in street and afternoon shades.

Our Finest Coats and Wraps

Values up to $39.75—in three lots at $9.75 $15.00 and $19.75

HERE you will find the newest and prettiest effects—coats and wraps for every occasion—in duvetyne wool plush, brocaded velvet, Persiana and Ural lamb, chinchilla plush, striped moire, imported mixtures, zibelines, Hindu lynx, eponge and sealette materials—values up to $39.75—at the three prices named above.

Sale of Untrimmed Hats at 1/2 Price



THIS is an offer that will certainly keep us very busy all day tomorrow. A special clearance of our large and beautiful stock of Untrimmed Hats including [illegible] and combinations—ranging in value from $[illegible] to $[illegible]—all at half their marked price. In the lot are 50 dozen Hat Shapes, regular $8 values, which were reduced to $3.95 and which will go on sale tomorrow at half their present marked price, giving you a real $8 quality for $1.98.

98c for $2.00 Shapes
$1.50 for $3.00 Shapes
$1.98 for $4.00 Shapes
$2.50 for $5.00 Shapes
$3.00 for $6.00 Shapes

Great Reductions in

Newest Skirts

Special attention is called to a [illegible] $5.00 Skirt sale for tomorrow at ...

THE quantity of these skirts is limited—but each one is a value that will more than please you—they come in finest plaids, homespuns, fancy cheviots, cravenettes—and in all the newest shades, such as mahogany and Dutch blue, as well as the ever popular blacks, navies, browns, etc.

Notable Values—

Sale of Waists

$6.98 Waists at $4.98
Embracing the most beautiful styles in shadow laces, nets, chiffons and lingerie—[illegible] at the price.

$2.98 Waists at $1.95
A great showing of summer Embroidered Waists, Voiles and Laces in the newest style effects—[illegible] at $1.95.

$1.25 Waists at 79c
Pretty styles in [illegible] and washable crepes—finer in every way than you have [illegible] at [illegible].

eliminating all cuts and fancy layouts and pinning their faith to the dignified ad, with straight set matter and plain rules. That either school will prevail and draw the great volume of advertising that way, does not seem at all likely. In the one case it would make advertising a frenzied attempt to interest people by exaggerated and freakish innovations; in the other it would reduce all advertising to the dead level of commonplaceness.

On the whole, however, the trend seems to be toward simpler effects. Good illustrations and few of them, is the motto of many a prominent advertising man to-day. No longer is it deemed advisable to sprinkle cuts of indifferent value in every corner of an advertisement. It has become generally recognized that this detracts from the value of an advertisement in a most marked degree.

The End of Exaggeration

One development of a comparatively recent date which bids fair to become universal is the reaction from all forms of exaggeration It was a common thing at one time—and not so very long ago —to carry exaggeration to an extreme point. Values were unscrupulously raised, descriptions were written in fancy terms, comparisons of a most sweeping nature were drawn. Everything advertised by those, who fell into this trend was the "best on the earth." The person who purchased solely from advertisements must have been sorely pressed at times in making selections.

It was recognized in time that this was having a seriously detrimental effect. People were beginning to take what they read with a pinch of salt. Too much exaggeration would inevitably have undermined public confidence. And so a strong reaction has set in. The best advertisers are now keeping their statements within the facts and are not indulging in sweeping announcements with the regularity of old. Even where the facts warrant a "big scream," the advertising man injects conservatism as well as enthusiasm into his pen.

This change will be a welcome one to the advertiser as well as to the public. The opportunity to present goods to the public for exactly what they are worth, without feeling it necessary to overestimate them in order to offset the opposition, will be eagerly grasped. After all, the average person has a proper, level-headed notion of values. The most sure way of getting results is to present a proposition to them in a business-like way, without any superfluous claims or wordy effusions.

Smaller Ads Coming

The head of a large house which has spent many millions of dollars in advertising, Sir Joseph Beecham of Beecham's Pills fame, makes the assertion that an era of smaller space advertising is at hand. He believes that the large departmental stores are going to limit their space, and more carefully select their matter.

Certainly, however, there seems no evidence of this yet. The writer made a careful test of the advertisements in twenty representative Canadian and American newspapers extending over a period of a week, and, wherever possible, made comparisons with the showing of the previous vear. The finding was that the big advertisers were using as much space as ever. In the case of several Canadian stores, the amount of space used during the period was practically identical with the same period last year.

There seems little reason to doubt that the use of large space by firms doing business on a large scale is bound to continue. Where there are a multiplicity of lines to be featured, the necessity for large enough space to do justice to each, cannot be escaped. Some of the departmental stores have to some extent tried the scheme of using space in different parts of the paper. This is conceded to be good practice in some instances but the advisability of concentrating the complete announcement of a firm in one place where the reader can see it all is so unmistakable that the other method does not seem likely to make much headway.

Featuring Prices

Perhaps the most marked trend is toward the featuring of price. At the present moment, the writer has before him a dozen or more advertisements of large American departmental stores. Without exception, the one feature that is most conspicuous in each is the prominence that is given to prices. The figures stand out with almost the distinctness of a jet of light against the background of a dark curtain. A sample is reproduced herewith which is fairly typical of them all. Note the size of the figures, the full depth in almost every case of the description which accompanies it. This advertisement is extreme beyond all doubt. The price could be made sufficiently prominent without going to this extreme. But there is this about the ad: It points the trend.

Lighter Type

Another very marked characteristic of advertising which may fairly be claimed to be "blazing the trail" is the tendency away from heavy type. The ban is put on the black poster type so dear to the advertising man of a past dav. The endeavor seems to be to give the copy a light appearance. No objection is made to the use of large type but the styles most in vogue are of light face. The outline type shown in the Kline advertisement has come into great popularity and is used by a great many of the largest stores

Greater Simplicity

In further reviewing the specimens at hand, it is seen that the tendency toward greater simplicity is evidencing itself in many ways. Headings with pictorial effects are not seen as much as formerly. There are still plenty of large advertisements seen which have elaborate headings across the top but with the most of the specimens in hand, this is not done. The reason for this apparently is to prevent too much prominence centering in the artistic effects.

Simpler borders also seem to be the rule. As is the case of the advertisement reproduced, a single rule border is favored by many. The panel effect is used as much as ever but the panels are plainer, ornate effects being eschewed almost universally.

This briefly sums up the trend in retail advertising as accepted from the advertisements of a score of large departmental stores. On the whole, it can be asserted that a decided improvement is being worked out.

NEW CARTAGE RATE SCHEDULE

Increase from 3 to 4 cents per cwt.—Montreal.

Increase from 3 to 3¼ cents per cwt. —Toronto.

Same rate of 3 cents as before. — Bothwell, Brantford, Glencoe, Guelph, Hamilton, Kingston, London, Ottawa, Sarnia, St. Catharines, St. Hyacinthe, St. Thomas, Thamesville, Valleyfield, Walkerville, Windsor.

Minimum in all cases—20 cents.

Additions to list of exceptions to flat tariff: Baskets, empty packages, furniture (except brass and iron bedsteads).

Such, in brief, are the new cartage regulations announced by the railway companies this week, as coming into effect on the first of the year. As stated last week in Canadian Grocer, some addition to cartage rates was expected after railways had agreed to continue present service. Montreal faces heaviest increase, 20 cents per ton, while Toronto pays 5 cents per ton more, and remaining cities where schedule has been in effect, continue under the same rates as before. So far as the amount of the advance is concerned there seems little objection being registered.

Prospects For the Future are Bright

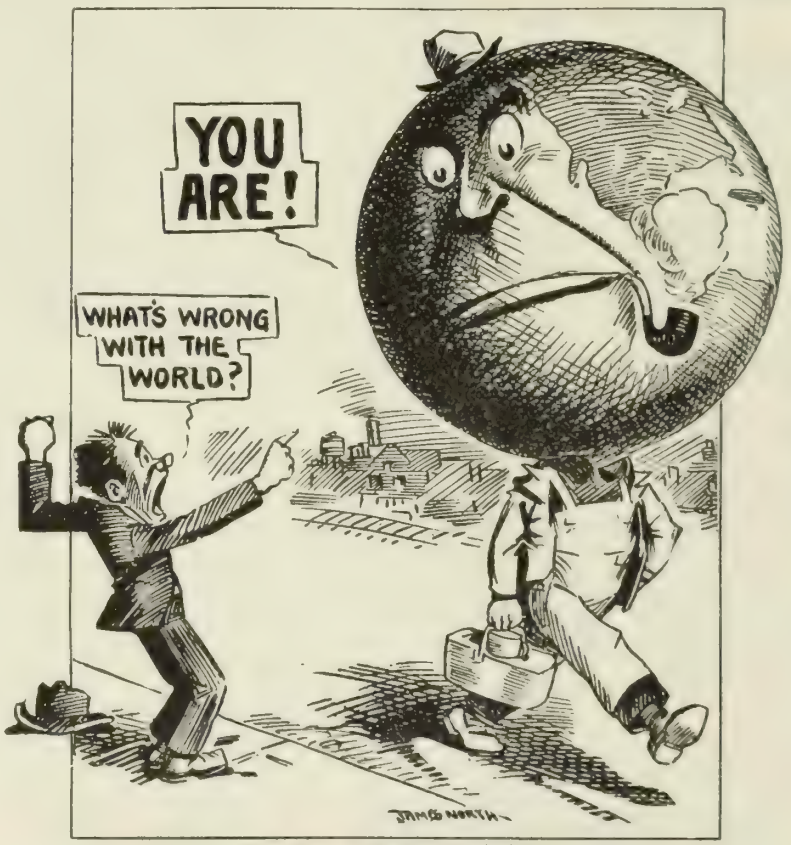
Business Men Agree That Conditions Will Show a Marked Improvement After the First Few Months of the Year—Was Business as Bad During 1913 as General Opinion Made it Out to be?—Investigation Does Not Bear Out the Pessimist in Full Measure.

HOW was business during the year now past? More important still, how will business be during the coming year? These are the questions now foremost in the minds of all business men.

With regard to the first question, one is inclined to think at first that it could be answered off hand. That business has been bad is a pretty general supposition. So much talk of depression and bad business is heard that one naturally assumes that conditions are such as to warrant the talk. Ask the first ten men you meet how they find business, and nine of them will shake their heads with concentrated g l o o m and voice an opinion pregnant with pessimism. If it happens that the tenth man you meet reveals a cheerful outlook, you probably regard him as an incurable optimist and attach no weight to his views.

Is there any tangible reason for the deep-seated belief that business has been so bad? There is no denying, of course, that at some seasons, and in some districts particularly, trade has been dull. Perhaps the dry goods trade has suffered more than other lines from the semi-depression, inasmuch as the average person when money is tight, or when it appears to be tight, will make the "old things" do a sad truth to which every dry goods man will bear witness. Certain it is that toward the end of the year business became dull, a fact which can be attributed partly to the unfavorable weather.

Conceding all this, however, one does not find it possible to secure proof of the existence of such bad conditions as general opinion has accepted. Many wholesalers and manufacturers report that they have had increases of business. Many more state that they showed an advance in the volume done up to the last few months of the year. As the amount of business done by the manufacturer is indicative of the business done by the retailer, it is quite reasonable to assume that many retail dry goods merchants have passed a busy year. Direct reports secured by The Review from many districts bears out this statement.



The Answer to the Pessimist

A Test Year

The year 1913 will pass down into history as a year of severe test. There can be no doubt that the wave of prosperity, which has been sweeping over the country for the past five years, brought along many evils with it. Extravagance, speculation, inflation of values, exaggeration were things that had crept in. Just as the ore must be passed through the smelter before the pure metal is extracted, so business had to be passed through the crucible of depressed conditions before it could be freed from the dross of wild-cat speculation and dishonest methods. Face to face with a serious money shortage, business men began to see things in a new light. They began to view conditions and prospects with more moderation and to put a sane construction on values. Commercial spread-eagleism vanished.

In view of this result, business men of large outlook are prone to regard the turn of events of the past year as an economic blessing coming in the disguise of semi-depression. A number of manufacturers express themselves as pleased that the threat of a check in the country's prosperity came in time to induce earnest reflection and to effect a return to sanity of outlook.

The Future

With regard to the future, one finds almost complete unanimity of opinion. It is agreed that better conditions are ahead. Some estimate that several months of dullness will succeed before there is a noticeable turn in the tide. In this they are undoubtedly right. It is not to be expected that the early months of the year, ordinarily the dullest, will see the resumption of complete trade activity.

Merit generally wins and you'll likely to get what you merit. If you think you are getting a raw deal remember that mean people require mean measures to subdue them.

• • •

The mule has a great reputation as a beast of determination and as a kicker, but he doesn't cut much ice on the speedway or in the money market. If some men would cease kicking and shed some of their stubbornness, they'd soon find themselves in higher company.

Expects a Banner Year for Business in 1914

Head of Montreal Departmental Store Speaks Most Optimistically of the Future—No Basis for Pessimistic Talk—In Interview He Points Out Tangible Reasons for a Marked Improvement in Business.

FREDERICK A. SCROGGIE, managing director of W. H. Scroggie, Limited, Montreal, who recently returned from a business trip to New York and Philadelphia, stated that he found retail business conditions in both cities much better than he expected, and that from his observations there, as well as judging by the experience of his own establishment, he was convinced that much of the prevailing pessimism in trade circles, was the reflex of the persistent and sensational indulgence by a considerable section of the press in exaggerated "hard times scare" reports and interviews.

Mr. Scroggie went on to declare his conviction that the general outlook for 1914 was for the biggest year in the business history of the Dominion, basing his prediction upon his own personal knowledge and upon the latest available Government and trade statistics. "There is no better barometer of trade," he said, "than a department store catering to the masses, and the present year has been by far the greatest in our history, even after making allowances for the greater facilities of our new store. There are no pessimists on our staff. The vigor and activity of our business are the result of liberal purchasing by the people, the majority of whom have too much common sense to spend more than they can afford.

"The stringency about which we hear so much these days," continued Mr. Scroggie, "is in my mind largely confined to individuals inoculated with the gambling spirit, who prefer reckless speculation to sound and solid investment. These, however, represent only a small proportion of the population."

Asked as to the grounds upon which he based his prediction for a big year in 1914, Mr. Scroggie replied: "I am a convinced optimist, and a careful study of the conditions in Canada confirm my optimism. According to the latest Government report for six months of 1913, ending with September, Canada's imports increased twenty-six million dollars over the same period last year, imports increased thirteen millions, and general business increased over forty-five millions. These figures indicate, not hard times, but promising and prosperous conditions. The head of a large manufacturing concern told me that his collections for the past month were 95 per cent., an exceptionally large proportion. The railway returns indicate progress and profit in every department of traffic. A leading commercial lawyer says that his firm incorporated a record number of companies since October. The recently-published reports of the Bank of Montreal and the Royal Bank point to healthy financial conditions everywhere. It must be remembered that the close of navigation and the advent of winter always causes a large number of persons to be thrown out of employment temporarily. This is a normal condition with which Canadians are familiar, but it is being used by the pessimists to bolster up their arguments.



OCTOBER MORN.

One view of the effect of the American tariff reductions on business.

"The outlook for the new year is in reality bright and encouraging. In Montreal indications point to a year of unparalleled activity in the building trades. Immigration figures show that Canada is still the Mecca for shrewd and ambitious workers from the old world, and railway and steamship companies are preparing to handle more immigration traffic than ever before. The approaching completion of two new transcontinental railroads will in itself form an important factor of progress, attracting new population and capital, and leading to incalculable expansion. These are some of the reasons why I depreciate the publicity given to hard times stories, and why I believe that 1914 promises to be the brightest year in Canada's history."

DOWN TO ROCK BOTTOM

(Continued from page 35.)

The new cost and selling prices are marked on the packages as the work is done.

Both Cost and Selling Price

"I receive from the central office a number of printed sheets for making the stock records on, all numbered, say from 20 to 300. The quantity and description is marked down on the sheet and both cost and selling price. This you probably will find is rather unusual, some taking only the cost and others preferring the selling price. The 'extension' contains the price of the whole lot, for instance if 22 yards that cost 10 cents a yard, $2.20. So with the similar column following the selling price.

"The column at the extreme left will contain a record of the reduction I make in any lines, say 10 of the 22 yards will be cut from 10 to 6 cents, a total reduction of 60 cents. So the 'extension' column will contain not the 22 yards at 10 cents, but 12 yards at 10 cents and 10 yards at 60 cents, or $1.80 instead of $2.20."

Record of All Reductions

The record of the reduction on the left hand side is copied out later and sent on to take its place with the records of cuts made in stock at other times of the year.

The inclusion of both cost and selling prices entails more work—although not much as the two figures are together on each package — but this firm finds the complete record far more satisfactory.

"Of course,' remarked the manager of the bookkeeping department, "we could do as others do. estimate the cost from the selling, or the selling price from the cost, but this way of recording both is more accurate and leaves nothing to guess work. It also enables us to know exactly what percentage we mark up our goods by, and otherwise helps us in keeping track of the selling costs in relation to gross and profits.. We have investigated the other two systems and find that one has little superiority over the other; we prefer the 'double' one we have adopted."

(Continued on page 52.)



An interior view of the furnishings department of Clinkskill's, Limited, Saskatoon.

Space-Saving Arrangement of Two Stores

A Description of the New Premises of Clinkskill's, Limited, Saskatoon—Furnishings and Shoe Stores Are Joined, with Stock Rooms Between—A Plan of the Arrangement of the Furnishing Stock—Equipment is Dustproof Throughout.

THE new store of Clinkskills' Limited, at Saskatoon presents many features of decided interest. It has been laid out on a plan which is unique in several respects and which is well worthy of consideration by retail men who are facing the problem of store arrangement.

The establishment consists in reality of two stores, one devoted to men's furnishings and the other to boots and shoes. The two sections are joined, however and form one store. They have separate entrances and show windows, appearing from the street to be separate stores. On the accompanying plan the details of the floor arrangement will be found.

This arrangement was made to effect a saving in space. Between the two sets of windows is the entrance to the upper floors of the two-storey brick block, built by the firm. Each store is 26x90 feet and in the space between, immediately behind that given over to the stairway, are stock rooms, each 30 x 9 feet. The stock rooms, as shown on the plan, are separated by a large recess in which is located the general office. A passage joins the two stores and thus there is ready access from each store to the office and the cashier is able to serve both without difficulty. By this plan also, the office is centrally located without interfering in any way with the store arrangements. Another advantage is the close proximity of the stock rooms to the stores. A salesman can procure any article desired without loss of time and without keeping customers waiting.

Altogether the lay-out of the two stores has points about it which makes it worth very careful consideration.

The Men's Wear Store.

The display windows are deep, receding sharply to the entrance and so arranged that displays are arranged, fronting on the sides. Thus onlookers are prone to step into the entrance in order to see the full display; and then, perhaps, to step within the store. Many merchants have found that an arrangement of front which leads people from the street is most effective in drawing trade for the reason that, the first step once taken, the rest are more likely to be taken.

Along the left wall, on entering, is a drawer wall fixture, 2 feet 3 inches deep by 36 feet long. It is divided half way by a mirrored recess. This fixture has five rows of drawers, above three of which are used for goods in immediate demand. The upper two rows are utilized for reserve purposes. Two deep drawers are below the level of the silent salesman.

Adjoining the recess on one side is an especially useful arrangement of shallow

sectional drawers for ties and smaller lines. It is divided into several sections and in the first section underwear, neckwear, pajamas, etc., are carried; the second section is devoted to the shirt stock. Here, again, attention to detail is marked, the drawers being so designed that it is possible to show color scheme of any article without removing it. The third section contains the collar stock and consists of drawers divided in such a way that two dozen of every size of a given style are kept intact and can be located without any delay.

In front of the wall fixtures on this side is a continuous row of glass silent salesmen which are used for the display of the better lines of goods.

Along the opposite side of the store is a very handsome four-section, glass-fronted fixture, also 36 feet long and broken by a mirrored recess exactly opposite to that on the other side. This fixture is devoted to the hat stock. Below are two rows of drawers which are used for extra stock.

The rear of the furnishing store, which is beyond the passage connecting both sides, is the clothing department. The walls on both sides are occupied by clothing cabinets of latest design and construction. There are in all six double-deck Welsh cabinets with revolving garment hangers. At one end is a particularly convenient arrangement whereby samples of suitings can be attractively arranged and pulled out in a plain view by a sliding panel which, when not in use, slides back into the fixture and is shut in by a dustproof glass door. At each side back of the wall fixtures is a comfortable fitting room, while across the store at the extreme end is a tailor shop, separated from the main store by a partition, in front of which is placed a handsome oak mirror with panelled recess and containing in the bottom an electric heater. This, facing as it does the entrance, presents a most inviting appearance.

A decidedly unique feature of the store is the use of hand-painted panels for decorative purposes. There are six panels in all, executed in pale blue on the mauve colored walls. They are just below the ceiling and extend four feet down the wall. Each panel shows one of the principal lines carried in stock. The four lines thus featured are underwear, shirts, collars and clothing.

An Artistic Finish

The store is finished in a most attractive manner without being in any way ornate. All the interior woodwork is of quarter cut oak in a dull rub finish, with the exception of the panels enclosing the windows which are of oak in a natural finish. Wall fixtures, show cases, chairs and office furnishings are all in the dull finish oak, thus giving a complete harmony to the scheme. The entire fittings and fixtures were supplied by the Walker Bin and Store Fixture Co., Berlin.

The lighting arrangements were made with an eye to the maintenance of harmony with the furnishings. Large arc lights are suspended from the ceiling, while globes on upright supports are placed at close intervals along the ledge on either side. As the indirect system is thus used, the store is brilliantly illuminated without any suggestion of glare.

The credit for the store plan and the selection and arrangement of the fixtures is due to Mr. Horsman, vice-president, who is in charge of the store.

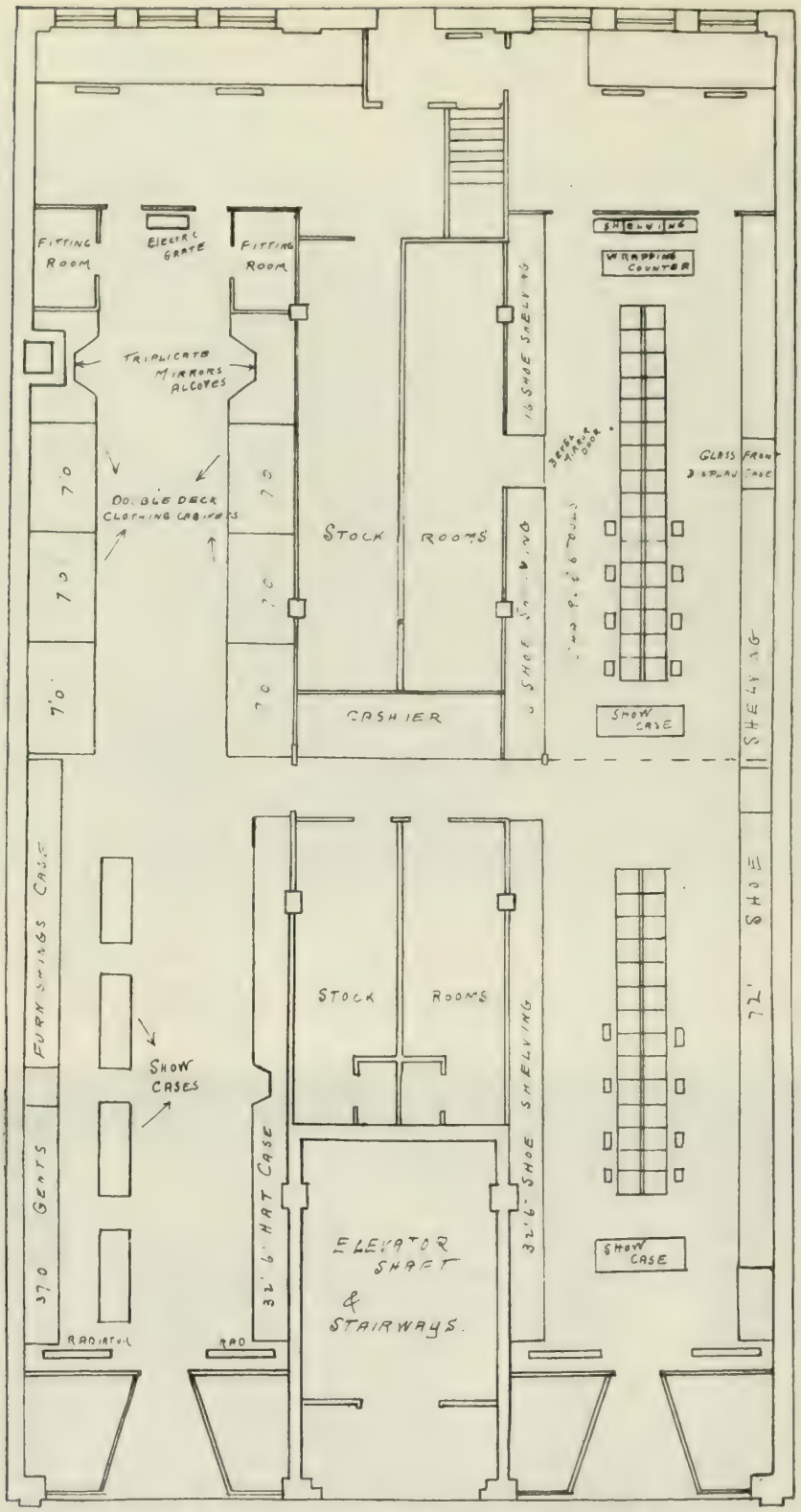
Clinkskill's, Limited, is the outcome of the growth of the business of James Clinkskill, who went to Battleford in 1882 from Glasgow, Scotland, and started a store there. So well did his business progress that in 1900 he opened a branch in Saskatoon, where business increased at a pace which soon rendered larger quarters necessary. In 1906 he left his first Saskatoon stand adjoining the Queen's hotel and moved into the Clinkskill block, which he built on Twenty-first Street. In 1911 the business was incorporated as Clinkskill's, Limited, with James Clinkskill as president and J. P. Horsman as vice-president. All the stock is owned by these two men. Mr. Horsman for three years previous to the incorporation was store manager, and since 1911 has been the active head of the business.

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Your brain is the director of your energy and skill. Your eyes see, your ears hear, your hands execute, all in combination, but your brain directs. See that it is kept clear.



A view of the front of the furnishings department of Clinkskill's, Limited.



A plan of the new store of Clinkskills, Limited.

INCREASED HIS BUSINESS $1,000 A MONTH

(Continued from page 41.)

employed to increase this business $1,000 a month during the past year? Apart from the advantages of a simple but thorough system, which takes care of important details and the appreciation of conditions peculiar to the district, the bulk of the explanation is found in the two words "aggressive advertising."

Merchants of Grimsby draw business from a very rich territory within a radius of five miles south, east and west. Bad accounts are scarce. Notes are taken on large purchases, and Mr. Hawke states that his loss on these has been negligible. Besides it is a method which has a tendency to direct business to the local merchant, whereas if a hard and fast cash rule were enforced, the result would undoubtedly be a larger patronage for the city stores at those times when ready money is more plentiful than others. On such accounts the merchants may be confident of a settlement once a year.

This five-mile radius, so easily travelled, is a rich prospecting field for the city stores.

"The country was being flooded with the advertising of the Hamilton and Toronto stores,' said Mr. Hawke, "and about nine months ago, I realized that I would have to do something more than use a small regular space in the local paper. I accordingly got in touch with a concern supplying a good advt. service —layouts, seasonable paragraphs, cuts, and all necessary material for an interesting campaign. Then I arranged my advertising contract with the weekly newspaper so that I would have a monthly service of one page and eleven halves to be used as desired. Frequently, I would have the printer strike off 5,000 copies of this full page advt. Then, with my runabout and two boys we would go over our five-mile radius thoroughly, distributing those circulars where we thought they would do the most good. For special occasions, our advts. would be exceptionally appropriate and never failed to bring results. Our Christmas advertising is an example. We secured through the syndicate, a four-page sheet bordered in color with holly and mistletoe with a head of Santa set in the border on the front page. I immediately made an arrangement with the newspaper to use this two-sheet supplement as the front and back of the regular issue. In a panel on the front page the editor ran a seasonable message to his subscribers, used the inside for reading matter, while I had the front and back for advertising. I was able to do this at a fair price by co-operating with the publisher, and the result was an exceptionally fine Christmas display and one that was very effective. By watching opportunities such as these, we have kept our customers interested and have developed the business from sections which were formerly more or less prospective. Then, too, the loyalty of the staff both in and out of office hours has assisted materially."

Apart from his business as a merchant, Mr. Hawke devotes considerable attention in summer to his fruit farm, a short distance west of Grimsby, where he has a very fine residence.

Montreal.—Thieves visited the furnishings store of L. Brownstein, and got away with goods valued at $435.

Innovations Shown In Western Store

Hudson's Bay Co. Store at Edmonton Has Been Enlarged and Renovated—Fourth Floor Given Over Largely to the Comfort of Shoppers—A Roof Garden—Details of Arrangement and Equipment.



The new store of The Hudson's Bay Co. at Edmonton.

EVERY new store erected on a large scale means the introducing of a certain number of new ideas as well as the perfecting of old ones. Few departmental stores built in Canada of recent years have introduced more original ideas than that of the Hudson's Bay Co. at Edmonton.

The new "Bay" is not, strictly speaking, a new store. It has, however, been so completely renovated and enlarged that it can be treated as such and some of its unique features described.

The Hudson Bay Co. store in Edmonton stands at the corner of Third and Jasper streets. The work carried out this year includes the erection of a five-storey warehouse, the building of an addition to the store, six storeys in height and the raising of the main store to four storeys. This has resulted in a complete renovation of the interior and, when thrown open to the public, the "Bay" was a new store in every particular.

The establishment now boast 130,000 square feet of store space.

It will be possible to enumerate the original features of the store best by giving a briefly detailed description of it. On the main floor will be the following departments: Men's furnishings, boys' department, dress goods, linens, boots and shoes, ribbon and novelty counters, drugs, stationery and a soda water fountain and candy department. On the main floor also will be a dark room arranged to gauge the effect of colors by artificial light, the express and postal departments, the transfer and adjustment bureau and other departmental features of the store service.

The second floor will be devoted exclusively to women's needs. Here will be found the ready-to-wear, millinery, furs and ladies' boots' and shoes' departments. A separate section has been set aside for children's clothing. Under the heading of ready-to-wear is included whitewear, corsets, etc.

The third floor will be set aside for household needs and requirements. Here groceries, provisions, fruits, vegetables, china and glassware, furnishings, draperies and curtains, will hold undisputed sway. A well-equipped library is located here.

The Major Innovation

The fourth floor contains what may safely be termed the major innovation. A good part of this floor is given over to catering to the comfort of the store's customers. A rest room is provided for the ladies, with provision for letter writing and with a good supply of current magazines. Cloak and check rooms are located here also. A dining and tea room, massage, manicuring and hairdressing parlors are also features designed to attract shoppers to the store.

On the fourth floor is a large cafeteria, which occupies nearly nine thousand square feet of floor space. The kitchen connected with the cafeteria is one of unusual size. It is equipped with labor-saving devices, including a dish-washing machine, capable of washing 20,000 plates an hour. A refrigeration plant operated in connection with the cafeteria alone cost $18,000.

The final feature of the fourth floor is a smoking and writing room for men, with a telephone for the use of shoppers.

The fifth floor will be given over to bedding, stoves, sewing machines and dressmaking rooms alongside, while the sixth floor will be sacred to the store executive and employees.

A Roof Garden Too.

On the roof, reached by a winding staircase, is a roof garden. This is an innovation that will be used to splendid advantage during the summer time.

The store is fitted up on a practically luxurious scale throughout, the fixtures being of the highest quality.

There are six elevators in operation. Drinking fountains are provided at various points. Problems of lighting heating and ventilating have been solved by the installation of the most up-to-date equipment obtainable.

A fur storage vault is provided where the stock can be kept and where customers can store furs during the summer months.

It is intimated that the total cost was three hundred and fifty thousand dollars.

Berlin, Ont.—Lang & Co., are about to enlarge their business by forming a joint stock company. The store will be enlarged and a big sale is now being held in preparation for same.

Vancouver, B.C.—With a cargo which included a million dollars' worth of silk, the C.P.R. liner Empress of India reached port recently from Yokohama after a stormy passage of twelve days across the Pacific. The silk was immediately shipped and sent by special train across the continent.

Orangevelle, Ont.—E. H. Besley, head salesman in Ritchie Bros.' store, has severed his connection with the firm and is moving to Toronto.



A view of the main floor of the Cressman Store.

A Store with Originality

The Establishment of the Cressman Co., Ltd., Peterborough, Has Been Enlarged and Completely Renovated—A Furniture Department Started—Some Features of the Store System—Large Crowds at Opening of the Store.

A LARGE extension was made recently by the Cressman Co., Limited, Peterborough, Ontario, for the purpose of introducing new departments. A fancy goods department was started but the chief innovation was the enlargement of their home furnishings section to include a stock of furniture. Two floors are now devoted to furnishings and the department promises to establish itself as one of the most active and profitable carried.

In order to thus enlarge the scope of the business, it was necessary to make an addition to the building. At the same time, the store throughout was renovated and improved in numerous ways.

The formal opening, after the completion of the work of extension and renovation, was held on the evening of Thursday, December 4th. Large crowds visited the store, which had been attractively decorated for the event. Temporary arches had been put up over the main aisles in the store and decorated with flowers, evergreens and floral bells. The above illustration of one section of the main floral gives an idea of the scheme of decoration carried out. Special window trims had been arranged for the occasion. A festive air had been instilled into each department and the whole store, in fact, presented a strikingly effective appearance.

Review of Business.

Before proceeding with a description of the new store, it will be interesting to give a brief resume of the history of the Cressman store. The growth of the business has been remarkable, due to the energy and initiative of the members of the firm.

The business was started in September 1898 with one store 24 feet by 50 and two storeys in height, giving a floor space of 2,300 square feet. Seven employees composed the staff. From this comparatively small beginning the business grew with rapidity, and in two years' time it was found necessary to acquire the adjoining store, which increased the floor space used to 3,600 square feet.

BARGAIN ANNEX.

The plan followed out in the store of the Cressman Company, Limited, of holding bargain sales on a certain day each week and in a certain section is one which has much to commend it. The greatest advantage is that it makes it possible to keep the bargain part of the business absolutely distinct from the work in the regular departments. The work carried on in the regular departments proceeds smoothly without any interruptions or changes in the price standards. If there are goods in one department which it is desired to sell off at a reduced price, they are moved to the bargain annex. Thus the price set cannot affect the work of that department afterward in maintaining the regular price.

The plan has worked so well that the company has steadily maintained it for a number of years and will continue to operate the Bargain Annex in the new enlarged and remodelled store.



A view of the ready-to-wear department on the second floor.

In 1907 a third store was added and all three were thrown into one by the removal of the partition walls. An entirely new store front was then put in and a number of new departments added.

The next important step in the development of the company came this year with the complete remodelling of the store, bringing it up to date and the building of an extension at the rear. The store now occupied by the company is 65 feet by 100, with four storeys and basement. This gives 32,500 square feet of floor space, and every foot of it is utilized for merchandising purposes. Nearly one hundred employees are now on the staff. Seventeen departments are carried, including the two new ones already mentioned. Another new one, devoted entirely to children's goods, will be opened in the Spring.

Before leaving the question of the firm's expansion, it may be stated that further expansions and additions are in contemplation.

How Store is Arranged.

The additions were made chiefly on the two upper storeys, which were brought out to the same depth as the lower storeys. Formerly they had lacked forty feet of the depth of the main floors. Now all floors run back 100 feet from the front. The rear wall was substantially rebuilt and carried up to the roof. In this way the floor space was increased by twenty-five per cent.

The enlarged Home Furnishings department occupies practically all of the third floor and a section of the fourth as well. A wide staircase extends from the third to the fourth floor, thus giving ready communication and linking the two sections of the department closely together.

On the top floor, the space allotted to furniture is expansive. The range here is complete from a kitchen cabinet to the most handsome piece of drawing room furniture. The stock has been classified according to utility. On one side is the dining room furniture, for instance, and parlor goods are shown on the other side.

The better grades of goods are shown on the third floor. Here is found an assorted stock of high priced goods, including a not inconsiderable showing of antiques, Chippendale effects and Sheratons. A special room has been allotted to the display of bedroom furnishings and appointments.

On this third floor also are the other sections of the Housefurnishings department—rugs, drapes, curtains, linoleums. Wide space has been given for the display of window hangings and trimmings.

Ready-to-Wear Section.

The second floor is devoted to the Ready-to-wear department. As will be

STRONG FEATURES.

The Cressman Co. are making a special feature of the housefurnishings department. Not only are the usual lines carried, carpets, rugs and drapes, but a complete stock of furniture has now been put in.

* * *

A special effort is made to get orders from the surrounding district and to encourage telephone orders; all tolls are paid by the firm.

* * *

A strong advertising campaign is conducted the year around. The Bargain Annex specials are given prominence from an advertising standpoint.

* * *

The store has its own delivery system and efforts are made to keep it thoroughly efficient.



A view of the furniture department in the Cressman store, Peterborough.

seen from the illustration presented, this department is arranged on a roomy plan but a large and varied stock is shown, including some exceptionally high class lines. Counters are provided for white-wear and racks are used for the stocking of a number of the ready-to-wear lines.

The feature of the department is a row of fitting rooms along the south wall. These are comfortably appointed and have been found a great aid to salesmanship in this department.

The general offices are along the west wall. On this floor also are the millinery and dressmaking departments and the ladies' shoe section.

A rest and reading room is located on this floor.

Fancy Goods on Main Floor

The new fancy goods department is located on the main floor. It is devoted to art needle goods, patterns, novelties, and fancy goods of all descriptions. Glass "silent salesmen" are used largely in this department for the display of the goods.

Behind this is another department, occupied previous to the holiday by Christmas lines. From now out, it will be used as a stationery department.

An office is located on the main floor which is used as a cash desk and information bureau, the auditing and general offices, as stated before, being on the second floor.

Details of Equipment

The store is fitted up with a private telephone exchange, connecting all departments and operating two lines to Central.

A cash carrier system is used throughout the various departments.

A delivery system is operated, three rigs and drivers being maintained.

Unique Business Methods

One of the outstanding features of the store is the "Bargain Annex." This was started six years ago and has been operated continuously since with success. It is located on the fourth floor and is open one day each week, on Wednesdays.

This department serves as a "clearing house" for all departments. Goods that are to be cleared out, are offered for sale there. Leaders are provided each week and the event is advertised very extensively.

The term "Bargain Annex" has been copyrighted for Canada.

Another feature of the business is the strong effort made for mail order business. Not only are the mail, express and freight charges paid on outgoing goods, but incoming telephone messages for orders are deducted from the amount of the bill.

The business was started in 1898 by A. W. Cressman. He was joined by his two sons some three years ago and the personnel of the firm is now as follows:

A. W. Cressman, President.

H. W. Cressman, Vice-President.

F. C. Cressman, Secretary.

Galt, Ont.—Another old resident of the town has passed away in the person of Harry Brownlee, of Beverly Street. The late Mr. Brownlee was about 78 years of age, and was born in County Cavan, Ireland, and about 65 years ago came to Canada, settling in Toronto, and 42 years ago he moved to Galt, residing here ever since. Deceased conducted a clothing and furnishing store on Main Street and later on Ainslie Street for a number of years, and was the first man to introduce ready-made clothing into Galt.

Dry Goods Review

VOL. XXVI. JANUARY 7, 1914 No. 1

THE BUSINESS SITUATION

WHILE THERE is no denying that business during the latter half of 1913 was far from satisfactory, at the same time conditions were not nearly so black as they were painted. Belief in hard times is contagious. One malicious or merely idle person, by talking bad conditions, can influence scores of others to believe that times are hard. There was a great deal of this sort of thing last year, rumors bandied from mouth to mouth, swelling in volume and becoming in time settled beliefs, mole-hills of fact converted into mountains of dangerous fancy. This had an unsettling effect on business and certainly did not tend to help conditions any.

The fictitious opinion of business conditions thus set up was generally accepted. Close investigation fails to show, however, that business was so poor during the year. Many manufacturers express their dissatisfaction and in some cases their alarm most unreservedly, but on the other hand many report a satisfactory year. The number of those who have found conditions unsatisfactory is perhaps larger in the dry goods industries than in some other lines; a fact which is partly accounted for by climatic conditions, which have been far from favorable throughout the year. Complaint has also been heard on the score of collections and this complaint is undoubtedly well founded. The volume of business done in most lines, however, was large; so large that the sweeping theories of the pessimists as to actual conditions prevailing during the year can be discounted. As to the future, it is generally agreed that 1914 will show a distinct improvement and the only matter for conjecture is in regard to the length of time that it will take for the improvement to manifest itself. Some of the most optimistic anticipate an immediate change for the better. Maturer judgment points, however, to a continued lull in business for the first few months. It is believed that a second good crop is needed to clear away all traces of the depression which has existed and with this view few are inclined to find fault. Thus, while the improvement will undoubtedly start immediately, it should gain greatest impetus during the summer months, swinging into the full stride of unconquerable prosperity in the early Fall. It is agreed on every hand that the end of the year should see the commencement of an era of unprecedented prosperity.

A STAFF CONVENTION

WHY NOT start off the new year with a staff convention?

It is an annual feature in most manufacturing and wholesale houses. The salesmen get together and thoroughly thresh out the whole situation with regard to their market. They discuss experiences, exchange advice and indulge in a thorough examination of their work. The result is that they start out the new year with more grasp of their work and with renewed confidence.

The same idea could be followed out in the retail store. Problems of the same order as face the sales staff of the wholesaler are confronting the store staff. The results of a conference should be equally useful and gratifying.

It pays to take the members of the staff into your confidence, to outline your plans to them, and to ask for their advice. An appeal of this kind invariably leaves the proprietor with a firmer hold on the loyalty of his employees and richer by a number of suggestions, some of which will be valuable.

THE NEW YEAR AND THE REVIEW

IT IS the universal custom to start the new year with a set of resolutions to cover one's future conduct in personal and business matters. This rule applies to individuals as well as institutions. Even publications indulge in New Year's resolutions and The Review is no exception to this rule.

The chief resolution that The Review has laid down for the future is to strive to give its readers a more complete service in the future, to cover their needs more fully; generally speaking, to be as useful as lies in the power of the trade paper. The Dry Goods Review of 1914 will, we trust, live up to this resolution. New features will be introduced, all of direct practical interest. Investigations are now under way into problems of most vital interest, the outcome of which will be the publication of articles letting light in on questions now vexing the trade. The first of a series on Rising Costs appears in this issue, to be followed by others giving the experience of merchants in various parts of the country. It is hoped that, from the information thus obtained, it will be possible to find the remedy to existing conditions.

With this issue, Dry Goods Review appears in a new dress. The type is set in narrower measure and in a smaller size. This change is made in order to increase the amount of reading matter on each page; and thus to improve the service that the paper supplies its readers. In addition, we believe that the change has served to improve the appearance of the paper from a typographical standpoint.

During the coming year, Dry Goods Review will continue to give the first information on style developments. Always strong in this department, The Review will be stronger and can be depended upon to forecast styles accurately and far in advance of any other publication in the field. Our style writers keep closely in touch with the thorough and reliable reports.

SERVICE IS THE SOLUTION

ALTHOUGH definite arrangements have not yet been made with the railways as to the carrying of matter under the proposed new Parcels Post measure, it is a practical

certainty that the system will go into force in the course of the next few months.

This is a matter of deepest significance to the retailer. It means that he will be brought more closely than ever before into competition with the mail order houses and the large stores in the cities. For many years the possibility of having to face this opposition has been before the retailer. He has regarded it as a remote menace, a danger that might be staved off. Now he is face to face with it and must decide what he is going to do.

The solution of the difficulty is Improved Service. If the retailer desires to hold the trade of the public, there is one way to go about it: To make it so well worth the while of the public to deal with him that they will not resort to purchasing by mail.

There are countless stores in Canada where no fear need be felt of the effects of the new system. In these stores, the idea of service has been carried out in the fullest degree. They carry well assorted stocks, display the goods prominently, give the public prompt and courteous attention, deliver promptly and advertise aggressively. Customers have become convinced that at these stores they get good service.

After all, service is what customers buy at a store. The goods are only a part of the service that a store renders. Courteous attention and prompt delivery are essential features of what should be offered. A store may offer the best values possible, but still fail to establish itself permanently if the service offered is not up to the mark. Customers appreciate values, but in a still wider sense they appreciate service, which in its broadest meaning includes values.

There are many stores, however, which have reason to view the approaching change in the order of things with a certain degree of apprehension. This applies to all retail establishments which have not made service their keynote with all that the word implied. The store of dingy appearance, the store that does not advertise, the store that is not efficiently managed and manned: All will suffer if the inauguration of Parcels Post finds them without their defences built up.

FEATURING DRESS FABRICS

MERCHANTS are prone at times to deplore a loss of business in dress fabrics. The use of the word "loss" in the connection may be a little misleading. It is very doubtful if any merchants of standing have suffered an actual loss in this department although many have failed to increase their volume of business in proportion to the growth of other departments.

The reason is not hard to find. In many stores, otherwise thoroughly up to the minute and aggressive, the fabric department is not handled on an aggressive basis. In an article elsewhere in this issue, the question is dealt with and some of the chief weaknesses are pointed out. Failure to recognize new standards in materials, slowness in stocking novelties and new fabrics and shades and the lack of a thoroughly competent staff are some of the causes militating against increased business in the fabric sections of many stores.

This is a problem which every dry goods merchant should consider closely. Is your fabric section keeping pace with the general growth of your business? If not, what is the reason? The truth of the matter is that the merchant should give a great deal of his time and thought to the problems of the fabric section.

ENTER THE SKYSCRAPER LADY

SPRING STYLES will usher in a new woman—the sky-scraper Lady. Fashion decrees that woman must deck herself out in garments that tend toward height. She will wear a high hat, she will dress her hair in a towering coiffure, she will even wear high French heels. The lines of her gowns will tend to increase the effect of height. And with the new idea in dress will come the necessity for a new personal carriage. The spineless poise of the past year will give place to an erect bearing. The mincing gait that the hobble taught will be displaced by a longer undulating stride. A grenadier will replace the Egyptian symbol.

And on the whole it will be an improvement. Spring styles show every evidence of being artistic and more comfortable. The color trend will be a decided improvement inasmuch as the vivid shades that the new art schools introduced will give place to clearer and more attractive tones. In fact, the color cards for Spring are, from an artistic standpoint, much superior to those of last year. The Sky-scraper Lady will have this advantage to begin with.

PLAYING UP TO TALKING POINTS

WHEN A MAN opens a retail store in any community, he must, of necessity, have a pretty definite idea of what kind of service he is going to offer that community. He must see an opportunity, for a certain kind of service, or he wouldn't be so foolish to invest his capital and time in the enterprise.

It may be that there is an opening for a store, dealing with high-class and high-priced goods. Or, possibly, the opportunity may be for a business specializing on cheaper lines, where quality would not be the main consideration. Almost every community contains people who pride themselves upon always buying the best articles and paying a good price for them. And, in the same locality, there will be a large class who are looking for cheapness.

When the dealer has decided upon which of these classes he wishes to concentrate, he should lose no opportunity of playing up the talking points which would appeal most strongly to this class.

And yet this very obvious point is sometimes overlooked, and especially, in the newspaper advertising done by retail stores.

The dealer who really wants the custom of the class who cannot afford high-priced lines, will often advertise his goods as being the best and of the highest quality, whereas his strongest talking point is the length to which a dollar bill can be stretched by purchasing at this store.

In the same way, the dealer who caters to the more exclusive trade, is sometimes found advertising as if his prices were very low. Of course, they may be low, quality considered, but the most important thing that dealer has to offer is his ability to satisfy the most particular buyer.

THE PASSING VIEW

A prosperous new year to all readers of The Review.

* * *

Start the new year right by planning an aggressive and systematic advertising campaign.

* * *

Time to banish that pessimism habit. A stiff upper lip is more useful in business than a gloomy frown.

* * *

Sky-scraper hats are coming! At present writing it appears that some models will be fully as extreme in the matter of height as the Merry Widow of a few seasons back was in circumference.

Our Aim

Is to give good service to our customers—to see that YOU, when buying, get the most dependable merchandise, and — a very important point — that YOU get the dry goods when you want them. To this end we have very carefully systematized our business to ensure the satisfactory filling of every order.

The W. R. BROCK COMPANY (Limited)

MONTREAL

Goods

For new goods, our buyers have ransacked the factories of Europe and America—they have visited the fashion centres for style information, and in all purchases have kept in view the maxim of our business—"good service to our customers." This means that their selections are peculiarly adapted to the Canadian Dry Goods trade—that in point of value, of "up-to-dateness" and of quality, they are the very best to be had.

The W. R. BROCK COMPANY (Limited)

MONTREAL

In Filling Orders

We give what YOU want—not what we want you to want.

— treat YOUR business as though it were our own, and use our best efforts to make it a success

— give YOU every assistance to procure what you need — even if it entails trouble without profit to ourselves.

— give prompt delivery—send the goods, if they are to be had.

Can we do more?

The W. R. BROCK COMPANY (Limited)

MONTREAL

Your Profit

Remember — "who serves best profits most."

This means that if you stock or will get what YOUR customers want—YOU hold their money—YOU gain new trade. If you won't — the city store gets it.

Now the service we have built up and the goods we have secured are at YOUR service.

Order through our traveller or—WRITE us direct.

Try it and watch your sales GROW.

The W. R. BROCK COMPANY (Limited)

MONTREAL



Dark Shades Will Last Into Spring

The Claude Freres Color Card for Spring is Issued—Colors Are Decidedly Darker—Grey Green is Given the First Place on the Card—A Full List of the Shades Favored.

JUDGING from the color card put out by Claude Freres the fondness for dark shades will last over into the Coming Spring season. Almost every set of colors on the card runs into very dark tints, and three sets, one brown, one blue, a grey set and a green begin with deep shades and end with tints that are nearly black. There are many bright colors on the card but their brilliancy is dimmed and reduced and given what may be termed a smoky cast. There is not the admixture of white as in pastel shades, nor the brown effect of the art tones, but the colors are like the dyes and tints of the Far East—the greens in particular reminding one of jade. The first set on the card shows a very artistic set of grey greens which are quite removed from reseda. Vert de greis is the central shade, and coucumbre ends the series. The millinery trade has already taken up the first shade in the second series—a very soft old rose called on the Claude Freres card eglantine. No. 2808, a fuller color, is named Bruyere. No 2810, Tenieres, is one of the colors Paul Poiret is favoring for the new season, and Corinthe and Silene are lovely deep wine shades.

The next set, beginning with Canari, meil, cigale, feuile moit and ending with a bronze brown, includes a number of colors that will be prominent in accessories and in millinery.

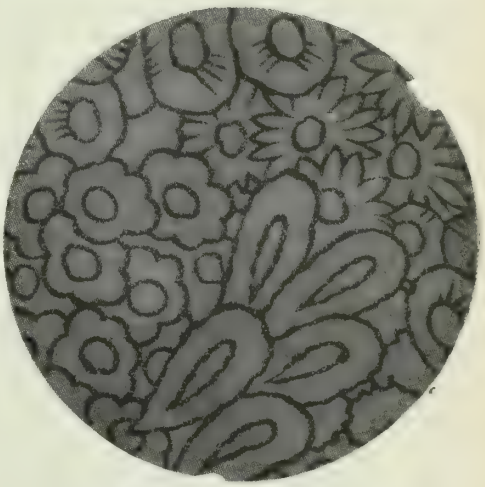
Blue holds its own and is represented on this card by a number of dark shades, a number of which are almost black. This applies to the set of three colors named Danton, Pabric, Justice, and Capri and Petrole, the two last colors in the set that begins with brilliant paon blues. Four forget-me-not blues, Danube, Celeste, myosotis and bar beau, deepen into slate blues in the other two that complete the set. Petrole is a color that is much worn in Paris. Besides the green set which heads the card, there are several Russian greens. Myrtle has not been worn for some time, but there is a set of three deep shades of this color shown.

Red is particularly well represented and the scarlet named Sultan and the two cardinal tones are exceptionally good. The shrimp and coral shades are good now, and all the brown set ending with tobacco are wearable. The apricot, salmon and rust tones, deepening into terra cotta, are colors that fashion is favoring, and the growing favor with which violet is regarded makes the full purples, and the set of wisteria tones interesting.

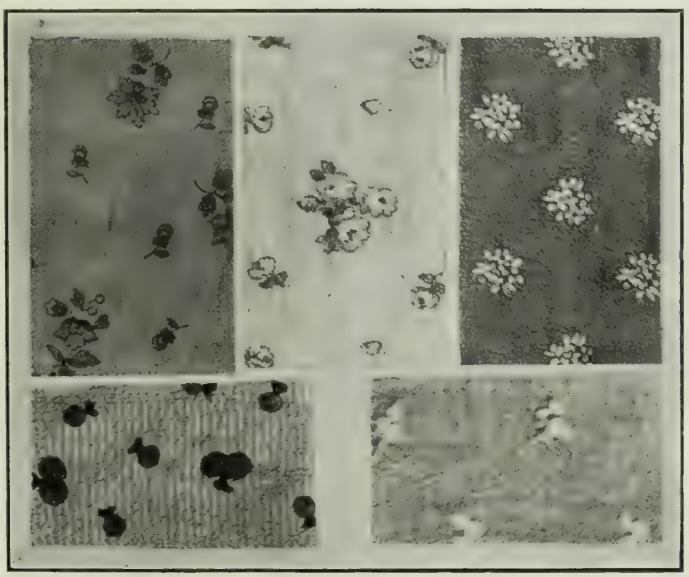
The card ends with six sets of Roman or Balkan striped ribbons.

LATEST SILK NOVELTY.

The illustration shown at the top of the page is of one of the latest silk novelties—chiffon radium taffeta. The pattern is Chinese, the ground color being the new honey shade and the pattern in dull purple. Shown by courtesy of Silks Co., Ltd.



Description in panel



Printed silk crepes and ratines in Chinese and Jouy patterns. Shown by Silks Co., Limited.

Colors for Spring 1914

While from a fashion standpoint green and reds are taking the lead, blues, yellows and yellow-brown shades promise to be the popular sellers.

BLUES: Petrol, midnight, navy, national, peacock, moonlight, Gobelin, sapphire, forget-me-not, September morn.

YELLOWS: Canary, ecru, honey, old gold, dollar, dead leaf, mustard.

BROWNS: Topax, pheasant, tobacco, seal, nigger brown, chestnut, mahogany.

GREENS: Gray green, cucumber, Russian green, chartreuse, vervaine, leaf-green, onyx.

Review of Conditions in Dress Fabrics

Prices Are Lower on Some Lines of Materials—Draping Qualities and Soft Finish the Best for Spring—Crepes Are in First Position.

THE MOST important question in the woollen goods market to-day is that of price. Already prices are softening on many lines, and it is well known that there has been a slowing down of activity in many Yorkshire mills, and that both Germany and France are keen after new business. Not all mills, however, are affected, and those equipped for turning out certain fabrics have still all the business they can handle. Under these conditions the last three sales of the London wool market assume a greater degree of importance than usual. It is well known that Yorkshire is seeking cheaper wool, and that both spinners and top-makers are agreed that, if trade is to be stimulated, wool should be cheaper. Therefore the London sales will lack the usual support given by the West Riding.

The first sale of the series brought out a full complement of buyers, France and Germany being especially well represented. As usual on the opening days prices showed some irregularity, but as far as fine merinos were concerned prices showed little change. Crossbreds were a little easier, and medium and fine qualities showed a reduction of about 5 per cent.

All conditions considered the retail trade has done in the season now ending a very satisfactory business in woollen dress materials. In spite of tight money, there has never before been a season in Canada when high priced goods have sold so freely, and in such quantity. Not only is the woman of means purchasing expensive dress materials, but right through the tendency is to buy better goods, as the woman of limited means is finding that they look better, wear better, and in the long run are really cheaper than materials of a lower grade.

WOOL DRESS FABRICS

CREPES: plain, brocaded and printed; all wool, silk and wool.

GARBEDINE: plain and brocaded.

SERGES: in light and medium weights.

WORSTEDS: in armure and craquele weaves; crepe poplins.

PLAIDS AND CHECKS: Tartan and novelty plaids, honeycomb checks.

NOVELTIES: Golfine, light weight velours eponges.

The call this Fall has been almost exclusively for materials that drape easily, and that are of clinging finish. This is the accepted trend, and this has been the leading influence with buyers in placing Spring orders.

With crepe the big development in both cotton and silk materials, it was only natural that buyers should be greatly interested in fabrics of similar construction in woollen goods. Moreover, crepes are light in weight and have the requisite draping qualities. Therefore it is not to be wondered at that buyers have gone in heavily for the many plain and fancy crepe weaves offered and that crepes promise to hold the first place in the coming season. Crepes come in all-wool, and in silk and wool mixtures, and in plain, printed and brocaded effects.

Crepes are so popular that materials approaching crepe will be freely taken, particularly when the element of lower price enters into consideration. Light weight piece dyed worsteds in armure and craquele effects and also poplins in crepe effects come in this class.

Garbedine is put out to take the place of serge, but medium and light weight serges have had a big advance sale. This is not to be wondered at when the pre-eminence of serge is so marked as to almost be permanent for many uses.

For the early Spring plaids are strongly indicated and it looks as though tartans would be supplemented by fancy effects in subdued colors. Expensive French goods show a white ground with over-plaids of soft blended colors. For separate skirts black and white checks and plaids in the new honey-comb weave will be good.

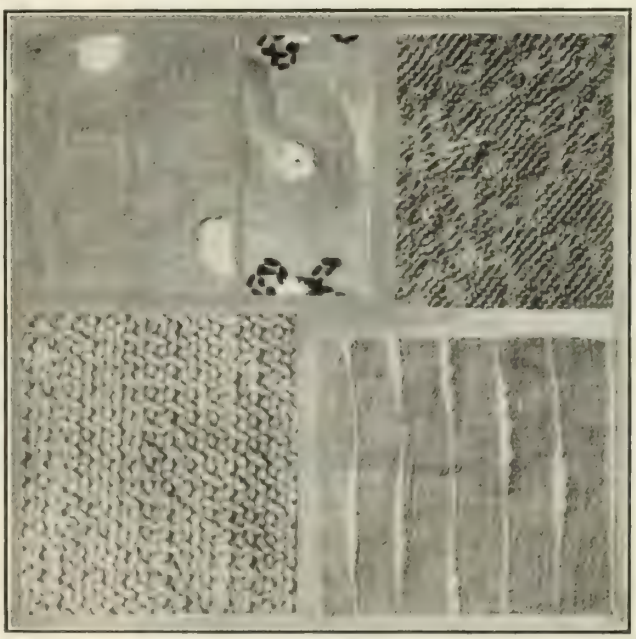
Honey-comb checks are also showing in white and high colors such as white and old rose, white and Chinese blue, white and peacock, white and taupe and white combined with other leading shades. These checks are expected to sell for separate skirts.

Plain eponges are retained for the coming season and among other materials used to round out the selling list are broadcloths, henriettas, light weight wool velours, peau de soies and duvetyn.

The new Rodier fabric for Spring is named golfine. The foundation is a very thin material ribbed with velvety cut stripes. Like duvetyn last Fall, golfine comes in all wool, silk and wool, silk and cotton, and all cotton and drapes beautifully.

For popular selling jacquards promise well and jacquard materials will be made

(Continued on page 64.)



COTTON NOVELTIES FOR SPRING

Top row. Left to right: Cotton crepe with cotton chenille dot; organdie with figure in chenille, the flower in color and the leaf black; ratine brocade on voile ground. Bottom row: Looped ratine stripe on cotton chiffon ground; crepe with nub yarn stripe. All but organdie shown by Sterling Lace & Novelty Co. Organdie shown by Martin, Smith & Co.

Velveteens

Plain, Fancy and Corduroy

Our salesmen are now on the road, showing for next Fall a very exclusive selection, from renowned manufacturers, of Velveteens in plains, cords and attractive fancy effects—Worrall's fast dye.

Velvets and Velveteens are recognized as leaders for 1914, and as such will have a tremendous sale in all grades, our Empress quality in 24 in. and 27 in. widths, fast pile, twill back cloths being particularly strong.

Be sure to see our range and compare our values, for in comparison lies the Silks Company's success. Drop us a card to-day, and our traveller will call upon you with a complete range of our lines.

The Silks Company, Limited

55 BAY STREET
TORONTO, ONTARIO

THOMAS BLOCK
CALGARY, ALBERTA

Prices are Firm on Cotton Fabrics

Crepes, Ratines and Voiles Are the Leading Materials for Spring Selling—Rice Cloths and Crepes and Other Cloths Decorated With Bourretted Yarns in High Favor—Printed Cottons in a Strong Position.

BUYERS need look for no downward revision of values in cotton fabrics in the near future, for the Government estimate of the American cotton crop for the present year made public last week places it at a total of 13,677,000 bales. As the needs of the world's spindles comes to 14,500,000 or 14,800,000 bales, the stand the mills have been making recently in the matter of prices seems to be fully justified. Predictions of still higher prices for raw cotton are being already made, but it is said that manufacturers are well prepared against any possible attempt to force up prices to abnormal levels.

Prices are firm in the cotton goods market, and, while the business passing at present is of small proportions, there are no accumulations of stocks to pull down prices, and even in staple lines there are enough orders on hand to keep looms busy for some time ahead. The main activity has been in cotton dress fabrics, and from this standpoint the advance business done has been very satisfactory. Evidently the trade has not forgotten the manner in which high-priced novelties have sold in the past two seasons, and novelties in crepes, nub yarns, printed fabrics and ratines are shown in wonderful variety. Another point about the materials bought so far is the very general preference given to wide cloths. Cloths less than 36 in. are not considered desirable. Crepes have been indicated since the beginning of the season as the season's best selling material, and since that time have increased rather than decreased in importance. White crepes are the best sellers, and excellent orders have been placed for fancy colors. The opinion seems to be that crepes are only at the beginning of their popularity, and that their vogue will continue over several seasons.

White cotton crepes have made for themselves a place as a desirable waist fabric. Crepes come ornamented in various ways, of which fleckings, checks and stripes made of nub yarns is one of the newest. With printed patterns in such high favor in silk materials it is not astonishing to find them taking the lead in crepes. Cotton crepes come printed in a variety of Chinese, Futurist, Jouy and Dresden patterns. In high grade novelties embroidered effects stand in first position. Chenille dots and patterns worked out in mercerized colored threads and threads of chenille are shown. Motifs are small, and those that are closely spaced are best liked, and generally two or more colors are used in the production of the pattern. Crepe is also made the ground for looped yarns and ratine effect in stripes, plaids and jacquard effects. Chenille or cotton velvet stripes are among the high novelties produced on crepe grounds.

Next to crepes come ratines, and here also there is wonderful variety of cloths and effects to choose from. A very big business has been done in black and white novelties in block checks of various sizes and plaids. Fancy plaid and checked ratines are shown in effects that should suit every taste, for they come in soft tones combined with white and with perhaps an over plaid, showing narrow lines of some brighter color. Soft-toned plaids are showing, and there are striking tartan patterns that do not seem as though they were made of cotton.

The big advance that has taken place in dyeing and finishing in recent years, is very apparent in the new materials and the soft artistic colors, are no longer confined to silk and wool fabrics. Moreover, these novelty colors are reasonably fast, and will stand a great deal of sun.

In popular lines voiles rank high, and besides plain voiles in white and solid colors, but to sell the weave must be fine and sheer and the finish soft and yet firm. Novelty voiles come in embroidered, bourretted, ratine, and in a host of printed effects. White or colored grounds show tiny bouquets, with the flowers and leaves outlined in black and in Jouy or Japanese patterns. Net grounds are printed on white voile and over the net are scattered small wreaths and bunches of flowers. Chantilly lace designs are also printed in black on grounds of white voile. Cord effects are giving way to rice cloths and crepons, and to the jacquards that have reps and cords for a ground silk and cotton mixtures are also decorated with jacquard figures. All white checks have taken well, and with plaids and stripes in bourrette yarns and rice cloths are among the materials that have sold best.

The interest in plaids has renewed to some extent the demand for ginghams, and buyers have taken very sheer cloths with beautifully colored and blended stripes forming artistic plaids and checks.

Dress linens are doing exceptionally well in the lighter weights in white and in a big range of solid colors. Checks and stripes formed of nub yarns, linen crepe and ratines are included in the list of novelties for spring selling.

COTTON MATERIALS FOR SPRING.

Cotton materials promise to lead the procession, and many of them are adapted for early wear.

CREPES showing in vast variety, plain crepes, printed crepes, embroidered in colored threads and chenille, and striped and checked with nub and ratine yarns; brocaded crepons, crepe poplins.

RATINES come in a big range of plain and novelty cloths, in checks, plaids, brocades in solid color and in white and soft tones; ratines on voile or crepe grounds, and in many printed patterns.

OTHER MATERIALS are voiles, plain, brocaded and printed; brocaded reps, cotton duretyns, cotton golfines, shot crepes, and etamines.

LINENS in light and medium weights in all colors both plain and in jacquard patterns.

—⚙—

Midland, Ont.—L. Orenstein has moved his ladies' tailoring business into the Levine building.

Toronto.—The death occurred here of Walter Davidson in his 72nd year. He was in the clothing business, conducting two stores, one on Queen Street and one on King Street, the former being known as the White House. He had retired from business a few years previous.

Edmonton, Alta.—Burglars who drilled around a Yale lock in a show case standing in the lobby of the store of Barries, Limited, furriers, on Jasper Avenue, stole twenty mink skins valued at about $2,000 some time during Sunday night.

The Cloth that put the "GO" in "TANGO."

To The Retail Buyer

"TANGO" CREPE

is absolutely the best

Cotton Wash Dress Fabric

for next Spring and Summer

WILL RETAIL PROFITABLY TO YOU
At 30c Per Yard

A HIGHLY MERCERIZED GOOD WEIGHT MATERIAL

You will need it with the return of Spring. Buy it now and ensure having the goods in time.

"TANGO" CREPE

as popular as its namesake.

Samples are yours for the asking, through the jobber.

Do not miss seeing "TANGO" Crepe, nor be put off with substitutes.

There is not another cloth to equal

"TANGO" CREPE

in the market

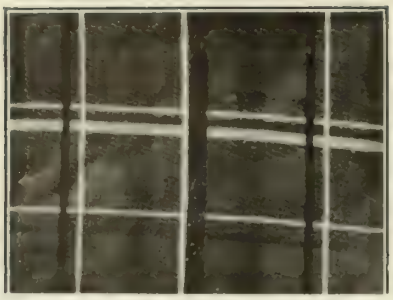
The Montreal Cottons, Limited

Sales Offices:

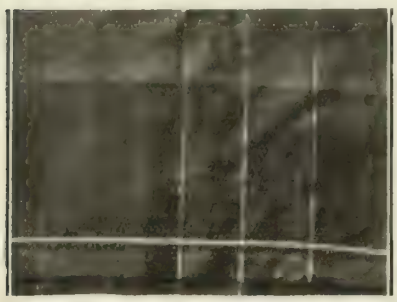
Toronto MONTREAL Winnipeg

Prices are Firm on Silks

Conditions Are Satisfactory in the Retail Trade—Crepe de Chine Ranks First in Favor—Oriental Influence is Decidedly Strong—Novelty Plaids Will Sell as the Season Advances—Taffetas Return to Favor.



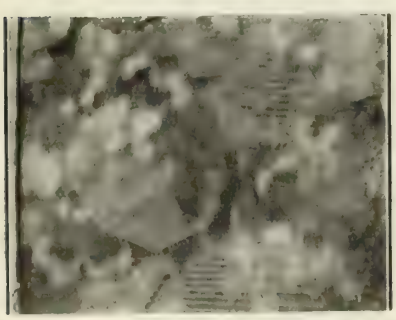
Scotch Tartan silk in blue and green with over-plaid in white and red.



Novelty plaid silk in nut browns and navy and black with over-plaid of white.



Printed satin.



Novelty warp print with brocaded over pattern. The above samples are shown by Silks Co., Limited.

WITH no material change in the condition of the raw silk market, with silken fabrics high in fashion's favor, and with every prospect of a good selling season before them, prices are firm on all wanted silk materials. Conditions are fairly satisfactory in the retail trade, for silks have had a big fall season, and stocks are in good shape. Buyers were early interested in spring lines, and the volume of orders placed ahead is encouraging.

So far the bulk of the orders have been for crepe de chine, crepe meteor and messaline, but with the opening of the selling season so near at hand buyers are evincing more interest in fancies.

Charmeuse is back in its old position, because of its beautiful draping qualities and because of its softened sheen that shows up to perfection the lovely new shades brought out so lavishly for the spring season. Satins are wonderfully strong, and because of its adaptability to many uses and its moderate price messaline is a fabric that is eagerly sought for.

Crepe de chine ranks first in favor, and next comes crepe meteor and various weights in dress crepes. Besides plain crepes, crepes come in printed, broche, striped and embroidered fabrics. The Oriental influence is decidedly strong, both in coloring and pattern, and the newest show, the flat open Japanese and Chinese floral patterns, Jouy patterns and Cubist and Futurist effects, are also strong.

Printed and warp print satins, some of which show brocaded figures, are showing in Jouy, floral and Oriental designs. These silks are intended to form combination costumes, with plain satin to match.

Blue and green tartan plaids, with overplaids of white, red and yellow, are good sellers at the present time, but the opinion is expressed that the novelty plaids in soft colors will sell better as the season advances. Black and white checks are good, and novelties are showing in black and white.

A feature of present selling that should be noted is the heavy demand for black. Black messaline, satin, charmeuse and crepe are among the best selling silks. The most interesting feature of the assorting season is the return to favor of taffetas. Parisian modistes have been pushing taffetas for costumes and dressy gowns, and there is every indication that buyers will again try out taffetas. Leading cutting up houses are also placing orders for taffetas, both for immediate and for early fall delivery. In fancies Roman stripes are the latest novelty to make their appearance. This silk promises to be used for vests, neckwear and for trimmings.

Moire is a fabric that seems to reappear each season, and soft finished moires are showing in both street and evening shades. This silk promises to have some attention from milliners, as well as for trimming purposes.

SILKS FOR SPRING 1914.

CREPES:—crepe de chine, metior, and novelty crepes, plain printed, broche.

SATINS:—messaline, charmeuse, soft finished satins: plain, printed.

TAFFETA: plain, changeable, printed.

FANCIES: prints, Chinese, Japanese, Jouy, Dresden, warp prints, Tartan and fancy plaids, broches.

MOIRES in street and evening shades.

REVIEW OF CONDITIONS IN DRESS FABRICS

(Continued from page 60.)

up into dresses and medium priced suits.

Manufacturers are completing their collections for the Fall and Winter of 1914-15. Evidently honey-comb checks are expected to score, an expectation fully justified by the way in which they have been received on the European and New York market. Honey-comb checks are showing in dress and suiting weights, in various colors and combinations and with and without line over plaids. Curl cloths in suiting weights come in two-toned effects with the curl very short and fine in black or nigger head on a medium of high colored ground. Velours come in plain cloths, and in vertical and diagonal stripes.

In cloakings peau de peche backed with a contrasting color is one novelty, another is a worsted plush put out as teddy-bear cloth. Curl cloths are also showing the new cloth having a close curled rib forming a stripe. Colors are decidedly high with novelty blues, tango shades, purple and taupe well in evidence.

Sarnia, Ont. The Watson Clothing Co. are putting in a new store front.

Parry Sound, Ont. For the second time in a year the store of A. B. Begg & Co. was burglarized, two entire outfits of clothing being secured.







JAPONETTE CRÊPE AND PRINCESS CRÊPE

New and attractive Designs and Shades being shown by the wholesalers.

Designs and Colorings up to date.

Prices lower than ever. Sales larger than ever. Place your order early.

DOMINION TEXTILE CO., LIMITED

MONTREAL ∴ TORONTO ∴ WINNIPEG

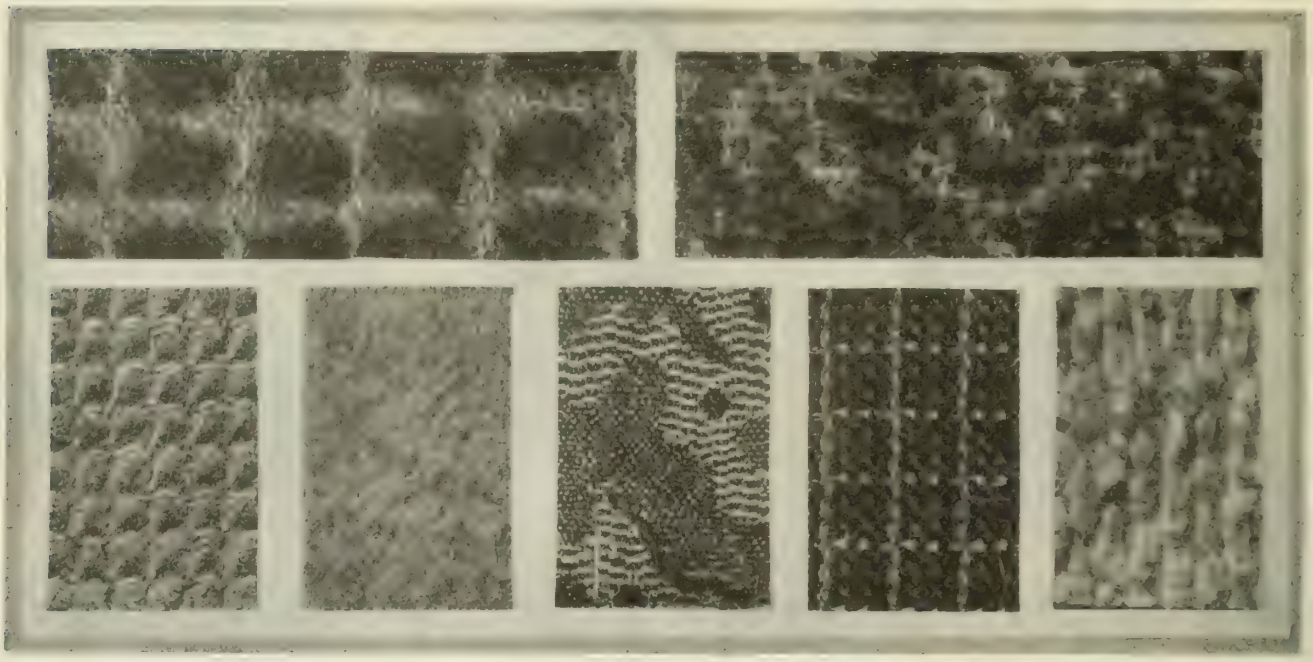






Creating Increased Demand for Fabrics

What is Needed in the Dress Goods Department is Comprehensive Salesmanship, which Includes Foresight in Buying and Proper Display of Goods, as Well as Skill in Selling the Stock—Increasing the Interest of the Public.



COATINGS AND DRESS FABRICS FOR FALL.

Top row, left to right:—Honeycomb coating, black and leaf green; dress cloth, grey-blue ground with short black curl. Bottom row:—Honeycomb coating in tan, old gold and two shades of blue check; worsted plush or teddy bear coating in bright blue; blister crepon; black and green honeycomb dress fabric; novelty curl cloth in solid color.

WHAT is needed in the fabric department is comprehensive salesmanship. This statement, made by a manufacturer who has studied the field thoroughly, can best be explained in his own words.

"Many stores have lost business in dress goods of recent years," he explains, "but inasmuch as this has been due to the increasing sale of ready-to-wear they have not been inclined to complain. The lack of growth of business in the one department has coincided with growth in the other, so there has been no actual loss to the merchant.

"This has led to a perhaps unconscious inclination to push ready-to-wear and let the fabric department get what business it can afterward. It is, of course, quite proper that the merchant should be aggressive in his efforts to secure the ready-to-wear trade but under no circumstances should the fabric department be made to suffer. Both departments can be worked for bigger business without one interfering with the other.

"By 'comprehensive salesmanship,' I mean the handling of the department with a clear view of the wants of the dress goods customer. Many a woman buys ready-to wear garments because she cannot secure what she wants at the fabric counter. Therefore, the term comprehensive salesmanship would cover not only the actual handling of sales but the buying and arranging of the goods as well."

This sums up in a nutshell the situation with regard to the fabric section. There can be no doubt that the growth of the department in the average store has not been as rapid as in other departments and, although there have been signs of an improvement of late, the fact remains that the merchant who would keep his business in dress goods on the increase has plenty of scope for hard work and harder study.

With the development of the ready-to-wear industry, it has become possible for women to get whatever they may desire in style, size and price. The range of ready-to-wear garments runs from the cheapest of wash dresses to the most elaborate of evening gowns. Frequently, however, it is impossible to get other than a meagre selection in the dress goods department, the stock being made up largely of staples with a small showing of novelty goods. Is it any wonder that many women, who formerly picked out their material and had it made up to suit them, now follow the lines of least resistance and go to the ready-to-wear department?

An Ideal Department.

The ideal fabric department would be one where the buyer kept so closely in touch with the vagaries of style and demand that he would have the latest goods to offer at all times. If Miss Gay Dresser reads that tango is the very latest color and decides to have a dress with generous trimmings in that shade, she wants to get tango and not "something close to it." In the ideal department she would get the shade desired in the quality that suited. If she reads that a certain society leader has been appearing in a particularly striking gown of a new shade of green, she may decide to use that shade of green herself. If she finds that it is not obtainable, the nearest approach to it being a green quite obviously a shade or two removed, she is certain to lose faith in the store she has been patronizing.

Here is an actual instance which illustrates why custom is sometimes lost to the dress goods and dress making departments. A woman in an Ontario city who had always been in the custom of having her dresses made at a certain store, read in a style periodical that

The "PIRLE" FINISH.

(*Regd.*)

"INDISPENSABLE FOR THE OPEN-AIR GIRL."

The Editress
"LADY'S REALM"
(London)
says;—

"The outdoor girl who loves to cycle, walk, and drive, will never wear anything but a **'PIRLE'** costume, when she once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



"MADGE"
in
"TRUTH"
says;—

"Every dressmaker ought to leave out a bit of selvedge somewhere with the **'PIRLE'** stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any materials so stamped that has been actually damaged by rain."

BDA
(*Copyright*)

See what "THE QUEEN" calls the magic words **THE "PIRLE" FINISH stamped on the selvedge.**

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

If any difficulty, please write to **The Bradford Dyers' Association, Limited,** Dept. 6 Well St. BRADFORD | 128-129 Cheapside LONDON ENGLAND.

Attractive showcards supplied free of charge through leading importers.

Robert Whittaker & Co.

London, Eng.

SPECIALTY:—

BRITISH & FOREIGN DRESS GOODS

We are Represented in Canada, by

William Pawley
856a College Street
TORONTO

Who has a full range of our Samples

duvetyn was being very largely used by fashionable women. It was a new word to her; and a novelty is always seized with avidity by the woman who takes a pride in her appearance. She made a special trip to the store to see about this new material. "Duvetyn?" said the salesman, who waited on her. "Yes, it is a novelty that has been brought out. We haven't stocked it. There would be no demand here for goods of that kind."

The lady felt disappointed and visited several ready-to-wear departments. She finally found a garment made up in the new material which suited her fairly well and she bought it.

It is quite possible, in fact probable, that the experience will make a regular customer out of this lady for the ready-to-wear department. If the garment purchased proves satisfactory, it is certain that she will look at the proposition from a new angle. The fact that she secured the garment with a minimum of trouble will weigh heavily. There is a grave danger that the dress goods department will lose a valuable customer.

It is not sufficient any longer to stock the fabric department with a good showing of staples. Women have been educated up to the use of novelties. They want the latest materials and shades. If it is not possible to have garments made up in the latest style and according to the ideas which the customer has formed, she is not likely to incur the delay and trouble involved. The advantages of using the dress making department is that the customer can get exactly what she wants that way. If that advantage is withdrawn, it is practically certain that she will start to buy everything ready-made.

It has become incumbent on the dress goods buyer to recognize the fact that people demand novelty in dress goods nowadays and that the only way to keep business on a standard of steady growth, he must give them what they want.

Well Informed Salesmen.

It is fully as necessary to have a fully informed sales staff. The average customer requires a great deal from the fabric salesman information as to the quality of goods, uses, proper treatment and proper styles. The successful salesman is the one who can influence the selections of customers in the right direction. Women will always go to the store where they know there is a salesman whose advice can be depended upon. It is necessary, therefore, for the fabric salesman to be right up in the very latest developments, to understand the matching of colors and to know dress goods thoroughly.

Display the Goods.

And lastly, there is a great deal in the proper arrangement of the goods in the department. When you find the fabric section of a store attractive, with goods of the novelty and popular shades prominently and invitingly displayed, put it down as certain that this department is a busy and profitable one.

A good share of window publicity is also essential. A well draped piece of material will interest fully as strongly as a showing of garments. "That would look lovely made up in such and such a style," is the mental comment of the feminine onlooker. Get your fabrics into the windows "early and often" and have the displays of the very latest novelties.

Follow this programme and results will follow.

DOWN TO ROCK BOTTOM

(Continued from page 45.)

Stores have different methods of keeping track of sales made during stock-taking or after the quantity has been called off.

"If we have not marked down the record on our sheets it is a simple matter for the sales clerk to cross out the number 14 and put down 11 if she sells three from a certain package," explained one manager. "If, however, the goods have been checked up, the clerk places it on a list and at the end all are deducted from our total for that department, so that our records will be true for January 31, or whatever the date on which we declare stock-taking over."

Calgary, Alta.—Fire did $20,000 damage to the Semi-Ready store conducted by B. B. Lockwood and J. L. Feltham.

Brantford, Ont.—The shareholders of the Kitchen Overall Co., decided to increase the capital stock from $40,000 to $80,000.

Montreal, Que.—The death occurred through pneumonia of Edmond Boucher, of Boucher & Roffey, merchant tailors, at the age of 47.

Regina, Sask.—J. J. Crottie, manager of the dry goods department of the Regina Trading Co., was given a presentation by the sales staff on Christmas Eve.

Hamilton, Ont.—T. L. Haygarth has announced that he will close his men's furnishings store at 46 James street, north, and in future give all his attention to his London store.

THE MANAGER'S PAGE

Every department head and buyer and every live man and woman behind the counter should have a genuine interest in the displays of their particular lines of merchandise in their departments and in the show windows.

It's a mistake to leave it all to the window trimmer and it isn't fair to him or to the respective department whose goods are being displayed.

Co-operation on the part of buyers and department people with the window trimmer is highly essential if you expect to get the maximum results out of the highly valuable window advertising space and department displays.

Unfortunately it is not an infrequent occurrence to hear a customer ask a salesperson for some particular thing seen in the show window, only to find that the salesperson is entirely ignorant of what is in the window, notwithstanding that the goods are from his or her own department.

Such an incident has a decided tendency to lessen the importance, in the customer's mind, of the particular value or desirabiltiy of the article in question.

The average person, when seeing something in a show window takes it for granted that considerable importance is given to such merchandise by the store or it would not be given such prominence as the window gives it. It can, therefore, easily be understood why it is important to have everyone in the department, whose goods are on display, aware of what is being shown

It is the mission of SELLING AND DISPLAY to stimulate a general interest on the part of buyers and department people in the highly important matter of the display of merchandise in both the show windows and in the store.

They should watch for this helpful and valuable service every month.

B. B. Small has recently joined the travelling staff of the forces at J. R. Palmenberg's Sons, New York. Mr. Small will cover Ohio, Indiana, and Michigan. This gentleman is very well known in this territory, having travelled over it for a number of years.

Employers do not pay you for the pleasure of your company no matter how pleasant and attractive you may be. You are employed and paid according to what you produce, either in sales, or other things of value. It is not luck. **It is you and results.**

Build up on PRIESTLEYS' Dress Fabrics

The Standard of the whole British Empire.
Can be purchased at any of the leading
Dry Goods Houses in Canada.

PRIESTLEYS' Resildas
PRIESTLEYS' Ravenna Twills
PRIESTLEYS' Ottoman Royals
PRIESTLEYS' Baroda Crepe
PRIESTLEYS' Tenby Figures
PRIESTLEYS' Plisse Brocades
PRIESTLEYS' Silk Warp Eudoras
PRIESTLEYS' Crepeliss
PRIESTLEYS' Syntella
PRIESTLEYS' Cream Serges
PRIESTLEYS' Black Serges
PRIESTLEYS' Colored Serges
PRIESTLEYS' Cravenettes

Greenshields Limited, Montreal

Sole Agents in Canada for Priestleys' Dress Fabrics

The CRAVENETTE Co., Ltd., affix their stamp only to such goods as are suitable in quality for Shower-proof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co LTD

Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.



(Regd.)

DUST-PROOF as well as SHOWER-PROOF.

RAINCOATS for Man, Woman — and Child —

"KEEP THE WORLD DRY."

Attractive Show Cards For Window Display Sent Free of all Charge on Application to Leading Importers.

The "Cravenette" proof is rain and weather resisting, because it treats each separate fibre of the cloth; it is permanently rain-proof, water running off as from a duck's back. The ventilation is perfect, the goods being porous. "Cravenette" fabrics in great variety in black and colours, and ready-to-wear Coats and Cloaks in tasteful and fashionable styles, are readily obtainable FROM ALL LEADING IMPORTERS.

BDA
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In case of any difficulty in obtaining "CRAVENETTE" please write to—

The CRAVENETTE CO., Ltd., Dept. 6, Well Street, BRADFORD

Popularity Increasing Immensely

"B.B." TORCHON

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REG° B MARK

B B B B B

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

This is Your Protection

An Exact Reproduction of Hand Made Lace

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent: A. B. FISHER
400 Empire Building, 64 Wellington Street West, TORONTO

"THE ARISTON"

The most perfect reproduction of Hand-made Goods. Unequalled for "Strength, Beauty, and Value."

LACE CURTAINS AND NETS

Pronounced by experts "The Aristocracy of Window Decoration."

N.B.—Our Mr. A. J. Burrows from Nottingham visits the Canadian retail trade twice a year and a communication from you will ensure a call.

Sole Manufacturers:

T. I. BIRKIN & CO., Broadway, NOTTINGHAM, ENGLAND

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto

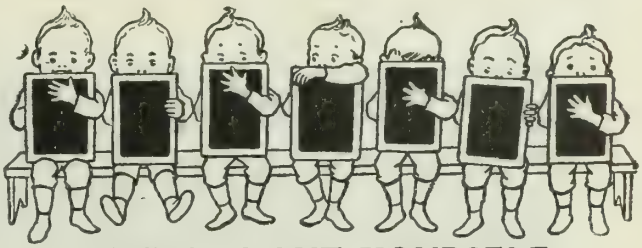


FIGURE IT OUT YOURSELF—

We Specialize in

SILKS

and have a complete assortment of all shades and qualities **always in stock.**
That means prompt service if you Write, Phone or Call.

DO IT NOW

How is your stock of—

Paillettes, Messalines, Duchesse

J. O. BOURCIER
IMPORTERS OF SILK AND VELVETS
230 McGill Street MONTREAL
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Germania Manufactur-Waren Cie.
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Factories in Germany

Hosiery
Cotton, Lisle and Silk Ladies' Hose, Gents' Half Hose, Children's Socks.

Gloves
Silk, Lisle, Suede and Duplex for Ladies and Gentlemen.

Motor Scarves
Latest novelties in Silk, Imitation Silk and Cotton, both woven and knitted.

Furnishing Draperies
CURTAINS AND PORTIERES of Tapestry, Wool, Plush and Felt, etc.

Casements Cloths
Cotton, Linen and Linen and Cotton, etc.

Carpets and Mats
Hair Yarn and Cotton, etc. Hand made SMYRNA in modern designs. Bath and Bedroom Mats, Washable.

Table Covers
Tapestry, Plush with Tapestry borders, Also Embroidered (and with Applique) Plush, Felt, Billiard Cloth, Kochelleinen and Crash, etc.

Felts for all Trades
Furnishing (Table Covers, Curtains, Carpet and Upholstery, Tailors' Trimmings, Clothing, Hat, Cap and Millinery, Shoe, Slipper and Saddlery, etc.

Art Needle Work and Fancy Furnishing Goods
Latest novelties in Embroidered Cushion Cases Table Centres, Runners, Duchesse Sets, Bedspreads, Table Covers, Curtains, etc. Also Tapestry Cushion Cases, and in squares made up, filled and unfilled.

Cotton Tweeds
All kinds for cheap clothing.

Millinery Materials
Wool and Silk Fancies for Infants' and Children's Millinery.

Buttons
Gilt Anchor and Celluloid, also Press Studs.

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

BRITAINS BEST
DREADNOUGHT
(Registered)
COSTUME SERGES
Stylish and Durable
Best in All Weathers
ALL WOOL SPECIAL FINISH
Always Smart
SUPERIOR TEXTURE
Stamped "DREADNOUGHT" every Yard.
Always Fashionable
Sole Agents for Canada: J. B. Henderson & Co., Ltd.
77 Wellington St. West, Toronto



A sample of interior decorations for the Spring opening by Warren Andrews, with the Anderson Co., St. Thomas.

The Early Spring Display Programme

Something on the Work Ahead of the Display Manager up to the Time of the Spring Openings—The Clearing Sales of January and February—Decorating the Store Interior in Keeping with the Work Carried on—The Opening Windows.

WITH the Spring openings comes the display man's opportunity to make a grand showing. Spring opening windows are generally the most interesting of the whole year's programme. They represent the greatest effort, the culmination of ingenuous preparation. They are usually the masterpiece of the year.

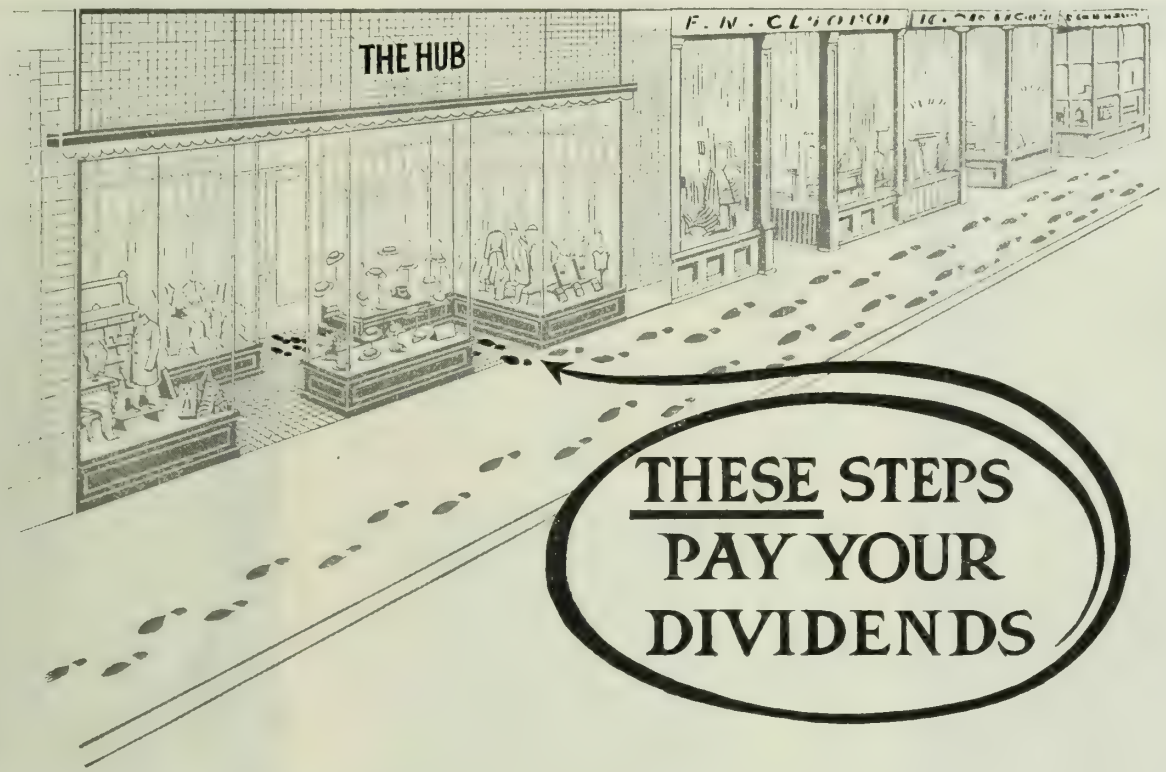
The reason for this is not hard to find. Spring is the season of reaction. Freed from the hampering influences of winter, people plunge into everything with renewed vigor. Members of the fair sex begin to consider what they are going to wear when the change of temperature makes it possible to discard the heavy Winter wraps. Interest shown in the offerings of the stores gains a new impetus and so the store windows must reflect the spirit of the season in a series of striking and unusual displays.

There is a reason also for the importance of Spring publicity which is found within the store itself. The first two months of the year are devoted to a series of sales, the object of which is to reduce surplus stock. On the completion of these clearance sales, the whole store staff turns with relief to the opening of the new season with its offering of new merchandise and its new interests. After the procession of sales, whitewear, furniture, housefurnishings and silverware, the return to the seasonable merchandising is hailed with relief and is started off with every evidence of renewed energy and inspiration.

The month of January is featured chiefly by the annual whitewear sale. February is given over to the Furniture and Housefurnishings sale and following on the heels of this event comes the Silverware sale. As already pointed out the object of these sales is almost entirely clearance of surplus stock so that the display man finds it incumbent on him to make the store windows a strong factor in selling goods which are not in the strictest sense of the word seasonable. It follows that, as interest is aroused by the featuring of leaders, the window displays must be strictly merchandising displays, with the idea of showing a wide assortment uppermost.

In the last issue mention was made at some length of Whitewear sales. The question of February furniture and housefurnishings trims now becomes of chief interest. It is not possible to display a great degree of originality in furniture displays inasmuch as the most effective showing possible is to present the goods as they would appear in use. For dining room furniture, for example, nothing could be more effective than the representation of a dining room. Therefore, the skill of the display man will be manifested in the matter of detail in the arranging of the goods to the best possible advantage, to the proper selection of hangings and the blending of shades, the A. B. C.'s of the decorating art.

There is, however, some scope for originality for the man who desires to get out of the beaten path. An office equipment window will prove an effective innovation and arouse a degree of interest among a class of men who are



NO matter how many dozens, hundreds or thousands of people pass your Store daily, only those who ENTER your Store pay your dividends. The sidewalk in front of your Store may show the wear of countless footsteps, but the story of your business is only told by the wear your threshold shows.

In wet weather foot-steps dirty up your vestibule —but each one represents money-dirt to you. Janitor service isn't expensive. LACK of business is.

Highest Store Front Development

Kawneer
STORE FRONTS

Merchants in every section, state and town are adopting KAWNEER STORE FRONTS to modernize—to increase their businesses. Competition of to-day demands that every means of advertising and selling be pressed to the limit. During the past eight years 30,000 Merchants have placed their confidence in KAWNEER STORE FRONTS to make sales and to satisfy yourself of their success, see if you can recall of ever having seen a "Bankrupt," "Forced Out of Business" or "Receiver's Sale" sign tied to a KAWNEER FRONT? The next time you pass a KAWNEER FRONT just step inside the Store and ask the proprietor what HE thinks of his Front. Ask him how much his business has increased since he installed his KAWNEER FRONT. Ask him if he regrets the money he spent for it—if he considers his KAWNEER FRONT an expenditure or an investment.

To-day a modern Store Front is a PART of the business with which it is associated—not simply a material part of the building.

Since 1906 KAWNEER has been installed in more than 30,000 fronts. Proofs of Merchants' experiences are strongest and for that reason we feel your consideration is justified.

A Logical Demand

Store Fronts have a business reason for existence—not simply to keep out the rain and cold—not simply to let in daylight—not for a place to merely store merchandise, but a force to SELL. If yours does not sell then your Store Front is absolutely worthless from a business standpoint. You are paying a big rental to SHOW merchandise—are you benefiting?

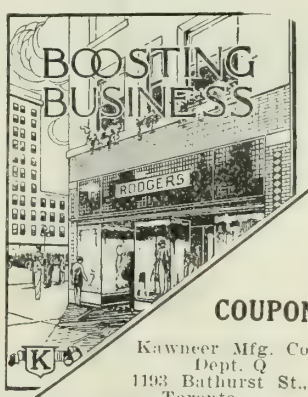
Your Front is either a "partition" or a "salesman"—which?

KAWNEER FRONTS are made of either solid copper, brass, bronze or aluminum; made up in almost any finish to harmonize with the general color scheme you adopt. They cannot leak, rot, rust or warp and you will not have to spend one cent for paint. Insurance agencies consider glass set in KAWNEER a good risk.

One merchant writes: "Have been in business 42 years, had 41 winters of frosted windows, placed a KAWNEER FRONT in last fall—have had one winter of clear windows." Think of the sales this one store lost during those 41 years because their windows couldn't be used. Show windows are supposed to SELL merchandise. Are yours doing it?

STORE FRONT BOOK

Before you take another step in consideration of a new Store Front, send for "Boosting Business No. 21." It's a Store Front book full of practical Store Front ideas compiled and printed for you merchants. We are ready to help you—ready to give you the benefit of more than seven years of specialization — to tell you what we have learned by installing KAWNEER in 30,000 Fronts.



Just fill in the coupon and send to-day—each HOUR you conduct your business without a KAWNEER FRONT you are losing sales. FOOT-STEPS are PASSING by your door instead of entering. You will not be obligated — we want to show you.

COUPON

Kawneer Mfg. Co.
Dept. Q
1193 Bathurst St.,
Toronto.

Kindly send "Boosting Business No. 21" without obligations.

Name .....

Street and No. .....

City or Town .....

Kawneer
Manufacturing Company

Francis J. Plym, President

Dept. Q - 1193 Bathurst St., TORONTO



No. 1565

Culture and Refinement

are depicted in our wax heads

They are made by "Artists" not mechanics—It is this artistic touch which makes our wax figures so life-like.

We illustrate two new lines with long Papier Mache Bodies.

Note:—The forms are perfect in every line and heads can be supplied either ¾ or full bust.

Write us before placing your orders.



No. 1566

Write for a copy of our large Catalogue



No. 168 E—GLOVE STAND

The beautiful Eiffel Display Fixtures

are becoming more and more popular. The bases are of solid cast metal and will not dinge. Standards and crossbars of best brass tubing and cold rolled steel.

All bases fitted with rubber tips to prevent scratching polished surfaces.

There is nothing in Store Equipment we cannot make or supply.



EIFFEL T STANDS

CLATWORTHY & SON, LIMITED

"The largest makers of Display Fixtures in Canada"

Established 1896

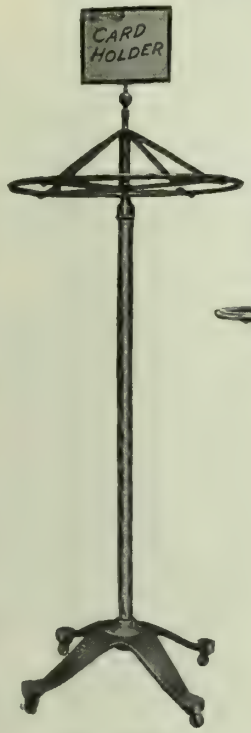
161 King St. W., TORONTO

Incorporated 1908

Is Your Ready-to-Wear Department Well Equipped?

If not see to it at once—it will pay you—If you want to sell goods you must keep them out in full view of the public—Our Revolving Racks and Garment Hangers are designed to accomplish this end —You cannot buy better goods, no matter where you try, and our prices are the lowest.

Mail us your "Spring" orders. Send for our large Catalogue at once—it is free for the asking.



No. 265C.

Our Revolving Racks are too well known to need explanation. Send us your orders at once. We have a good stock on hand.

Price, each $13.50.



The New Perfection Skirt Rack.

The Perfection Skirt Rack is going to be a big seller this Spring. It holds over 50 skirts; any style of hanger may be used.

Price, each $14.50.

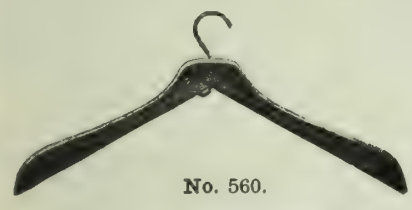


Showing Perfection Skirt Rack filled with skirts.

Mail Orders Promptly Filled. Order at Once.

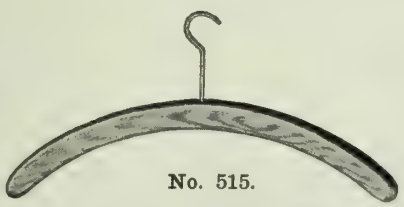


Showing how little space is occupied by No. 1 Dress Hangers.



No. 560.

No. 560, Waxed Hanger.
Price, per 100, $6.00.



No. 515.

No. 515. Waxed finish.

Price, per 100, $3.50.



No. 1 Dress Hanger.

No. 1 Dress Hangers are unexcelled for light garments—the hangers are ⅜-inch thick, and in above cut we illustrate how 6 dresses may be hung on 4 inches of bar. 125 dresses may be displayed on one rack.

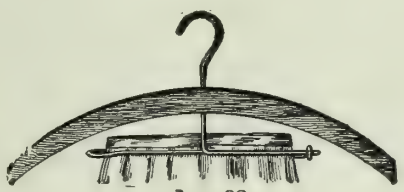
The hangers are made of hardwood, steamed and bent to shape.

Price, per 100, $3.00.



No. 560X.

No. 560X, Waxed Hanger.
Price, per 100, $7.50.



No. 92.

No. 92, Suit Hanger—holds skirt and coat.

Price, per 100, $6.00.

CLATWORTHY & SON, Ltd.

"The Largest Makers of Display Fixtures in Canada"

161 King St. W.

TORONTO

Established 1896

Incorporated 1908

usually too busy or too indifferent to pay much attention to store windows.

There is, of course, wider scope for the exploitation of original ideas in the housefurnishings end of it. For the averaged sized window a splendid effect can be secured by putting in samples of different treatment of drapes and hanging, illustrating the newest methods of draping and introducing the newest materials and shades.

With the first of March the preliminary opening displays will be started, leading up to the formal openings. These showings should include a number of fabric displays. The function of these preliminary displays is to pave the way for the styles which will be shown at the regular openings, giving an indication of the trend and preparing the public mind for the new features.

This, then, is the programme ahead of the display man: To gradually work through the January and February clean-up sales and then, by the transition stage of preliminary showing, pass to the all-important work of the Spring opening publicity campaign.

Interior Decorations.

This programme is not confined to the trimming of the store windows by any means. The interior of the store must be decorated in accordance with the nature of the merchandising effort. During the period of the white sale, it is customary to have the interior decorated neatly with white effects. The use of the cotton ball for decorative purposes at this period of the year has become a fairly general thing and one which works out with unvarying success.

The style of decoration throughout the store should be uniform. In many stores temporary circles or counters are put in for the whitewear stock and these are generally given an appropriate appearance by the construction of arches and upright structures covered with white cambric and perhaps trimmed with cotton balls.

Ledge trims are also an important feature. In the case of the whitewear sale, available ledge space should be used for the suitable arrangement of the predominant stock.

The necessity for a suitable interior setting becomes of double import when the big opening season rolls around. The whole store then must reflect the spirit of Spring, must be redolent of Spring from top to bottom. It becomes necessary to introduce a system of interior decorations which will give the desired effect. The plan generally adopted is to use pillar decorations such as hanging baskets of Spring flowers, sometimes making the effect more elaborate by introducing arches or festooning the flowers from pillar to pillar.

Last year the Right House, Hamilton, introduced a highly effective form of interior decoration for the Spring and Easter openings. Double rows of temporary pillars were placed in the main aisles, running up to the level of the ledge trims. Flower laden baskets were placed on the tops of the pillars. Floral covered scroll work was used for decorating the store pillars. Natural and artificial foliage, palms, narcissus and other Easter flowers figured in the decorations.

The Opening Trims.

The nature of the Spring opening trims will be decided to a great extent by the style developments. The display man, therefore, should study the situation carefully and base his plans on the trend of Spring styles.

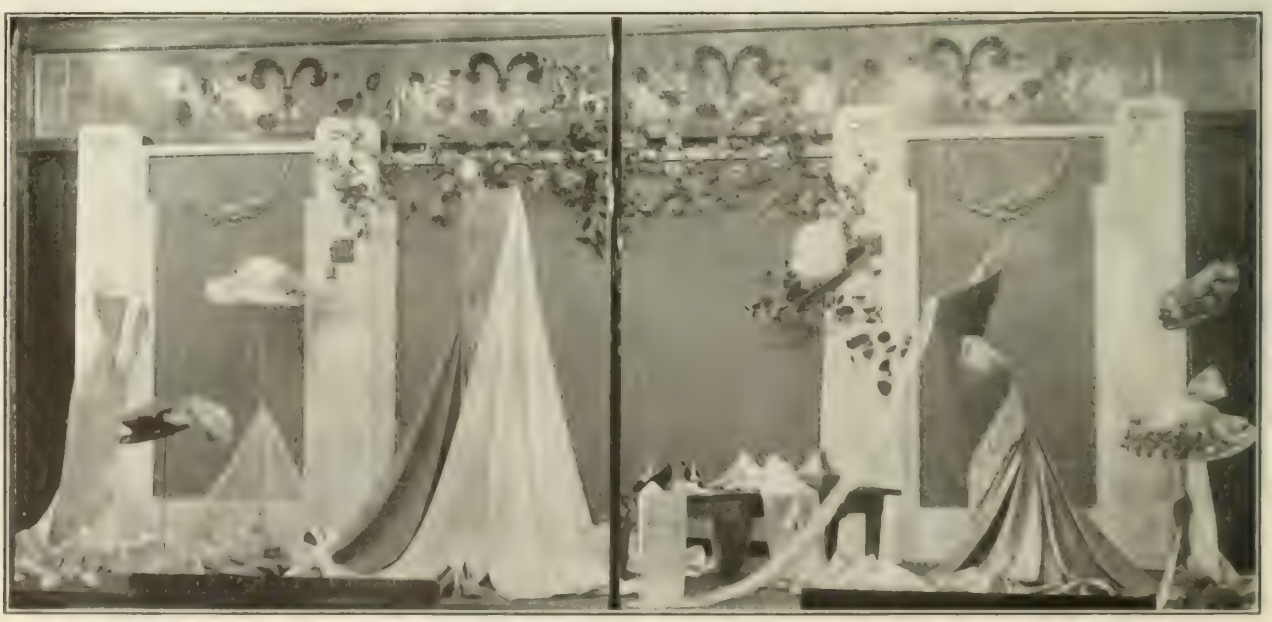
His main chance for a display of originality will consist in the planning of a Spring background. This phase of the question is treated on succeeding pages.

Curved Window for Display

A RADICAL departure from all previous styles of windows is being tried by R. H. Macy & Co., New York, in the form of a concave surface for eliminating reflections. The success of the experiment in this respect at least is pronounced.

Two distinct pieces of plate glass form the window, the upper being flat like ordinary glass. The lower piece, however, is concave, the glass extending back into the window 21 inches at the farthest point, compared with the ordinary front. In this lower half there is an entire absence of reflection, and the merchandise within is seen as clearly as though there were no glass at all, or as if the window were lighted at night. In the ordinary window no windows are entirely free from reflections on clear, bright days, and in this particular case the reflection in the flat upper part is such that the display behind is invisible, unless one presses closely to the glass (which is above one's head). The

(Continued on page 82.)



A bright opening trim by W. C. Simon, with Stanley Mills & Co., Hamilton. A simple but highly attractive background.



No—1003 D.

Forms That Make Sales-Producing Window Displays

Striking, distinctive window displays; displays that instantly catch the eye of the passing public—your prospective customers—are the kind that capture the mighty dollar. Sales-producing displays are not made from old-fashioned forms, but from those that are built to conform with present styles. Therefore, if you would have your displays create a desire on your customers to buy, it is necessary that forms bringing out news value in your goods, be used. D. & P. Forms are best able to do this because they are made to conform to present fashions, and can thus show to the best possible advantage the latest style effects, the materials, and just how the article would look on the wearer.



No—1001 K.



No—D. 52

Send us an order for your needs and you will learn that D. & P. ready-to-wear and drapery forms are the most modern, attractive, sales-producing forms on the market to-day.

D. & P. Wax Heads

are true to life in every detail. They represent a high type of sculpture modeling, even to the smallest details of contour and expression. The graceful pose of the head; the refined, animated features of the face; and the charming coiffure of real hair will add beauty and dignity to your gowns and a human touch to your displays.

Write for catalogue.



No—D. 57

Dale *and* Pearsall, *106 Front St. E.,* Toronto

Manufacturers of High-Class Forms and Figures

All Hangers stained and buff waxed finish. We will gladly submit samples of any of the hangers below.

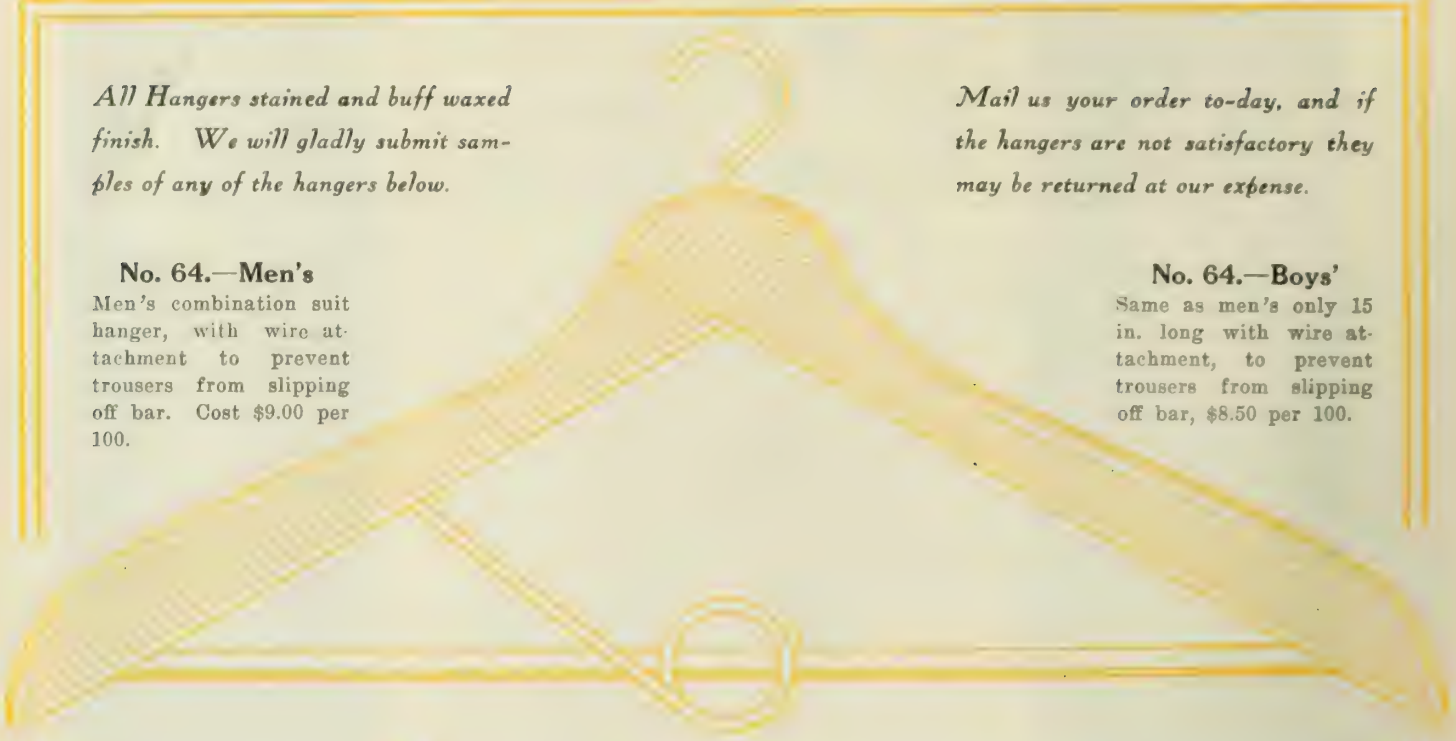
Mail us your order to-day, and if the hangers are not satisfactory they may be returned at our expense.

No. 64.—Men's

Men's combination suit hanger, with wire attachment to prevent trousers from slipping off bar. Cost $9.00 per 100.

No. 64.—Boys'

Same as men's only 15 in. long with wire attachment, to prevent trousers from slipping off bar, $8.50 per 100.





No. 33IB

Men's combination hanger with inserted bar to hold trousers. $7.50 for 100.

Made in boys' size, only 15 inches long, $7.50 per 100.



No. 74B

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100, with wire attachment, $16.00.

No. 34IB

Combination Hanger, rounded top with inserted bar to hold trousers. $8.00 per 100.



No. 34IB

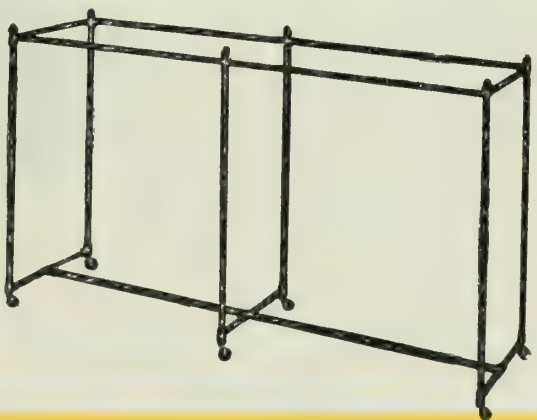
The Taylor Manufacturing Company

82 Queen Street North, HAMILTON, ONT.. John D. Moser, Manager



A clothing store equipped with Taylor-made, double bar, polished steel tube racks





Made of Polished Steel Tubing.

No paint, no rust, no tools or trouble to set up. Shipped, crated. K.D. Ball Socket Rollers.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Made of Oxidized Steel Tubing.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Suit Racks, 5 feet high, 26 ins. wide. Overcoat and Ladies' Garments, 6 ft. high.

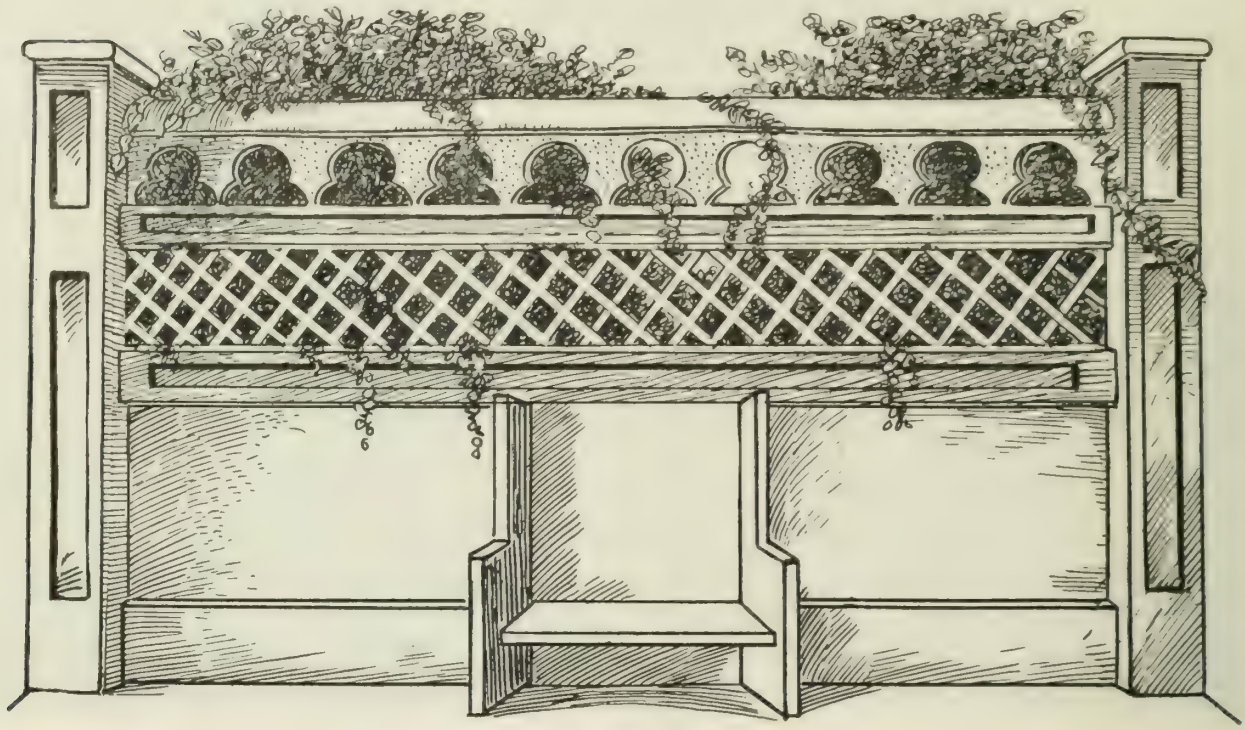
Mail, Wire or Phone your order to-day and equip your store to be ready for a big Spring business. Your smallest commands will receive our prompt and careful attention.

The Taylor Manufacturing Company

82 Queen Street, North, HAMILTON, ONT., John D. Moser, Manager

The Background is the Thing

The Success of the Spring Opening Windows Will Hinge to a Great Extent on the Quality of the Background—Ideas Followed Out Last Year—The Trend Toward Simplicity.



SUGGESTION FOR SPRING BACKGROUND.

This background is designed for a window of large dimensions. It could be simplified to meet the requirements or the taste of the display man. The framework could be constructed of wood or compo board, and covered with alabaster or stucco work. The idea is to show a typical spring scene. This setting would be appropriate for millinery and ready-to-wear trims.

THE background's the thing. This paraphrase of a well known Shakespearian quotation sums up the problem of the Spring opening trims to a nicety. Provided that the display man has the right materials to show, the display man can be depended upon to show them to the best possible advantage. It is the first essential of his calling that he know how to drape and group goods so that the appearance will be right.

The opportunity for originality comes in the backgrounds. So many devices have been adopted in past years and the variety attempted has been so large that it has become a matter of some difficulty to evolve a really original background. Many a display man is losing sleep already trying to think of an idea that will carry the shopping public by storm; a background that will combine attractiveness with originality.

Efforts along this line must necessarily run along a well worn route. Spring backgrounds must be highly suggestive of Spring. An arbor, a spring, a sylvan glade, wall overhung with Spring foliage, are all ideas on which the changes have been rung in an endless number of ways. Nevertheless it is still possible to utilize the old ideas in a new way, thus producing an effect distinctly pleasing and new; and the great bulk of the opening windows in representative Canadian stores will almost certainly have backgrounds this year based on certain of the old ideas or close developments of the same.

Ideas Used Last Spring

A review of some of the backgrounds used by representative display men last Spring will be of interest.

One series of windows had backgrounds consisting of panels about 7 feet high and 10 feet long, interspersed with square pillars 2 feet wide, running a foot above the level of the panels. The pillars and bottom sections of the panels were covered smoothly with light tan felt. The top of each panel consisted of an art nouveau design cut out of beaver board and kalsomined a deep cream, shaded with ground coak. Wreaths of foliage were attached to the art nouveau designs and frosted roses decorated the tops of the pillars. On each pillar was a yellow lion's head with a chain, hanging almost to the floor, finished in antique to harmonize with the rest of the trim. This background was a most successful and attractive departure from the usual run. It had, nevertheless, a distinctly Spring atmosphere.

Many displays had plain backgrounds built of rough wood and covered with unbleached muslin, then outlined with 2 x 4 lumber and painted with alabastine. Various forms were constructed in this way. These backgrounds lent themselves readily to the use of floral designs and the introduction of flowers in abundance.

The Robert Simpson Co., Toronto, used a system of screens composed of elaborate frames with handsome drapes. These were placed with a five-foot space between. Flowers were placed between the screens and in front with good effect. This style of background was adopted largely with an eye to suiting it directly to the prevailing style, this object being amply attained.

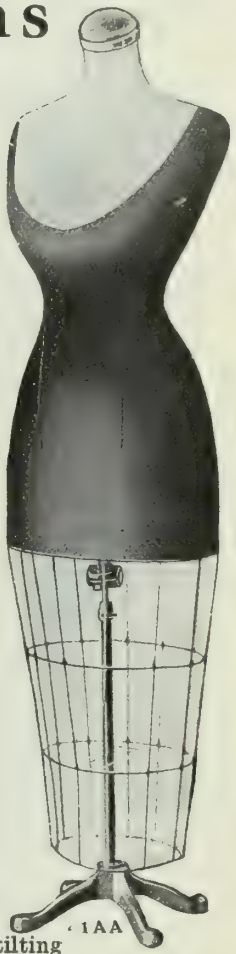
The T. Eaton Co. had an elaborate background consisting of a rounding, pillared portico, the steps and floor of which were carried out in Grecian marble effect. This style proved a popular "hit."

The plan of representing marble in backgrounds was used in a great many

Practical Window Trimmers Use Richardson Forms



The successful window trimmers throughout Canada owe their success, to a great extent, to the display fixtures they use. The majority of these men have found that they can better execute those trade-pulling displays which they formulate in their mind by using Richardson Forms. Built on the very latest lines to suit the most up-to-date garments, Richardson Forms are well able to display your newest creations—will bring out their exclusive features and will show them off to the best possible advantage.



47 S gives a dainty and elegant effect to display. One of the charming features of this form is the half-arm. Another is that, instead of the regular iron base, No. 47 S has feet, which add greatly to the effect of the gown, especially when short length skirts are displayed. No. 47 S, with Half-Wax Arms, $36.00; specially adapted for high-grade gowns. Each limb is adjusted separately, up and down, sideways, forward, etc.; made of flesh-colored wood for shoes and stockings.



5E has round, narrow shoulders, makes the collar stand up without bulging, and also the front, either buttoned or unbuttoned. This form is adjustable to any desired height, and can be used for any style of men's coat.

No. 5E, as cut $5.00
9 inch round base, in black japan 4.50
9 inch round base, in ox. copper 6.00

Coat Form with oak stand and revolving motor, as used by New York tailors (ox. copper) ..$30.00
(Runs 12 to 15 hours after winding. Size 36 to 40.)

41 AA The new special **tilting device** of this form makes it adjustable to any pose **after the garment is on.** Conforming to the latest dictates of fashion it lends itself to the elegant display of the newest styles in suits, coats and dresses. Makes a very attractive window or department display.

No. 41AA, as cut.....$ 7.50
No. 41AA, without flesh-colored bust 6.75
No. 41A, without tilting device 5.50
With wax head and hands, specially fine 27.00

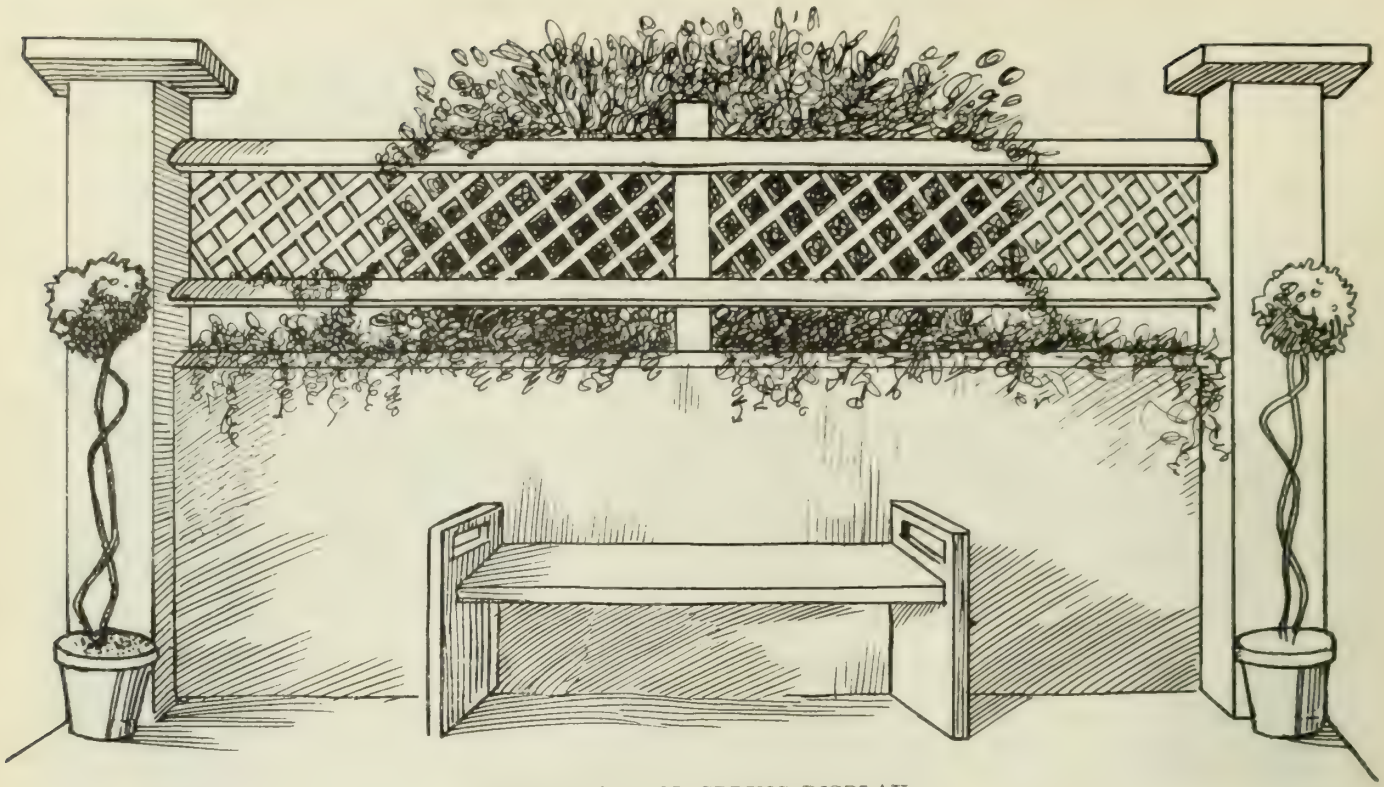
Agencies: Putnam Measuring Charts, Flanders Display Racks, etc. Manufacturers of Pipe and Rotary Racks in very best styles.

A. S. RICHARDSON & CO.

Oldest Manufacturers of Wax Figures and Display Forms in Canada

Showroom—99 ONTARIO ST.
Factory —101 " "

TORONTO



SUGGESTION FOR SPRING DISPLAY.

A variation of the idea presented on the preceding page. This setting could be arranged with less trouble, and would be an effective one.

cases, in fact. The effect in some was obtained by using rock crystal.

A good many display men last year adopted scenic backgrounds and found them highly suitable and effective. They are peculiarly suitable for Spring openings as they can be made to represent typical spring and pastoral scenes.

Trend Toward Simplicity

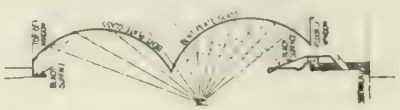
Behind everything there is a marked trend toward simplicity in the matter of backgrounds, a trend which all display men should take cognizance of. It is not intended by this to imply that backgrounds should be commonplace or the result of little effort. Some of the simplest on the surface are the most expensive and entail the most work. The rule to be borne in mind, however, is that the ornate effects do not please as highly as they once did. Simplicity, dignity are qualities that now weigh heavily.

CURVED WINDOW FOR DISPLAY

(Continued from page 76.)

only view to be seen, indeed, is the Marbridge skyscraper opposite the store, two other high buildings and the sky, all reflected clearly.

The diagram accompanying this indicates the construction of this window. The deepest point of the concave is near its centre, where it is nearly two feet inside the point where a flat plate would be. At the floor of the window the line where the glass ends is about 9 inches back from where the flat glass would be. Rising above this, on the outside of the window, is an inverted "cornice" of metal, with a blackened surface which, it



is claimed, assists in eliminating reflections. This is called the "shadow box." The bottom is open to form a drain, so that dust and water run down to the sidewalk instead of accumulating on the ledge.

The concave surface begins at a point above the ordinary observer's head so that his view is not obstructed by the join of the flat and curved glass. The exact bend of the glass depends on the window and has to be calculated in each case, it is said, scientifically.

Already certain criticisms are being heard of the new scheme although its success in eliminating reflections is admitted. It is pointed out that a certain portion of window space is lost by the glass curving inwards, and the whole appearance of the window is of course changed.

A scientific magazine in commenting on the inventions says:—

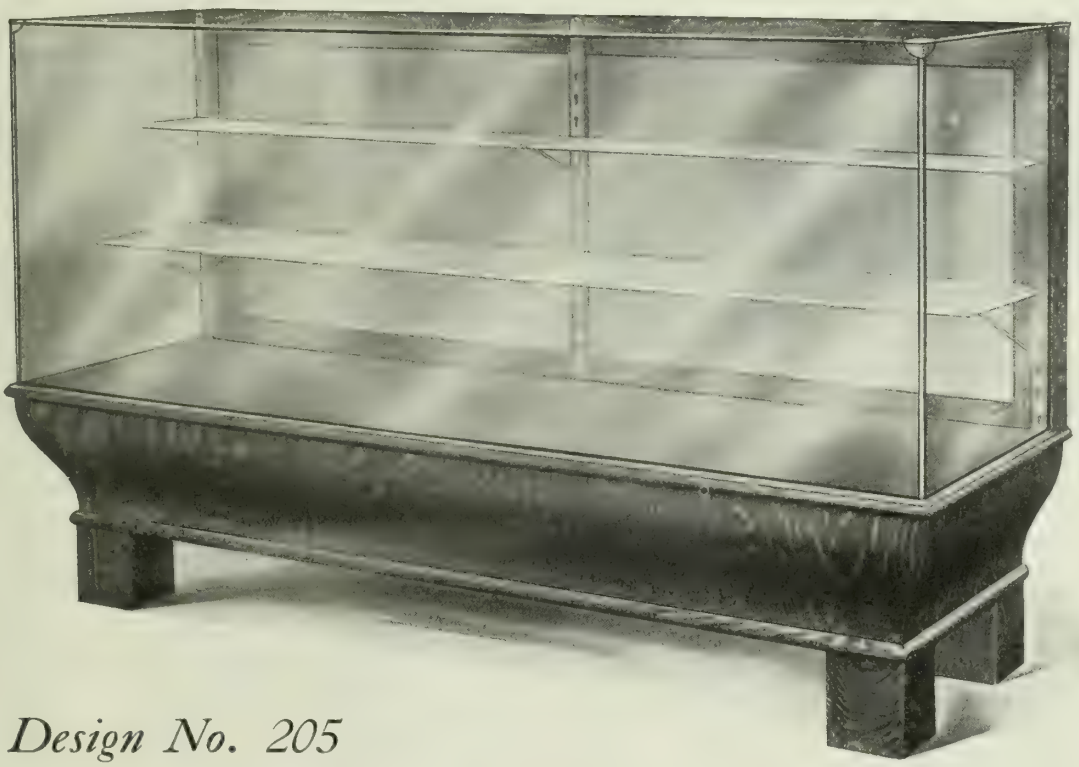
"The curve, which has been determined after careful study of optical laws, diverts the rays of light from the street, downward or upward, at an angle at which the diverted light rays strike a black plate which absorbs them. In the ordinary window on bright sunshiny days it is necessary to stand so close to the mirror-like surface in order to see clearly the goods on display that one's nose must flatten against the plate glass. Window dressers have been obliged to resort to expedients of various colored backgrounds, wide awnings, and interior illumination, with only partial success. In case of shops which wish to display their entire interiors, as piano and automobile stores, the window-box arrangements gives full range of vision, requiring no background."

BUSINESS CHANGES

Enderby, B.C.—R. C. Attenborough & N. B. Courtenay have taken over the gents.' furnishings and dry goods department of the Polson Mercantile Company. The Polson store is undergoing alterations to accommodate the change. Ross and Victor Polson will carry on the grocery business as before, under the old title of the Polson Mercantile Company.

A business-magnet *for* a dry goods store

"The Canadian Gem"



Design No. 205

WRITE FOR OUR COMPLETE CATALOG OF NEW DESIGNS *for* 1914

A good show case is indeed a silent, but effective salesman. It not only gives the store a bright and attractive appearance, but sells thousands of dollars worth of goods during the year by merely presenting them to the casual looker in an irresistible manner. You can't have too many silent salesmen if they are selected with care. WRITE TO-DAY **for our catalog of designs whether interested or not. You may be later.**

H. L. Wood & Company

Cor. Noble and Strickland Sts., Toronto

Show Cases Higher as Plate Glass Goes up

Advance of 35 Per Cent. in Glass—A Satin Bust Form for Evening Wear—A Light Beech Hanger—Lower Rack for Ready-to-Wear—Slit in the Back—Whole Trend of Store Equipment Towards Better Display.

A HIGHER standard of store equipment is being established in Canada year by year, and manufacturers are starting out this year with a class of fixtures holding a preponderating place in their showings such as they would not have dared to develop even three or four years ago.

The new order is sweeping the land, and it would be difficult to say whether it is the public that is forcing the change or the merchant that is keeping just a little ahead of the demands of public taste. The aesthetic element in merchandising is dominating the art of window display; of store decoration, of advertising, and of store equipment. Revolutions have transpired, or are fermenting the business world, in one and all these directions. This is one element, and an important one, in the "rising costs of selling;" conversely, it is a growing factor in the rising cost of living; one of those "secrets" that some zealots of demagogic temperament have announced themselves as determined to lay bare, with dark hints as to what will happen to the "middleman" in the after process. It is, for the most part, simply a manifestation of a policy that one great New York editor once declared was the governing power behind the newspaper he turned out, "Give the public what they want," and the retailer is following out this theory along lines that the public have demonstrated time and again.

"Give the public what they want," is the motto on which all large businesses have been built up. The guarantee of the financial success of such a policy might be formulated in this addition: "For they are willing to pay for what they want."

Store of Display Centres

Experience has shown that more and more to the possession of goods must be linked up an advantageous display. There is a good deal in the theory of a grocer in a Canadian city who declared he was equipping his new store as a "sample room"—not to display quantity but the character and quality of the goods he kept in stock. So his store, instead of having heavy rows of shelving and counters, was broken up into "display centres;" his aim was to show, not to stock goods.

It is just this idea of showing goods to the best advantage that has proved the life of the silent salesmen, those substitutes for counters in so many of the newer stores of Canada. And closely allied to these have come systems of electric lighting, whose very success is based, not so much on the greater intensity of the light that is furnished as the more skilful direction of its rays.

This trend is seen to an equal extent in the polished hardwood floors, or soft carpeted coverings of the millinery departments; in the mahogany woodwork, or the bird's-eye maple; in the airy, better lighted and ventilated structures that are features of modern store and factory alike. It is all a product of the public's desire for comfort in its buying as in all other activities of life; in the satisfaction of the artistic side of its make-up under conditions that might seem to have no direct bearing upon it.

Glass Replacing Wood Obstructions

This is why the same influences are at work among the designers of store equipment and the purchasers thereof that are rapidly transforming the window display man, and ingenuity is setting its brains to work out improvements in details that will minister to the more fastidious tastes of a more discriminating public. The dislike for "obstruction" is a highly developed feeling of to-day that the manufacturer is doing his best to cater to, and he is trying to substitute the transparency of glass for the blindness of wood. This has been going on of late in the substitution of all glass show cases or silent salesmen for those held by a framework of wood. This has gone so far as to replace the metal clamp on the sides by invisible cement, to get a view unobstructed even by this diminutive barrier.

Even sliding glass doors must not be encased in wood, for this obstructs the vision of the goods within. Grooved rollers are being made on which the glass doors rest, and move back and forth.

Serving a somewhat different purpose is a decided movement by some manufacturers in favor of sectional show cases. These are designed not only for ease in shifting around to suit the store arrangement, from time to time, but are handy when a merchant moves from one location to another. They are made so carefully now that it is difficult to detect the fact that they are sectional ones at all.

Plate Glass Up 35 per cent.

There is a question of price about show cases that is worth noticing this year. Manufacturers of show cases state that plate glass has advanced 35 per cent. compared with one year ago. They are not slow to attribute this to a certain lack of competition that is often referred to in a term that bulks largely in politicial discussions during U.S. Presidential elections. It implies a freedom from rate cutting that is supposed to work out satisfactorily to the several firms interested.

Prices of Material

However the full 35 per cent. advance will not apply to the price of finished show cases. Labor usually represents in this case 60 per cent. of the manufactured product, so that the advance works out to about 15 or 20 per cent. While wood has risen in price many times over in the past 40 or 50 years, the increase over one year ago in oak is slightly under 5 per cent. Mahogany, on the other hand, manufacturers report, is less than it was two years ago. Mexico and South Africa are the two main sources of supply nowadays for mahogany.

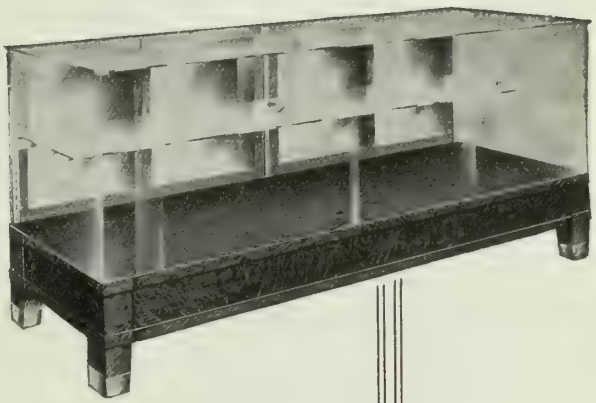
A Lower Style of Rack

Keeping the goods in clear view of the public is a theory held by many ready-to-wear managers, where they are dependent on a general trade, whatever the arguments are in favor of less publicity where a firm caters to exclusive trade. This is showing itself in the tendency to display women's and men's clothing on racks, with each suit attached to a hanger, instead of the older style of piling it up in shelves, on counters or on tables. Some have objected that the floor space in stores is being filled up too much, and the racks are being made so high that the view is obstructed. "Granted," remarks the manufacturer, and comes along with a lower pattern of skirt rack, which allows a view over the top. One that was shown The Review had a circle 30 inches in diameter and revolves easily. The rack will hold about 50 skirts comfortably and any style of hanger may be used. The base is of metal finished in black enamel while the balance is of oxidized copper. On top is a holder for displaying a card announcing a special



Aggressiveness shows in your store fittings

—your cases
your counters
your shelving



The first impressions of your store are often the making or losing of a good customer. And undoubtedly a good impression of a store at first sight can do no harm. A store that is well fitted gives the impression of aggressiveness and means greatly increased sales. Goods that are presented in an attractive way to prospective buyers (or only lookers) are half sold. Very few departments in a store cannot be improved by installing a new case. Why not look into the BERLIN styles?

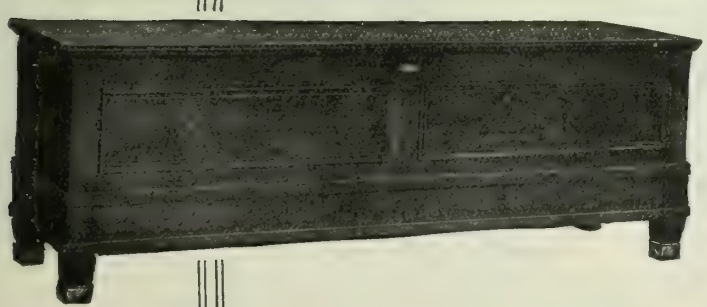
The

Walker Bin & Store Fixture Co.

Limited

Manufacturers and Designers of
MODERN STORE FIXTURES

BERLIN, ONTARIO



Write to-day requesting us to submit our fully illustrated catalog. It may offer a suggestion worth while for improving Spring business.

style or price. But it is the lack of height about this fixture that will be pressed in the selling of it.

A Thin, Light Hanger

Another of the new showings, is a specially thin hanger for light dresses and waists, or, indeed garments of any light material, one that does not take up much room. This is made in straight grained beech, which is steamed and bent to shape, which makes it very tough. The hanger is ⅜ inch wide, so that a number can be hung in a small space. The illustration shows six of these hangers in use on a regular revolving rack. The width of these is only four inches, so that nearly 150 could be hung from an ordinary rack. Incidentally, the manufacturer might whisper, the freight rates on these light hangers will be very low.

From 100 to 800 in a Year

Speaking of revolving racks, it is noticeable that they are becoming more and more popular in ready-to-wear departments. A Canadian manufacturer of display fixtures stated recently that three years ago their sales for this style of rack were approximately only 100 in the year, whilst their sales for 1913 exceeded 800. They furnish one of the simplest designs for keeping the stock in full view of the buying public.

Triplicate Mirror

A new and moderate-priced triplicate mirror is being placed on the market, which is lighter than most models. The main support of the frame is of metal, finished in oxidized copper, the latter by the way proving one of the most serviceable finishes yet discovered. The frames and backs are of the best quarter cut oak, beautifully figured, and the mirrors of beveled plate.

White Satin Bust

A novelty in display forms is a figure made up with a white satin bust, slightly padded to look like the human form. It is suited best to draping evening gowns, and evening night dresses, for which purposes it may be obtained in pink satin as well, giving a flesh color effect at a distance. It is made three-quarter length with hobble effect and does not require a wire skirt. The whole effect of the satin bust is to lend a rather elegant appearance to the draping. The base is a special one with four short arms, rubber bumpers being used instead of castors.

A new tube form has been made with hips slightly larger but waist and bottom much the same. This may be used for costumes either with or without wax head and arms. It is mounted on a round wooden or oxidized copper base. It is used also for draping purposes and is made with a slit all the way down the back to take care of surplus goods, making the back view neater than in the ordinary form. This, it will be recalled, was recommended by Mr. Nowak at the last convention of the Canadian Window Trimmers' Association, but up to that time had been little used in Canada.

Both of these stands have small bases so that they do not project beyond the skirt and by placing a shoe to peep out daintly from under the skirt, the effect is much enhanced, while it means less work for the trimmer than if he had to fit on shoes, stockings, etc.

Adustable Draping Stand

An adjustable draping stand is being made up in several designs. One has a curved rod which admits of many variations, curved up or down, at either side, or centered. In the latter case, when turned down it can be used as a rack to display gowns, and night robes, and even bathing suits.

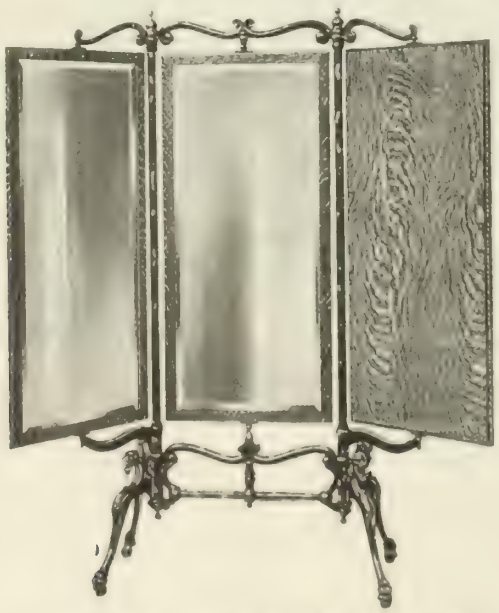
A simple hanger is on the market which has a cross piece slightly curved at each end and about two feet across. This may be used for showing special gowns or hanging 15 to 20 on as stock. It takes up only about one foot of floor space, is of adjustible height and has a stand on top for a price ticket or any other style of card.

Stanstead, Que.—Henry Gauthier, who has been in the employ of the Monarch Shirt Co. for several years past, has purchased one-half interest in the R. & G. Manufacturing Co.

St. Thomas, Ont.—A. L. Sarland, formerly a dry goods merchant of St. Thomas, died suddenly in Prince Albert, Sask., aged 59. He leaves a widow and two daughters.

Montreal, Que.—During the recent tie-up of Montreal's waterworks system a number of buildings were destroyed by fire, including the store of S. P. Barrett, merchant tailor.

Halifax, N.S.—W. J. Wetmore was elected president of the Maritime Commercial Travellers' Association. This body has 1,300 members and surplus assets of nearly $100,000.



New design for triplicate mirror, with metal frame, finished in oxidized copper and lighter than the usual style.



Low style of skirt rack, planned so that it will not obstruct the view in the store. Will hold about 50 skirts. Finished in black enamel and oxidized copper.

INTRODUCTION SALE

The prices named below will not prevail after Jan. 31, 1914.

Order Early

LOW PRICE HIGH GRADE FIXTURES

TO INTRODUCE US TO CANADIAN MERCHANTS

We have a full line on hand and orders will be filled promptly.



ECONOMIST RACK

EXCEPTIONALLY STRONG.

Built of 1½ inch steel tubing, mounted on heavy base and move on easy rolling casters. Finished in Oxidized Copper.

6 feet long, each . . . . . $ 9.50
7 feet long, each 10.50

COMPARE OUR PRICES WITH OTHER HIGH GRADE MAKERS, THEN SEND US YOUR ORDER.

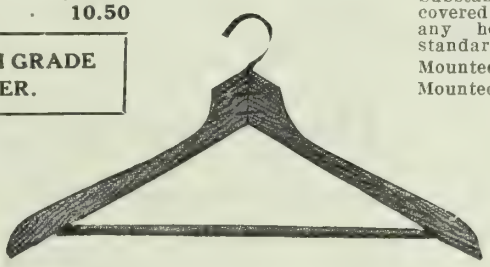


MEN'S COAT FORM

ENGLISH STYLE.

Substantially made of heavy paper mache, covered in fast black jersey, adjustable to any height. Metal Cap top. Heavy standard.

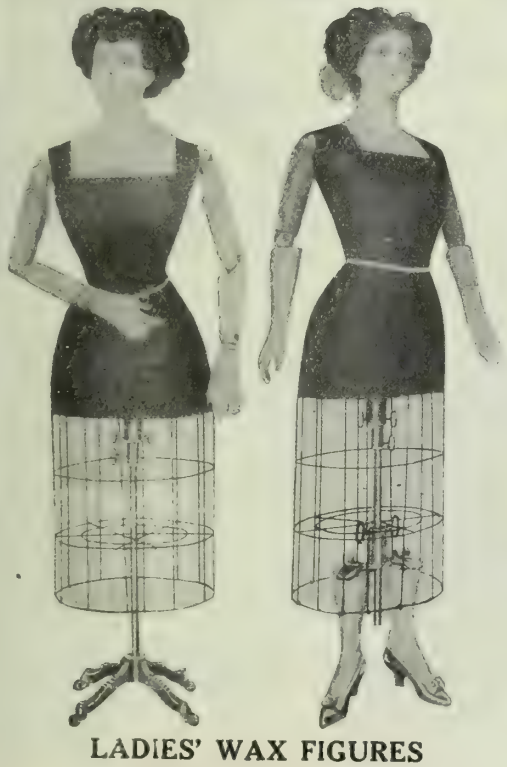
Mounted on 9-inch Base, each . $3.00
Mounted on 7-inch Base, each . 2.25



MEN'S SUIT HANGER (Correct Shape)

Bar to hold trousers.

Well made of hard wood. Packed 100 in a crate.
Price per 100 ..... $4.50



LADIES' WAX FIGURES

FINEST WAX HEADS.

Guaranteed against heat or cold. Latest Parisian style body, adjustable arms, wax hands.

Same as illustration $11.50
For extra leg attachment add . 3.50
For wax forearms add 1.50

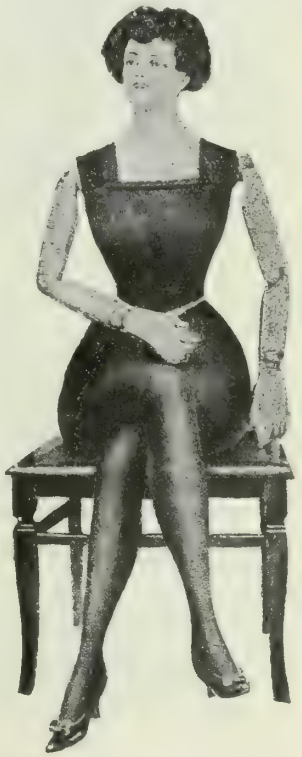


SHIRT WAIST FORM

LATEST SHAPE.

SETS OFF WAIST to PERFECTION.

Mounted on 6" base $2 00
Mounted on 7" base 2.25
Velvet Belt 25c extra.



LADIES' SITTING FIGURE

An attractive feature in modern display. Shows off to good advantage among standing figures.

As illustrated, each $21.0
For wax forearms add 1.5

ROYAL DISPLAY FIXTURE CO., 812 B'WAY, NEW YORK

Makers of Up-to-Date Fixtures for Wide-Awake Merchants

(Note Our Prices) **SEND FOR CATALOGUE** (Save Money)



After the Holidays
come the January Sales

Are you prepared to display your goods so that you will get your share of the business? Your newspaper advertisements will start things—but—your window displays will create the interest that gets people in. Have you the fixtures to make these displays?

Our catalog shows the entire line of Delfosse Fixtures and Wax Heads and Busts, the kind that sell the goods. Send for a copy.

Delfosse & Co.

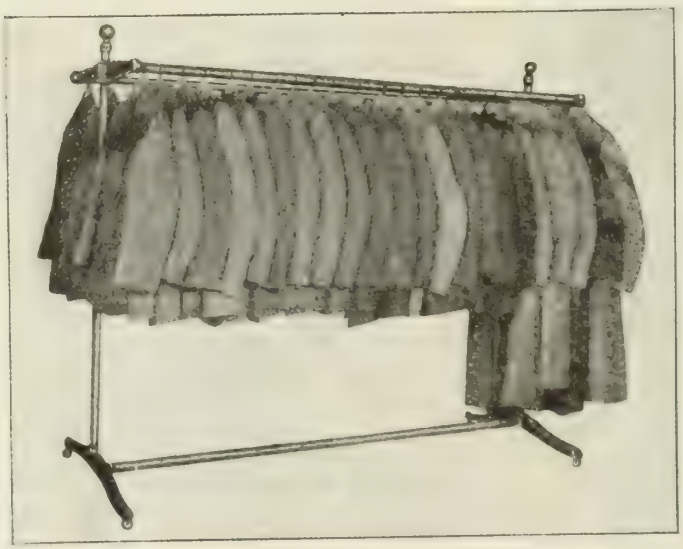
Office and Sample Rooms—247-249 Craig St. West.

Factory - - - 1-3-5-7 Hermine St.

MONTREAL, QUE.



No. 682 — This form is provided with the tilting leg attachment which **holds firmly.** Beautiful life-like French wax head. Guaranteed not to crack or melt.



No. 283—Fine specimen of French art. Note the real life expression of this head.

The head is made of hard wax, has human hair, veined eyes, curled eye lashes. Twenty five styles to select from. The form is of the new style 1914 narrow hips, pointed spring arms. Price, each, net $29.50

No. 254—Same form with hands only $27.00

No. 263—With Grade A head $22.50

No. 683—Grade A head, no arms, with wire skirt and full bust $16.00

No. 680—With French head, no arms, wire skirt and full bust $15.00

No. 548—Space Saving Double Bar Rack, very strongly built, with very wide base on ball bearing casters.

Japanese Oxidized, 1⅛ inch tubing, 6 ft. high, 6 ft. long	$12.00
Japanese Oxidized, 1⅛ in. tubing, 6 ft. high, 7 ft. long....	13.00
Oxidized Copper, 1⅛ in. tubing, 6 ft. high, 6 ft. long	15.00
Oxidized Copper, 1½ in. tubing, 6 ft. high, 7 ft. long.....	16.00

Single Racks from $7.00 up to $15.00. **Get our Catalog. It's free.**



The Zouri Business Producing front of Hortons', Canton, O.

Let a Zouri front be your silent salesman

How to get people into our store—that's your big problem, isn't it? After that your fair dealing and quality merchandise will hold them.

You are spending a lot of time and money to make your window displays so that they will bring the people right into your store, but your display doesn't have the "grip" unless the ones you want to reach get a good view of it.

Be sure your store front is neat and attractive at all times, and your window displays will move a lot of goods. You will appreciate the advantages of

Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

The Zouri system makes an inviting and durable store front. You can replace your old front with the Zouri at a very low cost, and your increased business will reimburse you many times over within a very short period. It is easily and quickly set in place, and the method of securing indirect pressure on the glass lessens the danger of breaking. No unsightly screw heads — all fastenings hidden. Perfect ventilation and drainage. All standard finishes.

Send us photograph of your store as it is to-day, and let us give you detail sheet and full particulars of the Zouri System. Your window can be made your star salesman, one who requires no salary or drawing account and who will work for you incessantly. Write us for information to-day.

Zouri Drawn Metals Company

GENERAL OFFICES AND FACTORY
223-247 W. Schiller St., Chicago, Ill.

CANADIAN AGENTS

W. H. CLARK & CO., LTD., EDMONTON, ALTA. PRAIRIE GLASS CO., WINNIPEG, MAN.
SASKATCHEWAN SUPPLY CO., LTD., SASKATOON, SASK.

How about your store front?

Is it dingy or attractively bright?

Does your store front stand out as a bright spot on a dingy street or does it lie back secluded as a dingy spot among the other attractive looking fronts? Size it up yourself and put your store in its right class—the class that the average passer-by would put it in.

Your very best advertisement is the outside appearance of your store. It is the introduction you get to the good folk of your community. How are you being introduced? Are you attracting attention to your well dressed windows.

Let us give you an estimate on a new full glass front, any setting or style you desire.

We can brighten up your store's interior with our Prism and art glass fronts and make it attractive with glass shelves, mirrors, etc.

Write for Estimates.

Consolidated Plate Glass Co. *of* Canada

LIMITED

TORONTO, CANADA

Palmenberg NEW YORK

An entirely new catalogue with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches your hands.

Let us have your name and address and we'll send in return this interesting manual of our aids to your work in window dressing and display.

J. R. PALMENBERG'S SONS

Established 1852

710 Broadway, New York

Factory: 89 and 91 West 3rd St., New York

Boston Salesroom
30 Kingston St. 110 Bedford St.

Baltimore Salesroom
10 & 12 Hopkins Place



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland

Dress Linens / In Seventy Colours

J. Harris & Sons Ltd.

COCKERMOUTH, ENGLAND

WHOLESALE:— 15 and 16 Aldermanbury, E.C.

Makers of the World Famed Flax and Silk cloth.

Free—Ten Display Managers Tell

How To Sell It

In order that you can become better acquainted with the Economist Training School instruction—the lecturing force of twenty-five experts—the methods of personal instruction, and the practical equipment in all of our branches

ADVERTISING **WINDOW TRIMMING**
SHOW CARD WRITING **SALESMANSHIP**

We will mail you, free, our new fifty cent book entitled "Ten Display Managers Tell How to Sell It."
Did you ever know of a man that could do retail advertising, window trimming, show card writing, or instruct the sales force of the store that was ever out of a position?

ECONOMIST TRAINING SCHOOL
239-243 W. 39th St **New York City**
(In writing be sure and mention The Dry Goods Review.)

SUN HOLLOW WIRE SYSTEM

The Light that Pays for Itself

Cheaper than Kerosene. Better than Gas or Electricity.
Superior to all other pressure systems. Gives a steady, clear, powerful light and costs little to operate. All lamps supplied from one pressure tank, inside or outside your building. Anyone can install it, and it's as safe as a candle. Get catalog, terms to agents, and details of our

Premium Offer:

Beautiful Eastman Kodak (No. 3 Premo Jr. Photos 3¼ x 4¼) Free to Purchaser of 6 lamps in 1 Year.

Sun Light Co., 1414 Market St., Canton, .O

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

Kindly mention this paper when writing advertisers.

Advance Hints For Spring

MILLINERY

Very Small Hats Will Begin the Season — Fine Flowers Indicated to Take the Place of Fur for Brim Edges and Lines of Trimming— Milliners' Stocks Are Heavy in Many Lines.

MILLINERS stocks are heavy in many lines and strenuous work will have to be put in, in the next few weeks to get them into shape before the advance preparations for another season begin in earnest. The all-black velvet hat has left colors on hand, but velvet is still the fabric and colors are expected to come into their own again with the return of Spring. Therefore there will be many colors that will be needed in the preparation of the early seasons millinery. Feather novelties which change from season to season, and felt shapes and the less staple of materials form the bulk of the stock to be cleared out.

In most centres there will be found a demand for dressy hats, and the large increase in the sale of party gowns would suggest that, if novelties for the hair, evening caps and corsage bouquets were shown, that much material might be used up, and quite a good business done. Milliners will be glad to close the present season and turn to the more hopeful Spring. Advance models are now in preparation for people who are going south as soon as the new year opens. These models are very small and many of them are very high. The brims are extremely turned up and ostrich mounts and small natural colored wild flowers are among the leading trimmings. Another attempt is to be made to launch jet. Jet, net, lace and fur have been combined successfully on late winter models and with fur dropped jet and net together is to be featured.

Tagel and crinoline are the leading straws, and Belgian straw braid is to be combined with both plain and ribbed velvet.

Flowers are to be used in a new way. The brim edges and lines of fur have furnished the idea, and when Spring opens compact lines of fine flowers will take the place of fur. Puffings of crepe or Malines and narrow feather bands are other ideas for decorating Spring hats. These ideas will be also applied to linings and facings.

Flat brims of lace or of straw draped with lace promise to take in dressy millinery. Soft crowns have not had the best of their day, and will be featured in lace, net, crepe, chiffon, and kindred fabrics. A smart advance model showed the flat sailor brim and soft crown of white crepe. Around the crown was a narrow band of black velvet ribbon backing a wreath of many colored fine flowers. The underbrim was faced with lace and the crepe facing of the upper brim was loose. There was a binding of black velvet and a line of fine flowers, finishing the edge of the wire shape. The distinctive features of the hat were the ties of 1½ in. velvet ribbon that were fastened in with the flower wreath around the crown and which passed through slashes in the brim about 2½ in. from the crown and hung down on either side of the wearer's face.



Ribbon trimmed turban for early spring wear

Hats in minaret styles designed for mid-winter but trimmed with bands of ostrich, marabout or tulle in place of fur will be shown.

Chignon Loops Seen

Chin straps and chignon loops will be seen on mid-Victorian models. Streamers are also showing on capeline and bonnet shapes.

Tailored hats will be trimmed with ribbons and butterfly, windmill and broad Alsatian bows will be used. Plain, moire, figured, striped and plaid ribbons will be used, and to go with these bows a revival of ornaments is talked of.

New millinery ribbons come in moire, satin, and in combinations of satin and moire, moire and Ottoman effects. Parisian modistes are favoring taffetas, and Bayaderes are in pronounced favor. Roman and Balkan stripes are a high novelty and will certainly be featured, and besides there are taffeta warp prints and prints on the Jouy and Dresden order. Georgette is still showing bows made of ribbons with picot edges. Among the new ideas worked out in ribbons are front trimmings and bows with long stems wrapped with ribbon.

For the very reason that the United States is prohibiting the use of fancy plumage, more novelty, if it is possible, will have to be gotten out of ostrich, and ostrich is manipulated into wondrous shapes. Palm tree pom-poms are new, and so are the tall shower pom-poms. Combinations of two, three or more tips are shown and each day adds to the clever feather novelties that manufacturers are putting out.

Imitation aigrette is showing, that is wonderfully close and some of the latest, it is said, are good enough to deceive all but an expert.

Red Deer, Alta. D. Small, who has a tailoring establishment in Nelson, B.C., has opened up a store here.

Campbellford, Ont.—A. A. Willis has purchased a farm and is selling out his stock of dry goods and groceries.

Shediac, N.B.—J. B. LeBlanc, who was for some years in the millinery business in St. John, but had retired and been living here, is dead.

Our Spring Styles are now on Display





Fiskhats
TRADE-MARK



NEW YORK
29 West 38th St.
Open from January
1st for the Spring Season

CLEVELAND
414 Superior Ave. N. W.
Open from January
1st for the Spring Season

ST. LOUIS
1013 Washington Ave.
Open from February
1st for the Spring Season

ATLANTA, GA.
In the Kimball Hotel
Open from February
1st for the entire Month





D. B. Fisk & Co.
Wholesale Millinery
225 North Wabash Ave.
Chicago

FREAKS STYLES ARE BAD BUSINESS

They Upset Calculations and Often Result in Materials Being Left on the Milliners' Hands—How Freaks Originate.

EVERYBODY knows that the season just closing has not been one of the best experienced in the millinery trade and it will pass into the limbo of dead seasons unmourned and unregretted. Nine people out of ten, if asked what was the matter, would blame either the weather or the unsatisfactory financial conditions for the poor season, but they would only be partially in the right. Though weather and financial conditions do affect the millinery business to some extent, both have to give place to the trouble occasioned by untimely style changes. This is proved by the record of seasons when financial conditions were very much worse than those through which we are now passing. When the millinery business not only did not suffer but had a remarkably good season.

A pronounced run on one or two articles with all the other materials purchased left on the shelves; sudden changes of style or the appearance of unexpected new materials in the height of the season, have more effect on the millinery business than either weather or bad financial conditions, unless the latter are so bad that buying is eliminated altogether.

For some time now the tendency has been for the hat with little trimming, and when these hats are worn the volume of business must of necessity decrease.

Sudden changes leave merchandise on hand that is difficult to dispose of at any price. If certain styles could be adopted that would last through the season there might be an improvement in conditions noted, but at present fads originated and found a following as it were over-night, and the sources from which these fashions were derived were so various that it would be extremely difficult to maintain certain fixed styles against them and still satisfy customers.

It is by no means as a rule the millinery people or the manufacturers of millinery materials that originate these fads, but they come from such sources as a play or some popular event. From a strikingly original hat worn by some popular actress or woman of fashion which is followed and taken up independently by women of individual taste.

The Skyscraper Launched

Paris is Showing Hats Abnormally High — Mounts Will Measure 14 Inches, it is Said — Discomfort Predicted for the Wearers.



AND NOW comes the sky-scraper. News comes from Paris that at the late season race meetings and at the Salon d'Automne that a number of very close fitting, very high velvet toques were worn. Many of these hats are of velvet with a stiff upstanding frill of moire ribbon, or with long white wings placed directly in front. Another high model shows the beret only wired in such a manner as to give height. The narrow brim is covered with moire ribbon and there is a small bow of the same placed on one side of the front. Draped toques of panne velvet had high fan-like pleatings of black taffeta. This pleating is placed on one side or right in front and bears a strong resemblance to a palm leaf. This is the first appearance that taffeta is making, but milliners are favoring this fabric and it is expected to make more progress in popular favor later. Not only high hats but very high mounts are spoken of, and in this connection the comment is made that it is going to be another addition to inconvenient millinery fashions. This time it will be the woman herself that will suffer and not the persons that have to travel with her. A season or so ago hat pin dodging was a fine art with the man who travelled on the cars or frequented the city streets. Just at present we are the victims of the feather posed at right angles with the brim of the hat. If very high millinery plays the part expected, the woman wearing the sky scraper will have to mind her hat when entering or leaving a street car and will be totally unable to sit upright in either taxicab or limousine—unless the builders go back to the days of the sedan chair and build hat boxes on top to accommodate milady's feathers. Another consequence of this fashion would be a further change in the feminine figure along present lines. All the tendency is away from the erect figure with shoulders held back and in favor of a loose-limbed slouch with the shoulders held forward and with the stomach out of balance.

ADVANCE SPRING COLORS

A Long List of Yellow and Brown Shades and Pinks and Reds Featured—Spring Colors on the Brighter Order—A Summary of the Most Popular Series A Violet Easter.

COLORS FOR the coming Spring promise to be decidedly on the brighter order and all yellow and brown tones from champagne to seal will be prominent. Old gold tones promise to be featured and the golden yellow that has been named soleil is particularly worthy of notice. Topaz, tobacco, and faisan, and the mordive shades are all put forward for the new season, and in lighter tones honey or miel are good. Putty, parchment and ecru shades are well to the fore and canari, cigale, and feuille mort or dead leaf are new colors that will be heard of later.

Blue, as usual, is a leading color, and petrol is again put forward as a leading

(Continued on page 102.)

The MorSward Make.

HAT SHAPES



MORRIS & SAWARD

21-22 GREAT CASTLE ST., LONDON, W.

Manufacturers of High-Grade Tailored Hats for Morning Wear,
also Un-trimmed Shapes in the Latest Paris Styles.

WHOLESALE ONLY.

READY-TO-WEAR

Outline of Greek Vase Adopted

The New Figure Line is Classic—Styles Generally Favorable to the Production of a Splendid Dress Line—High Class Gowns Follow Indicated Style Features Very Closely, While the Popular-priced Line is Full of Salable Adaptations.

READY to wear buyers will have a really wonderful selection of models to choose from when purchasing their stock of dresses for the coming Spring. Styles are wonderfully favorable to the general dress line though there are some items that have been long before the public that will not be taken up so well. This will be no hardship to the department for there is ample choice given in other lines and merchandise can be easily gotten to fill the place.

High class models follow as never before on this market the leading style suggestions both in material and in line, and the more extreme style features are so deftly moderated in the production of popular priced models that the style element has been well retained and yet is so modified that the practical and sale producing features are well retained. In short, never before have dresses as a line been so saleable even to conservative customers.

Popular-priced lines are full of models that are both simple and smart and which show such leading features as boleros, jackets, vests, novel collar forms, girdles, sashes, modified minaret tunics, draperies, and tiered skirts. Serges are retained for the development of dresses of this class, but poplins, various weaves of crepes, broches, eponge, brocaded ratines, etc., are all in evidence. For the early season wool checks and plaids particularly when combined with plain material will sell freely. Plain, Roman striped and fancy printed silks are used for trimmings, and net and shadow lace are used to give a lighter appearance to the waist.

Silk gowns are given a large representation. In the higher grade lines taffeta is shown in the new chiffon weights and in moire and printed patterns. Crepes such as crepe de chine, crepe meteor, Chinese crepe and novelties of the same class both plain and printed promise to be largely used. Bengalines, poplins and tussah ratines are also used for gowns with peg-top draperies and minaret tunics. Gowns of this class show a large use of net, and shadow lace in the construction of the waist which gives an appearance of greater transparency and softness.

Great things are expected of cotton dresses which are expected to introduce themselves at an early period in the new season. Embroideries will be well used in the production of these dresses but more is being done with the 40 in. allover embroideries in colors. These embroideries are best liked when worked on a crepe ground, and crepe novelties which are numerous are favored. Crepes show stripes and figures wrought in ratine and bourretted yarns, and have dots and figures worked out in cotton chenille.

All kinds of bolero, blouse and peplum, bolero front and coat-tail back effects in bordered, embroidered and brocaded ratines come with the skirt portion made up in nice cloth or striped or checked crepe. Other models show adaptations of pannier fashions, and minaret tunics made of embroidered crepe with the skirt of a fancy material in one color. Printed crepes, crinkle cloths, ratines in checks and stripes, printed voiles, rice cloths and other cotton novelties are freely employed. Skirts follow generally the peg-top, tunic and three tiered designs, and in the more elaborate models there is a feeling for drapery pulled up at the back—a tendency that has been absent for a very long period of time.

The waist part is very loose and blousy and net or lace let into the material makes for extra sheerness. Waists are kimona or raglan cut and the sleeves are set into wide armholes of the batswing type. There should be no complaints about fitting for the waist must fit loosely to be fashinable.

Early season deliveries will include models with length sleeves, but later all sleeves will be ¾ or shorter.

Slowly but surely the new silhouette is becoming popular and while skirts are narrow at the feet, the cut of the skirt and the draperies and trimming features introduced all produce the effect of width from the waist down to the hips. The figure line is classic like the outline of an ancient Greek vase.



Draped skirt of shrimp pink charmeuse with waist and minaret of white tulle edged with frills of the same. The kimona bodice is lined with flesh pink chiffon and the Japanese collar and crushed girdle and touches of trimming on waist are of geranium red velvet.

THE NEW WAISTS ARE VERY TRANSPARENT

Many Novelties Are Shown—Novelty in Material is as Important as in Cut—Buyers Are Interested in Low Belted and Other Forms of Middy Blouses.

THE separate waist is again becoming an important factor in dress and fashion is busy with new developments. Many new ideas are coming to hand from European sources, which waist manufacturers are taking up and modifying into garments fitted to the practical needs of the popular-priced trade. From the fashion standpoint material is just as important as



Detroit Princess

Wash Dresses

The Pioneer Line at Popular Prices that appeals to the discriminating buyer.

3060. Dorothy dress. Made of gingham in assorted checks, stripes and plain colors. Yoke, wide belt and piping of white repp. Sizes 6-12, $12.00 per dozen.

3188. Peplum dress. Fine white lawn with collar and cuffs of gingham in assorted colors. Also made in a full range of plain colors in French percale. Sizes 6-14, $18.00 per dozen.

3209. Two-piece dress. The waist of plain gingham in full range of colors. Collar, cuffs and belt of plain gingham. Skirt of plaid gingham on underskirt. Sizes 6-14, $24.00 per dozen.

231. French repp in plain colors. Collar and cuffs of embroidery and lace. Large crochet buttons. Roman striped silk belt. Sizes 6-14, $42.00 per dozen.

Send us an order for any of the above garments or let us refer you to some of our old customers. You will recognize all of our patrons as leaders. A postal card mailed today will bring one of our salesmen to call on you without any obligation on your part.

Detroit-Princess Wash Dresses

sell, stay sold, and people who buy them come back for more. They are made for the merchant who respects himself and his trade and who appreciates that the biggest asset on earth is a satisfied customer.

See the Detroit-Princess Line in Toronto and New York

Children's 2-6; 6-14; Juniors', Misses', Women's, ranging in prices from $4.65 to $120.00 per dozen. Over five hundred numbers in our Spring line now on exhibition. Something new every day in materials and design. Wide range of styles in stock for immediate delivery.

Buyers visiting Toronto and New York markets this winter will receive prompt and courteous attention at our—

TORONTO OFFICE
Hees Building, 52 Bay Street

NEW YORK OFFICE
522 Fifth Ave. Bldg., 200 Fifth Avenue

DETROIT - PRINCESS MANUFACTURING COMPANY
Factory and General Offices, Detroit, Mich.

the manner in which the blouse is made. The transparent waist is more favored than ever and is made of the sheer crepes and voile neige novelties. Embroidered crepes, crepes with brocade figures, and with the new ladder and drop stitch patterns are to be extensively used, and as if these material were not transparent enough net and allover shadow laces are used in the form of yokes. The new waists fit so loosely that buyers are difficult to persuade that sizes are right at times. Bolero effects, raglan sleeves, waists with the sleeves cut in one with the body in kimona fashion are all in evidence. The wide or bat wing arm hole is being prominently featured, and vest effects, basques and peplums are all new ideas that are coming to the front in the production of spring waists. Some peplums take on the form of a tunic, and waists are seen that have a pleated peplum as a finish.

Up to Easter waists with full length sleeves will sell, but for the later trade all sleeves will be ¾ or shorter. Waists for popular selling still show the V opening at the neck which is often finished by a frill of lace which extends down the front of the garment. New collars are high at the back and are often of pleated lace wired so that they will stand up. Other new forms are the Roi de Rome and the flat collar that comes only to the shoulders. Various forms of yokes form another feature that is used in many new ways.

Thus a yoke of embroidered crepe covering the shoulder runs from the neck to a point half way between the elbow and the shoulder. The sleeve is cut in one with the sleeve with the new batswing effect. Just above the shoulder the material is tucked in a group of six or eight tucks giving the fullness and looseness that is so fashionable. The front of this blouse is formed by a band of embroidery with the buttons so arranged as to form a part of the pattern. On each side of this band is a group of tucks and a narrow frill of pleated lace is placed under a tuck giving a shirt bosom effect to the front.

Another blouse of flesh colored crepe de chine has a similar yoke piece to the one discribed above with the crepe gathered into the yoke. The crepe forms a bolero which is slashed up at the side of the front to show an under blouse of filet lace lined with net which is finished at the neck with a medici frill. The crepe bolero finishes in front with two tabs which cross and button onto the girdle finishing the waist. The peasant sleeve of crepe has a narrow tight cuff with a ruffle of shadow lace.

In addition to the lingerie waists of crepe and net middy blouses will demand attention when the outing season commences. Middy blouses by their usefulness and becomingness have made for themselves a permanent place in summer economy. The low-belted or Balkan blouse will be very prominent and will be seen in various forms and combinations. For the coming summer Balkan blouses made of crepe are showing as well as in ducks and linen. The straight cut regulation middy and the belted middy promise also to interest buyers.

Frills and Furbelows Cease to Interest

The Straight Line Belted Models rule in Children's Coats and Dresses for Spring—Many Novelties in Cotton Fabrics—Slip-on and Front-fastening Models in High Favor — New Ideas in Children's Spring Coats.

SIMPLICITY marks the line of children's garments put on the market for spring and summer wear. Straight lines and easy fitting styles that give comfort and perfect freedom of movement are becoming more and more en evidence, as designers now fully realize that complicated styles for young girls' and children's wear are very seldom satisfactory. With the advent of the factory made garment prepared by a designer that gives his or her time to the making of children's garments solely there has come about a great reform in the making of children's clothes. Frills and fur belows have ceased to interest, and in their place have come smartly cut practical garments that bring out the best points in the child's figure and conceal its angularity and defects.

Another good feature is that small garments are easy to get into, as they either slip over the head or fasten in front. Even when garments are high priced the same simplicity prevails, only richer materials are used.

Since the manufacturer entered the field and put out factory made garments, he has been making selections of trimmings and fabrics suited to children's needs. This condition has had its effect upon the makers of fabrics, laces and embroideries, and has led to the putting out of a definite line designed solely for the making up into garments for children's wear. And many of these fabrics go only to the manufacturer of children's garments.

These are points that the retailer who does not handle children's garments may well study out, for values are so good, workmanship and cut so clever, and prices so reasonable that it really does not pay any woman to make up the garments worn either by the infant or the young girl. The girl in her teens has long before this taken the matter into her own hands, and in the majority of stores the misses' department is one of the most profitable in the store.

Colored Wash Dresses

Extra prominence is being given for the coming season to colored wash dresses. The long waisted and low belted styles are prominent, and vest effects yokes and boleros are counted among the new features. Sashes and girdles of satin or taffeta ribbon are used on many of the more dressy models, and belts of the same fabric are used when the dress is made of one of the heavier cotton suitings. Serge dresses have often belts of patent leather. Cotton crepes, voiles, ratines, piques, cotton suitings, ducks, etc., are the materials that are most used. Many smart little dresses are made up in two materials, one being plain and the other either striped or checked. The skirt guimpe belt and trimmings will be of the fancy cloth, while the rest of the dress is of the plain. Two colors, such as white and red, white and blue, white and tan, will also be combined in this fashion.

For summer wear, either for the infant or the small girl, most mothers favor white, as it stands the ordeal of constant tubbing as no colored fabric can. Lingerie dresses are always a stand-by for summer wear, and one or more lingeries dress is a stand-by in the child's wardrobe.

The lingerie dresses follow the same general outline, and, because of market conditions, are extra attractive this season, as the embroideries are extra fine and the patterns and designs very handsome. Flouncings are most used in the making up of these dresses, and the smart models shown show how well they

(Continued on page 112.)

Borgenicht Kornreich & Co.

The Largest Children's Dress House In America

Pioneers in the Industry—Leaders in the Business



6600. Junior dress, made of a fancy striped ratine in blue and white and tan and white, trimmed with white ratine collar and cuffs and black silk tie and belt; skirt trimmed with silk covered buttons and white ratine piping. Ages 13, 15 and 17.
Price $24.00 per doz.

8532. Misses' dress, made of a French finish percale, lapels and overskirt trimmed with a contrasting color of plain percale and stitching. Ages 14, 16, 18.
Price $18.00 per doz.

4329. Girls' dress, made of a combination plaid gingham, collar, cuffs and belt of white linen, and trimmed with strappings of material and point of Swiss insertion; dress opens in front. Ages 6 to 14.
Price $9.00 per doz.

6650. Junior dress, made of a very fine percale in blue, tan and pink, ramie linen collar and cuffs, collar trimmed with braiding and dots; dress opens in front; pocket on overskirt. Ages 13, 15 and 17.
Price $18.00 per doz.

Spring line ready and on exhibition at our show rooms.

Drop in to see our stock when in New York

Borgenicht Kornreich & Co.

1115 Broadway (Facing Madison Sqr.) NEW YORK

Fancy Skirts the Leading Suit Feature

Short Coats Are Also Largely Seen—Novelty in Cut, Cloth and Color Eagerly Sought for. Vests, Sashes, Pendants and Odd Shaped Buttons Are the Trimming Features—Trend Toward Simplicity is Noted.

MANUFACTURERS are doing all in their power to give variety to their line of suits for spring, and with this object in view are using an unusually wide range of novelty cloths, in a less restricted range of colors than rules in the majority of seasons. Another feature is the number of suits showing made up in silk materials such as moire, paillette, messaline, and other soft finished satins. These are made up in combination models or just of the one material.

Crepe like materials in small broche patterns that give a crepe like effect are leading materials. Eponges and materials brocaded with ratine yarns are used. Fine serges, and in better priced suits garbedines, and light weight velours are included in the list of spring suitings.

Novelty blues and tan shades have the strongest following—the blues ranging from midnight, navy, national to Copenhagen and grey blues. Tans constitute a big range of colors commencing with light yellows and pinkish tones and deepening into nut and yellow and red brown. Grey is not so prominent as usual its place being filled this spring by the many black and white checks and plaids shown. Checked suitings, honey-comb checks and plaids in black and white, grey and white, various shades of blue and white, tan and white and other leading colors are strongly in evidence and some of the smartest suits are developed in these checked materials.

Moire, plaid and Roman striped silks, and fancy brocaded and printed silks are used for trimmings.

Suit Coats Short

Suit coats are all short, and many of them are cut up above the waist line in front but are longer at the back. Short fronts and basque tails are numerous and there are many forms of peplums some of which are cut in circular fashion and flare.

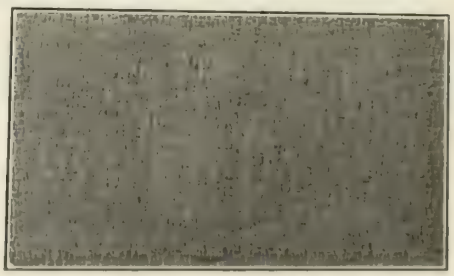
There is every indication that the bolero will be prominent in later models, and some high grade models, are now seen in bolero effect. Straight cut loose coats ending in low loose belts are another form of coat shown.

Many suits have fancy vests, which as a rule form a separate garment. Some of these vests are skeleton affairs with the collar going around the neck, and the fronts connected by a belt through which is run a heavy elastic webbing. Vest belts also are used, the belt being cut with vest points connected with a wide belt. Belts and vests are made of fancy silks which may or may not match the collar facings and cuffs. Collars show various new forms, the majority of which fit up to the neck in the back. Very many suits show collars that do not fit on the Japanese and cow-boy order.

Girdles, braid sashes, various kinds of drop ornaments, and odd shaped buttons form the accepted trimmings, and in spite of their novel cut and fanciful effects there is a certain simplicity observable in the new suit styles.



Suit of honey colored silk and wool crepe cloth. The coat shows the new cutaway lines and the pointed fastening secured by a single button, also the kimona cut and ¾ bell sleeves. The skirt has the flaring tunic which with the skirt of the coat gives a wrapped around 3-tier effect.



A sample of tango crepe, a new cotton wash fabric, being shown by Montreal Cottons, Limited.

Skirt Gives Keynote

It is the skirt that really gives the keynote to present suit styles, for the skirt is responsible for the advent of the short coat. Manufacturers have put out some straight cut skirts but this may be regarded as a concession made to conservative buyers for the whole tendency is away from straight lines and in favor of the draped and the tunic skirt. Modified minaret tunics, skirts mounted on a yoke which is hidden by the tunic, box-pleated and side pleated tunics, skirts with tunic fronts and plain backs and many forms of draped skirts are being shown. The strong tendency is towards a very narrow skirt but even peg-top models are cut $1\frac{1}{2}$ wide, and few garment manufacturers are showing garments with skirts narrower than this width. Should customers wish the majority of skirts can be easily made narrower.

Now that the year is turned buyers are beginning to show interest in suits, for as in the past few years the selling season is sure to open early. Early in February city stores now begin to show suits as many women now buy an advance model to wear during the bright days of early spring. With Easter falling as late as the middle of April this year the stores should have a longer selling season for suits, for as a rule it is Easter that puts a period on Spring business.

Very few coats show the regulation sleeve set in at the shoulder, either the kimona cut, some form of the Raglan effect or drop shoulder with low set in sleeve being used. The drooping shoulder effect introduced last season is more pronounced and more strongly in evidence than ever.



F. 344

The Triple Alliance You Should Hook-up With For Early Spring Selling

ORDER THESE DRESSES NOW
DELIVERY AS YOU WANT IT

At the prices here quoted and quality considered, what better trio could you join forces with to boost Spring business? These dresses are representative of the values we are showing throughout our Spring range, and a trial order, say half a dozen of each, will serve to prove the statement that *they offer values better than you have yet seen.* Just drop a card to-day, giving quantity and number of each—or only one if you wish, but by all means see them early. WRITE NOW.



F. 358

F. 344—$36.00 dozen.

Cotton Bedford Cord Dress, trimmed, white collar and cuffs, edged with scallop stitch.

Sizes 14, 16, 18 years, and 32 to 42.

Made in Tan, Sky, Pink and White.



F. 365

R. D. Fairbairn & Co., Ltd.

107 Simcoe Street, Toronto

President:	Vice-Presidents:	Directors:
RHYS D. FAIRBAIRN	F. J. KNIGHT	C. N. TAYLOR
	W. C. CLIFF	E. M. McGONEGAL

F. 358—$45.00 dozen.

Striped Crepe Dress, trimmed Lace with Bolero effect, white Crepe collar and cuffs. Skirt shows peplum effect.

Sizes 14, 16, 18 years, and 32 to 42.

Sold in Black and White, Tan and White, Sky and White, Helio and White.

F. 365—$5.00 each.

Ratine Dress, trimmed, heavy striped Crepe collar and cuffs, and crochet buttons. The waist shows the Raglan sleeve, the skirt the top draping.

Sizes 14, 16, 18 years, and 32 to 42.

Colors are Copen, Tan, Brown, Nell Rose, Salmon, Pink and White.

CORSETS AND BRASSIERES

Buyers still interested in low cut models—New Corsets are supple and lightly boned—Flesh colored corsets and brassieres the new feature.

IT IS STILL the uncorseted figure that is the leading influence in corset fashions. The new models are as flexible as possible and only extend an inch or two above the waist-line. Flexibility and ease are the most desirable features and the corset no longer serves as a tight sheath for the figure, but molds it much on the same principles as the brassiere. Some of the latest imported models have neither busks nor clasps but are made of yielding tricot cloths as lightly as is consistent with the models keeping their shape. These corsets are put on over the feet and are pulled up into position and adjusted with lacings in front. Corsets of this kind generally have a short bone in the centre of the front but they are only suitable for slim figures. Corsets for heavier figures often lace in front and are made with sections and panels of elastic webbing or rubber cloth, with the front panel as a rule of double material in which the front bones are set. Popular models have, as a rule, the usual busk and clasps, but the material and boning is flexible to an unusual degree. The bust is very low and no attempt is made to compress the waist. The hips are not so much suppressed and every effort is made to give an easy graceful figure. Another innovation is the shortening somewhat of the skirt of the corset. This feature, it is stated, is due to the increasing craze for the tango and other dances that demand the free movement of the hips and legs. There is no question that corsets that lace in front are growing in favor and many manufacturers are putting corsets that lace in front into their lines.

Another new feature due to the very transparent waists now worn is the bringing out of corsets in flesh tints so that the corset blends in with the figure. Pink batiste is used for French corsets, and brassieres to match are shown with these corsets. In high class departments brassieres are being shown made of flesh-colored materials such as silk tricot, China silk and chiffon. These are intended to be worn over the corset and give an appearance of nudity that is somewhat startling to the uninitiated. Much more practical are the brassieres made of net or shadow lace as these conceal the top of the corset and veil the upper part of the figure.

The best selling brassieres come in the corset cover brassiere types, and there are a large number of excellent models on the market. All-over embroidery is very much favored in their development, but the practical and popular-priced models are made from firm batiste and are either lace or embroidery trimmed.

DANGERS ACROSS THE LINE

Feather Regulations in the U.S. Are Very Strict—Only Ostrich and the Plumage of Domestic Fowl Permitted to be Imported Into the United States.

MILLINERS who are making plans for a visit to New York in connection with the Spring openings will have to be careful how they trim their hats if they do not wish to come into contact with the United States Customs authorities. Nearly every hat carries some sort of feather as a trimming, but it is only the natural covering of barnyard "biddy" and ostrich plumes that will be allowed to pass over the line, and the woman who has aigrette, paradise, or other plumes on her hat runs an excellent chance of losing them altogether. In many cases, it is said that this law has been none too gently enforced and that the offending feathers have been torn from the hat, and I need not tell any milliner in what condition a handsome hat would be left after this had happened.

Though the woman entering the States runs a risk of losing her feathers, these particular plumes are by no means unworn in the States—there is no law against the wearing of the feathers if only they bought in the American market. The law is framed to prohibit the importation, buying and selling of the prohibited plumage as an article of merchandise, and neither State nor National laws prohibit the wearing of the same.

One lady, it is stated, landing from England at New York saved the hat she wore by declaring that pheasants were domestic fowl in England and it was allowed to pass at that.

For some time now fancy feathers have been favored above all other trimming, but these new regulations would seem to place a bar upon the use of some very popular feather effects, such as aigrette, goura, numidi, and numerous other plumes. Aigrette, of course, has been barred for some time, but the visible results have not been very apparent, and one awaits with considerable curiosity the bringing in of the early New York models.

Kemptville, Ont.—R. K. Helyar is selling out.

ADVANCE SPRING COLORS

(Continued from page 94.)

color. The duck or paon shades are strong, and national, turquoise and Chinese blues are to be very much en-evidence when Spring opens up.

There is a long list of pink shades. Under the term "Scherarasade" comes a series of pinks, the lightest shade of which verges on salmon, only it has a mauve cast. Crevette, coral, ecrevisse and langouste clearly indicate the order to which these tones belong.

Chambertin is the name given to a series of reddish tones that have become very popular in Paris, and which are expected to score a like success in the coming season. Another new red is charmeuse. This red is on the vivid geranium order. Bordeaux is applied for the new season to a series of mauvish reds which include fox glove or digatale and petunia, and there is a lovely series of true rose shades, which most appropriately receive the name of eglantine.

The latest green is named Deauville, and on the yellow order there is chartreuse and verbeine. Luisant or glow-worm is a water green that is particularly beautiful in the deeper tones.

In the emerald series comes Petrouska and another series shows a range of yellow greens that runs into olive. Two greens that are being taken up by the millinery trade are verdt-de-gris and cocombre.

With a violet Easter expected, all the violet tones are interesting. The leading shades are violine, amethyst and new mauve named colchique. This color looks promising for the early season as it has had a great success at the Autumn race meets in Paris.

In vivid reds are shown two new tones Sultan and cardinal. In ribbons and in trimmings the newest novelty comes in the rayures, Balkaniques, or Balkan stripes. These stripes show nine different tones, each stripe being 1-3 of an inch wide. This idea is another version of Roman stripes that were predicted for Spring at an earlier date.

Sarnia, Ont.—Fire gutted the store of the Rosenburg Fur Co., destroying all the stock.

Cayuga, Ont.—Fire slightly damaged E. D. Holliday's store and Mrs. Heaslip's millinery parlors.

Toronto.—B. B. Cronyn, vice-president of W. R. Brock & Co., Toronto, has been elected as director of the Union Bank of Canada, to fill the vacancy created by the death of the late Hon. John

G & F BRAND OF SKIRTS

Be Prepared for Big Business in Separate Skirts for Spring 1914

All the New Features in

Styles and Materials

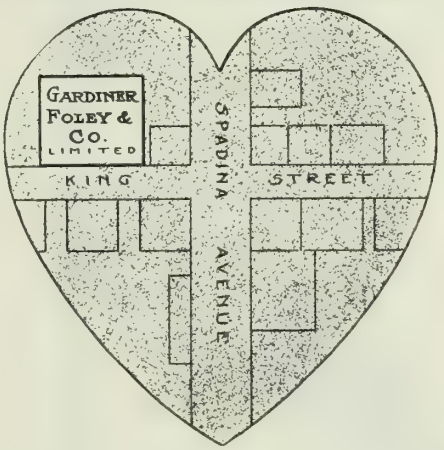
are more than well represented in our range of high grade Cloth Skirts to which we have added a line of Tailored Wash Skirts of the better class which it will pay you to inspect.

A Request for Samples Will be Promptly Attended to

Note the New Address

Our new premises are situated

In The HEART OF THE GARMENT SECTION



where our increased space and facilities will enable us to give even a better service than heretofore. Call and see us when in the market and give us a chance to convince you that we *have the goods.*

Gardiner, Foley & Co., Limited

468 King Street West, Toronto, Canada







Spring 1914 Waists

Our travellers will be out in January with the complete Spring range of Allen Waists to which have been added additional lines in the latest novelty and high-class styles. In this range you will find an unparalleled assortment of high-grade waists suitable for your best trade as well as attractive lines galore for the general business.

The success of the Allen line in the past has been the high standard we placed for our goods and service and the strict adherence to it. Quality is the keynote of Allen goods.

Here are four reasons in as many words why you should hold your Spring order until you have inspected our extensive range—STYLE, QUALITY, WORKMANSHIP, and DELIVERIES. All four predominate the Allen Spring range and Allen service.

Samples sent on request.

Allen Manufacturing Co.

LIMITED

103-5-7 Simcoe St., Toronto

Long Distance Phone Adelaide 966



Spring 1914 Whitewear



is now in the hands of our staff of representatives.

Sort up your Stock after January Whitewear Sale.

1914 gives promise of being the banner whitewear year. Why not choose the lines that will gain for you the trade of the people who know what is right? Our Spring range far surpasses any of our previous efforts.

A card to-day will bring our range to you at the earliest possible moment. Why not send it to-day and make sure of seeing the complete Allen Spring range? It is worth a little wait.



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Styles of Twenty Years Ago

A Dip Into the Past—The Files of Dry Goods Review Yield Some Interesting Information on the Style Situation of Two Decades Back—The Origin of Present Styles.



Figure 1.

NOTHING new under the sun, declaims the moralist. And perhaps he is right. At any rate, the fashion historian finds in his research work in the past that fashions have been running in cycles, with a regular recurrence of the same ideas: in a modified or intensified form, sometimes, but the same ideas nevertheless. For instance, the styles of the present day can be traced back for the most part to earlier periods. The inspiration for some of the ideas comes from the Orient. Others have manifestly been resurrected from the past. A few recent developments of the present vogue bear the hallmark of originality. But who knows? Perhaps the germ of the idea is contained in the costume of a king's favorite away back in mediaeval days. Perhaps it goes back still farther and the origin can be found in the robe of an Egyptian dancing girl or the kirtle of primitive man's mate.

This train of reflections is brought to the fore by an excursion into the files of the Dry Goods Review of twenty years ago. In search of information on the styles of two decades ago, the writer came across the specimens reproduced and thought them good enough to again present to the readers of The Review.

For one thing, they indicate the vast strides that the ready-to-wear industry has made in the twenty years. Ready-to-wear was in its infancy twenty years ago, as the styles shown amply and eloquently attest. Its growth since has been enormous and the stage to which the production of garments has been brought would have appeared absolutely impossible to the merchant in business at the time these early styles were exploited.

For another thing, one finds in these prehistoric specimens of ready-to-wear, the germs of developed ideas figuring at the present time. Consider the fur-trimming effects in figure one, surely the forerunner of the fur craze of to-day. The cloak and coats on all three figures can be dismissed as relics of a long-forgotten past whose manifest ugliness and absurdities will ban them from any recurrence in the styles of the future; that is, unless the pendulum of fashion swings at some time to the extreme of grotesqueny, introducing lack of comfort with peculiarity of lines and fit.

But in the hats one detects signs of the germ of ideas now fully developed. Figure three shows the stick-up in modified, or perhaps embryonic form. As for the rest of the millinery features, requiescat ad pace!



Figure 3.

Reminiscences are always interesting, so the reprinting of the article which accompanied these illustrations will give an insight into the fashion situation of twenty years ago.

"The cloak trade," says The Review, "is a rapidly growing one, and these ready-made garments are here to stay. Large quantities of these goods are now annually imported into Canada, and they find great favor with the general trade. For the better class of trade, of course, the ordered cloak will still be a necessity, but some very high-priced ready-mades are nevertheless imported.

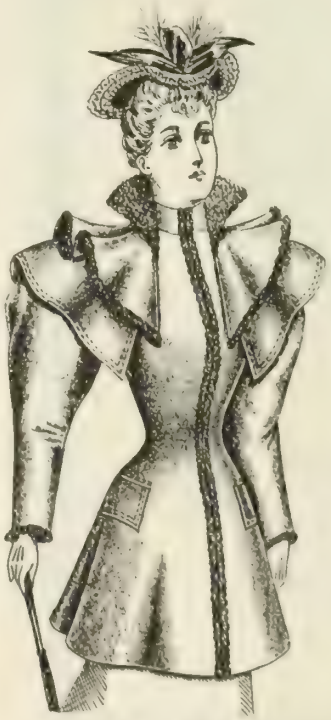


Figure 2.

"For Fall many orders are already placed. A favorite in the market is one similar to that shown in Fig. 1. Such capes as these are made from fine velvet, with a fur trimming. The cut is much liked because the large sleeves of the fashionable dress require either a jacket with balloon-like sleeves or a cloak of this description. This style looks very rich, indeed, in black velvet, with chinchilla edging on both itself and the plain umbrella skirt. Combinations of cloth and velvet will be fashionable; that is, the upper and smaller cape will be of cloth and the lower part or body of velvet. A garment exactly like Fig. 1 will be shown at the Columbian Exposition by a leading New York cloak house. The leading lengths will be from 32 to 34 inches.

"Figure 2 is a popular design, and figure 3 is a fashionable jacket. Both these designs show variations of the Empire style with the fashionable butterfly capes. Figure 2 shows a single-breasted jacket with fur trimming, and figure 3 a double-breasted jacket without fur edging. Some of these jackets have simple round backed



740—Maternity Waist—$2
Strong coutil. Special adjusting straps to support abdomen comfortably. Adjustable lacings, sides and back. Very satisfactory. Sizes 22 to 34 waist.

882—Athletic Waist—$1.50
Good coutil. Cut low under bust. Elastic sections front. Short flexible clasps. Very popular for dancing and all sports.

732—Extra Fine Coutil—$2
733—Extra Fine Batiste—$2
Fashionable medium low bust. Long over hips. Pearl buttons front. Beautifully corded, properly boned.

730—Fine Coutil—$1.50
731—Fine Batiste—$1.50
Fashionable form. Medium low bust. Long over hips. Pearl buttons front. Beautifully corded, properly boned.

878—Fine Coutil—$1.50
879—Fine Batiste—$1.50
Fashionable form. Low bust, lace and ribbon trimmed. Extra long over hips. Flexible clasps. No shoulder straps. Beautifully corded, properly boned.

876—Coutil—$1.00
877—Batiste—$1.00
Rather slender form. Low bust, trimmed with edging. Extra long hips. Flexible clasps. No shoulder straps. Nicely corded and boned.

Ferris GOOD SENSE CORSET Waists

Have a Stylish Figure, Yet Be Comfortable

Permanent faults of line and poise in the mature figure can almost always be traced to incorrect corseting during girlhood. Ferris Waists gently but effectively train the youthful figure into beauty of form and graceful poise.

Young girls are as particular about the fit and appearance of their clothes as their elders. Young women and mature women can wear Ferris Waists and have a stylish figure and yet enjoy absolute bodily comfort, for a Ferris Waist will do for you all that any corset can do **without** the corset's injurious effects.



Waist and Brassiere Combined
754—Coutil—$3.50

Sold by Leading Dealers

Don't substitute, for they will not produce the same results or look as well as a genuine Ferris Waist.

FERRIS GOOD SENSE REG U S PAT

This Label is on every genuine Ferris Waist

Write for Ferris Catalog

Illustrated with over 100 different styles that suit every want of the trade.

There's a FERRIS WAIST to Fit Every Age and Figure

They are right on price, quality and style. Women ask for FERRIS WAISTS.

If you want to hold your trade DON'T SUBSTITUTE. Order today from

FERRIS BROS. CO.
48-52 East 21st Street
NEW YORK



720—Coutil—$1.00
721—Batiste—$1.00
Medium bust, long hips. Nicely corded and boned.

770—Coutil—$1.00
Extra long hips.

Young Women's Waists of 12 to 17 years
715—Coutil—$1.00
717—Batiste—$1.00
Fashionable styles, low bust, long hips. Nicely corded—properly boned. Very satisfactory.

712—Coutil—75c
713—Batiste—75c
Misses' Waists of 11 to 15 years. Girlish costumes are stylish as mothers'. The youthful figure needs a waist of similar lines. Nicely corded—lightly boned.

704—Coutil—50c
705—Batiste—50c
Designed for girls from 7 to 12 years. Shapes the body into a graceful figure without undue pressure.

Shirred Waist
193—Cambric—50c
Lace and ribbon trimmed. 6 months to 14 years.

145—Cambric—25c
No trimmings. 6 months to 14 years.

Boys' Waist
279—Coutil—50c
Holds pants and drawers with elastic straps, without tearing. Buttons front—fits like a vest. Removable hose supporters.

Women read "Ferris Waist" Advs. in Fashion papers. Look in your Pattern Dept.





The "Star Brand" circle is widening

Every day brings new friends for "Star Brand" women's whitewear, dresses, waists and children's dresses. "Star Brand" styles appeal to the women everywhere—from the Atlantic to the Pacific. Repeat orders are sufficient evidence to prove this statement beyond a shadow of a doubt. The "Star Brand" circle of popularity is growing fast. Are you in the circle? Do you know this famous big-value line?

OUR WAISTS

this season show many of the finest styles produced on either side of the Atlantic. They are sure to bring immediate returns as soon as exhibited. The range is very complete and the values are of the usual high order associated with "Star Brand."

Don't stop by reading this. Drop a card to-day asking to see samples early.

Star Whitewear Mfg. Co.

BERLIN, ONTARIO



Look for the "Star Brand" samples

Take the first opportunity which presents itself to look through the entire range of "Star Brand" Samples—in fact you can make your own opportunity by requesting us to send our representative.

Our representatives are now out with the trunks containing the full "Star Brand" range—the range that holds the record. Besides waists and children's dresses the trunks contain a full showing of

WOMEN'S DRESSES

in as exclusive an assortment as the trade has ever seen. The styles come from American and European fashion centres, the fabrics are the latest dictates of the best authorities on what will be popular for Spring and Summer 1914. Among the newest fabrics used are: Crepes, Costume Crepes, Ratines, Brocaded Eponges, Figured Voiles, etc.

Don't miss seeing the "Star" Range.

CHILDREN'S DRESSES

We take care of the requirements of the little miss in a way which pleases both merchant and mother. Our 1914 samples contain a representative showing of the new ideas.

See these now.

Star Whitewear Mfg. Co.

BERLIN, ONTARIO

capes, others are shown with derby-backed capes which are somewhat more showy. Some very fast-selling lines have capes similar to the butterfly, except that the fluting is lacking, and a plainer appearance is secured. The latter style with fur edgings are very neat and promise exceedingly well. Cavalry capes promise well, both in cloth and fur. The short butterfly shoulder cape gives a natty finish to these goods. They look well in beaver or lamb.

"In colors there is an immense variety. Navy and cinnamon are two leaders, but nearly every color will have its representative, Every importer seems to have favorite shades of his own, until fashion decides what shall be worn.

"The goods which will be mostly used are the plain beavers or sateens in black, navy, Russian green, and in new colors, such as medium tobacco—a new light green—a medium grey, and tan, with colored or checked backs. Cheviots, diagonal cheviots, and corkscrews are also demanded again. All these goods are made to perfection on your side, and we have very little chance to export them to your country. Colored silk velvet will be a promising article next season. Jackets and capes, partly of cloth and partly of velvet, trimmed with fur, shall, in my opinion, be good sellers. Embroidery on cloth, as well as on velvet, is bought. Beaded embroidery, in combination with tinsel and narrow braid, in arabesque or with leaves and flowers, on velvet garments, are shown as a novelty. Mohair braids will continue to be a favored trimming next season. In buttons the pearl buttons, large size, will be preferred for the double-breasted jackets. As linings, the black or colored satin is applied. The changeable silks as well as the fancy silks are also used, but not so much as last year. The principal trimming is undoubtedly the fur, for which there is a great demand for all kinds, although the prices are very high. It is no doubt of a sound state of trade that all materials are very high at present. Cotton goods as well as woollens and silks are very high. Silk has never before reached the price it brings at present. Mohair yarns have risen considerably, partly on account of the demand for mohair braids. Everything tends to a good Fall season."

The New Separate Coat is Shorter

Staple Styles Come in ¾ Lengths—Novelty Coats Flare at the Skirt—Sports' Coats Show the Low Belt and Come in Fancy Colors.

LINES OF separate coats cannot yet be regarded as complete, for the majority of models shown follow along the cut-away lines now so long established. As a concession to the new skirts, lengths are shorter and cut-away effect is broken up by giving an irregular outline to the lower edge of the coat.

This is the staple style that manufacturers are putting out for popular priced trade and coats of this class are developed in checks, serges, eponges and in novelty cotton materials, many of which come in bright colors and in velvet ribbed effects.

The outing coat promises to be a big feature during Spring and Summer. As a rule the body is cut in one with the coat, or the sleeve comes right up over the shoulder in Raglan fashion. The upper part is frequently bloused and the basque has considerable fullness, being laid in pleats across the back. In most instances there is a low belt covering the join between the waist and the basque. Peau de Peche, velours, honeycomb checks, fancy check and plaids, etc., high colors and striking plaids and checks will be freely used.

Extreme coats will show the flare, but modified so that it will become practical. Another feature will be found in the use of the yoke. Yokes and the long shoulder are cut in one, or there will be a yoke front and back with the sleeve continued up to the neck in Raglan fashion. The newest collar is draped and collars are made to stand away from the neck in Japanese fashion.

Increasing Business Done in Separate Skirts

Manufacturers Well Pleased With the Outlook for Spring—Tunic and Draped Styles in Checks and Plaids Strongly Featured—Monkey Coats Are Becoming a Well-liked Feature.

MANUFACTURERS of separate skirts are looking for increased business during the coming season for at last fashion has her face turned their way, and big business in separate skirts should develop in the next few months. The broken waist line came first, and during the past season the vogue of the plaid or check skirt worn with a coat of plain material has done much to help to increase the possibilities of separate skirt selling.

Orders booked so far for Spring are larger than a year ago and separate skirt manufacturers are well pleased with the outlook. The fact that economy has to be practised in many cases is a help to the separate skirt as the skirt and blouse is a less expensive form of dress than the suit and both can be purchased separately.

Checked, plaid and crepe materials are well thought of with serge as the standby and poplins, garbedines and crepe broches as the novelty materials.

Tunic styles and draped skirts are very much favored, the yoke with skirt attached covered by the tunic being very much in evidence. Simple tunics come in graduated lengths with the back longer than the front. Some tunics are longer on one side and ripple considerably. Other tunics button in front and some are laid in tucks or stitched down pleats to just below the hips which are then allowed to flare. Two and three-tier skirts are also shown. Many simple skirts have bands simulating tunics or are cut so that the panels wrap over and hold drapery pleats.

A new idea is the showing of smart short boleros or monkey jackets to match the skirt. These jackets are sleeveless and have watch pockets and fasten with a tab or single button on the breast.

With the trade looking with a favorable eye on the separate skirt, and with a long list of cotton novelties specially suited to its production, designers have been stimulated in the production of Spring 1914 models. Styles of necessity are simpler than in cloth skirts, and washable skirts are cut in peg top or in straight line two-piece pattern. Quite a feature is made of the hip pocket and many models button up one side. Skirts show tunic modifications and some of them have in addition the monkey jacket or bolero without sleeves and scalloped around the edges.

Spring Announcement 1914



WITH the New Year comes the new Spring showing of Martin and Smith Dresses—dresses for every member of the family from the little miss to the mother. The range which our representatives are now showing is the most complete of any we have ever offered and we doubt if you will see such variety and selling possibilities in any other range this season.

To send for an open trial order or even for samples will place you in a position to judge for yourself. We're satisfied that our 1914 showing is without an equal, but we also want you to feel the same.

P. S.—We will be pleased to have you call when in the city and look through our Spring line. To do so places you under no obligation to buy.

Martin & Smith Co., Limited

Makers of Women's Waists and Dresses, Junior Girls' Dresses. Galt Fleece Robes and Kimonas.

350 Sorauren Avenue Toronto

New Ideas in Lingerie

Transparent Dress Fabrics Increase the Sale of Underskirts—New Skirts Straight Cut and Narrow—Dancing Skirts in Crepe, Lace, Net and China Silk Selling.



There are many new ideas in lingerie and silk and crepe de Chine are much employed. The garment illustrated shows a princess slip, with the skirt in "tango" effect.

THE big city stores began to feature lingerie just as soon as the Christmas rush was over, and this year the display is specially attractive and perhaps just a little bewildering for on picking up a soft mass of sheer material and lace the garment very possibly may take on lines that are not familiar. Not only are there many novel garments shown, but color is present and many materials not heretofore associated with lingerie are in evidence. Special prominence is given to underwear made of crepe de chine. Crepe de chine is the favored material of the moment for the development of luxurious underwear, and the size of the stock carried in the large departmental stores shows the growth of the selling in this direction. Because of the items of expense and durability crepe de chine undergarments can never bulk large in the popular priced trade. Its influence upon the sale of garments made of cotton crepe should be worth noting because it points the way to a more extended use of cotton crepe fabrics during the coming spring and summer.

The new lingerie has few frills or furbelows and is kept wonderfully flat and closefitting. Many models have merely a scalloped edge, and where embroidery or lace is used it is either let into or worked right onto the material of the garment. The preference is given to the sheerest materials and combinations, underskirts and corset covers are made entirely of net and lace. Because of the very transparent materials and the scanty cut of the dress skirt the under petticoat will be of more importance than for some seasons. The new petticoats are cut straight and narrow and are lace, embroidery and net trimmed.

At the present time there is quite a demand for dancing skirts. These are generally made of crepe de chine or China silk in white or pale shades, flesh pink being particularly fashionable. The top of the skirt is of crepe and pleatings of lace or net form the trimmings, and either bands of fur or chiffon roses and foliage may be added. Garter skirts are also on the market. To an elastic garter is attached a pantalette of accordion pleated net, silk, crepe or mull or of ruffles of lace over pleated chiffon. These garter skirts are favored because they give more freedom than a petticoat and because they take up less room above the knee.

The corset cover is becoming again an important garment because it is so obvious beneath the very transparent waists now worn. The new organdie embroideries are very much liked for trimming covers and are combined most effectively with Maline and fine Valenciennes laces. Corset covers come in crepe de chine, and net, and are very daintily trimmed with lace embroidery and colored washing or satin ribbons.

The high-class trade is showing novelties in combinations and manufacturers are watching sales to note the particular success of any garment. Garments that promise to make a popular appeal are quickly copied and brought out in materials that allow of the selling of the article at a popular price. This is because the cutters up find that it pays to produce novelties in this manner.

Gowns are shown in a big variety of styles the majority being of the slip-over order. The simpler and less expensive models are made with daintily embroidered yokes both back and front, and with ¾ sleeves trimmed with an embroidery frill and beading and finished with dainty ribbon bows. A new cut in the sleeve is introduced. This improvement insured that the sleeve will not slip up when the arm is raised.

Drawers are very simply trimmed the demand centering strongly on the wider and closer fitting styles.

FRILLS AND FURBELOWS

(Continued from page 98.)

lend themselves to children's garment styles.

Children's coats are exceptionally good in style for the coming season. They are developed in worsted checks, crepe effects, and novelty weaves, and also in satins and moire velours. The very newest models show the skirt laid in pleats or cut with a circular flounce, which is joined onto the long bloused waists under deep belts or girdles of satin or the material.

Some of these coats have the regulation coat sleeve, but the majority show the sleeve set into the long shoulder, and the sleeve cut in one with the blouse is also favored. Buttons are an important item, and are either self-covered with the same cloth and the centre of the trimming silk used for the collar and cuffs, or vice versa. Metal buttons and buttons showing splashes and designs in gay colors are also used.



SPRING BUDS: A wonderful variety soon to appear, embracing every new novelty—for rain, touring or sport, to be worn both in Europe and America.

C. Kenyon Company

Fifth Avenue Building, 23d Street and Fifth Avenue
New York

New Chicago Salesrooms
Congress and Franklin Streets

Boston
501 Washington Street



Figured crepe voile dress, the full bloused waist is kimona cut, and the large collar, the ¾ sleeves and tunic are lace edged. The skirt is a peg-top, and the folded girdle and Japanese collar are of satin. Shown by H. C. Boulter Co.



Early season waist of black figured net over white, showing vest effect and peasant sleeve set into long drooping shoulders. Shown by Ladies' Wear, Ltd.

WATCH and WAIT

For these Men

They are getting their new range of samples ready and will call on you very soon with the

Finest and Most Complete Selection of WATERPROOFS and RAINPROOFS

for Men, Women and Children ever shown the Canadian trade.

It will be to your advantage to see our range before placing orders for 1914.

MR. C. H. NORMAN
Lower Provinces

MR. J. LIGHTSTONE
Eastern Ontario and Soo Line

MR. H. NAROVLANSKY
will now cover Winnipeg City in addition to the Western Provinces.

These are THE THREE NEW MEN on our sales force of eight men who cover Canada from coast to coast. Get acquainted with them. They will look after your interests in every respect.

Every garment bears this trade-mark, which ensures satisfaction and protects YOU and YOUR CUSTOMERS. There is no "come back" when you sell Waterproofs with this label on them.



The Montreal Waterproof Clothing Company

The largest and oldest Waterproof Clothing House in Canada

MONTREAL **CANADA**



Infants' straight cut dress with yoke and skirt of sheer embroidery. Ribbon is run through the beading and is formed with a decorative bow in front. Shown by Home & Watts.



Combination one-piece costume. The semi-peg-top skirt is of white cotton crepe, and the coat is of China blue and white ratine brocade with collar, cuffs and girdle to match. Note the ¾ sleeve, deep shoulders, vest effect and modified bat-wing sleeve. Shown by R. D. Fairbairn Co.

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1914

COATS

Raincoats *Utility*

The merchant in search of better styles, better fabrics, better tailoring, better fit and better values, will find a merger of all in our showing for the coming season.

The more rigidly you compare a National Brand Garment with other makes, the more convinced will you be of its superiority.

The possibility of going wrong is reduced to a minimum when you buy National Styles.

"The coats that sell themselves"

National Rubber Co. of Canada

Head Office and Factory

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Salesrooms at:

TORONTO
60 Front St. West
S. M. HANSHER, Rep.

WINNIPEG
286 Bannatyne Ave.
CHAS. COPPLEMAN, Rep.



Tunic skirt and monkey jacket of dark blue and white check. Shown by Gardiner, Foley & Co.



Pannier dress of two materials. The skirt is of rice cloth and the pannier effect and waist are of ratine patterned crepe with a figured border into which pale pink cotton chenille dots are introduced. The sleeves are on the bat's-wing order and are continued up to the neck in Raglan fashion. The girdle is of pink satin. Shown by Martin Smith & Co.

Chas. E. Yorick

51 WEST AVENUE SOUTH, HAMILTON, ONT.

Canadian Agent for

Rosebud Tub Dresses

LADIES' AND MISSES'



Price
$18.00 a doz.

Lot 2501, made of Irish Linen, front, collar and cuffs embroidered in red. Patent leather belt. Samples ready to deliver in sizes 16 or 36 AT ONCE.

SITUATED as we are in the heart of the fashion world and in close touch with the designers of the modes in Tub Garments, we are in a position with our immense manufacturing facilities (factories situated in the suburban districts—East New York, Hoboken and Brooklyn, where labor and rent is low) to offer styles and values that are unequalled in the tub dress trade.

We are exclusive manufacturers of tub dresses, ranging in price from $1.25 to $5.00, included in which are the new cloths, such as crepes, ratines and voiles, and a full range of linens and ginghams. Economy in manufacturing owing to our location and long experience gives Rosebud brand the winning hand in values.

Get in touch with our agent. Write to-day.

Let us send you our Spring Catalogue. It is now ready.

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Cutting Dept. and Warehouse

193-5 Mercer St., New York

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Factories at East New York, Brooklyn and Hoboken

A Craze for all Things Oriental

Paris Correspondent of The Review Refers to the Strong Trend Toward the Fashions of the Mysterious East—A Close Alliance Noted Between the Artists and the Couturiers.



Costume for which the inspiration is drawn from Oriental sources. The general outline of the gown is Persian, but the embroideries and colors are Chinese. The skirt is of brilliant red panne velvet with bolero of black satin and minaret and vest of white chiffon embroidered in dull blues and gold and silver.

Paris, Jan. 5.

THERE is no change in the early models from accepted styles in those presented to American buyers over here after spring models, nor is there anything distinctly different shown for wear at the Riviera resorts. Minaret styles still rule and there is a positive craze for all things that are Oriental. This outbreak of Orientalism must color to a very great extent the coming spring season, but it is not so certain that it will be quite the dominating note and the leading motif around which all others will revolve. Minaret styles have become much too popular, and the Japanese and Chinese fashions have been well exploited. Therefore when the leading couturieres hold their formal spring openings there is every possibility in favor of the showing of something new.

Just a peep into the future is given by one authority who declares that no special period or adaptation from any one section of the globe is being considered. That all periods and all forms of dress will be under review, and that each artist and designer will frankly help himself, and that the result will be the evolution of a style and type that is distinctly new and distinctly modern.

There is little fear that the natural outline of the figure will suffer any change save that which will intensify the present effect. The present figure is nearer the ideal of the artist than woman's figure has been in many centuries now that the hips are taking their natural place and form and this fact alone insures the continuance of all that is best and most sensible in present styles.

Just how intimately artists of note are connected with the movement of fashion at the present time is illustrated by an exhibition that is being held in Paris by the contributing artists of the Bon Ton. The Gazette du Bon-ton made its appearance over a year ago under the patronage of seven of the most prominent dressmaking houses, viz Paquin Poiret, Worth, Cheriut, Doucet, Doeuillet, and Redfern. Each of these firms agreed to make up one model each month from sketches furnished by the fashion artists connected with this magazine. It is these sketches that are now on exhibition. The artists who belong to the group who furnish these sketches for the Bon Ton are among the real creators of fashion, and not infrequently garments designed from these sketches have been the means of launching a new mode and a successful fashion.

Robert Dammy designed "La robe rose" which was made up by Doucet. This dress had two flounces on the front of the skirt beginning at the waist line, and this line of flounces is the one that fashion is at present following. Doucet also made up La Souris from a colored sketch of Dresa. Poiret has made up dresses form designs by Lepape. The most interesting gown this artist is showing is termed "Laquelle" which Poiret made up in black and white satin with large motifs of roses embroidered on it in colored beads. Andre Marty, Georges Barbier, and Pierre Brissard are among other artists of note who contribute to this paper.

As a designer of fabrics the name of Rodier is becoming as well known as those of the leading makers up of advance models in gowns and other garments. The keynote of summer novelties in cotton materials shown by Rodier lies in the gauze foundation. The new fabric golfine about which so much stir has been made has a foundation of this class carrying narrow stripes of cotton velvet which give it somewhat the appearance of a cut cord. This material was first seen at Deauville last August, and the chief use found for it was for making sporting coats, and also to replace linen for suits and simple dresses.

Later collections of Rodier novelties shows golfine in checks and stripes. This fabric also comes in printed effects many of the designs being of art nouveau origin. White printings in the form of groups of dots and small patterns on a colored ground are new. Waterfall is another cotton velvet novelty. It comes in two tones and the cord is diagonal, and has the same gauze foundation as golfine.

Crepes will have a tremendous vogue in the coming spring and Rodier is showing a wonderful variety. The very newest have small embroidered designs worked on them in cotton chenille such as a small pink rosebud with green foliage, or a small cherry worked in natural colors on a white ground. Another new idea in crepes is an open drawn work pattern worked into the ground. This material comes in colors as well as white.

Novelty cottons, I should state are being given great attention in the production of the new gowns for the Riviera, and are being frequently combined with silk. Skirts of satin are to be worn with corsages or jacket of printed cotton velvet and with vestee of the same over a guimpe or blouse of fine white batiste. Chinese designs are the latest produced both on pile fabrics and crepes. Chinese landscapes showing temples, houses, ships and mountains in pastel shades are either printed or embroidered in crepe. Still more startling is a crepe in two colors on which is worked a tiger hunt with palm trees, and the tiger pursued by hunters armed with bows and arrows. Many of these printings come in black and white, a very effective one showing black fruit trees on a white ground. Mountains, landscapes and figures printed on a white crepe background.

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We refer you to The Dry Goods Review as to our reliability.

WITTEMANN & MORGAN

116 West 32nd St. New York

Our Message to You is This

If you want the best sellers—best fitters and nattiest creations in Children's and Girls' Dresses you must secure them from us.

Call upon us when in Toronto, or drop us a card and a selection from our range of four hundred models will be sent you.

Open orders receive our very careful attention.

Home & Watts, Limited

19 Duncan Street,
TORONTO

The foregoing descriptions will give some idea of the beauty and diversity of cotton materials shown and their adaptability for lingerie and compose effects. Compose effects will be adopted not only for simple suits, but will be used in connection with the most elaborate effects. Rich materials are combined with beautiful laces and over all is worn a coatee of bright hued silk.

Draperies Succeed

At last dressmakers seem to have had their way and the plain straight line is superseded by draperies and tunic effects. Already we have advanced further than the three-tiered skirt, and skirts of many flounces are a reality. These flounces it must be remembered are kept very skimpy and the foundation skirt is so narrow that the slender silhouette is still maintained.

Taffeta is the silk fabric that the Paris model houses have chosen to present as their leader for Spring. Paris dressmaking houses have placed large orders for this fabric in checked, striped and in changeable effects. Roman striped silks it is said will be used extensively for short coatees and for the taffeta hats that will be worn in the early Spring.

Plaids and checks will predominate in the materials put out for Spring selling. These will be used for trimming purposes and in combination with plain materials. With the approach of warm weather there may be some falling off in their vogue, but if taken up as expected they will appear again for Fall.

Early in December one of the model houses held what may be termed a mid-season opening, featuring models suitable for spring. Nearly every model was completed with the short coat. Many were on the bolero order and many others were shorter than hip length. It is the bolero that is favored as it is particularly suited as the finish to the present style of dress.

It should be remembered that Paris laid aside the strictly tailored suit, and that all suits and dresses are much trimmed and dressy affairs.

Besides the bolero the new models show vests and high collars of white moire silk, the presence of which gives a new and exceedingly smart look to this particular style of coat. These new collars are either Medici high at the back and with slightly rolling corners or are on the Roi de Rome order. Both serge and garbardine are employed in making up these suits, and both fabrics are combined with black satin and brocaded moire taffeta.

Compose suits are made up in two-inch check suiting with blue and green combinations very much favored. The checked material is most favored for the jacket and the skirt is of the plain material. Sometimes there are godet flounces of the check used to trim the skirt.

Roman striped ribbons and silks are used for sashes, wide girdles and for general trimming purposes.

No belted models were shown as Paris does not consider that the belt should form part of the short coat.

The High Hat

The mid-Winter millinery worn in Paris have been fashioned so that they add to the height of the wearer very considerably. The Cossacks' moujik, the high busby worn by the English Guards, and the beretta wired and pulled into high shapes have all been prominent, and it is along these lines that the new millinery for Spring is being designed, only high standing trimmings of ribbon are taking the place of other materials. When worn in Paris towering aigrette mounts are the accepted trimming, but these mounts are changed for ostrich when the hat is intended for the United States. Another favored model is a high Directoire toque—very close-fitting and very closely draped. This toque comes in velvet, or in moire and tulle and is trimmed with an upstanding spray of paradise.

All feather effects and other trimmings are extremely high and every effort is made at present to give emphasis to this effect of height. Harlequin, and Napoleon are very similar, only one is more sharply pointed at the sides and less curved in front than the other. These toques have a soft-draped crown that is quite high and the triangular brim revers are bent close back and decorated with jet or lace. Just now the brim finish is of fur, ostrich or marabout. For Spring wear fine flowers, or tulle or chiffon pleated close to resemble plumage or fur will be used.

It is an open secret that ribbon will be well employed. Black taffeta or moire ribbons combined with colored velvets are used to give the new flare effects, and crowns are piled high there is no other description to be given with pleatings of broad ribbon.

Toques are making their appearance formed of fur and tulle, and if predictions are right that bands of fine flowers will replace those of tulle, tulle and flower hats should be en-evidence when the season opens. Stiff petalled flowers such as asters, and orchids, as well as roses are developed in gold and silver with the foliage made of velvet in soft shades of green. These gold flowers are combined with white gardenias and used on hats of tulle and velvet.

The all black hat is very fashionable here, and will, it is said, be a decided factor in spring millinery.

The collarless blouse is still the popular one, but efforts are being put forth towards bringing about a revival of the stock and also to bring back high fancy neckwear into prominence.

Hair Dressed High

Hair dressing is undergoing a complete change. There is a complete reaction from the simple natural style now worn to a type that is decidedly artificial.

The first hint of the change came from Deauville last August when several leaders of the mode appeared with their hair tightly drawn back from the temples and showing the ear, in front of which was either a little flat or a corkscrew curl. From this development has taken place and the hair is now piled high in a fashion that is neither Japanese nor Watteau style, but which reminds one of both, and curls are offered to go with it.

The hair is brushed back from the face, waved and drawn close to the head with a decided tendency to a high pompadour at the back. Any fringe of hair that may be left at the temples is curled into flat little ringlets. With this new coiffure aigrettes are not worn and bandeaux are not desirable. High square combs of carved shell form the last word in hair ornaments.

Low heeled slippers and pumps have had their day, the new pumps have high heels and so have the high heeled Colonial shoes.

KNITTING MILLS IN CHINA

Hong Kong has in recent years, according to a Calcutta paper, become the centre of a considerable knitting industry which now sends its products in large quantities to the United States market (largely, no doubt, for the Chinese in the States). The largest factory, belonging to the Wei San Knitting and Spinning Company, has a daily capacity of 100 to 120 sweaters or similar garments, and there are seven other concerns of more or less importance belonging to and operated by Chinese.

BUREAU OF INFORMATION

The American Fair Trade League, Fifth Avenue Building, New York, has established a bureau of information, which aims at the dissemination of uncolored facts relating to trade conditions and tendencies. Members of the trade are at full liberty at any time to call upon the bureau for any data they may require for personal or business purposes.

Helena Again Leads in Spring Styles



No. 8162. A Novelty Waist of Rice Cloth, which comes in Copenhagen, Light Navy, and Reseda stripe. Drop shoulder and ¾ length sleeve. Collar and Cuffs of White Organdie, trimmed with knife-pleated frill.



No. 8168. Waist of fine Lawn. Panel front outlined with Val. Lace Insertion. Drop shoulder with long sleeves and Cuffs and Collar edged with Val. Lace.



No. 8141. A very handsome English Voile. Front and Sleeves have groups of fine pin tucks. Collar, turn-back Cuffs and Front are edged with Black and White or Colored Val. Lace.

Spring Waists Spring Skirts Spring Dresses

HELENA COSTUME CO., LIMITED, London, Ontario

LIONEL



SMART TUNIC SUIT.
One of a large and select range of smart, up-to-date styles for boys. An examination of the collection will justify our claim to be the Juvenile Specialists.

PROFIT & PRESTIGE
ARE SURE
when you have got THE VERY BEST.

To be sure of always getting the Best

BUY FROM *the* SPECIALIST.

THE
JUVENILE SPECIALISTS
ARE
LANCASTER
& CO. (1900), LTD.,

Victoria Factory, PLYMOUTH.
35-37 Noble Street, LONDON, E.C.

MONTREAL, Harrower & Johnston
301 St. James St.

VANCOUVER, E. W. Dean
P.O. Box 942, Vancouver, B.C.

"LANCO"



THE IDEAL JERSEY SUIT.
All Wool Jersey and Serge Knickers; both Garments Dyed to match.

These three numbers are of Crepe materials and are special for retailing at $1.25



No. 2517



No. 2521



No. 2514

Travellers with these Eclipse Now Out new lines included in our big 1914 showing

It's the something different that does it.

These are only a few of the many handsome examples portraying the skill of our designers in creating distinctive styles. These being "different," are ready-sellers and good profit-makers for you. Some show the new low-pointed, tasselled back collar.

Drop a card to-day asking for a trial shipment of the numbers here shown.

The distinctive feature of Shirtwaists for the coming Season being in the material used rather than the trimming, consequently we have paid particular attention to this feature. And among the line will be noticed materials in cloths such as Crepe, fancy Crepes, Snow-flake Crepes, Stripe Crepes. Also stripe and check Voiles.

Eclipse Whitewear Company, Limited

355 KING STREET WEST, TORONTO



No. 2631



No. 2659



No. 2602

How about the Athletic Girls?



Every town and city, large or small, has athletic girls and a good many of them—girls whose trade is very desirable. To say the least their patronage is worth while going after with a full range of

Gymnasium Suits
Bathing Suits

Our stock is the largest in Canada, and our values are unusually attractive. They offer profitable trade-pulling possibilities that cannot be overlooked, and which should be given your earliest consideration. These suits made

with patent adjustable waist

give two sizes in one, thereby reducing your stock to one-half. Plan on your stock of Bathing Suits now. They come in Lustres, Brilliantines, and guaranteed silks against sun and salt water. Gymnasium suits are made in Lustres and Serges only. Send for

Trial order by mail

and show these garments to athletic girls.

Note—We make a complete range of Middy Blouses in styles and values most interesting.

Electros supplied with order.



ATHLETIC SUIT COMPANY
313-315 College St., Toronto

Put class into your store's advertising
by labelling your goods with the Firm's name

Labelling is the most direct method of advertising that any store can adopt to-day.

The window is splendid, but the customer can only see the goods; the newspaper is fine, but goods do not always show to advantage in print. The goods themselves bearing a dainty little label can be handled and admired—the name does the rest. Send for samples of our woven silk labels to-day.

COLONIAL WEAVING CO., LIMITED
PETERBORO, ONTARIO

How about your Stock Boxes? Now the Xmas rush is over
A New Year Resolution.

I won't forget to tell Hercules Boxes, Ltd., of Toronto, my needs for 1914. Keep the name before you and act quickly. Let us know your wants, and at least give us a chance to quote you on your stock Boxes. Black Cloth Covered, with or without drawer pull and card holder. Look ahead, and whilst it is yet fresh in your memory, figure your requirements for Xmas, 1914. We are already hot after the Holiday Trade, and our range of Fancy Tops, Novelty Papers is almost completed. Select early and pick a winner. Don't come in for the left-overs at the 11th hour, and don't forget, a rush job is very unsatisfactory. We make the Goods. You make the Request.

HERCULES BOXES, LTD.
400 Richmond St., Toronto

Dorothy BRAND Whitewear

Special Leaders Only

At the beginning of a new year we take this opportunity to thank our many friends for their kind favors during 1913 and to wish them all a happy and prosperous New Year.

While we hear lots of hard-time talk, we are thankful to say that the past year has been the best we ever had and that this past December was the biggest month in our history. While others may be curtailing, we are enlarging and increasing our capacity. There are several reasons for these gratifying conditions.

We make special leaders only, enabling us to buy in large quantities.

We consider our customers' interests, giving them better goods often than they buy.

We sell at very small profit direct to the trade.

The F. G. Hayward Co.

The Corset Cover House of Canada

77 York St. TORONTO



READY FOR SPRING DELIVERY—

This Kimono, as well as other good styles in House Dresses and Dressing Sacques

HOUSE DRESSES
$5.50 and $24.00 a doz.
of Chambray and Percale

KIMONOS
$3.75 to $21.00 per doz.
Lawns, Crepes, Challies

DRESSING SACQUES
At Lowest Prices

IT IS TO YOUR ADVANTAGE TO CARRY OUR LINES

No. 270—Sizes 36 to 44, made of Serpentine Crepe, wide Satin Ribbon trimmed, $15.00 a doz

Send us a Sample order. Prompt Deliveries Guaranteed

HIRSCH BROS., 71 W. 23rd Street
NEW YORK CITY

Mfrs. of House Dresses, Kimonos, Robes, Etc.



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C, at $9. It is exceptional value. Write for special catalog of 1914 models of D and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates.

New-Address Notice

MAKE A NOTE OF IT AND
WRITE FOR SPRING SAMPLES

We herewith announce to the trade that we have removed our factory and showrooms from the Darling Building, Spadina Avenue, to 68-70-72 Claremont Street.

Fashion Waist & Whitewear Co.

NEW ADDRESS

68 Claremont St., Toronto

Novelties in Notions and Fancy Goods

Blouse-holder with New Features and Nothing to Prick the Fingers — Oval Dress Fasteners Should Appeal to Home and Professional Dressmakers—Unbreakable, Unrustable, Washable Buttons a Practical Item—New Invisible Collar Supporter with Merits—Button Novelties for Spring.

JANUARY should be a good month in every well conducted notion department. Advance preparations should have been made for giving values that will mean a rousing sale, and the new ideas evolved to meet the demands of the coming fashions should be shown and demonstrated. The increasing vogue of the separate skirt and blouse means that blouse holders and belts for retaining the blouse in position will again come to the fore. One of the best of these blouse holders consists of a narrow belting very firmly woven, which may be had according to price, either in silk or cotton. At the centre of the back and at each side are firmly fixed sections of rubber covered with small projections, which cling firmly to the blouse and prevent its slipping up. Another improved feature is the fastener, which is patented. The belt threads through and through. There is no prong either to catch, to hold or prick the fingers, the stronger the pull on the belt the firmer it holds. Another good feature of this new belt is that it is stocked in sizes, coming in 25, 30, 35 and 40 inches, and in black as well as white.

There are a lot of collar supporters on the market, of more or less merit, but there is always room for one that is extra good. The latest comer is made of such fine wire that it is almost invisible, and, therefore, is specially adapted for use with the high collars of shadow lace and fine net as now worn.

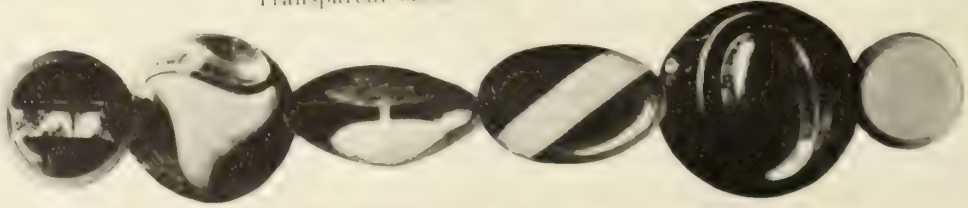
Cotton buttons that are washable, rust-proof and unbreakable should prove a boon to the housewife. These buttons have the frame made of aluminum, cotton covered, and with the regulation holes to sew through, and come in all sizes.

NOVELTY BUTTONS.

A number of novelty buttons in celluloid and galalith for Spring 1914 *are presented on this page. They include translucent and transparent celluloid. Odd shapes and polished pebble effects are the novelties. The transparent celluloid centers closely imitate those of real pearl.*

New Dress Fasteners

Dress fasteners are indispensable, and a good dress fastener is always a trade puller in any notion department. A dress fastener that snaps easily, and will not open accidentally, but pulls apart when the proper pressure is applied, is always sought after. The new fastener has all these features, and in addition they come in a new shape, being oval so that they more easily conform to the shape of the hem or waist finish. Small sizes, too, are provided for the fastening of yokes of net or lace.



Spring styles suggest the free use of buttons, and the new buttons for spring selling are already on the market. Celluloid and galalith designs are mottled to match the different cloths, and have the effect of semi-precious stones.

Ball buttons are still selling, but the new buttons are more like pebbles in shape, being thick and irregular or oval and flat, and are cut to show a layer beneath of contrasting color. Buttons of transparent celluloid form a high novelty. These buttons come in the one color, and the play of light through the transparent or semi-transparent material gives fine shaded color effects. Transparent celluloid is used in place of expensive pearl centres, with celluloid and galalith edges of various kinds, and gives a button that is not easily distinguished from one having a real pearl centre at a very much less price.

Fancy Shapes in Buttons

Fancy shapes are still a big factor in the button field. Square buttons with the corners cut off come in two colors. There is a line about 1-16 in. cut down to the lower layer of color, and the same appears at the edges and where the holes are drilled. These buttons seem to be designed to go with the numerous plaid and check novelties shown for spring and early summer selling. Buttons of this class come in such combinations as black and white, blue and white, red and white, etc. Glass buttons are showing mottled in high colors or with a tiny high colored flower painted on a dark ground.

Small novelty buttons for trimming purposes come in crystal, in bright blue, green, pink, yellow, and for present selling there is still a call for rhinestone studs and buttons. Pearl buttons handsomely carved are shown for the better trade, but pearl buttons are distinctly expensive.

Vestee Cut Belts

The increasing vogue of the separate skirt and various other items of fashion are offering more encouragement to the belt manufacturer. A form of belt that would seem to offer good selling possibilities comes in the vestee cut. This belt simulates the lower part of a waistcoat and fills up the opening left by the cutting away of the new suit coats acceptably. Another good form of belt is made of fancy silk braid, either plain or in plaid effects. Three widths of braid are cat-stitched together, forming

ORIGINAL
DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



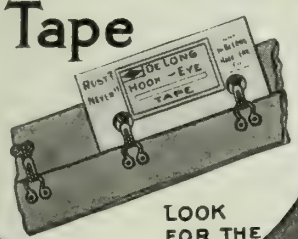
World's Flattest Fastener

DE LONG SAFETY PINS



Strong Easy-Working
Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub
HOOK AND EYE
Bless that Nub!
TRADE MARK REG U.S. PAT. OFF.

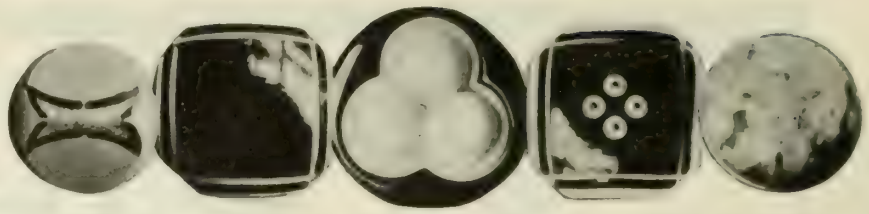


The DE LONG HOOK and EYE Company
St. Marys, Ontario

Manufacturers of Quality in "little things"

DE LONG products represent the best workmanship, the greatest satisfaction in use, and the truest economy.

a deep belt, which fastens under a loop and single end formed in the same manner, the loop being caught under a rhinestone buckle and the end being drawn into a tassel.



Footwear of Importance

Well stocked fancy departments are making an extra display of fancy shoe buckles. Just now the tango and fancy dancing craze and the tight skirts are making both footwear and hosiery of the greatest importance. Many stores undertake to dye hosiery to match any shade on a few days' notice, and they all are showing novelties in shoe buckles and tango sets that permit the lacing of the shoe with ribbons in classic fashion. Smart shoe buckles come in rhinestones, cut steel, silver, rolled plate and cut jet. Jet buckles are considered very smart when worn on white satin slippers with silk hose. Tulle bows, both plain and edged, with rhinestones or pearls, are also used on evening slippers this season.

There is a big call for brooches, both in the bar and in the wreath designs, in mock jewels, pearls and strasse. Blue stones always take well, but, owing to the popularity of the yellow shades, amber and topaz effects promise to sell freely. Bar pins in sets of two or three have many uses and always sell.

The big city stores have been featuring tango garters during the holiday period, and these garters are also very prominent in the advance showings of crepe de chine underwear. The garter proper is placed under the upper edge of an accordion-pleated pantalette of crepe de chine or shadow lace, which is further trimmed with marabout, fur and chiffon roses and leaves. Just what measure of selling success these garters will have remains to be seen, but they are very generally shown at the present time.

Vanity boxes form a line that should do well in the coming spring, as the free use of the tiny powder puff is universal. And it is in the heated season that the use of powder is most comforting and most necessary. Therefore, moderately-priced vanity boxes should form a big selling item in the coming season.

The Vogue of Mesh Bags

Mesh bags promise to be another large item, and medium sizes in sterling white metal and black should be stocked in staple and novelty shapes. Bag novelties promise to come in moires and fancy silks ,and both fabric and mesh bags should be featured in the coming season.

With the promised turning to China and Japan for fashion inspiration should come a marked increase in the sale of imitation shell goods in the form of hair ornaments, combs and pins. There is literally nothing that is new at present to be seen, but the trade reports that there is a better sale for shell goods in dark and light shell, amber and in grey. Sets of fancy pins, two matching in size and one a third larger, and sets of comb pins, and barrette are the latest, and the newest pins have a square top.

The great appreciation that has developed during the past year for stamped goods in the art-needlework department is giving clever department heads an interest in the January sales, and special efforts should be made to interest needle workers in such goods as children's linen middy dresses, made up and stamped. This dress shows scalloped edges on the blouse and cuffs, with eyelet holes, through which a silk lace or a ribbon is threaded to fasten in the front. Anchors are also worked on the front and sleeves, the garment being finished when the embroidery is done. Other dresses come in soft finished pique or rep, and there are smart little coats that are very desirable.

Other made up ideas include children's play aprons, women's and children's night gowns, corset covers, drawers and chemises. There is also always a call for stamped guest and larger towels, baby cushions and pincushion tops, runners and articles for domestic use.

A Field for Further Development

M I taking full advantage of my possibilities? Am I getting all the business and profit that it is possible to obtain? are questions that must always be present in the mind of every progressive merchant, and which must acquire more prominence now that it is the beginning of a new year. For first, last, and all the time a merchant is in business to make money, and the only way in which he can make more is to improve his methods and service so that he sells more goods and makes more profit.

Just where to concentrate is often the vital question, and of course there are many factors in determining the nature of the answer. One very good department is often overlooked simply because the individual sales are small, and 5c. and 10c. items do not seem to promise any particular gain to the average merchant. Counter balancing advantages are often overlooked when this view is taken. For instance there is the very good profits made on properly bought notions, the staple nature of the bulk of the stock and the constant nature of the demand for spools, pins, hair-pins, and a thousand and other items have no selling season but are just as much wanted in the dull months as at the opening o fthe season. Of course there are items that change when fashion changes but these items give a chance to draw attention to the department and if their sale is carefully watched they should only bring added profit and no loss.

Of course the notion buyer has his own problems to solve, one of the greatest of which is the preventing of overstocking. There is no need to overstock if the buyer will keep a sufficiently close watch over his business and will watch each group of items and keep tab on how they are selling . If you want to build a notion department on profitable lines you must know how each article is selling, and be able to put your finger on those that are not moving as fast as they should. Those goods should be pushed either by bringing them to the notice of the sales girls, or by bringing them forward and reducing their price.

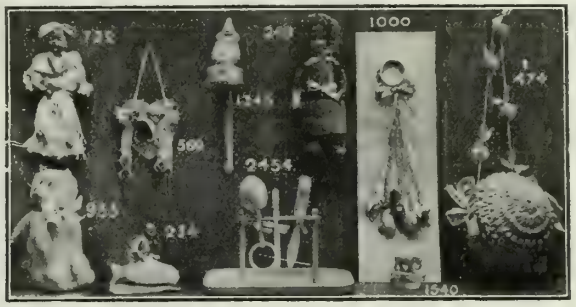
The notion buyer should always be able to take advantage of odd lines, clearances and special bargains that may fall in his way, for as a rule these are most attractive.

There is very little limit to be placed to the extention possible in this department. Just what can be done in the line of selling articles under 25c. is very well demonstrated b ythe big money made by the stores that sell no article over the above price.

Such stores are extensively and liber-

(Continued on page 160.)





All "Rite" for 1914

The "Rite" line is the perpetual motion in the creating of novelties and specialties.

A thousand new ideas are ready to greet the progressive buyer—every one an eye-catcher, a sales-maker. The wonderful success of Rite Specialties wherever shown may be duplicated by any live Canadian store. Try it by one of our famous

$25, $50 or $100

Assortments of Best Sellers

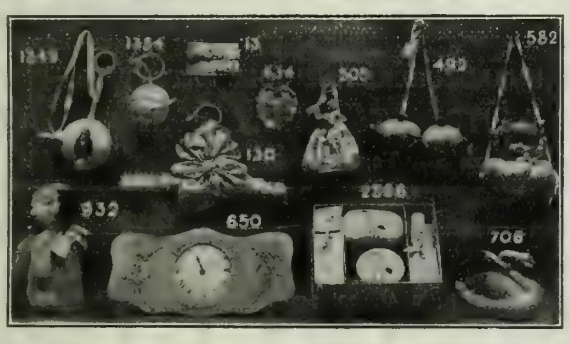
which have started so many retailers in Canada on the road to big Baby Novelty business.

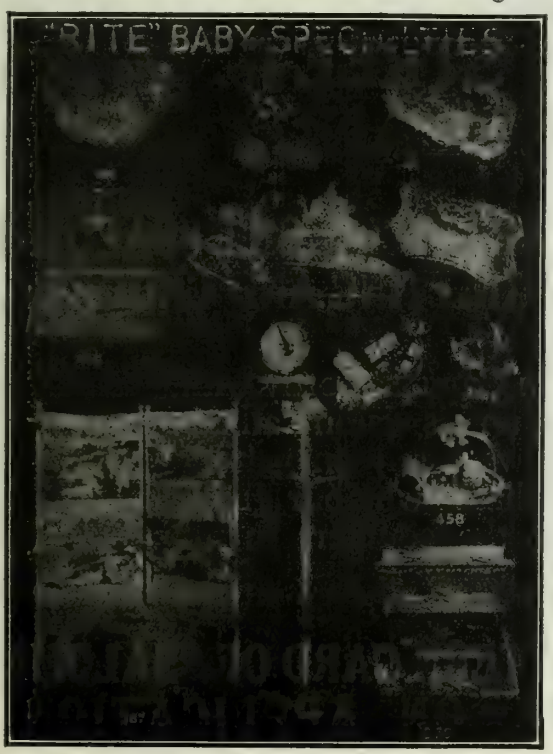
A few of our successful and well known specialties:

CRADLE TIME NOVELTIES
PULLMAN APRONS
TOURIST ROLL-UPS
DECORATED RITE IVORY
BATHING CAPS
AUTO POCKET PUFFS

Canadian buyers visiting New York are cordially invited to call at our new Show Rooms, 35-37-39 W. 36th Street, New York City.

"RITE" SPECIALTY CO.







FOR THE NOTION COUNTER

PATENT
REGISTERED
GT. BRITAIN
GERMANY
FRANCE
U. S. A.
ETC., ETC.

WITH



UP-TO-DATE BUYERS SHOULD STOCK THE

THE BEETEE

Frilling Support

Made in 1½ in., 2 in., 2½ in. and 3 in.

One Yard in a Packet.

Absolutely Essential to the Spring Fashion for Medicis Collars.

Without



FOR PARTICULARS WRITE OR CALL ON THE MANUFACTURERS AND SOLE PATENTEES:—

BURNET & TEMPLE LTD., 4 FITCHETTS COURT, LONDON, ENG.

Sole Agent R. W. R. Cowie, 77 York St., Toronto.

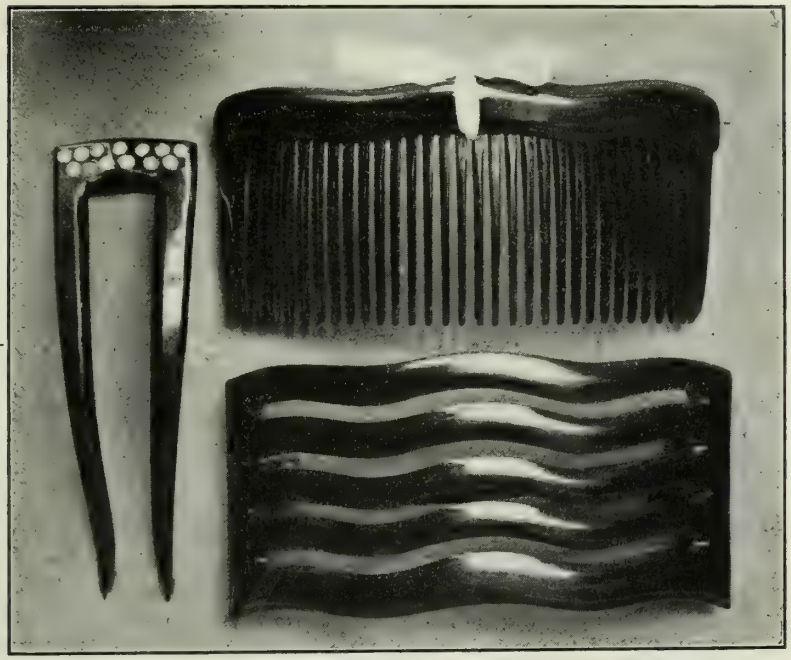
VICARS & POIRSON, LTD.

5, NEWGATE STREET LONDON, ENGLAND.

PROPRIETORS OF THE FAMOUS ARTIFICIAL SILK "SALOME BRILLIANTE" FOR EMBROIDERY KNITTING AND CROCHET.

Our Mr. Carmichael will be in Canada shortly with our full collection of novelties and is visiting all the principal towns. You can always rely on getting plenty of novelties with us,—that is why our goods are so readily slipping over the counters in all countries.

GENERAL CATALOGUE AND PATTERN CARD OF "SALOME BRILLIANTE" POST FREE ON APPLICATION.



No. 335. Five-strand Barrette, 4¼ inches by 2¼. Heavy stock, hand polished. $1.25 per dozen.

No. 419. Side Comb, extra heavy, hand polished. $1.25 per dozen.

No. 607-9. Turban Pins, assorted patterns, set with good rhinestones. $2.00 per dozen.

Barrettes

With the opening of the after-holiday social events comes the demand for special hair ornaments, barrettes, etc. You should look over your stock to-day and sort it up.

Combs

We handle a very extensive range of Combs and Bandeaux in plain and fancy styles. Our values for 1914 are particularly attractive. Good values to retail for 25 cents.

Jewelry

Popular-priced jewelry in bar pins, brooches, beauty pins, etc., has a very strong sale in all classes of trade, and presents a good profit. Our 1914 showing is a winner. Send for samples of our cloisonne enamel bar pins at $2.00 per dozen.



Hair Nets

A cabinet of "Ideal" Hair Nets is not a big investment. Costs $9.00 for a gross of nets; no charge for the handsome glass top cabinet with metal partitions. Other lines in hair nets from $1.50 per gross.

Switches

We carry a very large stock of switches, and can match any shade. Prices are the most reasonable in the trade. Send for sample of our 24-inch Switch (shown above). Price $18.00 per dozen.

Send for Sample Order to-day.

We will forward, charges paid.

The "IDEAL" HAIR GOODS CO., LIMITED

77 YORK STREET, TORONTO

Montreal Office
24 La Patrie Building



Star Brand

GARTER ELASTIC

The highest quality.

PUT UP IN THE MOST ECONOMICAL AND CONVENIENT PACKAGE

For Sale by all Leading Wholesale Houses



PENNANTS

The largest and oldest manufacturers in Canada offer you, in their latest catalogue and supplement thereto, exceptional advantages in the purchase of this most popular and salable novelty. A card will bring full particulars.

Let us make you a trial order.

Niagara Pennant Co.,

Niagara Falls, -:- Canada





Buyers of Ladies' Silk and Real Hair Nets in Back Nets and Fringe Nets, will be well advised to take an early opportunity of seeing samples of the newest and most serviceable novelties in these goods yet put on the market.

It is the maker's idea to advertise certain of these special numbers, such as the "Fitzwell," "Toreador," "Halo," "Samson" and "Neat Nape," regularly in this paper, and we confidently expect the same good results in the Canadian market as we enjoy in nearly all markets of the Globe.

Show Cards Free

ONE OF THESE NOVELTIES

Show Cards Free

"Challenges All"

THE "TOREADOR" NET

REG'D.

The smaller meshes at the one side needed.

Hold up all loose hair under the Chignon. This net lies gracefully and invisible to the shape of the Coiffure.



It is made in 3 sizes of back nets and one size in Fringe Nets in the best Silk procurable.

Every Net is guaranteed perfect and specially prepared.

In Real Human Hair, there are two sizes in Back and two sizes in Fringe Nets.

Made in England

None Genuine Unless Ticketed "Toreador" on Cards or in Envelopes

---

Our **"Iris"** and **"Gordian"** Veilings are also well on the market.

Wholesale Buyers can see samples of these goods at our agents in

Montreal, Mr. H. Fiedler, 43 Herald Buildings.
Toronto, Mr. H. Kidd, Room 29, 165-167 Yonge St.
Winnipeg, Mr. G. A. Harris, 120 King St.
Vancouver, Mr. H. E. Walker, 601 Mercantile Buildings.

Or Samples will be sent Free, on application, to the above.

The Advertising of Kleinert's

GEM
Dress Shields
has helped a lot

But it is the Quality of the merchandise that has given this shield its position as the STANDARD of Dress Shield Excellence throughout the world.

I.B. Kleinert Rubber Company TORONTO, CANADA



To Fancy Linen and Needlework Buyers

SPRING NOVELTIES

Among a **numerous** collection of Novelties for the **coming Autumn**, a collection upon which has been spent **months of thought** and **preparation**, and upon which has been bestowed the **experience of over a quarter of a century**, we desire to draw the attention of buyers to our **NEW SERIES** of the celebrated

Chinese Willow Work

(REGISTERED)

The **interest** which has been created among ladies by this **quaint, pretty and aesthetic** work has been so **widespread**, that we have decided to further **stimulate such interest** by bringing out a NEW SERIES of this popular work. CHINA boasts of some very **beautiful specimens** of **bird life**, and the Chinese, who are **expert embroideresses**, have, in times past, **exemplified their birds** by the **art of embroidery**. Our **new series** of the **Chinese Willow** Work therefore takes the form of **different specimens of Chinese birds, both in flight and resting** on the branches of willow trees. The effect is therefore both **pleasing and pretty**. We give an illustration of this new work. Like the celebrated Willow Plate Pattern, it is worked in **different shades of China blues** on **pure white Irish Linen** with **blue scolloped edges**. At the same time as the demand for the Chinese Willow Plate Pattern shows **no signs of abating**, and in order to **enhance its beauty**, we have remodelled the design in certain of the articles, **notably the Table Covers**, by the **introduction of a key border**, somewhat similar in character to the Bedspreads. The **commercial merit** of these new series of the Chinese Willow Work **lies in the fact that while they exemplify art** in its **highest form**, yet in **point of price** each article in the series comes **within the purchasing power of the million**. For the **power of arresting** the **attention** of ladies there is **nothing to compare** with that created by a **full window show** of **Chinese Willow Work**.



New BIRD Series. Chinese Willow Work. Complete Range of Articles.
PRICE LIST ON APPLICATION.



Chinese Willow Work. Willow Plate Design. Complete Range of Articles.
PRICE LIST ON APPLICATION.

The Daily Mail, April 7th, 1913, says:—
"Chinese patterns are the most **popular** in the West End this year. The various scenes in the Willow Plate pattern are in **great demand**."

The Daily Mirror, March 28th, 1913, says:—The Chinese vogue has taken quite a hold on the affections of the fastidious."

The Evening News, April 23rd, 1913, says:—
"HER MAJESTY QUEEN MARY yesterday expressed her pleasure that the favorite Willow Pattern was still holding its own."

Kensington Work

(REGISTERED)

ANOTHER POWERFUL-SELLING NOVELTY

Nothing is "newer" than the "old."—ANCIENT SAW.

Here we are introducing a vogue of **25 years ago**, when the celebrated School of Art Needlework at **Kensington** was issuing those beautiful **floral** designs which were the **delight of our mothers** and which will be a novelty to the generation of to-day. The flowers, it will be observed from the illustration, are embroidered in the **natural way they grow in the fields, viz., standing up from the hem of the cover, with blades of grass between them**. The embroidery is of a **raised description**, and stands out in **beautiful relief** against the linen. The flowers are **embroidered in white**, on **pure white Irish Linen** of good quality, and the general effect is so **charming in its simplicity** as to appeal to the **refined instincts** of the lover of **real artistic embroidery**. The prices of this novelty are **quite low** and an **enormous demand is already assured**. These are only **a few** out of many of the **special novelties** now in the hands of our travellers. It is desirable therefore in view of the trade of the Autumn and Christmas seasons, which are **the** seasons for fancy work, **that orders should be placed as soon as possible** to ensure delivery.

For Shippers to the Colonies and Foreign Markets this is doubly important.

All the above novelties are **designed** and **registered** by, and to be had **only** of

Herbert Dorée & Co., 104/5, Newgate St. LONDON, E.C.

All imitations or infringements of these, or of our other registered designs, will be prosecuted.

Electros and price lists of all the above novelties can be had on application.



Kensington Work.
Complete Range of Articles.
PRICE LIST ON APPLICATION.

Real Gun Metal Mesh Bags

¶ We can make immediate deliveries from stock in Real Gun Metal Ring Mesh Bags, plain narrow frame—

5 in. Shirred	$24.00 doz.
5 in. Reversible Ring Mesh	27.00 "
5½ in. " " "	30.00 "
6½ in. " " "	39.00 "

¶ These bags are a medium ring mesh and are made extra deep and full, allowing plenty of space.

¶ **Real Gun Metal**, or **German Silver, Ring Mesh Purses**, with long chains, ...$4.80 doz.

¶ **German Silver Fine Ring Mesh Purses**, with long chains .....$7.50 doz.

¶ Send for a Sample order.

¶ Our new **Spring Line** of **Hair Ornaments, Hair Goods** and **Mesh Bags**, etc., will be ready for inspection on January 10th. There will be many exclusive novelties which we will be glad to show you.

¶ **Let us send you one of our new Art Calendars Write for it to-day.**

HIBBERT & JASLOW

43 Leonard St. NEW YORK — 207 St. James St. MONTREAL

Specialists in Hair Goods and Style Accessories.

TWINING & SONS

Established 1865

185 Brearley St., Birmingham

Manufacturers of every description of HAIR PINS.

Specialty:
The "*Twynfast*"
The REAL Hair Pin at last.
Try it.

HAIR PINS

Write and ask our agents to give you a call.

You must not miss our specialties.

Toronto:
S. J. McGovern & Co.
106 Mail Building, Bay St.

Montreal:
P. O. Box 974

Button Values

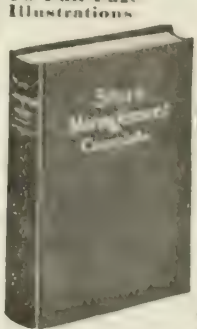
are usually based on their selling qualities. We keep in close touch with the Style Centres and making a specialty of Buttons can place before the Canadian buyer a safe and extensive range. We import and manufacture. Our traveller will call on you soon. Wait for him.

Forsyth Kimmel Co. Ltd.

IMPORTERS BERLIN, ONT. MAKERS

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—The Store Policy—What it should be to hold trade. The money back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO


You Need This Wonderful Catalogue of
Krueger's Dainty Novelties
It Illustrates over a thousand such articles as are pictured on this page.
All these Novelties SELL and pay *real* retail profits.
These goods are *not* shown "on the road."
Canadian Buyers are into call when in New York.
Write for This Book of a Thousand Profit Opportunities
Richard G. Krueger,
Importer, Originator and Manufacturer of Dainty Novelties
Show Rooms and Studios: 162 West 21st St., New York



Our three-strand switches —24 in., 2½ oz.; 26 in., 2½ oz., are made of the best refined hair, with natural wave.

HAIR GOODS for Spring

Look for this label on b...

Now is the time to place your orders for Hair Goods for Spring

Much of your success depends on what brand of Hair Goods you sell. Let it be our goods and you'll have to offer to your customers the best in style, in quality, and price.

We sell only through the wholesalers, this being the most economical way from manufacturer to retailer.

Ask your wholesaler for samples.

Standard Hair Co., Montreal

HAIR GOODS

Advance styles from Paris and London indicate a return to the high coiffure. This means that Switches will be much in demand.

We have a very large stock ready to meet the requirements of the trade and can ship orders promptly. Special prices on all lengths and qualities.

Switches 20 to 30 inches long, at $6.00 to $30.00 per doz., according to length and quality.

SPECIAL—A nice switch of fine hair to retail at 25c should interest you.

Write at once for sample and quotations.

HIBBERT & JASLOW

207 ST. JAMES STREET MONTREAL

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

Preparing to Take Advantage of Parcels Post

The New System Will Soon be Inaugurated and Merchants Must be Prepared to Meet the Conditions Which Will Arise — Some Plans Which Might be Followed Out to Advantage—A Suggested Form for Circular Letter.

THE Canadian Parcel Post service will be inaugurated sometime during the month of February. It was announced originally for the first of January but was postponed owing to delays in coming to agreements with the railways over rates. The interval should be employed by dry goods merchants in making preparations to cater to, secure and hold the trade of their district outside of their usual vehicular deliveries. If they are not ready, they will have abandoned their own legitimate field to the departmental stores.

One important item is not yet known about Parcel Post, and that is the rate. We are, however, assured that the rate for the first zone (which will include all territory within the radius of 20 miles from any post office) will be low. This was designed, it is understood, to restrict the work of the mail order business. Will the retail trade take advantage of the superior position they will occupy within this 20-mile radius?

Two things that will help the dealer in the smaller centres are rural free mail delivery and rural phones. But these will help only him who uses them. The parcel post will go into operation along every one of the rural mail routes as well as in the city, town and village offices.

The dealer should first secure a list of all farmers in the surrounding country past whose gates go His Majesty's mails, and also those who have rural phones for a special auxiliary store service. The farmer can easily be tempted to try out the new system, but the merchant must assume the initiative. Domesday will find the dealer still waiting who expects the farmer to make the first move. That is not the policy of the big mail order houses, and, however you approve or disapprove of their operations, it is not always a bad policy to follow similar methods. There will be a race to get the business of the rural mail route farmers as soon as the parcel post system opens: it is the big mail order houses,—or you, and if you give a rapid as well as satisfactory service you should win out. So get ready at once, and figure out how you are going to make a bid for their trade. Some of them you may have already from calls they make when in town. Take it for granted they will do more by mail now, so get in touch with them. Many you have never touched: get after them at once.

DRY GOODS DELIVERED BY HIS MAJESTY'S MAILS.

From
Thompson & Henry,
Dry Goods Merchants,
Bensonville.

To
Mrs. James Brown,
R. M. R. No. 6,
Bensonville.

Dear Madam:

On February———, the Post Office Department will in augurate the new Parcel Post system by which any goods under 11 *pounds in weight may be sent in one parcel. We have made special arrangements to give you a quick service by taking full advantage of the new system. Your rural mail leaves the Post Office each day at* 11 *a.m., and any order received by us up to* 9.30 *the same morning will be sent out at* 11 *will reach you in the course of the same day. If you have a phone, just call us up at No.* 133 *Bensonville: by letter or phone, it matters not; Thompson & Henry and the new Parcel Post are at your service. The Government has arranged a specially low rate within a* 20*-mile zone (which will include you and ourselves), commencing at —— cents per ——, and going up to —— cents for* 11 *lbs.*

We keep everything in dry goods, and have added your name to our list for special announcements.

Try that new combination—
Thompson & Henry.
The Parcel Post.

The preliminary steps are:—

1. Get from the local Post Office a list of all the rural free mail delivery routes operated from it.

2. Secure from the Post Office, or the men who have the contracts for delivering these mails (the "carriers"), a list of all the farmers and others on these routes. (If this fails, it might pay you to get the names from the boxes themselves on a special trip).

3. From a phone book, ascertain how many of these have phones.

4. Prepare a circular letter or hand bill, and send it to each of these farmers, announcing date of inauguration of the Parcel Post, what it means to them, and how they may take advantage of it.

5. A few days after the service starts, send a circular or phone those whom you have not heard from, reminding them that others have taken advantage of your expeditious handling of orders in combination with the Parcel Post, and dwell again on the stock and values you can supply and give particulars as to the filling and sending out of orders. Make this follow a regular schedule, which will, in many districts, allow orders to be filled the same day and forwarded to reach their destinations.

A sample form of circular is suggested for those who have 'phones in their houses. For those who have not, the wording naturally will be different in some respects, but the general message will be the same. You might add to it a general list of goods, start out by giving a list of special lines to which, perhaps, you can attach prices that will interest them. The more definite you are, the more pull your letter will have. Or, if you are satisfied with a general list first time, have a special one ready for your next assault upon their custom. If they send in an order, have some message to send back, with the order, to help draw a second order.

Make it a live-wire connection.

From time to time this year The Review will describe the experiences of merchants who make successful use of the Parcel Post.

Replacing Atrocious Reds, Greens and Yellows

Soft Tones of Grey, Fawn, Brown and Grey Green, More Grateful to Average Person in Decoration of Rooms—Thirty-foot Friezes Without Repeating the Pattern—Luxurious Combinations in English Cretonnes—Relieving Insipidity.

Written for The Review by W. H. Elliott.*

THE tendency of all interior decoration at present is towards simplicity in treatment and moderation in color. Broad, plain surfaces, emphasized or relieved by friezes or narrower borders in which color more pronounced is introduced, are appropriate for all rooms public or private.

And this is conducive to a better standard of taste, for while nothing is more satisfying to nearly everybody than glowing harmonious coloring, very few who have the handling of such schemes are equal to the task. Our houses in too many cases were a succession of red, green and yellow rooms not always pleasing in their individual color, but harrowing in their combination.

Vivid Green and Vivid Reds

In our public buildings may now be seen atrocious attempts by amateurs in which vivid greens are relieved by vivid reds,— if we may use the term "relieved" in such a case. The soft tones of grey, fawn, brown and grey green now favored, if somewhat non-committal, are much more grateful to the average person. And when these tones are enhanced and purified by smaller bodies of harmonious color in the shape of narrow borders or friezes, the effect is very pleasing.

Very good surfaces are obtained by passing over the under tint a glaze of transparent color which is then reduced by padding with a soft cloth until it is a mere film but giving a much mellower surface than flat painting can produce. The same effect is got in many wallpapers by over-printing a texture imitating rough plaster, burlap, linen,

*Mr. Elliott is head of the well-known firm of Elliott & Son, Toronto.



DRAWING ROOM IN YELLOW SILK PANELS.

This handsome room has a color scheme of soft brown and green. The walls are covered with brown silk panels, while the woodwork is of white enamel. The upholstering in the corner seat is of brocaded silk. The rug is handmade with border of floral effect, repeating the coloring of the wall, while the body of the carpet is in soft green. The curtains are of Negamo silk with the same color scheme as the wall. The electric lights on the mantel are torcheres carved in wood and gilt with green silk shades. Designed by Elliott & Son, Toronto.

CANADIAN LINOLEUMS AND OIL CLOTHS

Linoleums
Table Oil Cloths
Floor Oil Cloths
Stair Oil Cloths
Enamelled Oil Cloths

Designs, Quality and Prices

Our goods are made to suit the requirements of the Canadian climate and trade, and their ever increasing popularity is proof that they give satisfaction.

are Right

SEE OUR SAMPLES

SAMPLES

of our Goods are in the hands of all

Wholesale Dry Goods Jobbers

Manufactured by

The Dominion Oil Cloth Co., Limited

MONTREAL



DESIGN FOR LIBRARY IN MODERN RENAISSANCE.

This rich looking room has woodwork of English oak with book-cases set in wall. The ceiling is beamed, and the frieze and ceiling hand-decorated in a soft blue color scheme. The curtains on the windows are of blue velvet made with applique borders and the window seat is of velvet of the same shade. The rug is hand tufted, specially made for this room, in a scheme of soft blues and rose. Courtesy of Elliott & Son, Toronto.

etc. Another excellent paper is made by spraying the color on a prepared ground, producing much the effect of the padding described above. This paper can be had as wide as nine feet, and in a variety of colors, so that a whole wall may be covered without a joint. Where there is no workman capable of mating good colors this is a useful material.

Mural Painting Adds to Interest

In a room where some such space exists as a panel over the mantel shelf or a deep frieze around the room, a bit of mural painting adds wonderfully to the interest of the room. If the purse does not allow of this friezes may be had as long as thirty feet without repeating the pattern, and reproducing very well the effect of hand painting.

Drapery materials follow the lead of the wall papers in being quiet in tone and texture, if we perhaps except the printed linens and cretonnes which while much quieter in color than a year or two ago, still revel in luxurious combinations of natural flowers, fruits and birds.

Joining Wallpaper and Hangings to Increase Sales

Public Appreciate Advice in Scheme for Whole Decoration of Room—Buying a Few Good Lines —Spring Styles in Paper for the Various Rooms — Blends for the Halls — Cretonne Effects in Bedrooms.

AS is pointed out elsewhere by Mr. W. H. Elliott, an expert in house furnishings, the whole trend in wall papers and roof decoration generally is towards softer tones and greater simplicity in design and the blending of the various elements, paper, hangings, floor coverings and furniture.

Equally as noticeable is the appreciation by the public of skill on the part of the house furnisher in harmonizing all these elements. There is a growing disposition to regard each, not as complete in itself or as separate, but as part of a whole that can only be arranged artistically by a mutual dependence of one on the others, a blending in which the colors and designs of all alike must harmonize.

This demand for specialized knowledge on the part of the one who is selling the various parts of a room's furnishings, unquestionably adds to the difficulties and costs of carrying on this branch of a dry goods store, but as in so many other departments of merchandising, the inclinations of the public must be met. It is an axiom that an ideal salesman must know more about the article he is selling than his customer, and there probably is not a branch in a dry goods store in which this ideal condition is more difficult to attain. This, perhaps, is due more than anything else

(Continued on page 148.)

ENGLISH MADE FURNITURE FOR CANADA

B. COHEN & SONS LTD

1-19 CURTAIN ROAD E.C.
LONDON ENGLAND
ARE OFFERING AN EXCLUSIVE RANGE OF MODELS REPRODUCED AND ADAPTED FROM ALL THE PERIOD STYLES
WITH
AN UNIQUE SELECTION OF CONTEMPORARY DAMASKS TAPESTRIES VELVETS ETC.,



PHOTOGRAPHS WITH PRICES MAILED ON APPLICATION.



The new art adapted.

Adapting Period Styles To Modern Requirements

The Necessity of Applying the Period Idea With a Regard to Utility—French Designers Have Shown Considerable Skill in Adapting Period Styles—The Position of the Retailer.

THE introduction of period styles in housefurnishing has not been entirely a step in the right direction. A room finished in period style if properly finished—has beauty, distinction and individuality. It is possible to obtain these qualities more surely by the carrying out of the style of some particular period than in any other way. Nevertheless, there are grave dangers among which the gravest is that in nine cases out of ten the "finishing" is not done properly.

It is not the easiest thing in the world to carry out a period idea to the letter in fitting up a modern room. Little incongruities are almost certain to creep in. Modern touches, faulty rendition of period ideas, jarring details soon manifest themselves even when the selection and arrangement is in the most skilled hands.

The fact of the matter is that it is almost an impossibility to carry out a period setting for modern use with a complete degree of accuracy. For show purposes it is quite possible to arrange a room exactly as they did it back in the days of Marie Antoinette, or Queen Elizabeth. When the room thus arranged is to be actually lived in, however, difficulties start to arise. The furniture of a few centuries ago was alright as far as it went but it did not go far enough. Try to make yourself comfortable in a strictly Pompeiian or Jacobean room and this fact will impress itself most strongly on your mind. In period furnishings there is a lack of the little things, the details of comfort, so necessary in modern life. It is almost certain, therefore, that people will start to make certain innovations, to introduce small articles and details distinctly modern and useful. Before long the room has become a hotch-potch, a conglomeration of period and modern, in fact, an abomination.

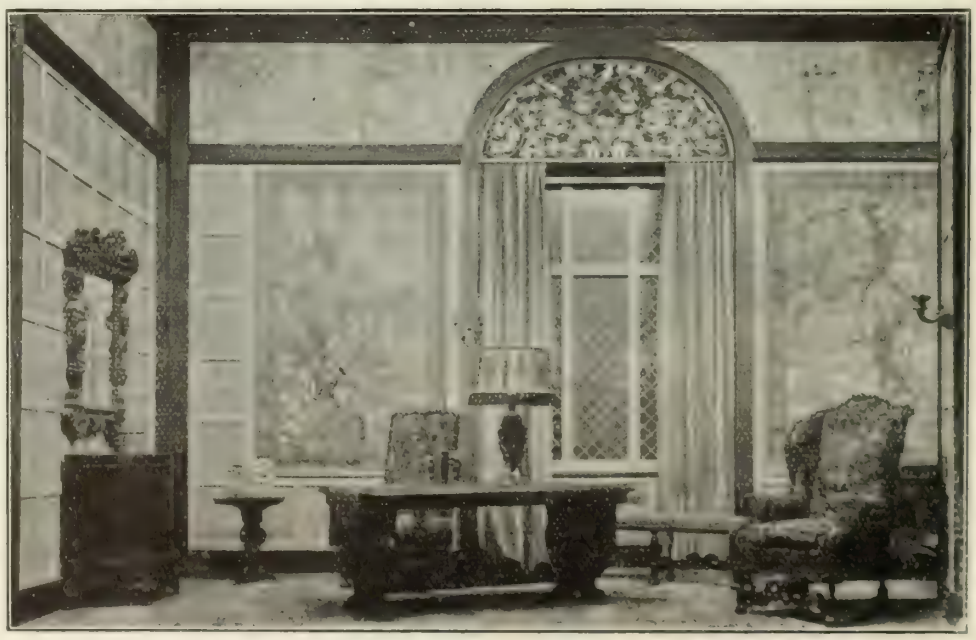
In addition to this, there is the fact that the period styles date so far back that it is difficult indeed to carry out the idea faithfully. It is almost as difficult for people of the present day to accommodate themselves to the effects of the fifteenth century as it would be for the people of that remote time to get accustomed to modern domestic arrangements.

The Necessity of Adaptation

Thus it follows that it has become necessary for those who desire to furnish certain rooms in period styles to adapt the periods to modern needs. The process of adaptation has been brought down to a fine science in France where furnishers have found it possible to give to a room the proper period setting with all the comfort of modern surroundings as well. The adaptation of periods is an important development in homefurnishing, which promises to give a wider vogue to period styles as a result of their being rendered more practical.

It is not intended to imply any criticism of period settings. Rather it is intended to widen the popularity of the antique style by finding a compromise between the cold, formal, not-to-be-used room on strictly period lines and the commonplace, strictly modern room—a compromise which will have the artistic merit of the one and the real comfort of the latter.

The accompanying diagrams show how the furnishers of Paris are proceeding about the work of adaptation.

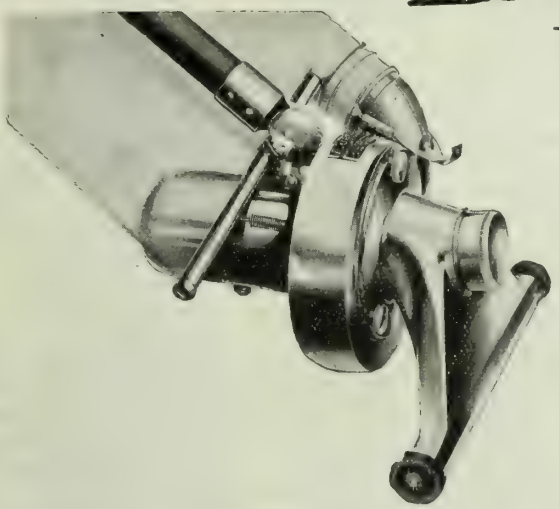


An original window setting in the Marshall Field store, Chicago, showing a new drape treatment.

The Retailers Position

This is a matter of importance to the manager of the housefurnishings department in the retail store. The average customers relies very much on the knowledge of the salesman in the matter of harmonizing and the following out of period lines. The average person, in fact, knows little about period furnishing. In cases where period styles can be afforded, however,

Feature the EUREKA and Increase Your Profits in 1914



You are now deciding important matters in connection with your business for the New Year. Here is one that should claim your serious consideration:—

Many merchants last year added a nice sum to their housefurnishing department earnings by featuring a vacuum cleaner that has stood every test and is absolutely reliable. This was the "Eureka."

The Eureka Vacuum Cleaner never was an experiment, but today represents the standard of efficiency in this class of equipment for the sanitary home, office or store.

You can sell it to your customers with confidence. You can demonstrate it in your store knowing that it will repeat the service in the home to which it is delivered.



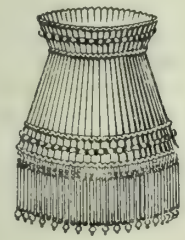
The 1914 model of the Eureka embodies a number of changes which will place this machine in a position of still greater superiority. Its perfection safeguards you against any mistake.

Write us at once for descriptive literature and for details of our proposition to merchants.

Onward Manufacturing Co.

BERLIN, ONTARIO

Our Newest Styles and Designs



OF THE *Elite* MANUFACTURE

BRITISH MADE



CANDLE SHADES ELECTRIC SHADES
LAMP SHADES INVERTED SHADES

LINEN, SILK, PAPER, ETC.

and a variety of Decorative Paper Goods, Table Centres, Garlands, Bells, Etc.

Will Shortly Be Shown

Ask for Catalogue and Particulars

HAUSMANN & WOLFF

Bunhill Row, LONDON, E.C. Factory:---Leyton, N.E.

the customer is keen to try them, in recognition of the great favor which the antique idea has won.

In order to give satisfaction, therefore, it is necessary for the salesman to have a clear and thorough knowledge of period styles and their adaptation to modern use.

JOINING WALLPAPER

(Continued on page 144.)

to the fact that a housefurnisher must depend to a great extent on his own taste, and although this may be developed, there must be rather more of it in a salesman or a saleswoman as a foundation possession, than in most other lines, before any satisfactory development can take place. So much depends on knowing just what color in a drapery will suit the carpet or the wall paper, or even the general use of the room itself. "Matching" with some is an instinct, an instinct purely feminine, some would remark until you reminded them of males who are the world's greatest milliners, the world's greatest makers of gowns, and designers, indeed, of all things feminine, except feminine dispositions, which are a trifle too illusive for men to work with.

Where Every Merchant Can Score

While a study of period furniture and mural decorations is beyond all but the largest and most exclusive of Canadian housefurnishing departments, there are two points in which any store can meet the desires of the most of its customers. In the presence of the enormous and rapidly increasing demand for chintzes, cretonnes and indeed all kinds of printed fabrics of these descriptions, the merchant should have a good selection of patterns and have them well displayed, and the clerks should be trained in the use of these materials, and be able to make suggestions, for instance, for a cosy corner, and tell the quantity that will be required and the price. The making up of curtains, lambrequins, and the general upholstery work can easily be attended to in the store itself.

In some stores the departments with wall paper and hangings of all kinds, and rugs and carpets, are being kept close together, and some one is employed with special training to go with the customer from one to the other, and make suggestions for the complete decoration of a room, outside usually of the furniture. The point to be settled first, would be the color scheme, then the style of wall paper, then the curtains and upholstery and the rugs, and so forth. The advice that the store's special artist in these lines can supply is abundantly appreciated and in more than half the cases, full liberty is given this person to arrange for the fitting out of the room. For such a service the store receives a return either in a specific charge or more generally in the greatly increased sales in all the departments that are comprised in that decoration. In many cases contracts are made for the decoration of the whole house, and where confidence is felt in the taste of the store's designer, the question of cost becomes a minor consideration, and there is no system of tendering to reduce the profits of such a service.

Styles in Paper Constantly Changing

Of late years, more than formerly, questions of changing styles, have played an important part in housefurnishing business, and scarcely a season passes without some significant reverse of existing customs. This applies perhaps more to wall paper than most other lines in room decoration. It is thus imperative on the merchant to follow closely the trend of fashion in order that his stock may not be turned down as out of date, a condition he would not dream of allowing to exist in some more obvious departments of constant changes, such as mantles and dresses.

Reference has been made in previous articles in The Review to the close relation that has been established between wall papers and chintz hangings, so much so that many wall paper manufacturers, if they turn out a design that bids fair to be a good seller, send it to a designer of chintzes that he may turn out an exact copy or one that will blend with it in design, and shade. These papers are afterwards sold with the chintzes to match, and this simplifies the work of the salesman, as the sale of one —so attractive are the designs—invariably is accompanied by the sale of the other. These, of course, will be taken up most readily for sitting, living rooms, libraries and bedrooms.

No Reds for Dining Rooms

In dining room decorations, browns, greys and greens, and a certain amount of blue will be the most popular this spring. "Reds are out altogether, even rose is not in demand," said one authority to The Review.

In drawing rooms, greys, fawns and champagnes are among the leaders, the whole tendency being towards quieter colors. Some foliage papers in soft greys are being shown, and a white stripe on a grey background is treated with a deeper color effect in the panel. Imitations of tapestry in pattern papers are also seen. Silks and silky effects are more popular than ever.

In halls, as was mentioned in an article in The Review some weeks ago, leather and leather effects are not as strong in demand as one or two years ago. Blends seem to be taking their place to a considerable effect, in delicate combinations, of which a russety green is among the most popular. Japanese grass cloths are also doing well. Leather, however, is being much used in offices to compensate for the lessened demand for halls.

In bedrooms there is the only change at all for bright colors, and these are seen in pretty cretonne effects especially in the borders. The rest of the paper, the body, is of plainer floral patterns.

REPRODUCTION OF MUSEUM RUGS—Seamless Wilton



We herewith announce to the trade that our representatives are now showing the most complete and attractive range of imported reproductions of Real Oriental Rugs copied from those found in European museums, valued at fabulous sums. These rugs have had tremendous sale in the past and with the present demand for Orientals will be extremely popular this season.

We ask you to look through the range when our representatives call. Our values are interesting. Write for Color Cards.

OTTO T. E. VEIT & CO. Importers and Commissioners Showrooms: 726 Empire Bldg., 64 Wellington Street West, Toronto. Phone Adelaide 3018



The "Cadillac"

an efficient, popular-priced vacuum sweeper and cleaner

These handy little labor-savers, though popular price , produce the most extraordinary results in their efforts to collect dust from carpets, rugs, draperies, walls, floors, etc. The Cadillac Vacuum Sweeper (shown to the left) is a marvel of simplicity, gives efficient service in sweeping and cleaning at the one time. Price within reach of all. The Electric Cleaner (shown to the right) is the "little giant" dust collector, powerful, easily operated. Send for a sample of these machines.

Write for full particulars.



The Clements Mfg. Co., Ltd.

78 DUCHESS ST. TORONTO

Look after the 1914 Quilt Orders of your town—*it will pay you.*

Size up the institutions, public and private, in your town and make an estimate on the number of quilts that they use in the year. This trade will pay you to introduce

DEARDEN'S MONOGRAM QUILTS

Made by Jonathan Dearden & Co., Limited

11-13 Bridgewater Place, Manchester. Mills · Bolton, Lancashire

We make monogram and special design quilts for hotels, hospitals, large boarding houses, asylums, railway and steamship companies, etc. Let us quote you on the estimated requirements of those interested.

Write for samples to-day either plain or with monogram.

R. H. Cosbie, Limited

IRISH LINEN AGENCY

30 Wellington St. W. Toronto

Eyes Will Blink at Next Year's Freaks in Furs

Odd Combinations of Furs and Fur and Silk—"Public Going Crazy on Novelty Sets"—Shorter Coats, Big All Over, to Match Peg-top Skirts—Fox and Wolf Leaders for Sets—"To the Furnace With Dyed Furs."

"THE freakiest I've seen."

So spoke the buyer who returned from a week's sojourn in New York early this year.

And he had been in the business for 25 years.

"Talk about extreme,—well, you just should see them."

He went on to declare that Canada would never accept them except in a greatly modified form; and this buyer and manufacturer, it should be understood, is rather inclined to novelties, as leaders or baits for the more conservative lines he carries in stock.

The "freaks," he described briefly as weird combinations of furs, black and white fox, or red and black fox predominating. Not so much in the two meeting in a set, but in the odd and as he called it "outlandish" forms in which the mixture was perpetrated.

Before taking these up in detail, notice one or two more points in the 1914-1915 category of novelties.

A combination of silk and fur, the silk in the form of a broad band or holder and the fur running down the centre, often so small that it was little better than an excuse.

The silk ornament is being eliminated in coats and sets, but the silk tassel remains.

A new style of 36-inch coat has been worked out, with a bag effect, very loose, and fur belt around the waist.

A new 24-inch "hip coat" also with belt of fur, also very loose.

The latter coat he thinks may be adapted to Canada, but he is a full-fledged skeptic about the 36-inch-er.

Public Must Have Novelties

The novelties in fur sets were to be expected, and if ingenuity fail not down, the fall of 1915 will see another edition more extreme, if it can be, even than this year's. During the fall of 1913 there was a remarkable eagerness displayed in picking up those same freakish stoles and muffs. As a supplement to the staple business of the fur dealer it ranked as a bonanza, better even than the Christmas bonuses handed out by the banks,—to their employes. The new rage for associating furs with evening or afternoon gowns and hats, created a new field for the sale of separate pieces, and the very fact that they were sold separately permitted a departure from any regular type that might be required if there was any mating to be done with another piece. Dealers from end to end of the land were enthusiastic over the possibilities both of the novelty sets and the sales of single pieces, and a New York designer, when a mild remonstrance was entered by the Canadian, replied: "What can I do? They will have them, and I've been racking my brains to turn out something new."

His success, without venturing on dangerous flattery, may be regarded as phenomenal.

Red Fox and Seal Set

Take, for instance, a neck piece formed of a combination of red fox and French Hudson seal. The upper portion around the neck, is broad and goes well over the shoulders like a cape. The main portion is of seal, with red fox on the inner and outer edges. A narrow bow or "streamer" of seal falls from the centre, with a ring of red fox half way down and another on the lower end. Can you picture it?

A large muff in white fox has an M-shaped border of black along the front.

A stole of white fox has a couple of V-shaped trimmings of Hudson seal or black velvet, and the odd effect is increased by the upper trimming on the left side being above the one on the right.

Silk and fur is a very common combination. Several stoles are shown of silk, with a fur knot half-way down and fur tails on the end of the silk at the bottom. One fur ruff has a silk bow and tassels hanging down.

A stole is made of a wide piece of black silk with ruching, and a narrow strip of red fox or natural wolf running down the centre.

There are some odd arrangements of red fox and mole. The main part of a muff is formed of mole, and across the front is thrown a red fox skin, with the head at the lower right hand corner, and the brush hanging below the left hand corner.

In another the head is in the centre at the right hand side, with the body running up to the upper left hand corner and falling down the left hand side, while tails hang down below either end.

A silk muff, with ruching at the sides, is finished with a red fox head and black silk bow in the centre and bands of red fox running vertically near each end.

Often the paw of the fox is separated from the head, and is used as a fastener, or otherwise shaped.

In some neck pieces as many as three fox heads are seen together.

The old Empire shape of muff, with a flap on it, seems to be coming back, but with it are a variety of strange shapes. Even the heart-shaped muff has not been allowed to remain unaltered, for along the bottom through the apex runs a long bow of fur or black velvet or silk the whole length. These bows are often used at the neck as a fastener, and are made

INTO THE FURNACE.

A visitor to New York early this year reports that those unnatural dyed manipulations of good honest furs, in brilliant yellows, greens, reds, blues and tango, that were effected chiefly for trimming gowns this past year, are dead, absolutely dead.

"Firms that have any stock of them are casting them into the furnace, for there's no other place."

"Good thing, too," was his callous comment.

For Manufacturers of Women's Outer Garments, the Cutting-up and Millinery Trades, etc.

LET us wish you all a very prosperous New Year! We want to assist you to begin 1914 aright, by giving information about some of the numerous Products of our Shelton Looms. Several of our specialties are adapted to multifarious uses.

Let us emphasize that this is *headquarters* for everything capable of being made on *Velvet* or *Plush looms.* Here you will find those exclusive creations which received the Grand Prix at the recent Ghent Universal and International Exposition; also other creations that can not be found elsewhere in the civilized world. The Grand Prix was awarded to our Products in face of the world's competition. It shows conclusively that Europe no longer excels the United States in *some* things!

Good furs are growing scarcer and dearer. The Hudson Bay Company is obliged to send its trappers and agents *farther North.* Poor furs are the most *expensive.* Our Artificial (Synthetic) Furs, are the best fabrics for replacing natural pelts. Domestic Cloak and Suit manufacturers and the Cutting-up and Millinery trades consider them indispensable. For years they have known, from *practical* experience, that our near-furs reflect all of the beauty and rich lustre of expensive natural skins. Their profuse, dense plush is in marked contrast with the meagreness of some other plushes. Microscopic enlargements of ours and of others will demonstrate the superiority of Shelton! You can learn this for yourself, by taking sections of them all and putting them under a high-power-magnifier.

Our *Lustrah* moth-proof Mohair panne, is of great value to progressive Upholsterers and Interior Decorators. For seats and backs for chairs, etc., it will be found *preferable to leather,* which it will outlast, without cracking. For mural decorations, *Lustrah* is far more desirable than coarse jute fabrics, which often disfigure otherwise harmonious rooms.

For Carpet and Department Stores our *Mohju Sanitary Rugs* are decided attractions. Their sizes are so accommodating as to admit of use in many places where the dimensions make it impossible to consider imported rugs of known rigid sizes.

Correspondence is invited. We have a number of customers in Canada who have dealt with us satisfactorily and profitably for many years. But we desire a far *larger representation* on our books. There is not a Canadian manufacturer or dealer who will not be decidedly benefited by dealing here. Our prompt service is a boon to many. *It emancipates them from the delays inseparable from importing goods from Europe.* The advantages we offer are more than sufficient to offset the duty which shipments from our Looms must pay. Acquaint yourself with us, without delay. *Every day spells opportunity.*

SIDNEY BLUMENTHAL & COMPANY, INC.

FOUNDED IN 1854

Sidney Blumenthal Pres't & Treas.

395-401 Fourth Ave., at 28th St. New York.

either in black fur or in velvet or silk; it does not seem to matter much which.

Fox and Wolf are "It"

As will be judged by these sample showings, fox is running very strong for next season. In fact, it is easily the leader for sets, and red fox seems almost as strong as black or white. A close second would appear to be wolf, in black, blue and natural.

So far as New York forms the standard for Canada, moleskin and civet cat will not be as prized this next season as they have been for the last two. There were unusually heavy runs on both in 1913-1914, the moleskin not only for sets, but for coats, and the civet cat chiefly for a contrast fur as trimming, although a few coats and full sets were sold in each city in the novelty lines.

Coming to the question of coats, Hudson seal, it would appear, will be stronger than ever, and that is not minimizing its influence, for it has ruled strong this past year. Persian lamb as a staple line continues to flourish, and there is no indication of any subsidence in its popularity. While fox and wolf are likely to cost fully as much as last year, both Hudson seal and Persian are among the many furs due for a decline, although the exact degree of this will not be known until after the January and March sales have passed into history.

NEW FUR STYLES.

Sets will go to greater extremes in style than ever before, with some remarkable combinations of fur with fur and fur and silk or velvet.

New style of 36-inch coat, very loose, full right to bottom, to accommodate present style of peg-top skirt. It has a belt of fur and a plain straight front with no cutaway.

A 24-inch "hip coat," very full, with belt of fur and straight front.

Silk ornaments disappear, but silk or velvet bows and tassels are very strong.

Fox, black and red, and wolf, black, blue and natural, will be leaders for sets. Moleskin and civet cat and mink not as strong as before.

So far as the styles of coats go, for Canada at all events, the three-quarter 45-inch is likely to be the rule next fall. It has come with this season to be a staple, and has been taken up in all quarters as a warm, becoming and moderate priced article. This length and the 40-inch have a big following, despite the attempt across the border to run to shorter lengths. In fact, a manufacturer who sent a 40-inch Persian to a lady in Eastern Ontario was admonished for making it "a little too short."

Shorter and Looser Coats

But all the same, New York says shorter coats, 36-inch and a special line of 24s. These are as much trades in their make-up as the novelty sets, and approximate—as furs this past year showed a tendency to do—to the styles of gowns, skirts, etc.

This coat, as described for The Review, has rejected entirely the general effect of last year's that started full and narrowed down at the bottom, with a cutaway front and long shawl collar. These coats must fit over those big skirts with their peg tops, those broad hip affairs. The upper part is very loose, and an innovation is a fur belt around the waist, with button of fur. The fullness continues right down in this coat, so as to allow for the fullness of the skirt, and the front is plain and straight and not cut away. Many are made with Russian blouse effect.

(Continued on page 160.)

UP TO DATE!

Our new range for the coming season comprises the best and latest ideas

Fur Trimmings

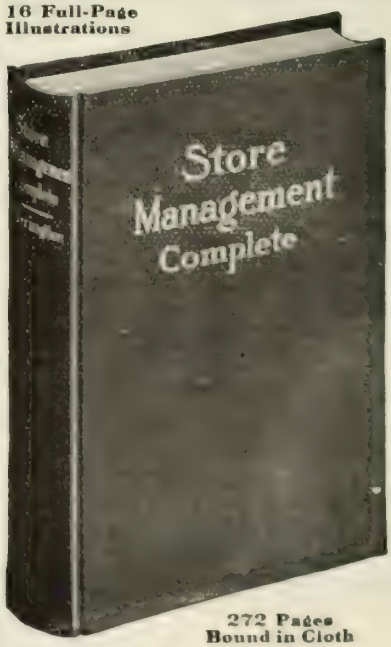
Frog Ornaments
Tassel Ornaments
Muff Hangers
Fringes and Braids
Fancy Buttons, etc.

Our own handsome designs and superior work—which competitors try hard to imitate.

THE
Moulton Manufacturing Company, Limited
MONTREAL

Store Management—Complete

16 Full-Page Illustrations



272 Pages
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ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

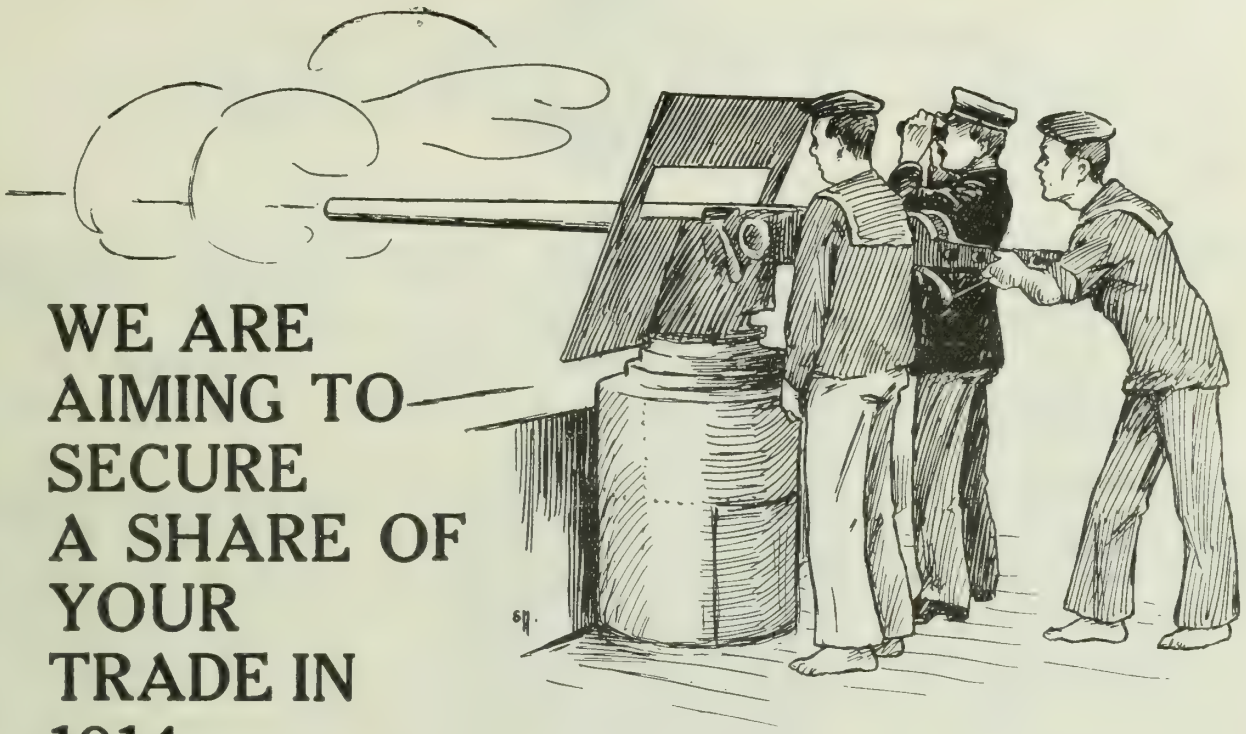
Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



WE ARE AIMING TO SECURE A SHARE OF YOUR TRADE IN 1914

In buying and making-up our Furs we keep constantly in mind the wants of our customers—the retail dealers, and of their customers—the public in general.

Our aim is to supply to the trade the most up-to-date and attractive models in

STYLISH FURS

Our travellers will be going out soon with the new range of samples and we would ask that you see them before placing orders for next Fall and Winter.

If you require anything in Furs for immediate sorting our large and varied stock is at your service.

We guarantee Style and Quality and our Prices speak for themselves.

Laberge, Chevalier & Company

Montreal Makers of Stylish Furs **Winnipeg**

Underwear Advance Does Not Reach Retailer

Manufacturers and Jobbers Decide to Absorb Higher Cost of Yarns—Sweater Coat Advances Go Into Effect — Pressure of Retailer for $2, $4 and $8 Lines May be Met by Many—Promising Reports.

WHILE travelers for knit goods lines for next Fall have been in their territories a few days it is too early yet to secure definite information as to their reception by the retail trade. Most of them, naturally, are not building on as heavy orders as one year ago owing to the more conservative tone that prevails amongst a large section of the retail trade. For a time, at least, smaller placing orders may be a feature, with repeats bulking larger than before to fill up gaps created more easily in the smaller stocks.

So far as could be learned from a number of sources, spring orders given last September, October and November, in very large volume in most cases, have been honored nearly 100 per cent., very few cancellations coming in. From Spring on the disposition seems to be to look for brisk business conditions, and with these to temper Fall and Winter business the pessimist is playing to an almost deserted house.

Higher Cost of Sweater Coats

For several issues past The Review has discussed the question of advances in the prices of sweater coats and underwear. It was pointed out that increases of $2, but mostly $3 per dozen, would be put into effect for the Fall of 1914. This was done to meet an advance of 5 to 7 per cent. in yarn, and a dislike of retailers to work with odd prices such as $28, $36, $43, etc., which might cover fully the actual amount of the higher cost to the manufacturer. In the case of most firms these new prices are being put into effect as the travelers going out this month, with lines of goods of lighter weight to meet the old schedule of prices, which work out at $3, $5, and so on, to the "consumer." One or two are trying "odd prices," with smaller advances than the regulation $3 per dozen, testing the retailer's willingness to figure out selling prices from changed premises.

GOOD LINE OF OPTIMISM.

A traveler who covers a large district in Ontario for underwear and other men's lines stated to The Review that of all the Spring business he had secured last September, October, and November, only two cancellations had come in, and one of these was from a merchant who had been burned out and who had not started up in business again.

"On the contrary," he said, "they are accepting the full orders and declare they anticipate a good business in the Spring and Summer."

No Advance in Underwear

The sweater coat business, then is one where the higher scale of prices has been sent on from each handler in turn. The underwear situation, however, is on a different footing. In last issue it was explained that a number of wholesalers and manufacturers' agents were not quite easy in their minds as to the advisability of announcing an advance to the retailer. In the first place there was a feeling that stocks in some districts had not been cleaned out as thoroughly as they would have liked. Then, again, a number of reduction sales in December had contradicted the idea of higher prices. Under the conditions, too, each one had a feeling of uncertainty as to what action his rival would take, and did not feel like entering upon a position from which he might consider, later, it was to his interest to recede. So they hesitated, and thought it over again, and so far as The Review has been able to ascertain travelers have gone out, or will go out, to present the same underwear schedules as one year ago.

How Manufacturers are Working It Out

"In one way they will be the same, and in one way they will be different," remarked a jobber. "Some of the goods while showing the same price may contain a trifle less weight or it may be worked out some other way. The advance in materials could not be ignored

"It is working out along three lines so far as the manufacturer is concerned. There are some cases where the percentage of cotton has been increased to keep down the price to the retailer and enable him to realize his old profit. In other cases where a manufacturer feels it best to retain a certain good selling line in the running, he has absorbed the increase himself. In still other cases the jobber is bearing part or the whole of it, rather than attempt to shift it on the retailer."

Too Small for Good Argument?

Another manufacturer who handles a line of fairly heavy underwear, claimed that the real crux of the problem was the comparatively small advance that was being made in the garments. Picking up a list of quotations of manufacturer's prices he showed that these ran from 10, 15, 25, 30 and 40 cents per dozen, or from one cent to less than four cents each garment.

"If it had been 10 or 15 cents apiece we could have given a good argument to the retailer for the advance, and he in turn would have put it on the other end, but with small ones like we would have to make now, he would tell us to carry it ourselves. In our case, where we sell one line of underwear for another manufacturer, the new price list has actually worked out to a reduction of 50 cents a dozen to us in one brand that we usually sell pretty heavily, so that while we lose in the other we make up almost all

(Continued on page 158.)

THE HARVEY BRAND

Ladies' Sweater Coats

in

Full Cardigan
Half Cardigan
Angoras

Children's Coats

Knitted Combination Blouse and Skirts.



Men's

Shakers
½ Cardigan
Full Cardigan
Angoras
House Coats

Boys'

Knitted Suits
Brushed Suits
Coats

The very latest styles in Knitted Coats and Suits, with the newest reinforced ironclad seams.

UNDERWEAR

In Men's and Ladies' fine wool only.

See our New Style Necks, and our New Style "DROP SEAT" Ladies' Combinations. Absolutely Closed, and the advantages of ordinary drawers. See these new styles, which are now in the hands of our representatives. You will be interested.

SOLD TO RETAIL TRADE ONLY

HARVEY KNITTING CO., Limited

Woodstock, Ont.

Agents—B. C. and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver.

Man. and Sask.—Harvey Bros., 53 Scott Block, Winnipeg.

Ontario—J. E. McClung, 33 Melinda St., Toronto.

Quebec—P. DeGruchy & Son, 207 St James St., Montreal.

Maritime—F. S. White, St. Stephen, N.B.



A "Canuckinaw," a new line offered by Canadian Converters Co.



New "Shetland" sweater coat in plaid combinations, now so fashionable, and having decidedly brush effect, which cannot be properly reproduced in photo. Shown by R. M. Ballantyne Co., Stratford.

Combinations and Lightweights Gain Rapidly

Firms Making Full Lines in Women's and Children's Union Suits —Better Measurements a Factor in Popularity—Steady Improvement in Quality Demanded is General Report—Heavy Weights Losing.

A STEADY improvement in the class of underwear that appeals to the public, a lighter garment, and a growing sentiment in favor of combination suits, are features of the market that are more pronounced this year than ever before, and they are all factors that appear to meet with full approval of retailer and manufacturer alike.

Slow to Take Up New Styles

Probably the public have been slower in being induced to buy a better quality of underwear than most other lines, mainly because it is an invisible department of a man's or woman's outfit. Their coats, trousers and vests, ties, collars, boots, socks, overcoats, scarfs, and gloves, as external marks of a man's taste (and purse), were the first to feel an upward movement, for the world was looking on. Now that these have been attended to more or less satisfactorily, the vision of man is cast upon his underwear, and he is beginning to accede to the oft-repeated admonition of his mentor in men's furnishings to look to the quality of his undergarments as an essential point in comfort, if not, indeed, in economy.

Marked Change in Weights

A manufacturer told The Review that a marked change has taken place even in a period of two years. At that time he was selling a line of elastic ribbed at $5.40 per dozen, and they were good sellers at that. Now he has cut out this line in favor of the $6.00 ones, and finds that $7.50 and $9.00 lines are fast replacing the lower ones. "More natural wools and light weight wools are being sold than ever, and $9 and $12 are the popular prices. Going back seven or eight years, $3.25 and $3.75 was the price for a large proportion of the old striped goods."

Popularity of Union Suits

The popularity of combination or union suits, manufacturers report, is showing up better than ever in placing orders for Fall, and in the repeats for spring goods. One manufacturer states that a certain firm which ordered 15 or 20 dozen of one line jumped to 90 or 100 dozen as soon as they put closed crotch combinations on the market. Now every man's union suit they turn out has the closed crotch.

THREE EIGHTIES BRAND

80 80 80

TRADE MARK
REGISTERED

HOSIERY

Is a Wonderful Seller

Three Eighties Hosiery for Ladies and Misses has the largest sale of any line of hosiery in Canada, because—

Although it is *the* popular-priced line, it is made of a high grade of long-fibre cotton; it is seamless; it has as perfect a finish as the most expensive lines; it has 3-ply heel and toe and so saves darning; it looks fine; feels fine; wears splendidly.

Every dealer in hosiery is encouraged to push Three Eighties Hosiery, because—

It nets the best profit for a popular-priced line—it is as attractively boxed as the expensive hosiery—it has a silky finish that appeals to the customer from the first glance.

It is a business-builder in the best sense of the word.

There are 12 *perfect* pairs to the dozen in every box—consider that well!

Ladies' sizes - - - - - - 8½ to 10
Misses' sizes - - - - - - 4½ to 8½

Black, Tan and White.

Order exclusively through your jobber!

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK

SUNSHINE HOSIERY REGISTERED

It is a common saying in retail and wholesale circles that "once a person wears a combination he will wear no other,—and this has no manner of analogy to the doubtful conclusion of a celebrated advertisement of soap, where a perfect type of the tramp genius, with matted hair, stubbly chin and dirt-colored face and hands remarks, "Since using—— soap, I have used no other." It is a case of once using a union, always using it and never "going back." That this is a not unwelcome turn to the makers of underwear may be judged from the fact that nearly every one has put in machinery for turning out union suits, and a few estimate their output of these as now fully 50 per cent. of their total.

Women's and Girls' as Well

This popularity of the one-piece suit is coming to apply lately to women's and girls', and a jobber declared this month that this year several firms that had been limiting ladies' union suits to one or two classes of their output, were showing them in every one.

Costs Same as Two

Many retailers are inquiring why union suits cannot be made to sell more cheaply than the two pieces. As a matter of fact at first they were higher, but now inquiry of a number of firms shows that taking quality into account the price of the one is almost identical with the added prices of the two single suits. It is generally explained, however, that while there is much less material in the union suit, the cost of manufacture, taking into account the new type of machinery that was required to be installed, is higher. The closed crotch patent costs have naturally kept these suits up. One manufacturer of a well-known line with a national reputation is showing the closed crotch for 1914 for the first time. Another is adding $2 per dozen to the cost where the closed crotch is included.

Better Measurement of Unions

The method of measurement that is being adopted by the leading men's furnishers in selling union suits has been a factor in their popularity. The tape line is run over the shoulder and down under the crotch, a system that invariably guarantees an easy fit. The necessity for satisfaction in this suit, is greater than in the two-piece garments, so that the retailer should see to it that he ensures a perfect fit. The rigid system adopted in some stores of measuring customers when buying two-piece suits, rather than taking their word (and sometimes defective memories), was referred to in a recent issue of The Review.

Just in Larger Centres

The vogue of the combination has not passed beyond the cities and larger towns to any considerable extent, according to travelers' reports: in the country at large the others stand with little inquiry for the newer style.

With this feature of design goes closely that of lighter weight goods, although these are penetrating more quickly into the smaller places. This applies not only to men's, but women's and children's. In the case of women it is explained, as one reason, that many are employed in offices that are heated by steam and usually kept warm all day, and the heavier



Plaid sweater coat in black and white. Shown by Monarch Knitting Co.

weights are irksome. This explanation, however, has been a possible one for a number of years, and it can only be concluded that changes in the adoption of the new styles of underwear are coming more slowly than in most other lines of clothing. But once adopted, they are here to stay.

UNDERWEAR ADVANCE

(Continued from page 154.)

on this. Hence, we have concluded to sell at the same price to the retailer. I have no explanation of the lower price given us in the one case unless the figuring out of last year was incorrect."

Retailers Want Larger Profits

The higher cost of yarn comes unfortunately in another respect for it has a strong counter-current to meet this year on the side of the retailer.. As is dealt with elsewhere in this issue, the rising costs of doing business have started a movement individualistic yet it is true, but none the less persistent, for the turning out of an article that will come less to the retailer but enable him to move out for the same as before and thus net a larger profit.

"Within the past year," a jobber told The Review, "there has been a tendency for lines to be reduced from $2.25, $4.50 and $9 per dozen to $2, $4 and $8, to sell retail at 25 cents, 50 cents and $1, giving the retailer 33 1-3 per cent. on the selling price, a figure most are beginning to feel they have a right to secure. This 'easier' price fixing on the part of the manufacturer, being induced gradually by the keen competition in knit goods, is directly at variance with the tendency they think it should assume from their own point of view, so they have the double difficulty to face."

Very Few Lines Were Advanced

Another manufacturer stated to The Review that his prices to the wholesalers had been advanced only in two or three lines. Elastic ribbed, for instance, were the same as last year, but prices were up a little in some goods for which imported yarns were used. The lowest grade of the heavy elastic ribbed lines was cut out, not, however, on account of not being able to meet the higher cost of materials, but because of the improvement in the demand for a better line of goods. There was no change in the $7.25, $7.50 and $8.50 lines at all. So far as he knew the price to the retailer would be the same. He had bought he added, before the advance in yarns, and felt it was best to leave prices pretty much as they were.

SALESMEN'S TRUNKS BY FREIGHT

The Traffic Bureau of The Merchant's Association of New York has just secured from the Official Classification Committee its consent to accept salesmen's trunks by freight, without being wired or crated, provided they are sealed in such a way as to prevent the trunk being opened without the seals being broken. The refusal of the railroads to accept these shipments in the past without being wired or crated has resulted from the fact that it was very easy for any one so inclined to obtain duplicate keys and rob the package without the railroads being able to discover that a robbery had occurred.



"Faultless Underwear"

Isn't that *exactly* the kind of underwear *you want*—the kind that *cannot* sag or lose its shape—the kind that hasn't one of the many faults of ordinary, commonplace underwear? *Certainly* you want "Faultless Underwear" — *guaranteed* underwear—*you want*

Penman's Underwear—every suit bearing the famous *triangular* trademark is *actually* knit to form—knit with *exacting* care to fit *distinct* types of men, women and children.

You can get the *style* you want and the *weight* you like best either in union or two garment suits. No. 95 natural wool garment is probably just what you are looking for—ask to see it.

PENMANS LIMITED 89

Paris, Canada

UNDERWEAR
HOSIERY
SWEATERS

Look for this trademark

WARRANTED HIGH GRADE KNIT GOODS
pen PENMAN'S Angle

Penmans Underwear

Handling Vacumn Cleaners Aggressively

Dry Goods Merchants Should Make Strong Efforts to Get Their Share of Trade in a Line That is Growing in Importance Rapidly—Methods to be Employed.

A NEW idea new in some respects at least — has developed in the minds of dry goods merchants. The importance of the housefurnishings department is being considered on a different standard, a decidedly higher standard, Not only is more attention being made to the regular lines such as rugs and drapes, but new lines are being introduced and featured with great success from a merchandising standpoint.

Among the articles most recently introduced is the vacuum cleaner. Although the invention of this now indispensable article dates back many years, it can still be termed an innovation. There are still many people unaware of its value and many more, who appreciate the usefulness of the machine, but who have not yet made use of it. The time will come when the vacuum cleaner will be a necessary part of the equipment of every home. That this is being brought closer by the energy of the manufacturers and the exploitation of the vacuum cleaning system which is going forward.

The demand for vacuum cleaners as a result is getting larger all the time. No dry goods man with a housefurnishing department should neglect this profitable and growing line.

Some merchants may think that lines such as vacuum cleaners are hardly fitted for sale in the dry goods store, that they belong rather to the hardware store. There is, however, no reason why the dry goods man should hesitate to put in a stock. He already sells carpets, rugs, drapes, wall paper and linoleums; in fact, is the recognized medium for the distribution of these lines. Is it not logical that he should also handle vacuum cleaners which are used to keep the furnishings of the home in sanitary and fresh condition?

Many stores have started of late years to feature vacuum cleaners prominently. In almost all such cases the demonstration method is adopted. Some have held demonstrations in private homes but the method generally adopted is to announce dates for demonstrations in the store and to have an expert on hand on those dates to show how the machine is handled and to explain the principle of its application. Splendid results invariably follow the carrying out of this plan.

One merchant writes to The Review: "I have been handling vacuum cleaners for three years now and have had a most substantial increase in business done each year. I sold twelve the first year, twenty-two the next and over forty last year. At that I have only 'scratched the surface' of the demand—in this locality. People are only just beginning to take a real interest in the new invention.

"I have had a special part of the housefurnishings department set aside for the showing of our line of vacuum cleaners. Here we have a rug for demonstration purposes. We never make a sale in another part of the department without proposing an inspection of our stock of cleaners. Some customers consent out of curiosity and become highly interested before they leave. We have sold machines to lots of women who had not the faintest intention of buying one when they entered the store.

"One point I insist on and that is that our salesmen must know the practical sides of the machine thoroughly The salesman must know what he is talking about if he expects to convince the customer."

A FIELD FOR FURTHER DEVELOPMENT

(Continued from page 130.)

ally patronized, but as a rule they do best in the small towns and cities. In the larger centres the big departmental stores put up such a keen competition that the 5c. and 10c. store cannot meet the competition. Take but one big item out of the many—the departmental store because of its superior organization can promptly deliver even the smallest parcel a point that the 5c, 10c and 15c store has yet to meet. In any town where there is a flourishing 5c. and 10c. store the retailer may rest satisfied that there is a promising field for the further development of the fancy goods and notion department in his own store.

One thing the merchant may be sure of, he will never build up a department that has neither the proper space nor the proper location given to it. There is no need to carry all lines together, unless the matter of help makes it imperative. No plan can be outlined to suit all needs just the outline can be sketched leaving details to be filled in according to individual needs.

Just what can be done by the proper handling of a section is shown by the recent developments in the art-needle work department. Not so many years ago there was only a fall season in this department. Gradually a summer trade was built up and now there is quite a good all the year round business done in this department. There are many other lines only waiting for the same sort of development. Take toys for instance. All merchants do well with toys for the Christmas trade, but few seem to consider that a toy department would be an excellent all the year round proposition. Merchants will find that if they carry toys all the year round that children knowing this will clamor to their parents to visit your store, and if to toys you add candies they will do their best to have their parents come into your store. You will gain the good will of the children and accustom the buyers of the growing generation to buying in your store.

There is always something new in toys which if featured will draw business to your store. Birthdays and other festivities create an opportunity for selling dolls, games and other toy lines and there is no reason why these items should not be used to help along sales and draw trade into the fancy goods and notion department.

EYES WILL BLINK

(Continued from page 152.)

The shorter or "hip coat" is only 24 inches in length, and is full like the other except that it does not cover up the broadest part of the skirt of the dress, as it does not reach that far. The same style of fur belt runs around the waist about 18 inches down, leaving about 6 inches below, with the fullness falling over it. The coat is plain and straight in front, with no cutaway. It has a tailor-made collar.

The buyer who saw this last coat declares that he will bring it out in Canada as a novelty line, but he intends to give the 36-inch one a wide berth, at least for "stock" goods. He is afraid Canadians will rebel at its extreme style.

Montreal, Que.— The St. Renie Dry Goods store was gutted by fire.

Ottawa, Ont.— An exploding furnace in J. A. Larocque's dry goods store did several hundred dollars' worth of damage.

Didsbury, Alta.— Every business establishment in the town was destroyed by fire which started in a moving picture theatre. The losses include R. N. Kaufmann, A. G. Studer and John Schroeder, general merchandise, and J. G. Berschl, housefurnishings.



BRIGHT PROSPECTS FOR 1914

Addressed to Our Friends in the Trade

Gentlemen:—

There is one thing that everyone seems to agree on—Good, steady business for 1914.

The steadying tone of the markets, the general disappearance of anxiety, and the strengthening and increasing of trade all speak favorably for a substantial financial year.

In the Underclothing and Underwear Trade, we have not the slightest doubt that there will be large and satisfactory sales during the present and coming seasons.

The result of improvement in general conditions will result in a relief from the rigid economy practiced by so many people during the past period of stress, and buying put off last year will have to be done this year.

Therefore, we wish to remind you that our travellers will be on the road this month, taking orders for **Fall delivery.**

We wish you also to remember that when Fall comes your trade and financial conditions will undoubtedly be very satisfactory, probably a good deal better than now, and you should be in a position to handle all the trade you will receive.

But if you are to have the CEETEE Underclothing and Turnbull Underwear to fill the demand **in the Fall**—*we will need to have your order* **now.**

Let us all take heart—buckle down to hard work and forget all this "hard times" talk—1914 is going to be a big year—not a boom—but steady, sure business for us all, so start preparations with a capacity order for CEETEE Underclothing and Turnbull Underwear.

Wishing you, all the best the New Year has to offer.

C. TURNBULL CO. of Galt, Limited

Manufacturers of CEETEE Underclothing and Turnbull's fine ribbed Underwear

"MONARCH KNIT"

The standard for style, quality, workmanship

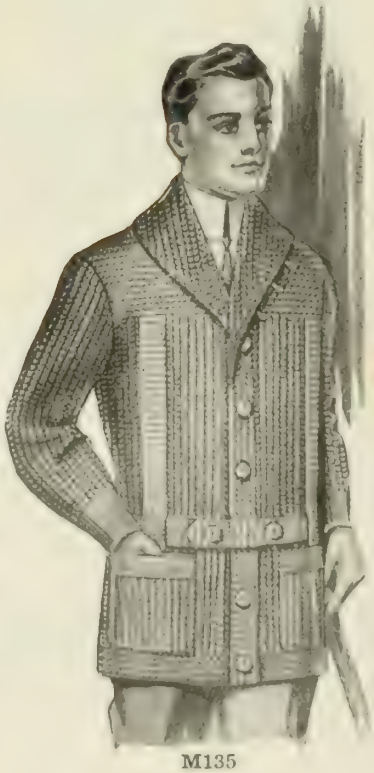


L206

THE accompanying cuts and those in the following pages represent a few good values and styles in Knitted Goods in our 1914 range.



M183



M135



L195

OUR travellers are now on the Road with the best range of Fancy Knit Goods ever displayed in Canada. They will show you new styles in Sweater Coats for men, women, youths, boys, girls and infants, also pull-over sweaters, toques, mufflers, motor scarfs, senoritas, skirts, aviation caps, and motor hoods.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at :

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

"MONARCH KNIT"

The standard for style, quality, workmanship

WE would appreciate it if you would not place your order for Knitted Goods until you see our travellers.

Order from our traveller and so get your goods when you want them.



M92



L188



L173



M53

The

Monarch Knitting Co., Limited

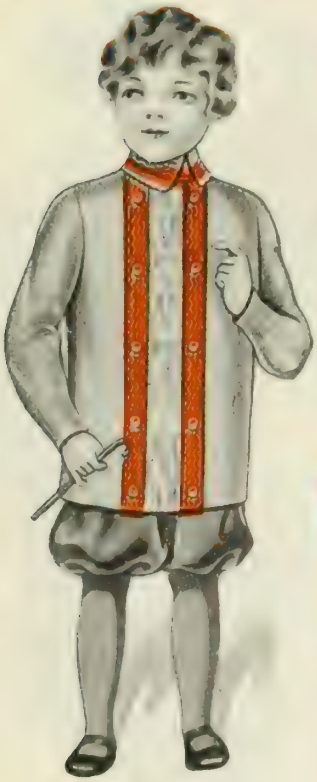
Head Office, DUNNVILLE, ONT.

Factories at :

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

"MONARCH KNIT"

The standard for style, quality, workmanship



K 60

WE would appreciate it, if you would not place your order for Knitted Goods until you see our traveller.

Order from our traveller and so get your goods when you want them.



Aviation 27



Suit 18



Suit 9

B 64





Motor Hood 37



Aviation 28



Aviation 25

The

Monarch Knitting Co., Limited

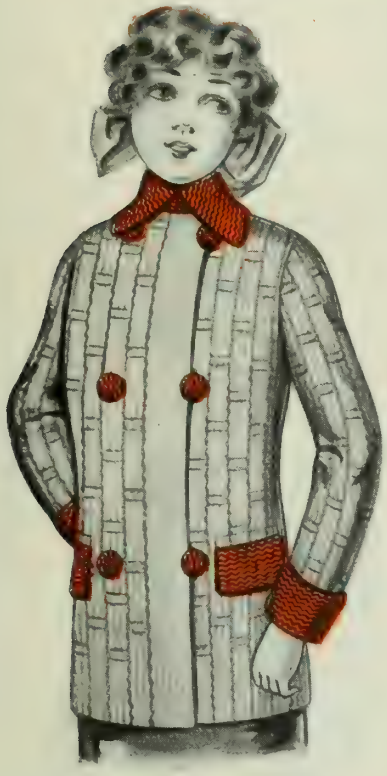
Head Office, DUNNVILLE, ONT.

Factories at :

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

"MONARCH KNIT"

The standard for style, quality, workmanship



G 90



G 99



G 70



Motor Hood 35



Motor Hood 40



Motor Hood 32



B 70

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at :

DUNNVILLE **ST. CATHARINES** **ST. THOMAS** **BUFFALO**

"THE COATS THAT ARE TAILORED TO FIT"

"Outing" the truly tailored knit coats for men's and women's wear



The Spring range of men's knit coats consists of many rapid fire sellers which are even now beginning to get in their good work in the shape of big orders. The two numbers here shown represent a couple of them. They are snappy in style and of a high quality.

Our ladies' coat range consists of four or five full fashioned lines, some of them in that new and popular camel hair effect. Our ladies' coats have that natty tailored appearance which appeals to the outing girl and woman.



Men's A.54 Coat

This coat shown to the left is our A. 54 made from fine Australian wool in Jumbo stitch, weighing 4 lbs., full fashioned with shawl collar and taped pockets. Colors:—silver grey, brown, fawn, navy, maroon, slate, cardinal, dark grey, and white.

Men's Heavy Wool Underwear for Fall and Winter.

We are showing a high-grade line of men's wool underwear in both Fall and Winter weights.

Our range of samples will reveal garments that are without a duplicate in the trade. Our values are right.

Men's and Women's Coat, A50

The coat illustrated above is made from high-grade English worsted yarn, full fashioned, a real Shaker Knit Coat with shawl collar. Colors silver grey, brown, fawn, navy, maroon, slate, cardinal, dark grey, and white.

A card to-day will ensure you seeing our range.

Frank W. Robinson, Limited

BATHURST and WELLINGTON STS., TORONTO

Western Ontario—C. Q. Morrow. Eastern Ontario—C. M. Browne. Northern Ontario—J. Bert Robinson. Western Canada—E. W. Verner. Maritime Provinces and Newfoundland—Jones & Cairns, St. John, N.B. Quebec—F. E. Desjardins, 1521 St. Denis St., Montreal.

"THE COATS THAT ARE TAILORED TO FIT"

Ask Your Wholesaler For

SCOTCH KNIT

J. L. Gibson & Co.
DUMFRIES, SCOTLAND
Scotch Knit Gloves

Woollen Gloves
Caps
Motor Scarves and Waistcoats

Wm. Lockie & Co.
HAWICK, SCOTLAND
Scotch Knit Waistcoats

LEICESTER

Sweater Coats

Caps, Motor Scarves, Hoods, Mufflers, etc.

John Currie Son & Co.
STEWARTON, SCOTLAND
Scotch Knit Caps, Scarves and Sweater Coats

These Are All Leaders

H. W. Plant & Co.
LEICESTER, ENGLAND
Caps, Scarves and Sweater Coats

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

112-116 St. Nicholas Building, Montreal, Que.
Phone, Main 627

Our fine line *of* Bentro-Knit Coats is ready *for* Spring

We again announce to the knit goods trade of Canada our preparedness to supply the very finest range of men's and women's knit coats and knit novelties, such as mittens, gloves, toques and caps.

Bentro-Knit styles are deserving of the high standing they have been awarded by the trade in general throughout the Dominion. Our values are exceedingly attractive to the knit goods buyer. They are worth looking into.



No—70-R

An exceedingly fine Norfolk Coat. Made of best Saxony yarn, with heavy roll collar. A very snappy and stylish coat.

Our travellers are now showing the complete range. Be sure to look it over.

Samples on request

The Williams-Trow Knitting Co., Limited

STRATFORD, ONTARIO

J. M. ROBERTSON & CO
70 Bay Street
TORONTO

J. B. TROW & CO
417 Birks Bldg.
MONTREAL

GEO. A. HARRIS
Travellers Bldg.
WINNIPEG

J. W. NIXON
Mercantile Bldg.
VANCOUVER

Dr. Neff's

PURE WOOL

Underwear

FOR
HEALTH AND
COMFORT



We are the sole makers of this famous underwear in Canada. It requires special and expensive machinery to get that peculiarly soft, comfortable finish for which Dr. Neff's underwear is noted.

The soft, non-irritating fabric is knitted in a way that gives the garment a close-fitting, though not binding tendency. It allows a free circulation of air and is warm and comfortable on the coldest day in Winter and is yet not uncomfortable in milder weather.

A sample will convince you that Dr. Neff's is the underwear you should handle.



WRITE TO-DAY.

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONT.

Mr. W. R. Mosey, Toronto, agent for Ontario.



Imperial Pure Wool Underwear

Experience is a good teacher. Experience in specializing for thirty-three years on Men's Underwear has taught us nearly all there is to be known about this line.

That's why many wide-a-wake merchants have stocked Imperial Brand Underwear year after year. They have found that for all-round satisfaction and value to both themselves and their customers, Imperial cannot be excelled. There is no underwear on the market to-day that is more painstakingly made, more perfect fitting, longer wearing, or made of better materials than Imperial Brand.



Men's Natural Wool

Men's Elastic Knit

Men's High-Grade Imperial

Men's Double-Thread Balbriggan

When ordering your next supply of underwear be sure that each garment you buy bears the Imperial Brand trade-mark. It's a small thing in itself, but your customers know that it stands for all round satisfaction. For yourself, you will find that it stands for increased underwear business—increased profits.

Your wholesale house can supply you with Imperial for your Spring and Summer underwear business.

KINGSTON HOSIERY CO'Y.

KINGSTON **ONTARIO**



The same sea-breezes that put sinew into the make-up of the "Old Salt," put strength and toughness into the fibre of maritime wools.

Humphrey's Unshrinkable Underwear for men rivals the world's best. It costs no more, but pays retailer and wearer the best.

WRITE TO YOUR NEAREST WHOLESALER FOR SAMPLES.

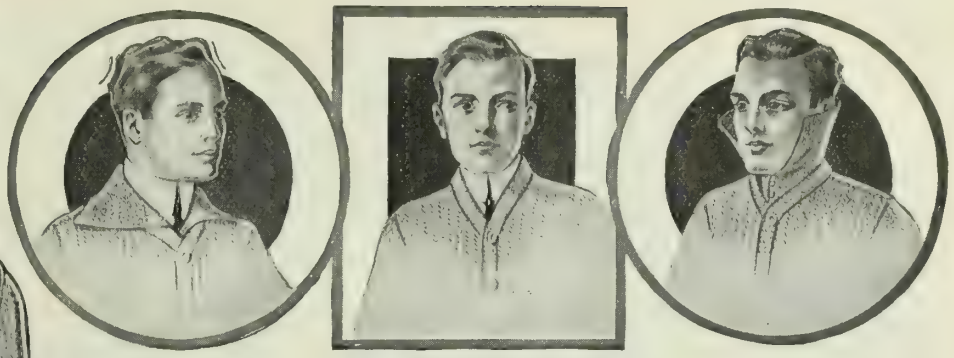
E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

Moncton, N.B.





Protected by Canadian Letters Patent No. 131,529, and Canadian Letters Patent No. 120,709.

THE VISOR "4 in 1" SWEATER

(FOUR SWEATERS IN ONE)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in both HALF CARDIGAN, SHAKER and JUMBO stitch.

We make also up-to-date SHAWL COLLARS, RUFF NECKS, and a full line of V-NECKS, also double reversible shaker CAPS. Our high grade, heavy, hand finished Shaker knit line is just what your trade demands, it fits extremely well, and at our prices it will pay you a big profit.

Our heavy big Jumbo stitch coats will sell at sight.

We furnish free colored show cards, circulars, cuts, picture slides, etc. One of our representatives will call early in the season. Don't place your order until you see our complete line. Prepaid samples now if you wish.

Visor Knitting Company, Limited, NIAGARA FALLS ONTARIO

FACTORIES ALSO AT NIAGARA FALLS, N. Y.

JAEGER PURE WOOL FOR 1914

It will be of interest to our Agents to learn that our Travellers are now leaving with a most complete range of "Woollen Goods" for Spring and Fall Trade.

Our samples comprise many new novelties and styles that are bound to become popular during the coming year.

When placing your orders for the coming seasons you should remember that

The public now demands JAEGER, recognizing its HYGIENIC VALUE.

YOU ARE SURE OF YOUR TRADE, SURE OF YOUR PROFITS, YOU MAKE NO BAD STOCK.

For Catalogues and Trade Terms apply to

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

Head Office and Warehouse: 243 Bleury St., Montreal

BEAVER BRAND

Knit Coats

for men



ROB-ROY

The Rob-Roy

—the new 1914 coat of hand-spun worsted yarn—heavy stitch

Here is a coat with every ear-mark of a quality coat—a coat that is in shape when you get it and will keep its shape after being given hard wear. The Rob Roy is made of a high grade heavy hand-spun worsted yarn in a very massive ribbed stitch. It comes in any shade of the season, with the shawl collar.

This is only one of our many fine lines of men's coats shown in our 1914 range. We also make all kinds of toques, sashes, etc., for men, women, and children.

Write to-day for a trial half dozen of these coats —returnable if not the best coats you have seen. Send to-day.

R. M. BALLANTYNE, Limited

MANUFACTURERS OF "BEAVER BRAND KNIT GOODS"

Stratford Ontario

BEAVER BRAND

Knit Coats

for women

The

Shetland

—a distinctly new departure in fancy stitch coats

The fancy of the women to-day seems to turn toward the fancy stitch in knit goods and indeed there is little reason for them doing otherwise, for the fancy stitch has a much better effect and follows the distinct trend of fashion.

The Beaver Brand Shetland is by far and away the most beautiful coat ever offered the Canadian trade. It is fleecy in effect and patterned in design similar to the Shetland or Shepherds tartan check. The shades are beautifully blended and have a nice soft tone.

Your trade will be delighted with the Shetland. **Send to-day for a trial order even if only a single coat. Get in on this coat first.**



SHETLAND

R. M. BALLANTYNE, Limited

MANUFACTURERS OF "BEAVER BRAND KNIT GOODS"

Stratford Ontario

AVON KNIT 1914 —*the essence of fit and quality*

Always well to the front in up-to-date creations, and there has been no exception this year. Every line has been augmented by something entirely new and different. Before buying see our latest Mufflers, Gloves, Ties, Toques, Mitts, etc. It will pay you many times over.

Write for our 1914 samples.

AVON HOSIERY, LIMITED

STRATFORD, CAN.

R. L. Baker Co., 100 Wellington St. W., Toronto, Ont.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

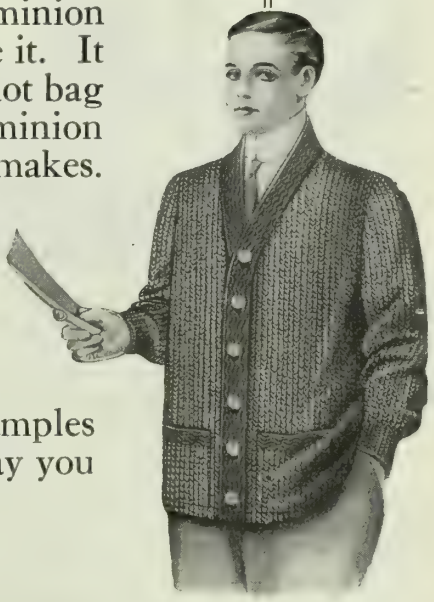


Dominion Brand Sweater Coats

Not Like Other Coats

When your customer buys a sweater coat he expects to get several years of service from it. That's why he buys a Dominion Brand coat and that's why we make it. It resists wear, keeps its shape—will not bag nor stretch. That's because a Dominion Brand coat is different from other makes.

It is made better, more painstakingly and for longer service. And it is made of pure worsted wools —not one ounce of cotton being used.



Our travellers are now on the road with samples for Spring and Summer trade. It will pay you to see them.

A. BURRITT & CO.

MITCHELL **ONTARIO**

The Beauty of Silk Plus the Service of Cotton in the New "Hermsdized" Hosiery



"Hermsdizing" is the world's greatest hosiery improver—invented and perfected by the originator of **Hermsdorf Fast Black.**

Hermsdorf Brilliants

combine the sheen of silk with the service of cotton. They are dyed in all colors from the softest grays to the brightest reds. The process which individualizes "HERMSDORF BRILLIANTS" ensures absolute **even coloring** from toe to cuff. No streaks—no blotches.

Their bright silky gloss is rendered wear-proof and laundry-proof by the "Hermsdizing" process.

Names of German manufacturers using Hermsdorf's latest and greatest hosiery improving process will be cheerfully furnished on request.

Works:
Chemnitz, Saxony

Louis Hermsdorf
Dyer

American Bureau:
235 West [39th Street
New York

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE

UNSHRINKABLE WOOL UNDER-WEAR

Made of the finest wool obtainable, and manufactured in England under perfect conditions Your customers can rely upon the utmost satisfaction if they wear JAY. You and they will be fully protected if each garment bears the above trade mark.

Send enquiries to the wholesale agents:

I. & R. MORLEY, - G. BRETTLE & CO.
LONDON, ENG.

"SUNRAY"



Artificial Silk

Knitted Scarves

in Various Colours and Designs

Wholesale only

John Standring & Co. Limited
Livesey St. Mills
MANCHESTER
TELEGRAMS THISTLE MANCHESTER
TELEPHONE No. 1266 CENTRAL

We specialize on skein dyeing Artificial Silk and Hosiery Yarn

Label Your Goods

with our handsome

SILK AND COTTON WOVEN LABELS

You can do most direct advertising with the little woven label that you attach to your goods—neckwear, shoes, clothing, hats and the dozens of small articles of wear which you sell.

It speaks volumes to the man or woman wearing a natty garment of yours.

WRITE TO-DAY FOR SAMPLES AND PRICE LIST

Narrow Fabric Weaving and Dyeing
LIMITED
Galt, - Ontario

Ladies', Misses' and Children's Underwear

For Spring 1914

Before placing your order for Spring goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

and call your special attention to the new patent Pandora Style in Women's, Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

From Greenshields
Women's and Children's
Underwear Department

Health Brand Underwear Ensures Satisfied Customers

Our 1914 samples of Health Brand Underwear are ready. The range consists of hot and cool weather weights for women and children.

Health Brand Underwear gives the merchant a "come back" trade because it looks right, feels right, and wears right. Every garment gives perfect satisfaction.

Our travellers will show you the range.

Greenshields Limited

Montreal

Maple Leaf Brand Hosiery and Mitts

Have Stood the Test of Time

TRADE MARK
MADE BY THE GODERICH KNITTING CO

The old reliable brand that is made up to a standard, not down to a price. We were fortunate in buying our yarns early in 1911 before the advance in price and therefore we can give you your favorite lines below present price. It will pay you to wait till our agent calls on you with our new samples and prices before placing your Fall orders.

Goderich Knitting Co., Ltd.
GODERICH, ONTARIO

To Wholesale Buyers



S. F. GIBSON & CO.

Argyle Works, Malvern Road
EAST HAM, LONDON, ENGLAND

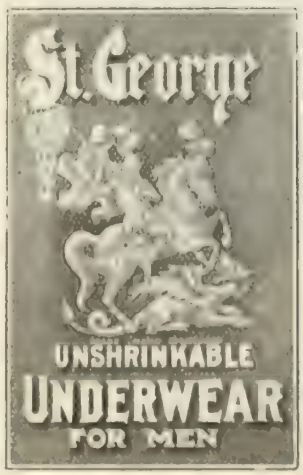
MAKERS of LADIES' KNITTED SPORTS COATS
in
Pure Silk, Wool, Artificial Silk and Mercerised Silk and Cotton.
KNITTED MOTOR SCARVES
in Artificial Silk, Real Silk and Cotton.



Canadian Agents
MARSHALL & ROGERS
16 McGill College Ave.
MONTREAL

Arethusa Brand

"St. George" Underwear



For over twenty years we have made men's underwear alone. We have specialized and concentrated on Unshrinkable Wool Underwear for men with the one result—underwear that gives dollar for dollar in satisfaction for your customers' money. Handle St. George and Woolnap Men's Underwear for 1914. Send to your wholesaler for the new range of samples.

Schofield Woolen Co. Ltd.
OSHAWA, ONT.

St. George
UNSHRINKABLE
(TRADE MARK)
REGISTERED

A Review of the Scottish Linen Trade

The Dunfemline Industry is Centuries Old — Large American Trade Has Been Done Since the Act of Union, but the High U.S. Tariff Has Been a Hampering Influence—A Brief Sketch of the Growth of the Industry.

Written for The Review by E. Dunn, dry goods buyer with C. W. Sherwood Co., Regina

IN McCulloch's Geographical Dictionary, published in 1841, we are told that a great change had taken place in the manners of the Mahomet Ali of Egypt, and one of the changes is thus set forth: "Instead of sitting at dinner, squatted on carpets or Ottomans, the Pacha now dines from a mahogany table covered with a handsome Dunfermline table cloth." Long before the advent of the table cloth into Egypt, Dunfermline manufacturers were annually sending great quantities of linens and cottons to America and into this Dominion.

In no town in United Kingdom was the Union of 1707 more opposed than it was in Dunfermline. In 1706 Sir Peter Hackett, of Dunfermline, represented the city in the Scottish Parliament, and the Town Council asked the member to vote against and to protest against the Union of Scotland and England. A copy of the motion was passed by the Council and posted to Sir Peter, and the motion was followed up by a "humble address" unanimously signed by the citizens, in which it was pointed out that the proposed union would be destructive to the true interests of the nation. Sir Peter Hackett, despite the Council's resolution and the address, voted for the Union.

So far from the Union destroying the linen trade in Scotland, it had the effect of opening up new fields. The restrictions anent trading in England were withdrawn, and a trade was opened up with America. Linen and other goods were sent to the American ports, and goods came back to London in exchange.

In 1836 there were 5,644 persons employed in connection with the linen and bleaching trades of Dunfermline. Upwards of 3,500 looms were in operation, and it was estimated that the capital invested was about £826,261. The following description of the looms employed in Dunfermline will give practical men a fair idea of the trade of 1836:

Single Diaper	770
Single Damask	1,880
Double Damask	369
Table Covers	445
Worsted Warps	13
Linen, Full Harness	15
Bed Quilts	17
Total.....	3,517

A careful estimate, compiled by manufacturers, showed that the value of goods sold for home consumption amounted to £198,700, while the exports to American ports were £153,000. From the date of the Union until 1824 Dunfermline manufacturers were content to deal with American patrons through Manchester, London, Liverpool, Havre and Glasgow shipping merchants. However, in 1824 James and Thomas Alexander, of Dunfermline, took up the question of dealing direct with American consumers, and in the beginning of 1825 they began to consign goods to a New York house. Subsequently they appointed an agent in Boston, etc., and the departure was one which soon came to be appreciated by the sellers and purchasers. Early in the thirties Birrell Bros. followed their example, and as the years advanced the American trade continued to grow to proportions which even the most sanguine had not anticipated. The power loom gave the American trade an enormous stimulus, and so well have the connections formed with the great linen houses of America been maintained that, roughly speaking, it may be stated that half of the goods manufactured in Dunfermline and district are exported to the States and Canada.

The first imposing duties "on goods," wares or merchandise imported into this Dominion or States after the adoption of the Constitution was approved in 1789, coming into operation in August of that year. Cottons and linens were, to the delight of Dunfermline manufacturers of the olden time, exempted in the Act. Within five years, however, a scheme of tariff reform was submitted by the Government in 1794. An Act became law, by which an "ad valorem" duty of five per cent. was placed upon all cottons and linens landing in New York and other ports. A small import of five per cent. did not in the slightest degree check the export of Scottish manufacture. It was soon found, however, that the tariff would not remain long at five per cent. In 1824, the very year manufacturers were considering the advisability of exporting direct to the States, the duty on cotton goods was raised to 20 per cent. Linens were left at the old rate, but within seven years an agitation arose for an increased tariff on linens, and a still higher rate on cottons. The manufacture of linens was thought to be impracticable, but it was contended that there was nothing in the climate calculated to operate against cottons, and the supporters of a high tariff were of opinion that an increased import might stimulate home manufactures. In 1842 cottons were subjected to an increase to an "ad valorem" duty of 30 per cent., and with the view of giving a stimulus to experiments in the manufacture of linen, despite the adverse climatic conditions, the tariff on damasks was raised to 25 per cent.

A sweeping revision of the American tariffs took place in 1864, and on linens the import was fixed at 35 per cent. on goods valued at 30 cents or less per square yard, while on manufactures valued at rates above 30 cents ad val. duty of 40 per cent. was enacted.

In 1866 cottons once more came under the review of the American Legislature, and the tariff fixed in the case of colored, stained or printed goods was 5½ cents per square yard and a duty of 10 per cent.

By 1883 the rate on linens to the States was fixed at 35 per cent.

Ultimately, in August, 1894, however, an Act was passed providing for a uniform tariff of 35 per cent. on both linen and cotton goods. The Dingley Act retained a uniform tariff of 35 per cent., but imposed an additional rate on all goods weighing more than 4½ oz. per square yard. This Act simply meant a rate of 50 per cent. on regular Dunfermline weights and a maximum of 60 per cent. on the heaviest weights. The average would be about 55 per cent.

Reports just received by the writer that manufacturers all over the country, meaning the linen centres of Scotland, anticipate that there will be increased demands for the finest goods. Yarns at present are extremely high, and the tendency is so much upward as to indicate that the maximum prices have not yet been reached.

DRESS ACCESSORIES

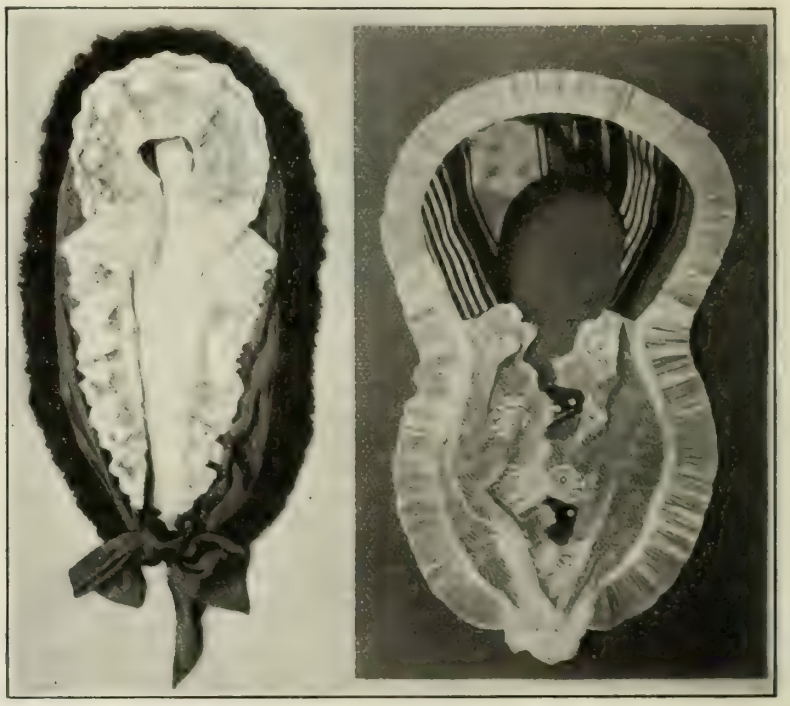
Novelties in Neckwear for the New Year

Fur the Fad of the Moment—Novelties in Fancy Silks, in Prints and Roman Stripes Promise Well—Vest Effects a Growing Feature—Immense Vogue of Net and Lace Pleatings.

NOW that the holiday season is over and done with the neckwear houses are busy with the preparation of a range of mid-season and early spring novelties. Paris and New York have been visited during the past month or six week and the latest fashion indications studied before the new range has been put out. Therefore neckwear buyers can be assured of something new with which to attract customers in the early days of the New Year.

Fur trimmings are advancing in favor, and skunk, ermine, fitch, mole and other furs will be used extensively. Fur not only finishes guimpes, collars, high stocks and jabots of shadow lace and fine net, but it is used as a neck ruche edged on each side with pleatings of ribbon and tulle. Small turnover collars of fur have a net ruffle close to the neck and small lappets of fur edged with lace, and the handsome vests of velvet, brocaded, and printed silk are finished on the edges and on the pockets with bands of fur. The shawl collar developed in bright hued brocaded silk, printed silk or crepe de chine is new and is often edged with a narrow line of fur.

The newest collar is the Japanese. Extreme models stand out from the neck like the collar of the kimona but the collars that are selling give only a modified version of this effect. Another feature is the increasing use made of brighter colors Fichus come in tango, coral, beauty, national and Paddy green, crepe de chine. Many of these fichus are edged with a line of fur and have Medici collars of lace boned to make them stand properly and revers of pleated lace. For after all it is the Medici collar that is the seller and which gives the character to the rest of the neckpiece.



1 2

1.—Fichu of flame red crepe de chine edged with skunk and fastening under a bow of velvet. The Medici collar and revers are of Alencon lace.

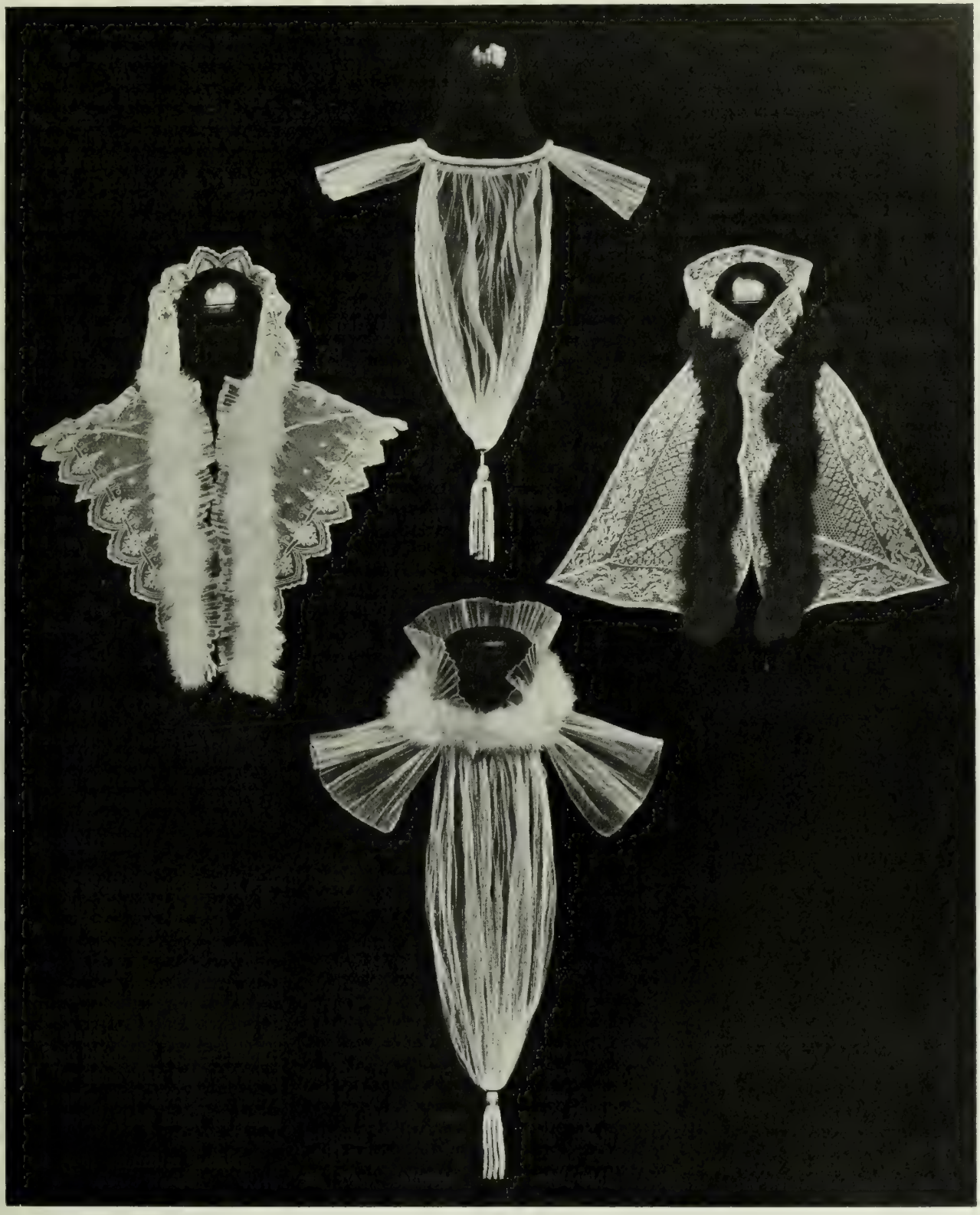
2.—Flat collar of Roman striped silk with plastron of the silk and shadow lace. Pleating of shadow lace edges both collar and plastron. Shown by R. D. Fairbairn & Co.



Plauen lace collar and cuff set. Shown by Novelty Import Co.

Waistcoats are showing in brilliant printed materials, plaid silks and velvets, plain velvets and cords and printed and warp print silks and moires. Besides the full vest there is the skeleton vest which goes around the neck in the form of a turn-down collar and has a vest covering the bust in front and is belted across the back with an elastic, covered with the material of the vest. Then there is the vest belt which is six or seven inches deep in front and has points and jackets like a vest and a belt across the back. All these items would seem as though their use would increase with the opening of the spring season as they are so suitable for wearing with the boleros and monkey jackets that are being prepared for the new season. Later vests promise to be developed from printed chiffons and even shadow laces.

Guimpes are still leading neckwear items and give no evidence of any falling out of favor. First selling place must, however, be given to pleatings and frillings. Pleatings and frillings are



New Features in Neckwear for Spring
FROM
Ladies' Wear Limited
TORONTO

having an immense vogue and this vogue is one of the main reasons for the scarcity and the high price of nets.

Suitable nets have been advanced by Nottingham manufacturers fully 50c per yard and manufacturers of neckwear and other lines who use nets extensively are willing to pay any reasonable price for early deliveries.

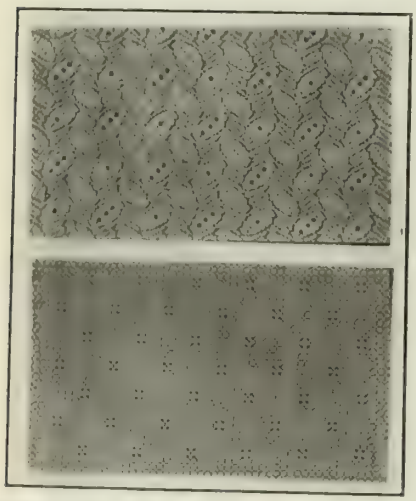
Prospects for neckwear selling continue favorable and tendencies favor another good year so far as can be seen.

Roman stripes and fancy printed silks in Chinese and Japanese patterns will be much used at the season advances.

THE OUTLOOK IS GOOD

Good Season Expected — Another Season of Neat Effects and Fine Meshes Promised—Increasing Interest in Small Chenille and Velvet Spots.

THE very coldest months of the year always mean a check upon the selling of veilings on the Canadian market as they cannot be worn with comfort when the weather becomes very cold. Importers and buyers are busy, however, as they have excellent



New veilings for Spring, 1914. Thompson Lace & Veiling Co.

grounds for the belief that an extra good season is before the trade. Collections seen so far consist of staple effects and it will not be until later that definite information will come as to the line novelties will follow.

Fine meshes, hexagons, Brussels, and fillets, craqueles and fine fancy meshes are assured and the patterns are to follow the same quiet tendency that has ruled in the past season. The newest idea favors tiny chenille and velvet dots. All veils to be a success must be soft finished and shadow Shetlands both in black and white will be good for the coming season.

16 BUTTON GLOVES

Wrist length gloves will sell up to Easter—Fashion favors the embroidered glove both in skins and chamois-lisles—Childrens department proves a good feature.

Not only are all leathers, glove leathers included, high in price, but indications point to even higher prices before very long. According to all reports the leather markets generally show an advancing tendency owing to the fact that the world supply of hides is growing shorter. As to glove leathers, much of this scarcity is due to the recent Balkan war as vast herds of animals that produced the skins for making gloves have been killed for food during that struggle.

Up to Easter, which comes late this year the demand will be for the wrist-length glove. After Easter, as both gowns and waists produced for Summer wear have sleeves just covering the elbow, 16 button and 12 button gloves will have the call.

There is little in glove fashions that is not of staple character. Some novelties that are extreme have been shown but they are too impractical to affect the general trade. Wrist lengths, capes and mochas will sell for outdoor wear until the advent of warm weather.

Heavily embroidered gloves are the latest fashion development, and while tan, black and grey are selling to some extent, the heavy sale comes on white gloves. Plain white gloves are good, but in high-priced gloves embroidered gloves are better, and white gloves embroidered in black are in great demand. Tans and grey are also selling in embroidered gloves and in all these lines the demand is larger than the supply.

Up to Easter, wrist-length capes and mochas in tans and grey, and doe skins in white with either self or black stitchings will be worn and there will be the same general demand for overseam and lamb gloves for the between season trade. Wrist-length gloves will sell up to Easter but after that date a quick demand will come for longer gloves.

Sixteen and twelve button lengths promise best, chiefly in white and black. Chamois lisles again promise well in white, natural color, black, tan and grey. For the coming Spring these gloves will follow the lead of kids and will be finished with heavy silk embroideries both in self and contrasting colors.

The Summer glove is to be a long glove for the sleeves of Summer dresses and waists will be short. The sixteen button length will be the best seller though the cheaper trade will call for 12 button lengths. Every indication points to a heavy sale of long silk gloves both in white and black. White always leads the sale of Summer gloves but this year black is expected to sell extra well. This is due to the prominence given to black in all color schemes and also to the great favor given to black and white.

Very few colored gloves will be sold, the colors selling being confined to pongee, champagne, gold and tan shades and to navy and Copenhagen blues.

Many buyers noting the increasing attention given to items of children's wear and the profit that is going to other departments through paying increased attention to children's garments, are beginning to look up the business that is possible to be done in chidren's gloves. The increased attention and interest they have shown has met with an instant response and this attitude is being reflected in the manufacturing end of the trade. Makers are putting gloves on the market made from specially selected skins instead of from imperfect skins and odds and ends left over from the cutting of men's and women's gloves. Cutters now specialize on gloves for children's wear and styles are as smart and the finish is as perfect as in the lines intended for grown-up wear. Children's lines follow their own fashions and tans are the big sellers.

NOVELTIES IN RIBBONS

Prices Up and Deliveries Slow — Fashion Favors Wide Ribbons —Roman Stripes and Fancy Plaids Promise to Be Popular Novelties — Printed Ribbons Show An Oriental Tendency.

THERE has been a decided advance in the price of ribbons due to the higher values of raw silk and the increasing demands of weavers and other workers connected with the making of ribbons in Europe. Every indication points to prices continuing firm on the present high basis and moreover ribbons are so much in demand in other markets that deliveries will be none too good, and that late placed orders will come to hand only when the season is far advanced.

Parisian milliners look upon ribbons with a favorable eye, and it is expected that they will be more used than for many seasons in the coming spring. Milliners it is said are preparing to use very wide ribbons. In Paris ribbons as wide as 15 inches are talked of, on this market the general feeling is that ribbons from 6 to 8 in will be about the limit. Wide ribbons will be also used for sashes, the vogue for which is on the increase. In plain ribbons moires and satins come first with a growing

(Continued on page 198)



L T V Co





SPRING 1914

We beg to announce to the trade that we have secured for Spring the finest and most extensive range of novelties that we have ever shown.

We are in a position to meet the requirements of our customers in every respect and it will be to your advantage to see our salesmen who are now on the road.

The THOMPSON LACE & VEILING Company Limited

59 WELLINGTON ST. WEST, TORONTO, ONT.

SALESMEN

Br. Col. & Alberta, A. C. Warner
Great West - E. C. Thompson
Nor. Ont. - - L. H. Lewis

L T V Co

SALESMEN

East Ont. - Marshal P. Stanbury
West Ont. - Lloyd W. Adams
Toronto - - - G. M. Tod

The Spring Tendencies in Embroideries

A Very Large Range of Attractive Novelties Shown — Ground Material Just as Important as Pattern—New Embroideries Show Inlets of Venise, and Brussels Craquele and Filet Net—Novelties in Colored Embroideries.

NOT only are novelty goods selling but there is a better demand for staple embroideries. The embroideries selling are along the lines of neat, fine patterns.

All collections show how the vogue of very sheer material dominates the embroidery trade and when either batiste or nainsook is employed it is the very thinnest and sheerest makes that are used. Crepe-voile, crepes, snowflakes and fancy checks are used for grounds, but soft-finished organdie is the newest material. This year buyers must take notice that materials count just as much as the pattern.

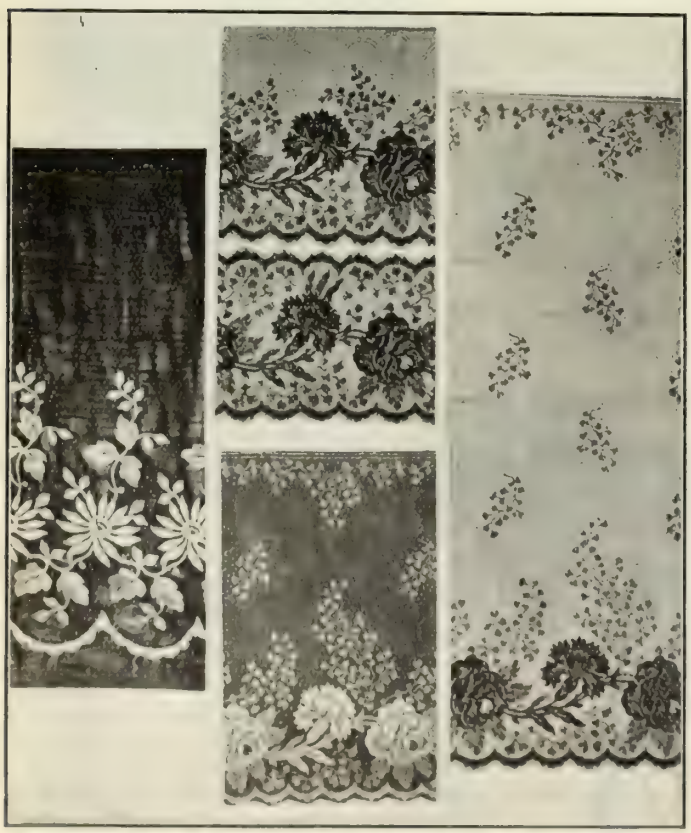
For Spring, flouncings outsell the other effects and though 45 in. flouncings have sold well, there is an increasing interest taken in 18 in., 15 in. and 12 in. goods which can be used for tunics, hip ruffles and three-tier skirts.

Exquisite embroideries have lace introductions in Venise or with the pattern backed by Brussels, craquele, hexagon or filet net. Sprays of Swiss work form the hem or scallop that finish the flounce and run up over the ground from 10 to 20 inches. Other patterns show exquisitely dainty work combined with panels in soft sheer mesh. Other new flouncings show a design in small quantity confined to about ¾ down or to near the edge of the flounce. Many of these flounces are in two colors or two materials—one shows a hem of heavy canvas joined onto sheer crepe with a spray and a leaf and flower cluster above formed in heavy work with centres in canvas. Many of these embroideries show color very often strong blue and black, mauve and black and also the new pinks.

Baby sets of Swiss or nainsook are really wonderful this year for the very finest of convent work is closely imitated on these sheer materials. These are perfectly safe goods as women buy them on sight.

All-over embroidered voiles, batistes, crepes, and Swiss muslins are to be made up into Summer waists, and the novelty features in other lines have led to the production of simulated handwork in the form of yokes and motifs to be used with the all-overs in the making up of these new waists.

Another outlet for both flouncings and allovers is the making of boudoir caps, dressing sacques and petticoats. Colored designs are not absent. In the better class trade ecru embroideries will sell well. Edgings, flouncings and narrow band trimmings and the wider flouncings are all showing in crepe and batiste in ecru shades. Batiste embroideries are developed in fine Madeira patterns relieved with squares of fine filet drawnwork. Plaid effects not only in the clan colors, but in bright shades of green, blue, coral, red and also black have been brought out. Crepes have been brought out with patterns worked out in cotton chenille. Various ratine patterns are used for borders and for all-over patterns. (Continued on page 188.)



Flouncing of chiffon embroidered in Chinese effect with heavy ecru thread. Twenty seven, eighteen and twelve inch flouncings and band.



Shadow and Chantilly lace flounces. Shown by Canada Veiling Co.

From 280 St. James Street

Oyez, Oyez

We have moved to larger quarters



No order too large or too small.

For some time we have felt the need of having more room for handling our rapidly growing business.

We simply **had to have** larger warehouse space. The demands of the trade have become so exacting that more than ever we must keep constantly on hand a very large and varied stock of Ribbons of every description.

"The Ribbon House of Canada"

Removal Announcement

We have secured very commodious premises at No. 6 St. Helen Street and will be in a better position than ever before to handle orders promptly and satisfactorily.

We will continue to make "Efficient Service" the big outstanding feature of the Barry business.

Test us with a letter order.

"EVERYTHING IN RIBBONS"

Walter H. Barry & Co.

"The Ribbon Specialists"

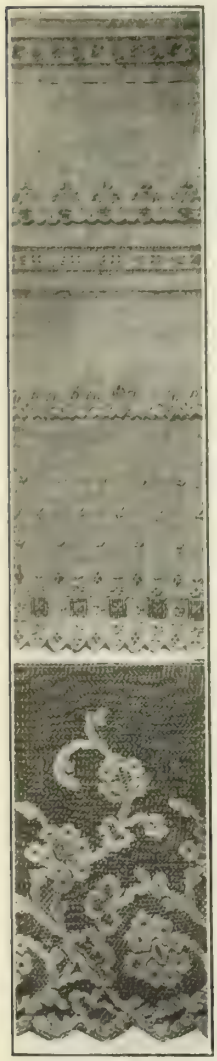
6 St. Helen St., MONTREAL

Winnipeg Branch:—222 McDermott Ave.

To 6 St. Helen St.

Novelties in Shadows the Feature for Spring

Combination Net Grounds the Newest Feature -- Camisole Shadows a Most Promising Feature—An Active Market for Plain Nets—Fashion Suggestions Favorable to a Freer Use of Lace.



Madeira embroideries worked on very sheer ecru batiste. Exquisite shadow lace. Shown by Sterling Lace & Novelty Co.

THE fashion suggestions certainly look as though they would be favorable to a freer use of lace during the coming spring and summer seasons. Buyers evidently think that way, for orders are more encouraging and all indications point to a continuation of popularity for the same general type of laces that have been selling during the past fall and winter. Therefore in all probability the coming spring will be another season in which shadows and light laces will predominate.

Laces are never in favor long before Venises come to the front and for many trimming purposes and as counter laces light Venise laces in the form of narrow bands and edges are beginning to sell. These laces have been well taken earlier by the cutting up trade for use in the making up of blouses, and ladies' and misses' summer dresses, and now buyers are placing fair orders along the same lines for the counter trade.

Light laces form the centre of interest with shadows in first place, but though light shadows lead, Chantilly, Orientals and net laces are by no means neglected.

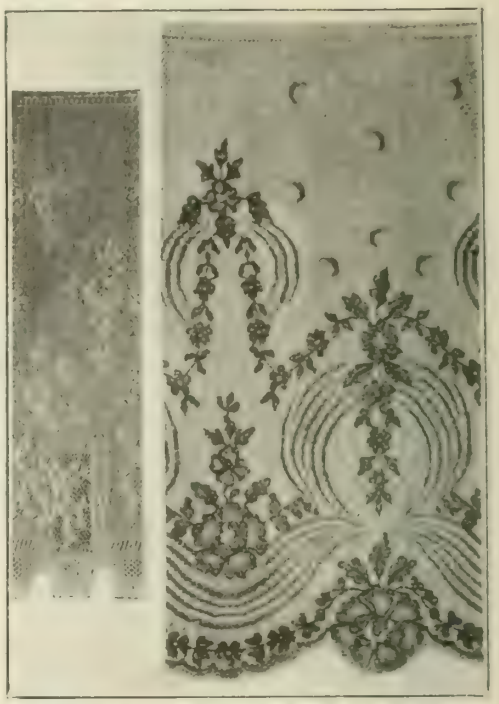
With laces of about the same character as the past two seasons selling the novelties manufacturers are putting out are all in the way of design. This rather narrows the scope, and therefore buyers are searching for patterns that show individual touches and ideas. One of the chief ways in which novelty is achieved this season is by the varying of the ground by the use of many varieties of nets and meshes, and by the applying of Chantilly and applique patterns to shadow laces. Nottingham has produced some very fine laces of this class that promise to sell freely.

Though white laces will probably sell best there is a developing interest in ecru, and rust shades. These colors promise to be featured in better priced lines to some extent. The very sheer waist indicates the necessity for some form of very light weight corset cover or camisole to be worn under it. Manufacturers are showing various widths of shadow lace flouncings with a beading woven in on either edge—one edge being straight and the other having the scallop. These corset or camisole flouncings are intended for the counter trade and they promise to be a very big factor in the spring and summer lace situation. The big sale is for flouncings in 12, 14, 18 and 27 in. widths.

Though metal laces are really a winter article there is every appearance of a fair demand for them during the early part of the spring season. Tinsel laces are showing in silver, bright gold, steel and bronze with silver and bright gold in the lead. A novelty in laces comes in silk laces made by a special process which gives the glitter and appearance of a metal lace.

The outlook for nets is particularly bright. Brussels nets will be used in white, ecru, rust, flesh and in many colors for waists, dresses, drapery and for lining purposes. The demand is larger than the supply, and the manufacturers are able to obtain their own prices. Bretonne nets are also good and cotton and silk allovers will be well taken by the popular priced trade and fancy allovers will be greatly used by dress and waist manufacturers.

Another feature that is putting up the price of nets is the prospect ahead of a big season in pleatings and frillings. Plain nets will be most used for this purpose but there will be a very good call for frillings made from fancy nets. Laces suitable for pleating purposes are also in big demand.



Shadow lace silk embroidered and with battlemented edge and a chantilly heading. Shown by the Novelty Import Co.

REVIVAL OF PROSPERITY PREDICTED

The lace trade in Nottingham and neighboring centres receiving more business—Nets in active demand and prices away up.

A Nottingham correspondent who is in close touch with the lace trade both in that city and Long Eaton writes that at last he ventures to predict an early return to prosperity in the general lace trade. At the present time the call is only for the very lightest and sheerest of goods. These laces are produced extensively at Beeston and Long Eaton as well as at Lyons and Calais. Already machinery at Long Eaton is better employed than for months back and many orders, though not of any great size, are coming in from the United States and Canada. The goods wanted are shadow laces, pleatings, corset cover laces, and all-overs in double widths. Flouncings in the better grades are also selling in moderate quantities.

In this connection it should be stated that Nottinghamshire manufacturers have greatly improved both the designs

CANADA VEILING CO.

SPECIAL
SHADOW FLOUNCINGS

ALL WIDTHS

WHITE, BLACK and ECRU

also

Shadow Allovers
Shadow Edges
Shadow Bandings
Vanity Spot Veilings, Laces and Nettings

We will be pleased to send samples

Mail orders receive our most particular and prompt attention.

84-86 WELLINGTON ST. W., TORONTO

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

and the finish of their laces and are showing patterns and laces that are both novel and well designed. Some of the most attractive are copies of Chantilly and Malines patterns in shadow effects with clever use made of fancy net grounds in combinations.

A very large business is being done in plain nets and the Americans are buying with great freedom. The request for silk nets is improving and more are selling than for months past. All machinery making nets are well employed, and all concerned in the net trade are making money. It is a matter of current talk that the manager of one large warehouse has sold a large quantity of plain nets that he has in stock over three years, and the price paid for them was over double that for which they could have been bought for eighteen months ago.

Reports from lace centres on the Continent are not so good as from Nottingham, and with a few exceptions, European lace and embroidery mills are by no means fully employed. This applies particularly to Plauen and St. Gall and it is stated that mills there are not running on full time.

NOVELTIES IN RIBBON

(Continued from page 182.)

idea that plain taffetas will work into a better position before long.

The interesting feature in novelty ribbons is the tendency to put out Oriental designs, the newer of which favor Chinese and Jap effects. Many of these show Chinese yellows and blues, Persian reds and greens and glowing violets. These colors come in a softened and smoky blend that is both rich and artistic. Flat Chinese flower patterns are much used and so are characteristic Jap floral effects.

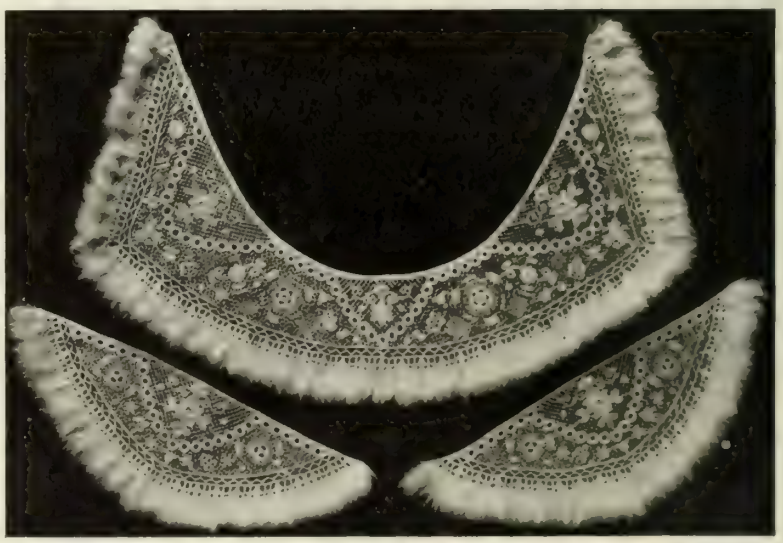


Medici and fichu collar of net lace with inserted vest. Shown by Phoenix Novelty Co.

THE SPRING TENDENCIES IN EMBROIDERIES

(Continued from page 184.)

The success of 40 in. all-overs in crepe-voile, crepe, snowflake and other cloths with embroidered figures in one or two colors is assured. The patterns are small and fairly closely set and the colors are soft and clear. Difficult to class either as embroidery or trimming are the flouncings and bands of embroidered chiffon. The patterns are worked out in solid motifs in Chinese and Japanese designs generally in ecru or ochre on black, white, rose, sky, helio, and other colored grounds.



Collar and cuff set trimmed with fur. Shown by Lace Goods Co.

WHERE NOVELTIES ARE TO BE FOUND

If you are going to London, and want goods out of the ordinary, you should not fail to inspect at 17 Hanover Square, Regent Street, London W., the Embroideries, Trimmings, Ornaments and Tassels for ladies' dresses and cloaks made by

THOMAS MUDDIMAN, 189 Dalston Lane

HACKNEY, LONDON, N.E.

VAN RAALTE VEILS



Butterfly
Fascination Veil
A Wonderful Novelty, all Colors
No. 1206

New
Beaumou
French Novelty
in the Ivory and
all New Leading Colors
No. 1242



Only two of the thousand new novelties from our American Mills direct to you at proper selling prices—*Samples for the asking.* Dealers may send for our beautiful Van Raalte display girls—gratis.

E. & Z. VAN RAALTE, 100 Fifth Ave., New York

The Largest Veiling Manufacturers in the World

Factory at Patterson, N.J.

Canadian Representative: Mr. S. Oldershaw, 195 Waverly Road, Toronto

H. & W. Service to Brassiere Buyers



THE H. & W. SERVICE is unique in the brassiere trade—it is an advance over ordinary buying methods—assuring you of a cleaner, surer retail profit.

H. & W. SERVICE means the right goods to you at the correct time and in the proper quantities.

H. & W. SHEATHLINE Brassieres are acknowledged the foremost figure-moulding brassieres obtainable.

Our brassieres are scientifically constructed to naturally support the figure, and are accurate in every detail.

H. & W. SHEATHLINE BRASSIERES range from $4.25 to $36.00 doz.

No. 3241 is made of embroidery edging and trimmed with real Cluny lace ribbon straps over shoulder and front hook fastening. Sizes 32 to 48. Price $24 per dozen.

No. 3126 is made of shadow lace and net, trimmed with satin ribbon; fastens in back. Sizes 32 to 48. Price $12 per dozen.

You can bank on a real lasting, satisfactory profit in carrying the **H. & W.** Line. Hundreds of retailers are—let us explain our service. Write for samples.

GEORGE C. BATCHELLER & CO.
Selling Agents
New York: 130 Fifth Avenue
Chicago: 168 Adams Street

San Francisco:
B. F. WELLINGTON

H. & W. COMPANY
Factory, Newark, N. J.

The Sterling Lace and Novelty Co

Sterling—all that the name implies

Laces, Embroideries, Veilings, Imported Neckwear, etc., of "Sterling" Brand for the season, Spring 1914.

Our standard of styles and values is set very high; in fact, it is the highest in the trade without any exception. The "STERLING" Spring, 1914, range presents safe, smooth sailing for you in your lace and novelty department.

Our import line of handkerchiefs for next Christmas is now ready.

Our travellers are now out with the collection—It will pay you to wait.

We have never before shown such an attractive range of all the lines we deal in.

Set your sails for the quick-profit, rapid-turnover course for the New Year by stocking the cream of the "Sterling" collection. Don't delay looking through the entire range when you are in the city or when our traveller calls.

THE

Sterling

Lace and Novelty Company

80-82 WELLINGTON ST. W.

TORONTO



The Suspender most "loved of all ladies" of all nations is undoubtedly the

SPHERE SUSPENDER

The latest and best type is

"Hurculastic"



which outwears the corset. It will pay you handsomely to stock this suspender.



'SPHERES' FOR MEN

are an equally good line for selling. The most popular suspender of its kind.

FAIRE BROS CO., LIMITED
LEICESTER, ENGLAND

DOMINION BUTTON MANUFACTURERS, Limited

57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons— Ivory, Horn, Pearl and Pearlette



Buying Buttons

from us is not guess work. No effort is spared in placing before you the Right-To-Date goods. We stock the Buttons we show. You can get sure delivery and quick sorting. Our traveller will call on you soon. Wait for him.

Forsyth Kimmel Co., Ltd.
IMPORTERS BERLIN, ONT. MAKERS

John R. Foster & Co.

LONDON, (ENG.)

Established over 50 Years

Manufacturers and Warehousemen of Upholstery Trimmings and Sundries for Curtains, Draperies and Furniture.

Special Features: Novelty, Good Taste, and Good Value.

Borders, Edgings, Laces, Fringes, Gimps, Cords, Buttons, etc. Artistic Embroidery in all Styles.

City Warehouse: 44a GUTTER LANE, E.C.
Factory: 46, 47, 48, FOLEY STREET, W.

AGENTS IN CANADA:
For Ontario and Quebec: Edgar Fenton, 713 Empire Building, Toronto. For the Western and Maritime Provinces: J. B. Henderson & Co., Ltd., 77 Wellington Street West, Toronto



To Glove Retailers:

With the opening of the New Year—our travellers are starting out, taking to you

The Very Finest Line of Gloves

that has ever been shown in Canada.

When you examine this range, you will at once appreciate the enormous organization which alone can produce such values notwithstanding the great advance in the cost of raw material.

In Dent's range you will find every line of fine gloves fully represented:

Ladies' Gentlemen's Kid, Suede, Cape, Mocha, Reindeer, Chamois, Unlined, Wool-lined, Fur-lined, Fabric Gloves, Wool-knit Gloves and Mitts, Children's Gloves and Mitts in all varieties.

Make a special point of including on your order:

Dent's "Neuvel" Regd. Washable Gloves

This line is in a distinct class by itself. The leather is dressed by an exclusive process. After each washing the gloves are practically restored to their original new, **velvety** touch.

You will get many inquiries for Dent's Neuvel—as this line will be extensively advertised for Spring Trade.

Hold your order until you have seen this range—your own judgment will justify this suggestion.

DENT, ALLCROFT & CO.

52 VICTORIA SQUARE, MONTREAL

Factories—London, England Martock, England; Worcester, England; Grenoble, France; Brussels, Belgium; Lepisic, Germany; Naples, Italy.

Warehouses—London, Paris, New York, Melbourne (Australia), Montreal.

Order Buttons Now

Direct from the makers

We carry the most extensive range of buttons of every description in Canada, the selling success of which is assured for it embodies everything that is approved of fashion for Spring and Summer, 1914.

Be on deck first in your town with a complete showing of the popular button styles. Get in touch with us to-day.

Wait for our salesmen or write for samples.

A. Weyerstall & Company

BUTTON MANUFACTURERS

Head Office :
TORONTO

Branch Offices :
MONTREAL and WINNIPEG

We are exclusive makers of

S TRADE MARK QUALITY D COMBS

WE ARE specialists in plain and fancy combs of all kinds and being such are enabled to offer values that are unequalled in the trade. We also make a very complete range of rhinestone dress trimming, rhinestone buttons, rhinestone shoe buckles, etc.

OUR SPRING range is now on the market and is meeting with excellent success. You should see it at the very earliest opportunity.

A request for samples will be given our prompt and careful attention.

The Smith D'Entremont Co., Limited

MANUFACTURERS

1475-1477 Queen Street West, TORONTO

THE LACE GOODS CO., Limited

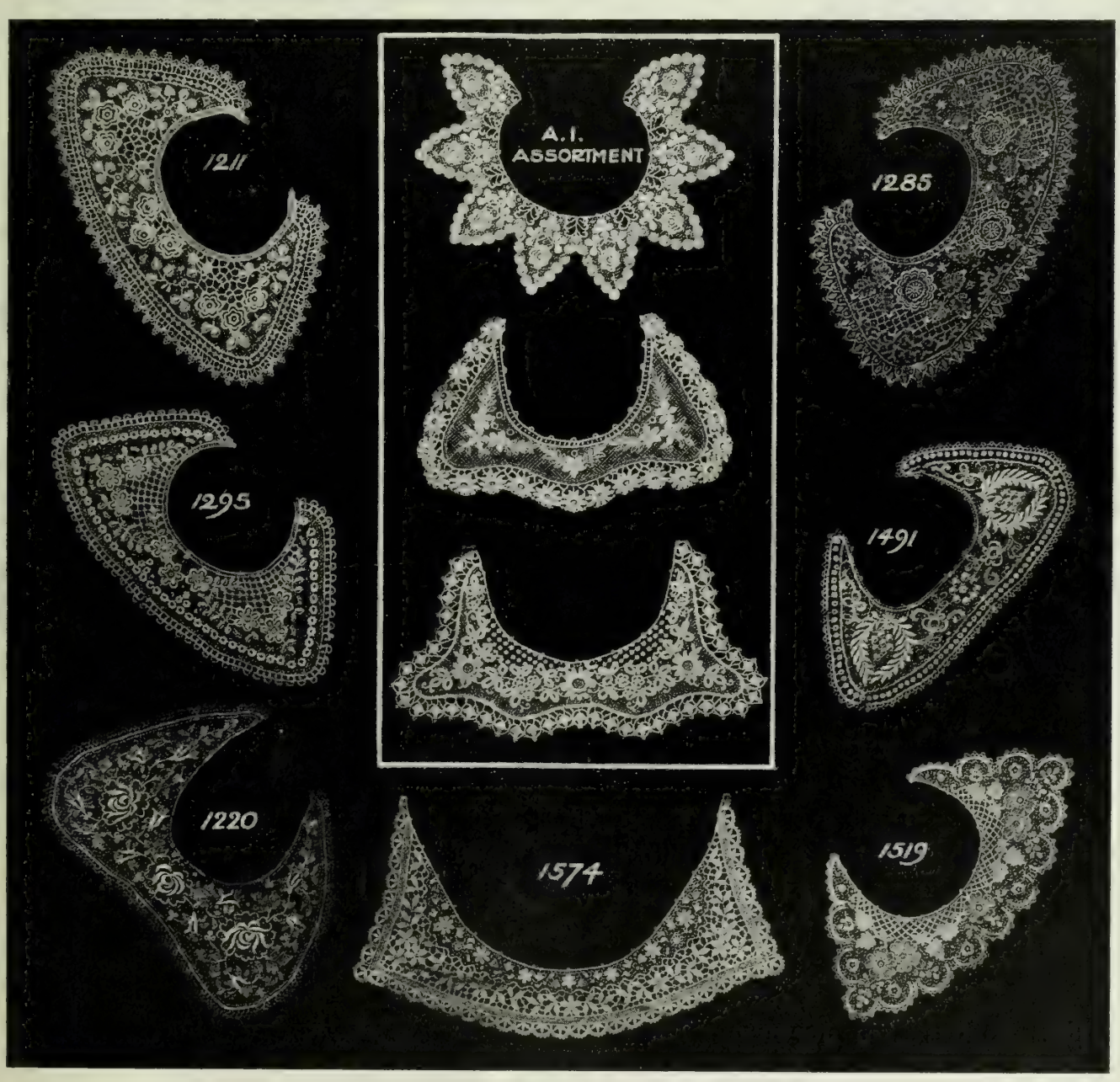
Importers and Manufacturers' Agents

Lace Collar Special

Any of these New 1914 Shapes in Point Venise Lace Collars, as illustrated below, can be delivered at once in White or Ecru.

PRICE $2.10 DOZEN

Write to-day for your Early Spring requirements—if the stock is unsatisfactory in any way when you see them—return at our expense. Do it now—order by number.



NEW SHADOW LACES AND FLOUNCINGS

Consignments now coming forward of the very latest productions in Shadow Laces and Flouncings all widths. Especially 12-inch—18-inch—27-inch—in Ivory, Paris or Black. Send for some on Approval.

Phone Adelaide 2934

The LACE GOODS CO., Limited

64 Wellington St. West ∴ Toronto, Canada

Empire Building 4th Floor

Selling Agents in Canada for

Oppenheimer & Alder, St. Gall, Swiss Embroideries.
Morton, Young & Borland, Newmilns, Scotland, Madrasses and Curtain Goods.
A. T. Gilliland, Belfast, Hand-Embroidered Handkerchiefs.

Announcement

"Phoenix"
Neckwear
Waists
Rufflings

We are now ready for business with one of the finest and most complete ranges of exclusive novelty neckwear, waists, rufflings, etc., that has yet been produced and offered to the Canadian trade.

Our designer is widely versed in the correct styles and is closely in touch with the world's best creators of styles in ladies' garments and accessories.

When in the city call and see us. Samples sent on request.

Phoenix Novelry Company
(FORMERLY SANDERSONS LIMITED)
Pearl Street Toronto

We make them. What?

Rhinestone Shoe Buckles

—at all prices—

Everybody is asking for them. Have you a stock?

¶ Let us send you our new art calendar. It is worth writing for.

HIBBERT & JASLOW

43 Leonard St. NEW YORK
207 St. James St. MONTREAL

KLAUBER & CO.
ST. GALL, SWITZERLAND

Manufacturers of

EMBROIDERIES
Calais Laces

NEW YORK WAREHOUSES.
Broadway at 18th Street

TORONTO OFFICE:
T. H. Litster, 27 Wellington St. East

MONTREAL OFFICE:
H. Kaegi, Room 404 St. Nicholas Bldg.

Novelty Import Co

Veilings Laces, Malines Chiffons, Nettings and Neckwear

OUR Spring line for immediate delivery is now complete and our travellers will call on you in January. Our line has met with great success from most of the leading merchants in this country since it has been shown. This line comprises all the new novelties which can be shown and all the new Spring colors are in stock.

If you are not already acquainted with our line, give our travellers a little of your time and look it over the next time they call on you. It will do your department good.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg

Voss & Stuffmann, Limited

"The Dress Accessories House"

Announcing their
1914
Range of latest Novelties
in

SWISS EMBROIDERIES
LACES
DRESS TRIMMINGS
NECKWEAR

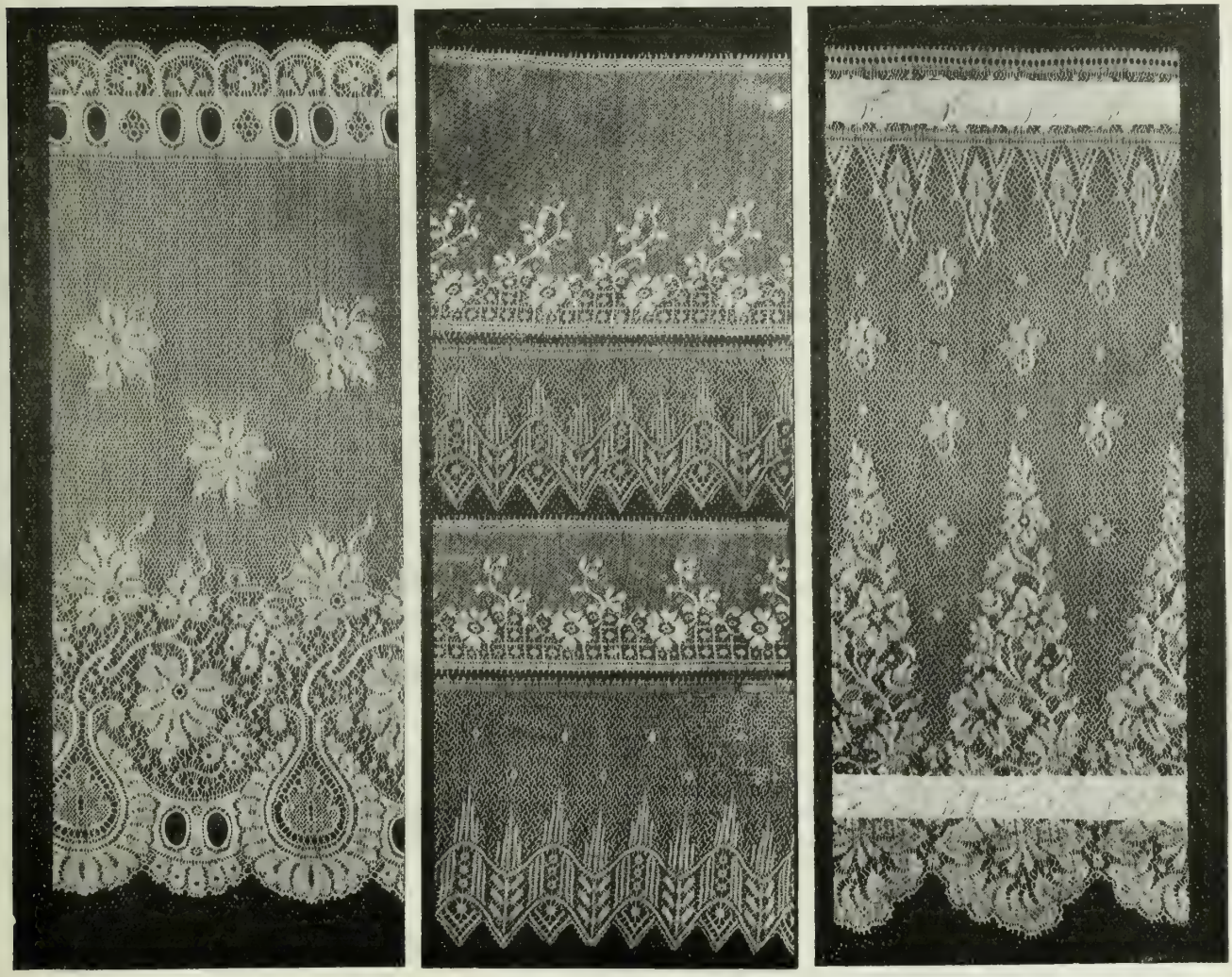
now being ready for inspection. Stocks are more complete than ever and all seasonable lines are available in a profusion of designs.

Our travellers will call on the trade early in the New Year with a complete range of all our specialties, and all orders entrusted to them will find careful attention.

12 St. Helen Street ∴ Montreal, Que.

Voss & Stuffmann, Limited

"The Dress Accessories House"



A few of our latest importations of Camisole, Shadow and Frilling Laces, in which large stocks will be at your service throughout the season. Our connections in the European lace centres enable us to supply our trade with all desirable lines at short notice. Try our service—we feel sure we can satisfy you.

12 St. Helen Street ∴ **Montreal, Que.**

Latest Novelty!

Fancy Shopping Bags

Useful and Ornamental

This is sure to be one of the most fashionable Ladies' Dress Accessories this season.

An Entirely New Idea

Made in a variety of styles and colors. Every merchant should put in a stock at once. SEE THEM! If you cannot wait for our traveller to call, write us, and we will tell you all about them.

The Moulton Mfg. Co.
LIMITED

Manufacturers of Dress and Cloak Trimmings, Braids, Cords, Fringes, Tassels, Ornaments, Ladies' Neckwear and Frillings.

Craig, Gosford and St. Louis Sts., MONTREAL

Comfort

is the result of the scientific arrangement of the rust-proof Steels in

P. C. Corsets



The vice-like forcing of the human figure into the correct lines will never give satisfaction, for the modern woman not only wants a correct figure, but demands comfort. P. C. Corsets are so constructed and the steels so scientifically arranged that nothing but satisfaction comes from their use. The steels are rust-proof, and each is enclosed in a double canvas interlining. They are arranged to give not only comfort, but long wear. The new models will interest you.

Samples gladly expressed prepaid.

Parisian Corset Manufacturing Co., Limited
QUEBEC
Ontario Branch—126 Wellington St. West, Toronto

Tee Pee Co

A Trade-Puller for Your Store

Increase the efficiency, trade and profits of your dress-making department by letting us do your **Accordion Pleatings, Hemstitching, Covered Buttons, Pleated Skirts.** Specializing on this work, we have the equipment that enables us to give you a service that cannot be excelled and which gives the greatest amount of satisfaction to yourself and customer.

Another good way of making TEE-PEE-CO service bring profits to your store is by showing our display card in your window and fancy goods department. The growing popularity of pleatings has created the demand and our display card will turn this business to your store.

Write for catalogue with special discount to the trade.

TRADE TEE-PEE-CO. MARK

TORONTO PLEATING CO.
600 Yonge Street Toronto, Ont.

From Greenshields' Glove Dept.

Pewny's Kid Gloves

give more real satisfaction to the square inch than any other line of kid gloves on the market today.

Quality counts in the Glove Department and Pewny's Gloves will make trade for you.

Letter orders for

Glace Kid or Suede Glove Specials at $6.50, $9.00, $10.00, $11.50, $13.50, $15.00, $16.50, will be carefully attended to.

Sole Agents for Canada.

GREENSHIELDS LIMITED
MONTREAL

PERRIN'S



Silk lined, wool lined fur lined, fleece lined entire knit lined and all wool

GLOVES

With the opening of the New Year comes the unfolding to the merchants of Canada of the most extensive range of wool and lined gloves of all kinds that has ever been associated with the name of Perrin's.

Our representatives are now taking orders for Fall 1914 stocks. It is to your advantage to see this big line and to place your order early.

See the Perrin line.

Perrin Freres & Cie.

MONTREAL

Broadening of Scope of Furnishings Trade

Stores in New York Are Improving the Quality of the Service They Offer the Public—Why the Demand for Improved Service Has Arisen—The Matter of Improved Display Methods.

IT is a development of note that in many of the largest men's wear and haberdashery stores in the large cities, the tone of the window displays is being most appreciably raised.

This is being done in two ways. In the first place the small section idea is being discarded to some extent. Larger sections are being put in.

The reason for this change is not hard to find. The small section gave a very limited space to work in and thus the expert display man had very little opportunity for the display of originality. He could put in a neckwear unit or an arrangement of footwear but the possibilities of placing and displaying the goods were not wide. When a really creditable unit had been arranged, it could easily be copied by display men of less originality and skill. Thus the work of the trimmer was kept on a restricted plane and there was very little opportunity for the superior man to demonstrate his superiority.

The tendency now noted among the larger establishments is to have the window sections larger. This results in the broadening of the opportunity for originality and should give the trimmer a better chance to demonstrate what he can do. Many believe also that it materially improves the general display work inasmuch as it makes each unit more effective. With many the window crowded with small section displays has never represented the best methods of showing goods.

The second tendency is in the matter of window fixtures and accessories. The best stores have always used good fixtures but now a tendency is noted to introduce more wax figures and better ones. Some of the recent windows in the larger New York stores have shown this new tendency very markedly. The wax fixture will become a still more essential part of clothing displays where the window space warrants their use.

Superior Surface

Undoubtedly the men's wear dealer today gives a superior order of service to the customer, in so far at least as service applies to the store equipment. Investigation shows that the percentage of turnover that he finds it necessary to apply to the cost of doing business is larger than that found necessary in any other retail line. In some of the large city stores the cost of doing business runs as high as 30 per cent. This is due to the fact that stores are maintained in the most expensive sections, the fixtures and appointments are invariably of the best and high-priced salesmen must be maintained.

The tendency in the direction of a still higher standard of window display work is but another evidence of the haberdasher's intention to give the customer pre-eminent service.

READ THIS ARTICLE.

The men's furnisher is face to face with the problem of improving the service that he offers to the public. Men are taking a bigger interest in the matter of clothing and are insistent on the highest efficiency in the service rendered by the dealer. Some interesting phases of this problem are touched upon in the accompanying article.—Editor.

Men Taking More Interest

Men are taking a greater interest in the matter of clothing nowadays. This is due to some extent to the advertising of the manufacturers and the larger amount of publicity given to the subject. In fact, there is no excuse to day for the man who does not dress properly. With the newspapers and magazines so readily obtainable, a man can keep closely in touch with the questions of proper garb and accordingly dress to proper standards.

There is less excuse for the man who does not attempt to dress properly. Proper dress has become a necessary qualification. It is expected of the man who aims to be successful and to "get on" in the world that he should dress correctly and neatly. Lack of correctness is accepted as an evidence of something lacking in a man. Appearances count for a great deal nowadays, and clothes are at least fifty per cent. of appearance. Clothes may not actually make the man but incorrect clothes undoubtedly go a long way towards breaking.

The growing importance of masculine dress has led to a wider interest in the subject. Most men nowadays are frankly interested in the cut of their suits, in the latest shape of hats and the shade of neckties. Some carry it to extremes and thus various types have been evolved—the "dude," the "swell" and the "nut." The latter specimen is a particular product of the larger cities where there is a leisure class and where the subject of dress is the only serious one that some men have to contend with. Varieties of the "nut" are found even in Canadian cities and towns—foppishly dressed youngsters who are the first to take up a new idea and who carry it to the uttermost extreme.

The point is, however, that men as a class are finding it incumbent upon them to show a more practical interest in their clothing and that it pays them to dress right. This means that the men's wear dealer must be prepared to cater to a more enlightened and live demand, that the stock in the store must be thoroughly up-to-date, that it must be displayed well and that the idea of good service must be kept uppermost.

The development of the men's clothing and haberdashery trade has been so marked that the merchant engaged in it is facing the problem of making his service better and more what is demanded by the public.





KANTKRACK

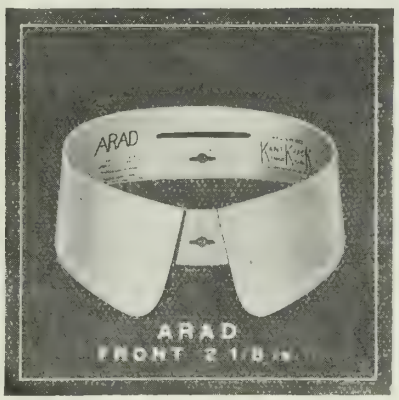
COATED LINEN COLLARS

have embodied in them features not to be found in other waterproof collars and which will give them a ready sale. They have a long slit back which gives when being attached without breaking, and the riveted flap which reinforces the usual weak spot.

Because of their wear-resisting qualities, convenience and superiority, KANTKRACK collars are in great demand. It will pay you to get in a stock of our 1914 line. An assortment of the latest styles will be gladly sent you to choose from.

A Clean Collar At A Moment's Notice

This is a strong selling point you can profitably drive home to your customer when offering him a KANTKRACK collar. Made of real linen that has received a coat of a waterproof preparation, one of these collars will look as clean as new when it receives a few rubs with a wet sponge and some soap. "One grade Only, and that the Best."



Made in Canada
Sold direct to the trade by



The Parsons & Parsons Canadian Co.

HAMILTON ONTARIO

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, dull facings. Blue occasionally worn.	Single breasted, white semi-V-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	*Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with dull facing.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys	Single breasted like jacket, or fancy to harmonize	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, who prepared this chart specially for The Review, will not admit the pleated shirt to his "full dress" inventory.

Reid's Kerchiefs

In Safety Sealed Packages

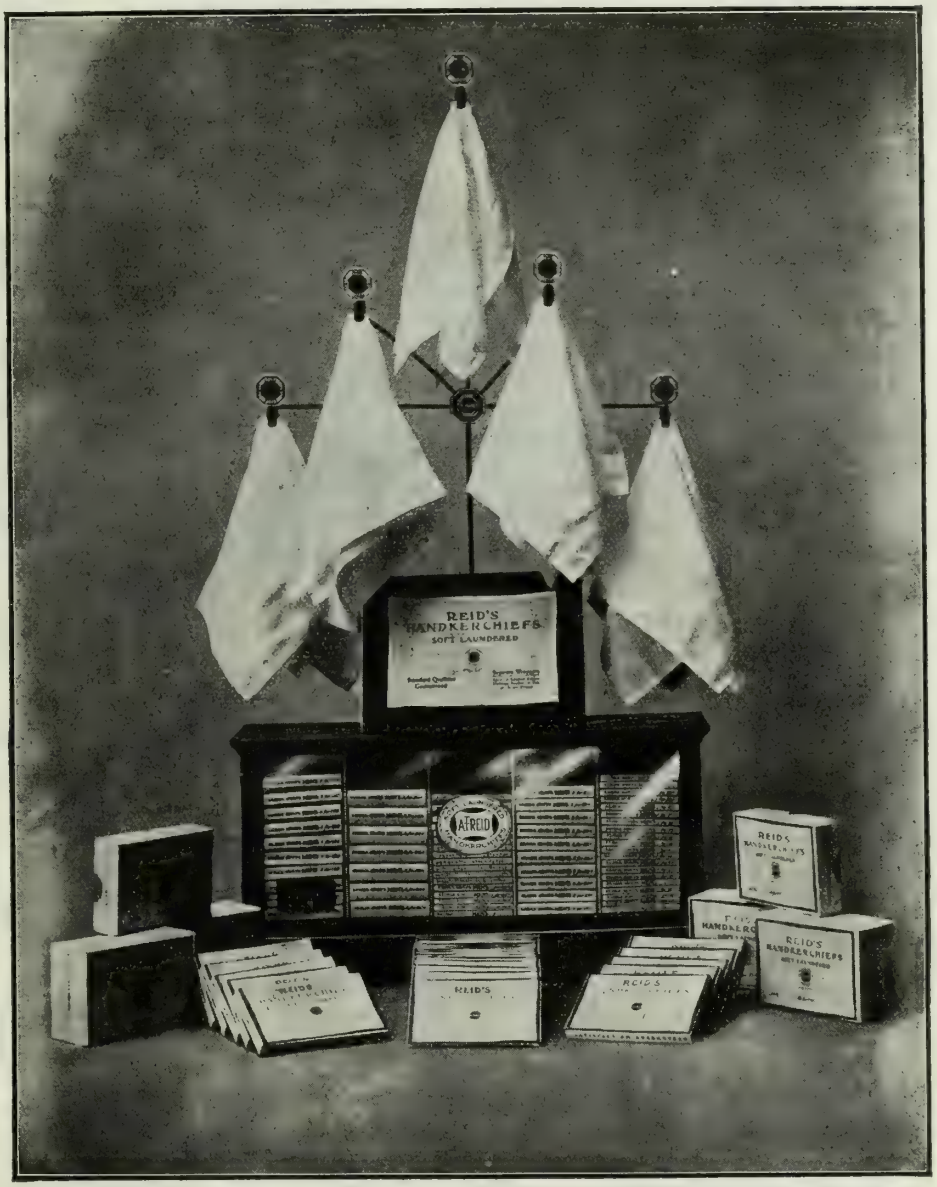
HANDKERCHIEFS
RETAIL
AT

1 for 10c.
3 " 25c.
2 " 25c.
3 " 50c.
1 " 25c.
3 " $1.00
1 " 50c.

Soft Laundered
—ready for use.

Qualities Guaranteed

SOFT LAUNDERED
A·T·REID
HANDKERCHIEFS
A·T·REID CO LTD
TORONTO



With Reid's Handkerchiefs you are furnished free a handsome case and display rack similar to that above illustrated. It has been thoroughly demonstrated that this idea is a great help in increasing sales—in many cases it has trebled sales.

The display cases are made of Mahogany or Circassian Walnut. The kerchiefs boxed according to prices in sealed packages that assure cleanliness and thus prevent stock from deterioration.

With every $50.00 purchase a complete outfit consisting of Case Rack, Price Tickets and Signs is furnished free. Immediate delivery. Select qualities to suit your trade requirements. Our prices allow you a very good profit.

For Ladies' fancy handkerchiefs 1914, at special import prices, we call to your attention our

Chalet and Cloister Lines—Swiss and Irish hand-embroidered, all patterns proprietary.

Real Hand-Made Madeiras. Real Hand-Made Armenians. Lace and Fancy Boxed Novelties.

BUY EARLY FOR BEST SELECTION

A. T. REID CO., Limited
TORONTO

The Day of the Merchant Tailor Has Almost Passed Away.

Most men now realize that among the high-class, ready-made models they can secure better clothing at the price they can afford, than could possibly be obtained from the average merchant tailor.

Make a strong bid for their trade by stocking the new line of

Campbell's Clothing

known throughout Canada, both among the trade and better still by the man who wears it, as absolutely trustworthy in manufacture and wearing quality.

Stock only what you need of regular sizes and look after the odd-sized man and the man who still wants his clothes made to order by our **Special Order System.**

You will have no unsold stock, no odd unsalable sizes, no money tied up and no bargain sales. A clean profit all through and satisfied and permanent customers.

We want one representative in each town. If Campbell's Clothing is not already sold where you are located, write us.

The Campbell Manufacturing Company, Limited

MONTREAL

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

WE SPECIALISE IN

DRESSING GOWNS

AND can supply you with the best British made Garments from British made Fabrics, at the right price.

AGENTS WANTED

Price List on Application

WM. COATS & CO., LTD.

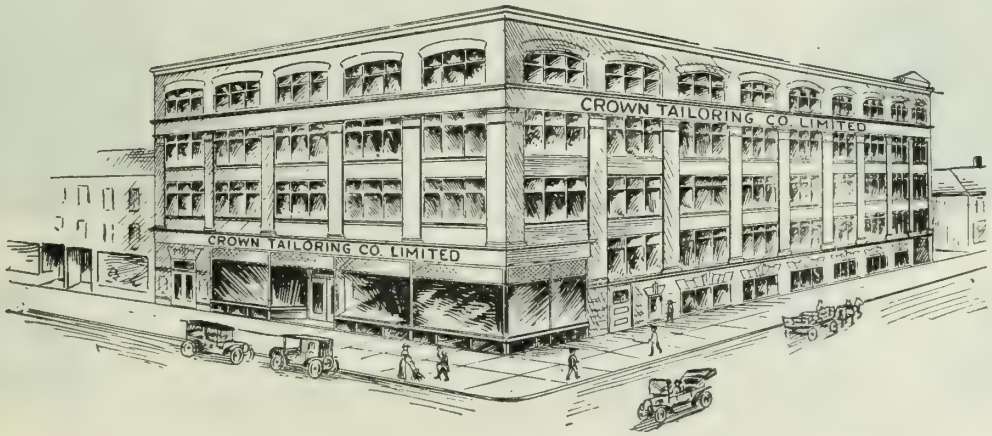
17½ ADDLE ST., WOOD ST.

LONDON, ENG.

Cables: Lambsprings, London.

Little Outlay Good Profits

And a Big Business To Be Done



With the Crown Tailoring Outfit

Many a live merchant has turned a corner of his store into a small mint for producing money by installing the Crown Tailoring Outfit.

It isn't a matter of investment, for there is practically no money tied up in stock and very little floor space used. The investment is your own time in introducing the Crown Tailoring range of samples to your patrons who go to the custom tailor, or those who cannot be suited from the ready-to-wear racks.

A department of this kind means a clear gain for you and is the foundation for bigger furnishing business. Every suit or coat sold bearing the Crown Tailoring Brand is guaranteed to give satisfaction. Every order you send in gets the prompt attention of expert cutters, operators and finishers.

You should have the exclusive agency for your town, if there is not already one. *Write to-day and find out.*

It costs you nothing to learn about our proposition. It may mean hundreds of dollars to you to know about it and to take it up.

WRITE NOW.

The Crown Tailoring Co., Limited

Our New Address : 533 College Street, TORONTO

May Prosperity Be Yours



A good way to bring trade, profits and prosperity to your store is to stock the popular BIG FOUR line of heavy Mitts, Gloves and Gauntlets. We guarantee them to give your customers the maximum amount of comfort and wear. Their great strength ensures long and satisfactory service for railway men, teamsters, farmers, etc. BIG FOUR Gloves are honest value and will win and hold the best trade.



Union made—fully guaranteed.

TRADE MARK REGISTERED

Durham Glove Co., LIMITED

BOWMANVILLE, ONTARIO

Rhys D. Fairbairn
President

Thos. D. Kerr
Managing-Director

TRADE MARK REGISTERED

KNITTED GOODS

for Immediate Delivery
or
—FALL 1914—

KNITTED MUFFLERS

In Wool, Silk and Artificial Silk, in all qualities, styles and prices.

SWEATER COATS, CAPS, HALF HOSE, UNDERWEAR, TIES, ETC.

In all the above lines we have a large stock always on hand for sorting.

Our samples for Fall, 1914, are ready. May we show them to you?

The REGENT SHIRT CO., Limited
149 Notre Dame Street West
MONTREAL

MILLER BRAND
Duck Clothing

"AHEAD OF ALL"

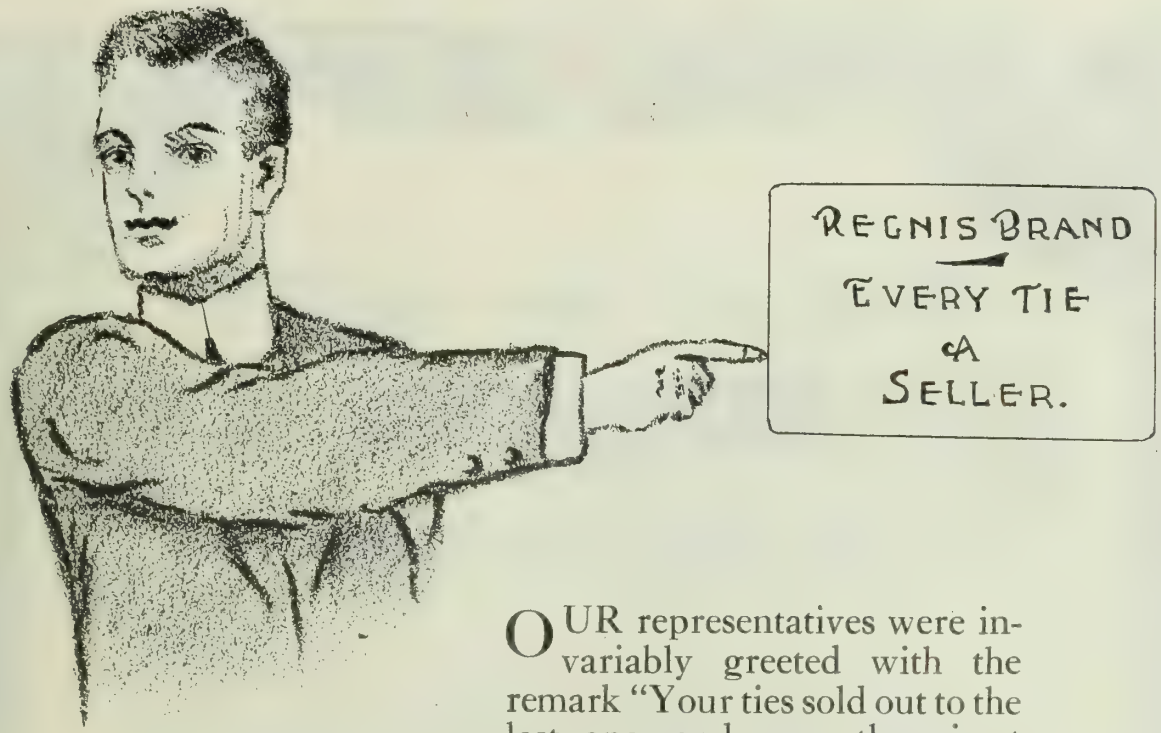
Our duck service and specialty clothing comprises all the popular styles for all classes of trade. We are masters in the art of tailoring uniforms for **Cooks, Waiters, Barbers, Bartenders, Butchers, Grocers, Doctors,** etc., and guarantee every garment to give absolute satisfaction.

The "Miller Ahead Of All" label is also found on the best made Militia and Cadet Khaki Uniforms, Boy Scout and Girl Guide Outfits, Choir Vestments, Academic and Professional Robes.

Let us know what you are interested in and we'll send catalogue and prices.

The Miller Mfg. Co., Limited
251-3 Mutual St., Toronto

Sole Manufacturers of the Celebrated MILLER GUARANTEED UNSHRINKABLE DUCK CLOTHING.



OUR representatives were invariably greeted with the remark "Your ties sold out to the last one, and were the nicest goods we had."

A persistent endeavor to produce only the most stylish and natty men's neckwear is our purpose.

The Regnis ties are exclusive, but inexpensive, and mean increased business to the dealer. No effort has been spared in getting a collection of silks to meet the approval as to price, quality, and style for our customers.

The Fowke Singer Co., Limited

Toronto

Manufacturers of REGNIS BRAND CRAVATS

Sole agents for Cheney Bros. in the Dominion of Canada for their justly celebrated tubular and silk cravats.

With our new facilities

The ART CLOTHES Agency

COOK BROS. & ALLEN LIMITED

is open to you

A brand new factory with increased capacity and facilities, enables us to take on more business than was possible under previous conditions. Even now we must confine our agencies for Art Clothes to one first-class merchant in a town (unless in large cities).

Art Clothes meet the urgent demand for strictly high-quality tailoring, not alone in quality of fabric, but in quality of fit and finish, and in their character touches which make them "clothes distinctive" and give them the magnetism which draws the good-dressers' trade.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

How you can get The ART CLOTHES Sign on your door

COOK BROS. & ALLEN LIMITED

The Spring Outfit consists of:—

Large Sample Book, or Swatches—over 350 all new samples. Fashion Portfolio—showing 50 styles shown exclusively by us. 8 beautiful window style cards, 4 of them hand-colored. 6 window phase cards, mounted on heavy card, printed in colors.

Art Clothes ad. book—containing cuts and copy for newspaper advertising.

Lantern slides.

Measurement blanks, tape lines, and all necessary equipment for a complete tailoring department.

If you conduct a reliable men's furnishing store (not a cleaning and pressing shop or a canvasser), and desire to increase your present business without investing any capital, by drawing the smart-dressers to your store, you are eligible to hang up the Art Clothes sign. Unless, however, there is already a live Art Clothes Agency in your town.

Write to-day asking for particulars of our advertising campaign for Spring.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.



Curiosity

has often won fortunes

—yes, idle curiosity pure inquisitiveness, and nothing else. But what has that to do with the S. C. S. Courses? Simply this—you may not be interested in changing or improving your position, you may be satisfied with the salary you are now receiving and may be in the rut of "I-don't-care-whether-I-improve-or-not" so deep that you think there is no chance of getting out, but you no doubt have ordinary, plain curiosity enough to want to know how other people just like you got out of deeply-worn ruts and "made good."

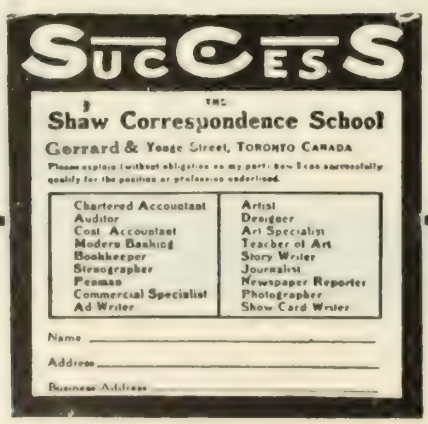
Be Curious

and underline one of the courses below, write your name and address, and we will send you our handsome prospectus. **This obligates you in no way.**

How about show-card writing, salesmanship, and advertising? These courses offer men and women, boys and girls invaluable opportunities.

The Shaw Correspondence School

Yonge and Gerrard Sts., TORONTO



Out *of* the ashes *of* our old factory

has sprung a new and better one—better facilities for producing the country-wide famous brand of mitts, gloves, robes and coats.

Since the fire of a few months ago that wiped out our factory and disorganized our production we have built up a new and better structure, adding such improvements that we thought would enable us to more easily live up to the high standard of the goods bearing the Sovereen label.

TRADE MARK
SOVEREEN
BRAND
REGISTERED

We have everything in first-class shape now and have our 1914 range of samples in the hands of our representatives, who are now booking orders for Sovereen goods, including the celebrated black Galloway Coats and Robes, Mittens, Gauntlets, Gloves, etc., in buck, horse, calf, hog, and other leathers.

Sovereen Brand goods offer the merchant and his customers the best value that is given in the trade in the above lines.

It will pay you to wait for our travelers who are now on the road.

Sovereen Mitt, Glove & Robe Company, Limited

DELHI, ONTARIO



"BLACK PRINCE" FOR 1914

For the coming year the leader in workingmen's shirts is "Black Prince." We say this in all confidence as 1913 was the banner year for this line.

The onward march of the "Black Prince" has been in no way affected by some other black serge lines which have been put on the market.

The familiar Black-and-Gold Label, which is known from coast to coast, will continue to represent what Black Prince has always been: the most serviceable, all-the-year-round work shirt on the market.

For 1914 the same high quality serge will be used—strong, soft, absolutely fast in color and fully guaranteed. The size and high-class finish of the garment will be identical with the Black Prince standard of the past, and no Wholesaler, Retailer or Consumer need lose a cent through a defective garment, as we stand behind every shirt which bears "Black Prince" Label.

The flood of orders for Black Prince of the past season has been so great our delivery has not been of the best, but we are now in a better position to handle demands more promptly.

Your customers will insist on the "Black Prince" Label, therefore do not accept substitutes for Black Prince Shirts.

The Canadian Converters' Co. Limited
Montreal



Have you the agency for your town or city?

Have you the agency for a brand of special order tailored clothes which you really have confidence in, and can introduce to your patrons knowing positively that it will live up to your standard of merchandising?

"Style Craft" clothes are high-class, tailored-to-measure garments such as are seldom found outside exclusive city tailor shops.

The "Style Craft" proposition is open to a live merchant in every town and city—no investment, good profits. A card asking for full particulars will receive our prompt attention.

E. G. HACHBORN & CO.
TORONTO

Style-Craft

TAILORED CLOTHES



—the key to unlimited money-making possibilities

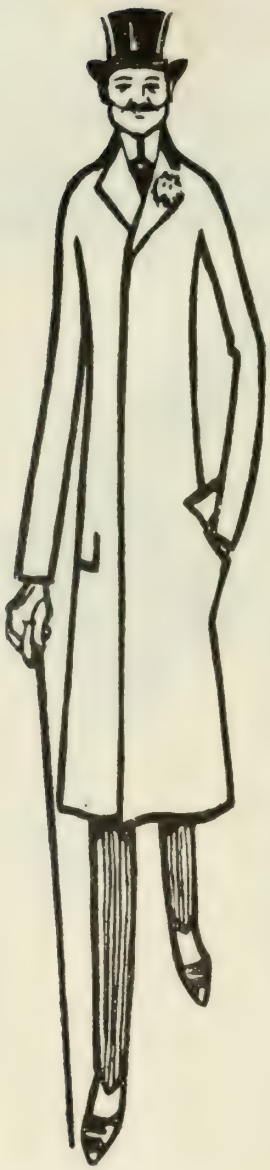
Affords an opportunity to have in connection with your regular business the most complete Custom Tailoring establishment in your town, without the investment of a dollar for stock on your part.

This is the service we offer you—*a service that gives every order individual attention.* This is the service that gives your patrons clothes with character as well as style, fit, and durability.

We're now ready to send out our Spring samples and suggest that you write to find out if the agency for your town is taken.

E. G. HACHBORN & CO.

TORONTO



Special Orders

SOME men are so unusual in style and build they can be suited and fitted to much better advantage by having their clothes made to measure.

¶ C. N. & R. Clothes are able to capture this Tailoring business by means of our Special Orders, enabling them to compete with local tailors. If you haven't already investigated this feature, get a letter off to us by first mail.

¶ A plan that is working charmingly and profitably for hundreds of wide-awake clothiers should be good enough for you. Our tailoring is extraordinary, and you can be sure of satisfaction.

Coppley, Noyes & Randall Ltd.

Hamilton, Ontario

Here is Your Opportunity

THE man who sits around waiting for things to come to him never has much. The man who gets ahead in the world is the man who hustles. We offer you a splendid chance to establish a Custom Tailoring business without any expense, or any risk. We want you to take orders for C. N. & R. made-to-measure clothes, in addition to your regular trade. Every garment is individually designed and made-to-order, and the profits are liberal enough to make it pay you handsomely.



Coppley, Noyes & Randall Ltd.

Hamilton, Ontario

Wreyford & Co.

TORONTO

Wholesale Importers of Up-to-date Specialties for Men's Wear—

Selling Agents— for following Manufacturers

Young and Rochester, London and Londonderry, "Wyanar" Shirts and Neckwear. Correct "Dress" Requisites—House Coats.

Tress & Co., London and Luton, High-class Hats and Caps—Specialties—The "Mascot," registered. The "Strathmore." The "Rosmar." English velours, silk lined.

T. H. Downing, Leicester, "Alpha" Underwear and Knit Coats and Suits —"Superba" and "Alpha" Hosiery.

"Aquatite" Coats for Men. Raincoats in yarn-proof for Spring. Soft, warm Ulsters and "Guard's" Coat, lined, check for Fall.

Get agency for your town for 1914.

Haugh BRAND

Duck and Wash Clothing

FOR MEN AND BOYS

Seven years' selling to wholesale only now offering direct to Retail—

WHITE DUCK AND KHARKI

Coats	Vests
Trousers	Motor Coats
Aprons	Long Shop Coats
Lustre and Alpaca Coats (Black, Slate, Fancy.)	Norfolk Suits
	Corduroy Suits

Boy Scout Suits, etc.

Haugh Brand garments, in Dust-proof packages, will meet any competition. Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College and Bathurst Sts.

TORONTO

USE KAYCOSE Foundation WASHABLE LETTERS FOR HAND EMBROIDERY PAT. PATENT 21129

KAYCOSE

USE "KAYCOSE" EMBROIDERY WASHABLE Appliqué Letters

Of all Wholesale Warehouses

Ask for Catalogue

KRAUTHEIMER & CO., 20, Edmund Place, LONDON, ENG.

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford

22 Back Piccadilly

MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID GIRDLES, FROGS, LOOPS, TASSELS, BUTTONS, TAPES, etc.

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

Sent postpaid only on receipt of price.

TECHNICAL BOOK DEPARTMENT

MacLEAN PUBLISHING CO.

143-149 UNIVERSITY AVENUE :: TORONTO

Pull Off This Patch



and you will find underneath it as perfect a glove as if it wasn't there. This is a bona fide one-piece reinforcement which actually prolongs the life of Carhartt Gloves to double the life of the ordinary kinds. Besides this every seam of every Carhartt Glove is sewed with waxed thread, thus preventing deterioration when exposed to the weather. And for these reasons

Every Glove is Guaranteed

to give absolutely perfect satisfaction or money refunded. Once Carhartt glove users, your customers will never be satisfied to use any other brand. Why not try them out? They are made in all styles for workmen, laborers, drivers, trainmen, etc. — for every man who has hard work to do or is exposed to the elements.

The agency in your town is desirable—why not secure it now, if not already taken?

Write for sixty-days approval assortment of gloves and overall uniforms. Return what you do not sell or need, at our expense.

WRITE FOR 60 DAYS' APPROVAL ORDER

Hamilton Carhartt Mfr. Limited

Toronto Detroit

Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

ONE inch space in this Department will cost you $25 for 12 insertions.

TOYS

of the following type are manufactured by
BING BROS., Nuremburg.
SEE THEM AT
381 FOURTH AVENUE
New York City

GB N Trade mark

Railroads, mechanical and electrical signals, etc.

Constructing sets, steam engines and attachments; ocean liners and war boats, automobiles, steam rollers, moving picture machines, post card projectors, toy ranges that really cook.

Enamel tea and kitchen sets, unbreakable.

BROCK & PATERSON LIMITED
ST. JOHN, HALIFAX
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

FOR SALE

FRESH, CLEAN STOCK OF SHOES AND men's clothing and furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke. The Ark, Corunna, Ont., for information.

POSITION WANTED

OPEN FOR POSITION—SUPERINTENDENT or service manager man with 10 years' experience in devising service system. Have originated large number of systems, check book, etc., in use by large stores in Canada and United States. Best references. Apply Box 49, Dry Goods Review

The Condensed Ads in this Paper will bring good results

J-M ASBESTOS TABLE COVERS
practically sell on sight.
You eliminate competition when you handle this line. And you satisfy your customers because you give them the very BEST at a lower price than they would pay for ordinary goods.
Write Our Nearest Branch for Special Proposition to Dealers.
THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD.
Toronto, Montreal, Winnipeg, Vancouver.

TO MANUFACTURERS
Firm of Commission Merchants, good financial standing, A1 trade connection, desires Agencies from Manufacturers to Wholesale trade, Winnipeg and Western Canada.
Michael Ert Company, Travellers Bldg., Winnipeg

- - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for $25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

TWO CENTS PER WORD

with a Want Ad. in this paper.

You can talk across the continent for two cents per word

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Crochet Cotton.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto, Ont.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto, Ont.
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
Goldhamer Coat & Suit Co., Spadina Ave., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto, Ont.
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto, Ont.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
Brophy Parsons & Rodden, Montreal, Que.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 158 Bay St., Toronto, Ont.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannelettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gunedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Brophy, Parsons & Rodden, Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Girdles.
Moulton Mfg. Co., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
A. Burritt & Co., Mitchell, Ont.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont.
"Craftama."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243.5 Bleury St., Montreal, Que.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont

Hats and Caps.
Wreyford & Co., 85 King W., Toronto

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243.5 Bleury St., Montreal, Que

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland
McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto,
Tauber Bros. & Co., 67 St James St., Montreal, Que.

Longcloths.
Horrocksses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St James St., Montreal, Que.

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Lace Curtains.
T. I. Birkin & Co., Nottingham, Eng.

Men's Furnishings.
John M. Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Pim Bros. & Co., William St., Dublin, Ireland.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.
A. Burritt & Co., Mitchell, Ont.

Malines.
John Heathcoat & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 76 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
T. I. Birkin & Co., Nottingham, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto, Ont
Moulton Mfg. Co., Montreal, Que.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal, Que.

Office Systems.
Copeland Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal, Que.
Halls, Limited, Brockville, Ont.

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Store Fixtures.
Jones Bros. & Co., Parliament St., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto, Ont
Dale & Pearsall, 106 Front St. E., Toronto, Ont
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
B. Brager, 49 Crosby St., New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont
Taylor Mfg. Co., Hamilton, Ont
Walker Bin & Store Fixture Co., Berlin, Ont

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Pride of the West Knitting Co., Vancouver, B.C.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
A. Burritt & Co., Mitchell, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
W. H. Wright & Co., 433 Queen St. W., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

Silk Nets.
John Heathcoat & Co., London, Eng.

Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand Rapids, Mich.

Shoe Buckles.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont

Scarfs.
Novelty Import Co., 76 Bay St., Toronto, Ont.

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., 251 Mutual St., Toronto

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.

Silks.
Debenhams, Ltd., Montreal and Toronto.
Belding, Paul, Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Suits.
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
Goldhamer Coat & Suit Co., Spadina Ave., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Fulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Underskirts.
Form Fitte Co., 182 Spadina Ave., Toronto, Ont.

Vacuum Cleaners.
Clements Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Berlin, Ont.

Veilings.
Canada Veiling Co., Toronto.
John Heathcoat & Co., London, Eng.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St. Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester, Eng.
"Louis," 57 Newton St., Manchester, Eng

Velvets.
The Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.

Wholesale Carpets, Oil Cloths and Linoleums.
John M. Garland Son & Co., Ottawa, Ont.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Wholesale Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U. S. A.

Wholesale Smallwares and Fancy Goods.
John M. Garland, Son & Co., Ottawa, Ont

Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St. W., Toronto, Ont.

Wholesale Drygoods.
John M. Garland Son & Co., Ottawa, Ont.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers, Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes.
Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Colonial Weaving Co., Peterborough, Ont.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Woven Labels for Garments.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

NOVELTIES FOR THE NOTION COUNTER.

Now that the blouse and the separate skirt is favored by fashion blouse holders are becoming an important selling item. The adastra has new features that should insure a ready sale. There are no pins and sharp points to prick fingers and stain and push holes through delicate fabrics. In their place are pieces of rubber so treated that the blouse is gripped and held firmly down. The fastener is unique as it is not a buckle, but a metal arrangement through which the belt is threaded and the pull on the belt makes the fastening secure. The adastra comes sizes from 25 up to 40 in and also in four different qualities and in white and black.

The astra is an invisible and unbreakable collar supporter so light in construction that it disappears into the pattern of the lace yet strong enough to keep it perfectly in position.

Astra washable buttons are made of cotton over a foundation of aluminum, and are unrustable and unbreakable.

An oval dress fastener that will not open accidentally should sell as it is much more easily hidden under the hem than one that is round. This fastener comes in a variety of sizes and in black and white.

All these notion novelties are carried by Alfred Weyerstall, 145 Wellington West.

"MONEY IN YOUR SHOW WINDOW."

"To force the public to stop, look, like and learn are the four simple steps that lead to a show window sale. . . . Do something different. Make every window tell a simple, honest, cheerful story and your show window will sell goods."

This is the theory and advice tendered in an attractive booklet issued by the National Cash Register Company of Dayton, Ohio, illustrated with a valuable collection of sample window displays. These cover nearly every line of merchandise and glitter with bright, catchy ideas such as have made the N.C.R.'s windows models in many a town and city. "There's money in your show window" is the title of the booklet, and the proof is found in abundance in the interior. A copy will be sent on request.

BIGGER QUARTERS FOR WATERPROOFS.

The Toronto Waterproof Manufacturing Co., have moved from Wellington street to large new quarters in the Samuel. Benjamin Building on King street west. Here with much increased space, and splendidly lighted rooms, they are placed in a position to increase their staff so as to handle their growing business.

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXVII TORONTO, JANUARY 7, 1914 No. 1

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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 140 S. Dearborn Street, Telephone Randolph 3234. Boston, C. D. Morton, Room 643 Old South Bldg., Telephone Main 1024.

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COOK BROS. & ALLEN.

The firm of Cook Bros. & Allen, Toronto (Art Tailoring Co.), began the year 1914, in a fine new five-storey building of their own on College street with a floor space of 45,000 feet. Facilities for manufacturing and the comfort of their employes have been consulted to an unusual extent in this new home where provision has been made for doubling the output of "Art" clothes. The first floor, finished handsomely in oak, is devoted to offices and sample rooms, and the upper floors to manufacturing and stock rooms, each floor being 113 by 100 feet. The top floor is provided with what is known as the "buck-saw" system of lighting, which by a special arrangement in the nature of fanlights the light from the north, free from the direct sun's rays, comes in continually down from on top upon the employes at their machines. These ,too, are arranged in sections so that the goods are passed on from one process to another directly to the person seated next in each case, avoiding delay and confusion in passing pieces on to the machine that performs the next work.

Lunch and rest rooms have been provided for the employes and a roof garden will be available for lunch and recreation purposes, so that the girls will not need to spend the noon hour on the streets. The firm believes thoroughly that greater efficiency results from looking after the welfare of the employes, although, naturally this is not the primary motive underlying these accommodations. A dance was given the employes and their friends in the new building early this year.

The heating of the building is provided for by a triple set of boilers, thus obviating the risk of a break-down of one.



NEW HOME OF COOK BROS. & ALLEN (Art Tailoring Co.), TORONTO.

A NEW RAINCOAT HOUSE.

Under the name of Fels Limited, a new company has been formed in Montreal for manufacturing raincoats for men, women and children. They have offices and warerooms at 285 Notre Dame street, west. S. Z. Fels is vice president and managing director.

CHEERINESS AT FOWKE-SINGER'S

Excellent trade during the holiday season has only strengthened the enthusiasm of the managers of Fowke-Singer Co., Limited, Toronto, towards the future, and greater energy than ever will be put forth to keep well in the van with up-to-date goods. For the new year the strong demands received for the better class of goods, they say, "Spell Prosperity, with a capital P." Many varieties of beautiful silk tie goods with watered and shot effects offer a wide range of selection for the firm's customers.

GARDINER, FOLEY & CO'S NEW FACTORY.

Gardiner, Foley & Co., who have recently moved into their new quarters at 468 King West, Toronto, are now in the very centre of the dry goods manufacturing district, which of course is very convenient for buyers. Their factory facilities have been largely increased, the floor space having been doubled. Attractive woodwork of a light finish gives a cheerful appearance to the whole interior. A noticeable feature of the new establishment is the commodious and well-appointed show rooms where goods may be displayed to splendid advantage.

BIGGER FACTORY FOR "DEFIANCE."

The recent growth of the business of the Defiance Manufacturing Co., of Toronto, has required the extension of their factory space, 500 feet, and the staff has been of course increased accordingly. Many large windows facing out on Bathurst Street, add to their comfort. The company is now in a better position than ever for the manufacture of Hall Brand garments, ladies' neckwear and waists and general wash goods. Prospects for business are considered good and a prosperous year is looked forward to.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want. They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO.

DRY GOODS COMMISSION MERCHANTS

181-183 McGill St. MONTREAL

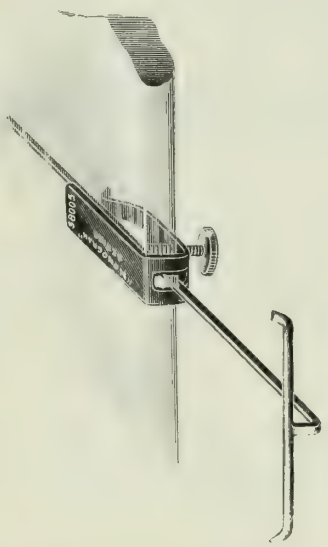
JAMES STANBURY & CO., TORONTO

D. & P. DISPLAY FORMS.

In the new catalogue of "D. & P." models issued by Dale & Pearsall, Toronto, Manufacturers of Display Forms, Wax Figures and Manufacturers Fitting Forms, some very complete lines are to be noted. The catalogue directs the attention of manufacturers and merchants to certain characteristics of D. & P. forms,—the lines across the back of the shoulders giving a natural curve that eliminates the possibilities of collars that stick out at the back, and the endurance of these forms. Among the forms illustrated is, one for the manufacturers of ladies' waists. Covered in strong linen canvas it revolves on a heavy iron base which can be screwed to the bench. Metal arm plates and leather covered shoulders are other features. Forms for ladies' garments and a set of skirt forms, all with well defined cuts make the catalogue attractive as well as instructive.

GLASS SHELF DISPLAY CLIPS.

Clatworthy & Son, Limited, Toronto, have secured a very valuable agency for a most complete line of glass shelf display clips. These clips are manufactured by the well known firm of William Mitchell (Pens), Limited, of Birmingham, England, with offices in Birmingham and London. Clatworthy & Son are their sole representatives in Canada. A complete stock is being placed in their warehouse in Toronto. The line comprises clips which are suitable to display goods for almost every class of trade, dry goods, men's furnishings, boots and shoes, silverware department, jewelry departments, cutlery, fancy goods, leather goods, hats, confectionery, stationery, and tobacco. Altogether there are about 200 different varieties of clips.



Extension "T" clip for displaying gloves, handkerchiefs, ties and kindred articles.

Each clip is designed to display the article from the edge of the glass shelf, and they accomplish this purpose to perfection. The price is also very moderate, so that the line of goods will be within the reach of all merchants. We illustrate on this page an example of the William Mitchell glass shelf clips. A beautiful illustrated catalogue has been prepared in England and will be mailed to any merchant interested, on application to Clatworthy & Son, Limited, 166 King street west, Toronto.

EXTENDING TO CANADA.

Mr. Wolff of the enterprising firm of Hausmann & Wolff, of Bunhill Row, London, England, is about to sail for this country with a view to extending the trade of his house to the Dominion. He has been for some twenty years in the trade and is already well known to many buyers here. Messrs. Hausmann & Wolff are a progressive firm as their new and spacious premises indicate. Their goods, of which they specialize in small artistic lamp shades and decorative paper goods, were formerly made in France and Germany, but now all their lines are made at their own manufactory in London, and doubtless some will soon find their way to Canada.

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Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ ____191

PLEASE TELL ME WHERE I CAN PROCURE _____

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NAME_____

ADDRESS_____

MR. CARPET BUYER

This is your chance to test the values of the **GUELPH** line of Tapestry Squares. Note the special offer.



SPECIAL CLUB PRICE

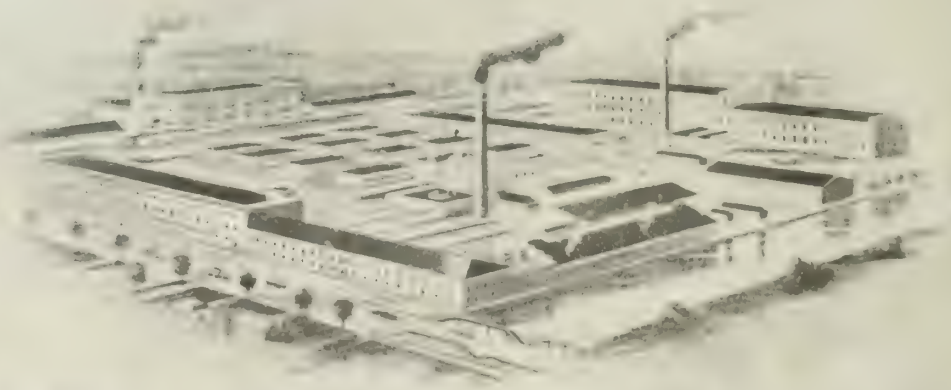
For $23.40, we offer one rug each of the above pattern (or assorted patterns if desired) in sizes 2½ x 3, 3 x 3, 3 x 3½ and 3 x 4.

Our Guarantee

Upon receipt of these rugs, you are specially requested to examine the **quality, coloring** and **style**, and if you are not absolutely satisfied, we will be pleased to have you return them at our expense, and any transportation charges paid by you will be refunded.

We also make two better grades of Seamless Tapestry Squares.

Ask us for our New 1914 colored Catalogue.



THE GUELPH CARPET MILLS CO. LIMITED

WILTON, BRUSSELS, AXMINSTER VELVET, TAPESTRY

PIECE GOODS AND SQUARES

DRY GOODS REVIEW

VOL. XXVI No. 2



January 21
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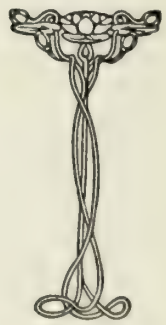
Published
Semi-Monthly

There Are a Few Cover Positions

for 1914 still available. If you desire this important position for any particular date let us know now so you will not be disappointed.

The outside back cover on Canada's only semi-monthly dry goods paper is a position worth while.

Write for particulars.



Dry Goods Review

VOL. XXVI. JANUARY 21, 1914 No. 2

Building Dry Goods Stores Against Earthquakes

How Business is Carried on in Jamaica—Bartering With the Negroes Over Farthing Sales—Temperature From 50 to 95 Degrees—Chinese Run General Stores in Smaller Towns—Where Part of Town Sank.

Written for The Review by E. F. Coke

KINGSTON, Jamaica, B. W. I., Jan. 12.—Perhaps in no other country is there as great a variety of lines carried under the head of "dry goods" as in the Island of Jamaica, Britain's chief possession in the West Indies. Situated some thirteen hundred odd miles south of New York, and ninety miles south of Cuba, this island is known as the Paradise of the West. Discovered by Christopher Columbus on May 3, 1494, whilst on his second voyage to the New World, this island on account of its geographical as well as agricultural advantages has been the scene of remarkable conflicts and considerable bloodshed. Held by Spaniards for 160 years, during which time the most frightful atrocities were indulged in, the island became a bone of contention between them and the English, and it was not till 1655 that it became a British possession. In size it is only 144 miles long by 42 wide, with a total area of 4,207 square miles and a population of 830,000. In spite of the limited extent of territory the development since it came into full control of Great Britain has been so remarkable that this small spot is looked on as one of the most valuable possessions in the British Empire.



This looks more like play than work. Cross indicates one of chief stores in Mondeville, sixty miles from Kingston.

From an early date Jamaica became the centre of trade of the West Indian Islands. In the sixties of the seventeenth century the famous buccaneer, Morgan, made Jamaica his headquarters and the wealth pillaged from the Spanish Main,—now known as Central America,—was brought to Port Royal, the leading harbor at the time in the island. In 1692, however, Port Royal—the stronghold of the buccaneers and the emporium of the West Indian trade, "the finest town in the West Indies," and at that time the richest spot in the universe, —was entirely destroyed by an earthquake.

Part of Town Sank.

This completely altered the trend of the island's trade. A considerable part of the town sank so that what remained was merely a miniature of the whole as it existed before. The city after a time could not retain its largely growing population and plans were prepared for the laying out of the city of Kingston, which is situated across the harbor on the mainland from Port Royal, which was on the narrow peninsula forming the harbor, and at its entrance. Now, all that remains on this historic spot is the fort which guards the entrance to the harbor.

Fires and Earthquakes.

Kingston, which became the capital and chief centre of trade, continued to grow, and in spite of disastrous fires and earthquakes which have visited the island frequently, the latest being in 1907, we find a city to-day which is looked upon as the finest in the tropics of the Western Hemisphere, with a settled population of 60,000.

With the gradual growth and development of the island, trade with the Mother Country as well as foreign countries naturally increased. In exchange for the fruit of her soil, Jamaica imports a large part of her foodstuffs and all her clothing material. From the beads, knives, firearms, and gaudy colored cloth brought in by the Spaniards to trade to the natives, which were originally Indians, we now find extensive mercantile houses importing large quantities of luxuries as well as necessary lines to fill their extensive stores.



Largest dry goods store in Kingston, Jamaica, 140 x 100 feet, owned by Nathan & Co. Upper part is used for wholesale department, and lower for retail.

Come From Central America.

The trade in dry goods carried on in the island is by no means a local one only. Trips are made from the surrounding islands, as well as from some of the Central American states to purchase the annual "outfit." Many of the larger houses or firms deal not only retail, but conduct an extensive wholesale department as well. These not only supply the smaller stores throughout the country parts of the island, but also ship to other islands. Some firms have branches in Haiti, Panama, Costa Rica, and other large centres, and also on the smaller islands.

Trade in the island itself is not of course, restricted to Kingston only. The wholesale firms supply goods to all parts although frequent trips are made to Kingston by the white people and the wealthier colored people to effect their purchases. This is especially so with the dry goods trade. The lines handled by the stores in the smaller towns are generally of a cheaper grade as most of them cater to the lower classes of negroes.

Selling a Farthing's Worth.

An important point in the trade of the island is the question of "bartering." The trade is divided into two distinct classes, that with the whites, and that with the colored inhabitants. The negro is great on bartering, and it is a common occurrence to hear a prospective purchaser endeavoring to beat down the price. This is especially true of the inhabitants of Haiti. These negroes simply will not buy unless some reduction is made on the first price asked. One prominent merchant who deals extensively with them informed the writer that a cut in prices asked was essential if any business was ever to be done with them.

Both Partners Killed.

In order to get some detail information the writer interviewed the management of several of the large firms in Kingston. One of the largest and best known firms in this line of business is Nathan & Company, Limited, and their store is "The Metropolitan House."

This firm was established 25 years ago on a partnership basis by Messrs. A. M. Nathan and Chas. Sherlock, and was known as Nathan, Sherlock & Co. Both of these gentleman, however, were killed in the disastrous fire and earthquake of 1907, and after their death the business was changed into a joint stock company. This firm now has as its permanent managing director, Mr. J. A. Scott, who was formally connected with Rylands, England.

Mr. J. Tapley, secretary of the company, spoke enthusiastically of prospects. He pointed out that his firm carried on an extensive wholesale as well as retail business so that they got a good chance to size up conditions. During the past three years severe droughts and hurricanes had curtailed business, but unless



Men's Wear Department of Nathan & Co.'s Store Decorated for Christmas with Flags, Palms, etc.

tions pointed to the new year bringing business back to normal.

Continuing Mr. Tapley stated that the majority of the goods imported were from England and the United States, the firm maintaining offices in London and an agent in New York. These representatives bought not only for their Jamaican trade but also for firms in Trinidad, British Guiana, Barbadoes, and South Africa. It is the policy of this firm to pay spot cash for goods as soon as they are shipped, even before delivery.

Fahr. in the summer to 50 degrees Fahr. in the winter.

Buildings Earthquake-Proof.

The building known as the "Metropolitan House," is a typical example of the kind of stores erected in Kingston after the disastrous earthquake of 1907. Formerly brick and stone were in constant demand, but now nothing but solid reinforced concrete buildings, two storeys in height, are being put up. Experience has taught that these resist earthquake shocks the best. The ground floor of these buildings, as in this particular case, is used for the retail business, while the second storey is given up to the wholesale department. This building is 150 x 100 feet in size, and special attention has been paid to display window space, as well as for ventilation purposes. Owing to the heat in the summer ventilation is very important.

Negroes Curious.

The season for sales, and the advertising methods are much the same as in Canada. Nathan & Co. have two sales a year, in February and October. Daily advertising in the newspapers is practised and window price cards are also used. It is found that curiosity or "the desire to see things" is even more developed in the negro than in the white races.



View of main entrance of Nathan & Co.'s Store, showing in the centre a unique feature, a fountain with water running. On the right is a display of silver and cut-glass, and behind are seen various articles, all ticketed.

"Cheapness," the Crying Need.

Mr. Tapley pointed out that the crying need in the Jamaican trade was "cheapness." The rate of wages, he stated, was low and as the laborer averaged from 37 cents to 43 cents per day, he could not afford expensive lines. As the negro population exceeded the white in overwhelming majority it was evident that they were the important factor to cater to.

No Skates in These Stocks.

Of the stock carried by such firms cheap lines predominate. These include all lines of boots and shoes, tweeds, drills, sheetings, all classes and patterns of cotton goods, laces and embroideries, dress materials of every description; light underclothing, table and household linen, and such articles as are suitable to a climate that ranges from 95 degrees

WITH DRY GOODS MEN IN JAMAICA.

Buildings only two stories in height to resist earthquakes.
Sales in February and October.
Fountain playing in entrance to store.
Combination of retail and wholesale.
Sales to negroes often as low as a farthing.
Many Chinese merchants.
Bartering over every sale with negroes.
All year round, between 50 and 95 degrees.
Customers from Central America.
Some Jamaican history.

Chinese Merchants.

As has been pointed out the majority of the island's trade in dry goods is transacted in Kingston. The smaller stores throughout the island, nevertheless, do considerable business. Of latter years the Chinese residents have increased enormously. The Chinese practically enjoy a monopoly of the island's "small shop" or grocery trade. As soon as business advances they generally branch out into a general store, carrying cheap

(Continued on page 16.)

The Books That a Merchant Needs

In Order to Operate a Retail Store Efficiently the Merchant Must Know Every Detail of His Business—He Must Have a Close Check on All Matters of Detail—The Links in the Efficient Business Chain.

By William Cambell.

The accompanying article is the first of a series that William Cambell has prepared. Mr. Cambell is a cost accountant whose daily work is to study the problems of expense and maintenance in one of those enormous retail stores which grow up in all large cities. He has put in the better part of his life-time studying the problems of retail costs, and the benefit of his experience will be given to the readers of this paper in the course of the series that he is preparing.—Editor.

WHY is it, that a man who has been a good Salesman, or a good Traveller, so often fails to make the success he expects, when he starts in business on his own account? In nine cases out of ten it is because he neglects to make his business efficient in the full sense of the word, and it is only those who realize all this, that make successful business men. How many men keep a record of every purchase and sale, and can tell exactly how much they were per day, per week or per month, and for the same period how much their Gross Profit was, their Expenses, and what their Net Profit was? Also, how many know how much stock they are carrying, and how many times they are turning it over in the year? Those who do this, will also be careful to compare the actual gross profits made on their turnover, as shown by the books, compared with what they expected it to be. Very often the result will prove a rude awakening.

The chief trouble is that when a man starts in business he has often so many different things to do, that he fails to do the main thing, viz., Make Money.

The Manager of one of Toronto's largest Banking Institutions, told the writer that in most cases it was because of bad bookkeeping, that firms got into difficulties. What is the reason of this slackness? It is because merchants fail to fully understand what it is costing them not to keep a proper Accounting System, that will give all essential particulars at a glance. If the books kept don't tell this, they are lacking in what is necessary for the success of a business.

The writer well remembers a case of this kind, when he was called in by a storekeeper to prepare a balance sheet and trading account for a partner, whom he wished to secure. The books that he had kept himself were a hopeless jungle of figures, but in handing them to me, he said: "I have been going over them, and don't seem able to get the particulars, but of course it will be easy for you." The books were in a chaotic condition. I don't know that I ever remember a more difficult task than that which confronted me in them. It was only after a long and arduous struggle that I was able to find approximately where he stood. It was a wonder that he had ever managed to keep his business running.

I would strongly advise that an experienced bookkeeper or accountant should always be called in to prepare a suitable set of books, but for the benefit of those who wish to keep their own accounts, I will give a description of the books needed in order that full details of a business can be ascertained at any time.

The Books Needed.

First.—Purchase Journal, 2 columns. In this you enter all invoices as you receive them, putting the name and total, in first column if merchandise, or in second column if expense. By adding this book up every week, you will get the total of your purchases. Insist on having an invoice or voucher for everything bought, file these away first on an unpaid file, then when paid transfer to a paid file, first marking on invoice date when paid. Your unpaid file should represent what you owe.

Second.—Sales Record. Enter up here the daily record of your sales. Where the cash sales consist of very small items the total of these entered at end of day is sufficient, but when the cash sale is of any size a separate record should be entered. In fact, a duplicate slip should be made for every sale. The importance of this is recognized by all large stores. The goods sold on credit will be entered in Day Book and the total of this ascertained every day or week.

Third.—Cash Book. This should give an account of all incoming and outgoing Cash. There should be several columns, according to the requirements of the business, viz., Accounts Receivable, Cash Sales, To Bank, From Bank, Accounts Payable, Expenses, etc.

Fourth.—Ledger. Open up accounts in this of the Total of your weekly sales, purchases and expenses, as well as all other accounts. At the end of six months when you take stock, you will then be able to ascertain the amount of your Total Sales, Total Purchases, Stock on Hand, from which you get your gross profits by adding together your sales and present stock and deducting from them the amount of your previous stock (if any) and the amount of your purchases. From this you deduct all your expenses, and the balance left is your net profit. If you have added one-third to your cost for your profit, your gross profit on turnover should come out at 25%, but as there will be cuts and losses on some goods sold, it would probably come out at 22%, and if your expenses were 17%, it would leave you 5% Nett Profit on your turnover.

If, when you take stock you find that your profit is not what you expect, it would be wise to call in a Business Expert to go over things. If this article has the effect of making you keep a full record of your business, and take stock every six months, it will probably be the means of saving you a lot of money.

A STORE ORGAN.

The Editor,
Dry Goods Review,
Toronto, Ont.

Dear Sir:—

We are enclosing a copy of the first number of our store organ, The "Retrado," and would be glad to hear your criticism of same through the medium of your paper.

This paper has been started with the object of increasing the efficiency of our sales staff, and welding the whole into one solid chain.

It will be published every month. Articles will be contributed to each issue by the various Departmental Managers, who are associate editors.

Yours truly,
The Regina Trading Co., Ltd.,
T. R. Atkin,
Adv. Manager.

* * *

"If you at any time feel that you are unable to satisfactorily close a sale with your customer, don't hesitate to call the attention of your department manager. In doing so it does not show you up as being an incompetent salesman. There is always the chance of his being able to offer you some new argument as to quality and value that you have not thought of."—From "The Retrado."

* * *

"The features that distinguish one store from its competitors, that make it stand for something distinctive and characteristic in the mind of the shopping public, are the features of its service that excel those of its rivals."—From "The Retrado."

* * *

"In my experience behind the counter your goods are sold by the greeting you give your customers." From "The Retrado."

In Stocktaking.—"1. Measure your goods corectly; 2. Always put quantity tickets on same end of goods with the price tickets; 3. See that the cost and selling prices are correct."—From "The Retrado."

Working Up Efficiency by a Store Paper

Staff of Regina Trading Co. Start Issue of Monthly Organ — Articles on All Manner of Subjects Helpful to Employes—One Solution of Big Problem.

THE "Retrado," published monthly by the Regina Trading Company, Limited, for its employees, "with the object of increasing the store service and general efficiency of the staff," has reached The Review in the form of its first issue of January 5, 1914, and will be welcomed month by month, and its career chronicled as occasion suggests and permits. This "store paper," of four pages, issued in convenient form, is the product of an energetic and ingenious West, and the outcome of the same brainy management that lately sent forth a twenty-page advertisement in a single issue of a Regina newspaper.

The editor of this latest product in journalism is the Advertising Manager, T. R. Atkin, and associated with him is the General Manager of the Regina Trading Co. and the heads of various departments.

Pointing Out the Weak Links.

In the introductory announcement the editors state that promotion of the staff's efficiency, by means of the paper, will run along the line of pointing out the "weak links," and suggesting "ways and means of moulding the same together into one solid and unbreakable chain." The paper will be given to each employee. "Take it home and read it carefully, and profit by the suggestions offered. Articles dealing with the news of the Store, and contributed by the different department managers will appear in each issue, and articles pertaining to the store service, etc., by any sales-person, will be gladly welcomed by the Editor."

Some of the Articles.

Among the articles in the first issue are "Successful Service," by Mr. Little; "Salesmanship and Business Efficiency," by Mr. Crottie; "Co-operation, and what it stands for in the world of merchandising,' by Mr. Gibbons; "A Few Suggestions on Stock-taking," by Mr. Nelson; "Salesmanship and Service," by Mr. Van Valkenburg; with short miscellaneous items scattered through on such topics as "Be a Booster," "Be Thorough," "Read the Advertisements," "We Would Like to Hear of Your New Ideas," "The Ideal Salesman," "Are You Making Good?" etc.

Radiating the Store "Spirit."

The "Retrado"—a title selected, we presume, from portions of the firm's name—should serve a highly useful purpose in this large store. It has been the outcome, doubtless, of a feeling among the members of the firm and the heads of departments, that the larger the store, the more difficult it is for the "spirit" of the establishment, the impulse of loyalty, the *esprit de corps*, to radiate through it. The personal knowledge maintained by the recognized head, is often—sometimes necessarily — lacking as the list of employees widens and the floor area is extended and storey rises upon storey and department is added to department. That intimate association of the small store must needs be modified and fortunate is the department store where it does not disappear. Individuality often seems lost in the collective whole; the incentive to continuous, earnest effort often is weakened by a feeling that such service would go unnoticed among the crowd and bustle of store life. If the employer takes no step to regain or retain that strong feeling of sympathy and lively sense of co-operation that marked the earlier and smaller efforts of his business career, he soon will come to realize that the bond that should be the most reliable basis of all, has weakened and snapped.

Lack of Individual Responsibility.

There is the same element to contend with in the growth of every business, every institution. The university is as good an example as any of this obliteration of the feeling of individual responsibility and co-partnership, with the expansion of the buildings and growth in numbers of the student body. Publicly it has been deplored time and again, and more than any other obstacle, has weighed in preventing the centralization of the higher educational units in province and country. It is a boast of the comparatively small Scotch universtities to-day that they have retained by the lack of numbers among their students that leavening spirit that is becoming the despair of many of the huge institutions in Canada and the United States.

There is one large store in Canada to-day which will readily be called to mind

as a conspicuous example of efforts put forth to create and sustain a pride in the establishment, the name, the record, the position of the store in the community and far beyond it. One of the successful plans has been the formation of an athletic association that embraces a number of lines of sport, hockey, association football, cricket, baseball, etc. Teams, under an adoption of the firm name, have been entered in various leagues, and monster athletic meets "pulled off," that attracted crack U.S. sprinters and were the envy of the organizers of the official all-Canada meets.

This idea is being carried out on various lines in dozens of stores. In some, bonuses are paid to the most deserving employees; in others, the co-operative system is adopted and a presentation made at the end of the year of a percentage of the turnover, or the increase therein, or it is based on the net profits. In many, special recognition is given to promotions for services performed, and in scores of other ways it is sought to establish and maintain a close connection between the firm and its staff, and between the members and one another.

Value of the "Store Paper."

The "store paper" must be accounted an effective means towards such an end. The possibilities of this suggest themselves in almost endless array. The "Retrado," no doubt, will seek to localize the articles on service, efficiency, etc., by examples drawn from experiences of the writers in the store itself. These will serve to remove all the writings from any suggestion of mere theories. One of these special "locals" appears in this first number. It runs, in part, as follows:

Do You Know?

Or have you been advised by the manager of your department to notify any of our country customers that all parcels are sent to the C.P.R., C.N.R., or G.T.P. station parcel rooms free of charge. If not, take this as your information.

Personal items about the staff—store happenings—should figure in the store paper. This will add to the interest in it, and cement the store feeling. It will make it the "local paper" of this particular business community.

Official announcements from the firm would naturally be found there, as well as personal statements from the manager of the store whenever the opportunity seems to present itself. It will all serve to build up the paper, and establish a feeling of identity of interest throughout the institution.

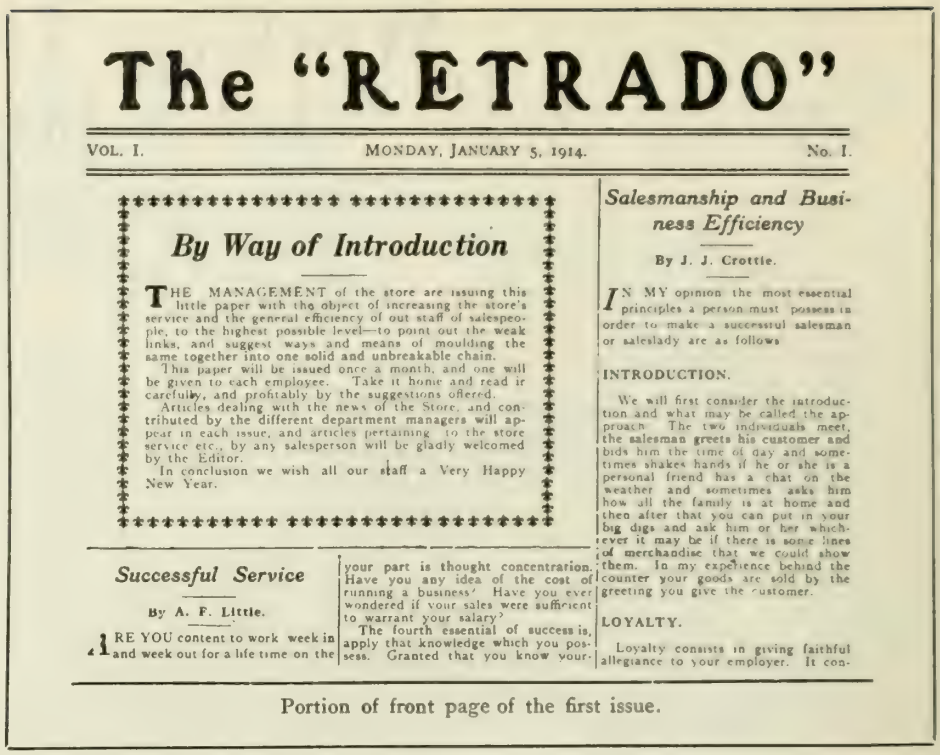
Long Article; Proof-Reading.

While it is always unfair to judge the First Number, a couple of points may be worth a remark, since the invitation to criticize was extended. Long articles, it would appear, should be avoided unless there is a special reason for their appearance: there is always the tendency to skip them like one does long editorials, or as one would do if there were any hint beforehand in the case of long sermons. And the "store paper" should be readable and read from first line to last.

Proof-reading may seem an accidental detail: probably the second number will not provide any excuse for the action of a critic. The first number does. In the introductory announcement we are told to take it home and read "ir" carefully, and "profitably" (meaning "profit") by the suggestions offered. Typographical errors are not included in the make-up of efficiency, and therefore The Review acting on the invitation of the editor-in-chief himself—has taken the opportunity to remark upon this point.

But this, and all else that has been suggested, is trivial and easily remedied. The idea behind The "Retrado" is eminently fitting: the conception as worked out in No. 1 is exceedingly practical and interesting, and gives already an assurance of a generous co-operation on the part of the staff.

Congratulations, ye editors of The Retrado!



The "RETRADO"

VOL. I. MONDAY, JANUARY 5, 1914. No. I.

By Way of Introduction

THE MANAGEMENT of the store are issuing this little paper with the object of increasing the store's service and the general efficiency of out staff of salespeople, to the highest possible level—to point out the weak links, and suggest ways and means of moulding the same together into one solid and unbreakable chain.

This paper will be issued once a month, and one will be given to each employee. Take it home and read ir carefully, and profitably by the suggestions offered.

Articles dealing with the news of the Store, and contributed by the different department managers will appear in each issue, and articles pertaining to the store service etc., by any salesperson will be gladly welcomed by the Editor.

In conclusion we wish all our staff a Very Happy New Year.

Salesmanship and Business Efficiency

By J. J. Crottie.

IN MY opinion the most essential principles a person must possess in order to make a successful salesman or saleslady are as follows

INTRODUCTION.

We will first consider the introduction and what may be called the approach. The two individuals meet, the salesman greets his customer and bids him the time of day and sometimes shakes hands if he or she is a personal friend has a chat on the weather and sometimes asks him how all the family is at home and then after that you can put in your big digs and ask him or her whichever it may be if there is some lines of merchandise that we could show them. In my experience behind the counter your goods are sold by the greeting you give the customer.

LOYALTY.

Loyalty consists in giving faithful allegiance to your employer. It con-

Successful Service

By A. F. Little.

ARE YOU content to work week in and week out for a life time on the your part is thought concentration. Have you any idea of the cost of running a business? Have you ever wondered if your sales were sufficient to warrant your salary?

The fourth essential of success is, apply that knowledge which you possess. Granted that you know your-

Portion of front page of the first issue.

The "RETRADO"

Published Monthly by

THE REGINA TRADING COMPANY LIMITED

For its Employees, with the object of increasing the store service and general efficiency of the staff.

T. R. ATKIN, Editor

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J. F. Bole — A. Gibbons
I. Baker — F. Dyment
A. F. Little — J. A. Strothers
J. J. Crottie — L. Stevens
R. J. Orr — H. W. Graves
W. M. VanVolkenburg — W. Nelson
J. Hamilton — M. Dawson

Monday, January 5th, 1914

DEMANDS FOR MACKINAWS

There is a big demand for Mackinaw coats for next season and liberal orders have been placed with manufacturers. One of the largest makers of these garments told The Review that they were to a great extent replacing sheepskin coats. They have certainly caught the popular fancy as a sports coat and are now used for all outdoor purposes, such as driving, snowshoeing, skiing, curling, etc., and are also being taken up by men engaged in heavy work wher freedom of movement is essential. It is worthy of note that three of the International league baseball teams which visited Montreal during the last summer wore Mackinaw coats of distinctive colors instead of the time honored sweaters.

While there is still a good demand for the staple blacks, greys and navy blues, the newest and most popular lines for next season seem to be the bold checks on colored grounds. They are made in the plain style with belt or Norfolks, and both styles are selling well.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JANUARY 21, 1914 No. 2

TRY A DOUBLE INVENTORY

THE investigation that is being conducted by The Review along the line of methods for gaining control of the rapid growth in selling costs indicate a general agreement among leading dry goods merchants that a better knowledge of actual costs and profits is becoming more and more essential to future security and reasonable success. A haphazard system, or an utter lack of system that trusted to an almost blind instinct for keeping above water, was all very well in its way when profits were on a much higher level than they have been for the last two or three years. Where the turnover has been piling up beyond the proportionate increase of the local population the race against rising costs fared on, with the victory resting upon the merchant. Where the population rested as it was, or the resources for pulling outside trade were temporarily at least exhausted, the pinch of the close approaching elements, cost and selling price, began to be felt and many an anxious hour struck for the puzzled proprietor. But whatever the advice that is to be proffered by men who are solving this problem, the very condition necessary for applying the remedy will be lacking without definite information on the part of everyone that would lead him to set his finger upon the weakness in his own operations. A merchant in a Canadian city of under 20,000 population told The Review this year that in order to learn exactly what was the profit in each department and the percentage relation between the buying and selling price, he was taking a double inventory, recording on his sheets both the cost and the selling price. Adding up the goods in each department this enabled him to see at a glance the percentage of profit in each, and he was thus in a position to strengthen the weak spots in his mercantile armor. This double system is employed in many institutions even where the information is available through other sources of bookkeeping, but in stores where the latter is absent, it would appear to be a vital necessity. Learn where you are at and thus equipped you can intelligently seek for and apply the remedy.

READY-TO-WEAR WINNERS

CASTING an eye forward to Spring-time possibilities, there is no other department in dry goods establishments that has so bright a promise as the Ready-to-Wear. Its growth has been phenomenal, and it is a safe, though rough guess that no other existing line has influenced the enlargement of floor space, through extensions or the erection of entirely new buildings, as the Ready-to-Wears. Occupying often a complete floor in comparatively small buildings, they are the favorite child, the reason for the swelling pride of fond proprietors.

This advance is equally the product of greater skill in manufacture and in the retail store display, and he is a wise merchant who is bending his keenest faculties to developing these ready-made goods. Not only can he depend this Spring on the natural growth in sentiment towards this line, but in suits, for example, the new styles are so altered that Dame Fashion with that periodic whim of hers, would refuse to recognize those who are so ignorant or thoughtless as to wear "Last Spring's." Those upheavals in Paris are felt with somewhat modified force in Canada, but cannot be ignored with impunity, and the revolutions in styles will force general purchasing on the part of the public. This tendency will be accelerated by the fact that styles in dresses as well as suits, are particularly adaptable this year and the models produced are smart, becoming and a trifle picturesque. The new models are not freaks, a danger point wherever it manifests itself. The Ready-to-Wear department for the Spring and Summer of 1914 more than ever before will be "quite worth while."

GOOD ADVERTISING

A NOVEL offer along advertising lines was made by John Wanamaker in an address in which he officially opened a pure food exposition of the Reading Terminal Market Business Men's Association of Philadelphia. He had pointed out that a business association could make use of newspaper advertising to increase the trade of its indivdual members to a surprising extent. To prove the truth of this assertion he said he was prepared to offer the association the use of a full column in the Wanamaker daily page advertisements for the period of one week. He added that he would supply them with trained advertising writers so that they could get the full benefit of the proper use of the space.

In enlarging upon the benefits of retail advertising Mr. Wanamaker, who holds his reputation as one of the shrewdest of the world's advertisers, declared that while the first necessity to success in retail trade was good merchandise, good advertising was quite as necessary to a business that was to keep up a healthy growth. If you have in your shop exactly what 500,000 people in this city want, but only 500 of them know that you have the care and energy you have experienced in maintaining a stock of high quality do little good either to your customers or to your own business. The satisfaction of knowing that your name stands for good merchandise is a good thing, certainly, but it is not apt to be greatly profitable unless the public at large knows it also. And the profit of judicious well-placed advertising does not exist merely for the large merchant.

"A large newspaper advertisement undoubtedly attracts attention, and if it is attractively put, it holds at-

tention. But there are hundreds of small dealers throughout the city who would find upon experiment that newspaper advertising is the most powerful of all means for increasing their trade. These smaller merchants have been joining forces lately in associations such as the Reading Terminal Market Business Men's Association. That is a movement which I regard as of the greatest importance. I hope to see it go on until all the smaller business associations in the city are merged into one great body."

SALES RECORDS FOR THE CLERKS

EXPRESSIONS have reached The Review, already, commending the system in the Crompton store of Brantford, as explained in the Special Spring Number, whereby clerks are furnished in advance with a record of the sales made by them one year before, and an intimation that they are expected to equal or surpass these during the coming week. Associated with such a system is naturally one by which a clerk is kept informed of the relation in sales of his work by the month and by the year, with a comparative statement for the corresponding month or twelvemonth preceding. From the point of view of employer and clerk alike the method is an admirable one in furnishing a definite incentive to strain towards a goal that is the natural indication of progress, increased sales. Competition is a life-giver in business, and self-competition in the case of all whom ambition moves, is a potent stimulant. But from the standpoint of justice to the clerk financially, knowledge of his sales record is no less advisable. In a large store where individuals are more or less merged in numbers, this is often the controlling factor in granting increases where personal observation and a close study of each is out of the question. Where, however, the manager of a department receives no such returns or treats them, coming in monthly or weekly, as of no moment, this equitable mode of judging claims to higher salaries is nullified and a superficial impression or personal favor may become the arbiter. Nor does the clerk in urging his own merits, hold evidence of his growing skill and value to the store that of right belongs to him. When he asks for an increase and proof is demanded, what chance has he to vindicate himself?

RISING COSTS

APPRECIATION of the movement started in the last issue of The Review in reference to the higher costs of doing business has been received to an unusual degree. In most cases it has had its origin in those whose bookkeeping system did not extend to an analysis of percentage costs of rent, salaries, delivery and the rest, nor the means for a fruitful comparison covering a period of years. In other cases it has been welcomed as amplifying personal investigations carried on in the natural order of a well-organized system, or forced by results whose causes must be sought, and eliminated or at least controlled. As was indicated in the article itself, The Review is seeking to secure information along these lines, and suggestions that may solve this intricate maze. Co-operation along this line cannot help conferring a mutual benefit even upon the most advanced along this difficult road, by throwing new and probably illuminating information upon their own conditions. All information that is entrusted to The Review will, it is hardly necessary to announce, be considered entirely as confidential in so far as the names of firms and even the location are concerned.

DON'T SAY TOO MUCH

ABOUT the last person in the world to whom the motto "Speech is Silver, Silence is Golden," would at first sight appear to be applicable, is the salesman, but it is the exception which proves the rule, and the exception in this case recently came to light in connection with an advertisement in one of the MacLean publications, carrying with it a lesson which should be carefully noted by all salesmen.

The ad-writer had performed his part of the work well. A good forcible selling talk had stimulated in the prospective buyer the desire for possession and had convinced him that the article advertised, an expensive encyclopaedia, was exactly what he required. He therefore noted the address of the agent, to whom he forthwith paid a visit with the object of placing his order.

Now here was a sale practically completed, a mere order-taker could have done the rest; but the agent or salesman, who was something more than one of the mere order-taking kind, without stopping to find out how far the sale had progressed, rashly assumed that he had to deal with practically a "raw" prospect and at once started off with a long and carefully prepared selling talk, pointing out the advantages of the work in question, its low price, its superiority to other similar works, how complete, and how up-to-date it was, etc., etc., all of which would have been quite in place for a new enquirer, but which was quite unnecessary in the case of a would-be purchaser who had already carefully read the advertisement. It was in vain that the customer endeavored several times to interrupt and explain that he had already been so much impressed by these arguments that they had induced him to decide upon purchasing the work which he had now come to do; the salesman would not let him get a word in edgeways, but insisted on going through with his talk to the bitter end; with the result that the customer, whose time was of value to him, left the store in disgust, deciding to send an order by mail.

It may not be often that such an extreme case as this occurs, but there are doubtless many occasions on which a sale is missed, at any rate for the time being, because the salesman does not watch to see the effect of his talk and therefore says too much, not being content to "let well-done alone."

It is not always an easy matter to spot the psychological moment, it varies with different individuals. One man may be of the slow and cautious type, and may wish to hear all the salesman has to say on the matter before he makes up his mind, and it may be that only after every argument has been advanced that he is satisfied and can be brought up to the order-placing point. On the other hand, a man who has read up all the seller has to say in favor of his wares and who has made up his mind to buy subject to a satisfactory reply to one or two queries he may have to ask, will not wish to waste time in hearing again what he has already read, but is prepared to close the deal as soon as his questions are answered.

Too much talk is as bad as too little. Let the salesman see that nothing is left unsaid that is likely to promote the sale for which he is working, but let him not go to the other extreme and bombard his prospect with arguments with which the latter is already familiar. He should watch carefully to see whether his arguments are being appreciated, and even if he cannot always spot the exact moment at which the deal could be closed, he can at least remember that the client in order to give an order must have an opportunity of getting in a word somewhere.

We want to show you the new fall lines of men's sweaters and underwear.

In point of value and of up-to-dateness, those merchants who have seen the range say it is one of the best in Canada. We'd like to have you look it over.

A card will bring the traveller.

THE W. R. BROCK COMPANY, (Limited)
MONTREAL

Mutual Effort to Increase Employes' Efficiency

Establishment Where Clerks' Association May Have Rules Repealed—Part a Girl May Play in Her Own Improvement—An Enlightened Policy Among Employers.

Written for The Review by a Business Woman

THERE are many sides to a successful business, but in these modern days when the large store is general and when the merchant who owns it is known personally to only a few of his customers, and even his department heads are known only to a minor number of the people who buy goods in the store, the connecting links—the people who come into close and intimate contact with the customers—are becoming of more importance. Every merchant wishes to make his sales larger, and lays plans to make his customers more frequent callers. But, after all, when he has made every possible provision for this expansion, it rests very largely with the selling force to put in the final point, and bring the merchant's plans to a profitable ending.

Condition of Employes Counts

This is why so many really progressive merchants are giving so much attention to the conditions under which their employes work, and to the possibilities for increasing efficiency, by means of special training, and more comfort in general surroundings.

The merchant is seeking to perfect his selling force. He has done much for his customers' comfort in his stores. He has reduced merchandising to a science. Stores that do good business in these days usually are handsome and well equipped. Now he is studying the people that work for him, and he is striving to interest them in their work, to develop them, and make them more useful and more efficient.

Helpful Rules Necessary

One of the first methods the merchant takes in the regulation of the selling force is by means of a set of rules. Rules are a necessity where there is a definite object to be attained, and where concentrated effort is required to bring about any amount of efficient organization. Rules really should be helps, and not the hardships that they are so often held to be, and the management should see to it that they are so regarded.

The first thing an employe should learn about store rules, should be, that they are intended to help him and that they are framed for the good of all. A rule that is resented by those to whom it applies is injurious to any business, and serves only to weaken discipline.

Where Employes Votes Decide

There is a large and most successful store—Filenes, of Boston—that so clearly recognizes the truth of the foregoing that a vote of the employes may change any rule made by the management. The employes of this store are to all intents and purposes self-governing. They do not originate rules, but they vote on them and those voted down are discarded.

Over 16 and up to Educational Standard

This store pays high wages, and finds that it is profitable to do so, because by this means, it attracts a more efficient and intelligent class of help. The entire policy of the Filene management is centred in the development to the highest point of efficiency of each individual clerk. No girl under sixteen is employed, and no one taken on who does not come up to a certain educational standard.

Beginners are paid good wages, and experienced employes receive both wages and commission.

Filenes do not want irresponsible, automatic employes, who do not desire to be efficient, and who only work for the pay envelope at the end of the week. It is in order to develop responsibility and initiative that the Filene employes are put on a self-governing basis.

An Association of Clerks

The medium through which the clerks express their opinions is through an association of which every employe is a member, and all matters, controversy, all grievances, and all disputes are settled by the executive of this body.

Board of Arbitration

All disagreements as to wages, position, promotions, and all personal issues between saleswomen, salesmen and others in authority, are referred to a board of arbitration. There can be no tyranny of buyer, or undue exercise of authority by the head of any department, and so long as the work is efficiently performed each employee is safe in his or her situation.

Quality of Staff Raised

I have referred to these innovations in store management at some length, because there are so many points brought out that make for efficiency in the employe. In the first place, this store takes every care to secure employes that are a little above the average in intelligence, and who will more easily be trained into the policy and become interested in the store and its systems. The very fact that the store carefully selects its employes, raises the personnel of the class that apply for positions, for naturally, all other things being equal, a girl or boy just starting out in life likes to place himself or herself in the best surroundings possible.

The fact that employes have it in their power to vote against the enforcement of any rule they consider offensive or unjust, and that the right of appeal insures all fair treatment, must give all an interest in maintaining the highest efficiency possible.

Hard to Retain Interest

One of the hardest things the store organization finds to do, is the maintaining of interest among the girls employed. This is not because young girls are not capable, but because many do not look upon their positions in the store as permanent ones, and therefore take little interest in what they are doing. If girls could only be brought to see that this attitude is against all their best interests progress might be made.

It is not so long since the girl clerk invaded the dry goods field, but in that short time she has made considerable progress, and girls are found in increasing numbers in every store. Not so many of them that might have done have made good, but in most cases the fault has been their own. They have refused to concentrate.

Know the Goods as a Stepping Stone

The very first thing that should be explained to a girl when she goes behind the counter is the necessity for concentrating all her intelligence on the business in hand. She should be advised to get acquainted with the goods, to take more interest in them than the gossip that is flying around the store. Whatever she is the young clerk should resolve that she never will be only a price tag on the goods in the department. There is lots to learn about goods beside the price. Goods have a history and the more you know about them, the

(Continued on page 14.)

Butterick
Goes Ahead
Faster Than Ever

Make Yours
A Butterick
Store

The women of the world know that Butterick means Style Supremacy.

The leading merchants *know* that women *know* it. This is why they handle

BUTTERICK
PATTERNS

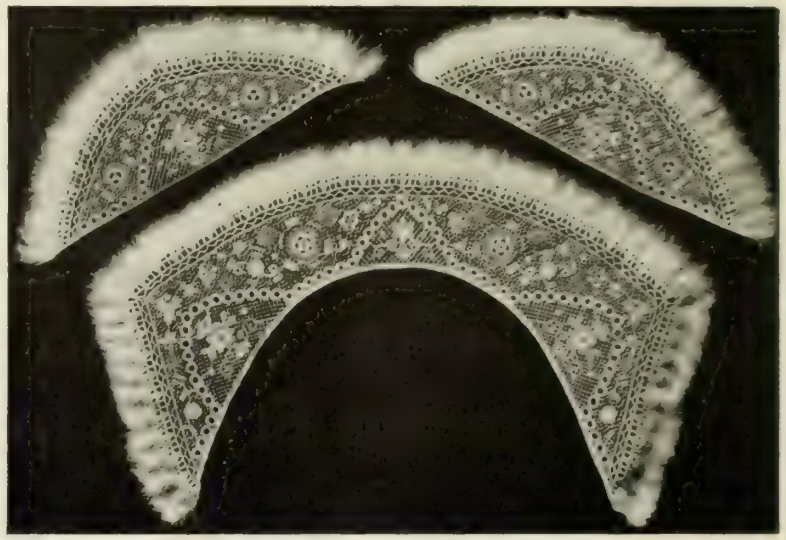
Write us for information on "How to Increase Sales of Dress Goods."

Butterick **Butterick Building** **New York**
72-74 Duchess Street, Toronto, Ont., Canada

DRESS ACCESSORIES

Laces Selling Better, With Shadows in First Place

Greatly Improved Demand for All Light Laces —Venise Edgings and Narrow Bands Popular —Camisole Laces Look Promising.



This collar and cuff set trimmed with fur is a special line carried by Sterling Lace & Novelty Co. In the Spring number of The Review this was incorrectly credited to another firm.

TRANSPARENCY is the cry, and a careful analysis of the lace situation leads to the expression of the belief that the season of Spring and Summer, now before us, will see light laces still in the leading place. Advices from Nottingham and from the French manufacturing centres confirm this view, as machinery is more fully employed than it was a short time back. Reports from Nottingham are particularly encouraging, partly due, it is true, to the increasing demand for plain and fancy nets. Nets are wanted and buyers are more than willing to accept sellers' terms. Prices, it is claimed, are fully 50 per cent. over those of last year, and all accumulations are being rapidly cleared.

Everything in light laces is selling with shadows in first position in both the popular and the high-priced trade. Shadows are shown with designs in Chantilly effect and with the ground varied by the use of several distinct nets. The finish of the new shadows is also distinctive, as it is remarkable for its soft clinging effect and for the manner in which it falls into line and fold without adding to or marring the figure silhouette. Materials are to be thin and clinging, and the laces must match. Lyons laces that are more delicate in design than many shadows, and which are outlined by a thread of silk, are considered good candidates for favor. Many shadows of the better grade have silk mixed with the cotton of the thread, this forming a richer effect, and giving the lace a better finish. Shadows also are embroidered with silk threads, emphasizing in a pleasing way portions of the pattern.

All other kinds of light laces are favored. Alencon is very cleverly imitated in machine-made lace, and can be sold at prices well within the reach of the moderate purse, and is shown to give variety to the stock of shadow laces. All Oriental and net-top laces are indicated, and some particularly good numbers in very fine net. But after all it is the shadow laces in various qualities that are the best sellers. There is some enquiry for allovers, and shadow allovers now come in double width, like nets. The big business is being done on flouncings, in 10 in., 12 in., 14 in., 18 in. and 27 in. wide. These flouncings are used for tunics and for edging tunics of net, and also for the tiers of flounces that are taking the place of over-drapery, and are being placed directly on the skirt of many gowns.

Many dresses are being prepared that are all of lace, and many others are shown of net mixed with shadow lace.

Laces are selling in white and black, and there is some demand, which may grow stronger, for ecru and rust-colored laces. Many forms of colored laces will sell, but it is only once in a great while that there is a very strong demand for this class of merchandise.

Venise edgings and bands are selling freely for the counter trade, and houses carrying good assortments are doing good business.

A new line that promises to be a winner and provide a big outlet for laces comes in the form of corset cover or camisole laces. These laces are really flouncings in suitable widths, with a beading woven in on both edges through which a ribbon may be run. These ribbons shape the cover, and lace or ribbon straps over the shoulder are all that is necessary to finish the cover. Because of the very transparent nature of the materials used for the waists of gowns and for blouses there would seem to be quite a good future for camisole laces. Buyers who remember how corset cover embroideries used to sell will be easily induced to put in a stock of these laces.

GOOD OUTLOOK FOR VEILINGS

Small Hats and More Formal Fashion of Dressing the Hair Makes Veil a Necessity—Fine Meshes and Floral Patterns Main Features—Paris Reviving Chiffon Motor Veil.

THE veiling outlook is generally conceded to be highly satisfactory. Not only do the hat styles favor veilings, for veils have always been considered as the necessary finishing touch to the small hat, but the more formal fashion in which the hair is beginning to be dressed makes the veil a necessity. Moreover the delicate meshes, and soft filmy finished nets that are now put out for the new season make the veil so exceptionally becoming that this factor alone should insure a successful season. Fine meshes and small simple designs mostly of a floral character are best

(Continued on page 16.)







TO The Milliners

When in Toronto do not fail to see our beautiful range of

Novelty Veilings **Malines**
Millinery Laces and Ribbons

The THOMPSON LACE & VEILING
Company Limited
59 WELLINGTON ST. WEST, TORONTO, ONT.



TO Department Buyers

We carry a splendid range of

Shadow Flouncings **Swansdown**
Plain and Fancy Nets **Marabout**
Allovers **Collars** **Chiffons**
and Camisoles





New Embroideries Worked on Sheer Grounds

Heavy Raised Work the Main Feature—Allovers in Wide Widths Good Sellers—Oriental Patterns.

MATERIALS that will drape and cling—that is the keynote to the coming Spring season, and to this demand the manufacturers of embroideries have had to conform. This is why crepe and voile neige have been advanced to the front as the basic materials, and why the very sheerest of batistes and soft-finished organdies are being used. Embroidered flounce and band effects, speaking generally, run along the lines of heavy raised blind patterns on a ground of extreme sheerness. Lace insets are used, and so are long stitch, chenille and ratine patterns. Straight edges are best with the design running up in tapering panels or medallion styles. Many patterns show distinctly the influence of Chinese and Japanese patterns, while others show Rococo garlands and scrolls.

Colored embroideries are also shown, made up of flouncings and bands worked in various shades of pink, blue, mauve, green or yellow. The patterns are mostly in the pompadour order, but some are in border form in the shape of line checks. The new crepes also come in delicate floral designs. Wide bands of craquele or filet or Brussels net, with the embroidery patterns on the net, and running up on to the crepe or batiste forms another attractive novelty. The very sheerest ecru batiste worked in fine Madeira patterns are taking in the high-class trade. Other interesting patterns show the design worked near the centre of the pattern, and with the lower half in coarse canvas and splashes of the canvas used as the centre of the leaves and flowers that form the pattern.

Staple embroideries have sold well to the retail trade, but even here the favor for sheer goods is most marked. This is because the sheerest and softest materials procurable are now used by whitewear manufacturers, and trimmings must match. Brassiere manufacturers are using quantities of all-over embroideries, the greater part of it being of the eyelet description worked on fine yet firm batiste.

All-over embroideries in wide width materials form one of the best selling lines. The patterns are on the small sprig order, and are worked in solid color, or in two or more of the new flower colors, and the sprigs are set fairly close together. All-overs, with colored sprigs, are made up with novelty materials in white. Lingeries are made of sheer batiste all-overs, plain batiste,



Lingerie gown of crepe embroideries in two widths of flouncings and wide banding. The vest and the undersleeve is of net.

embroidery bands and narrow flouncings, combined with shadow laces. Gowns of this class are showing now for wear at Palm Beach and other Southern resorts.

Allovers, Flouncings and Lace Combined to Make Lingerie Dresses, Especially for the South.

Mutual Effort to Increase Employes' Efficiency

(Continued from page 10.)

more interested you will be, and it will come easy for you to give information about the goods you are selling to customers. Besides, knowing all about the goods will form a stepping stone to positions higher up.

Another thing you must study is the customers you wait upon. You should size up customers, find out their wants, and decide from what standpoint to approach them.

If a customer asks for something that is not in stock, don't answer with a bald statement that you have not got it, and turn away. Say pleasantly that you are just out of the article, but should have it in a day or so. If the customer hesitates tell her that you sell such an article in its place and ask if she would like to see it. Many times you will make a sale in this manner that will tell in your favor when salary increases are made. You will also make friends for the store, and the store management is always on the lookout for girls who attract customers.

If a girl can do her work quickly, but apparently without haste, she will double her value and customers do not like to be hurried, nor do they like to think that they hurry others. It is pretty hard to watch all these points, and so easy to get into the way of just doing enough to hold your position.

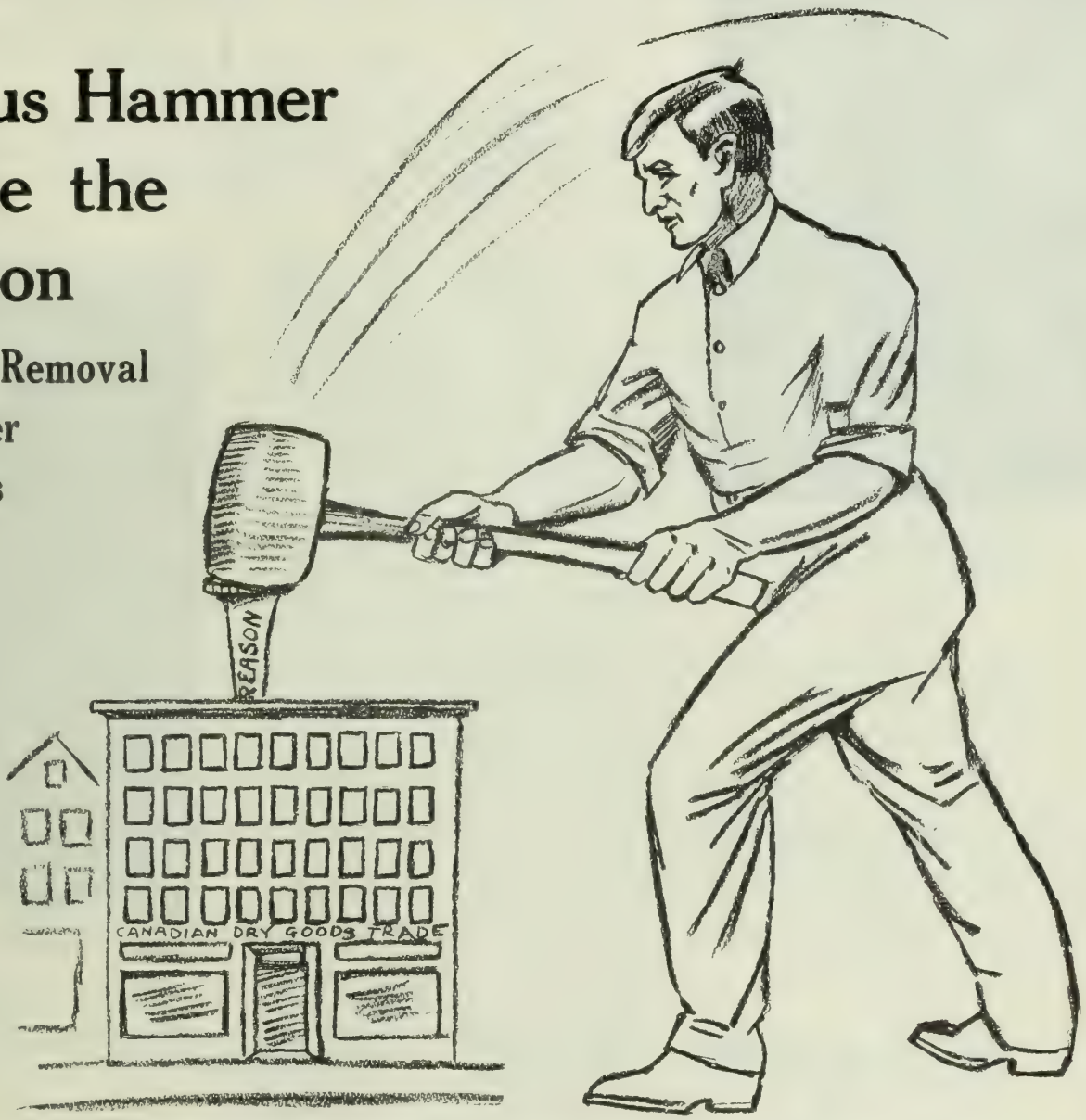
More Enlightened Policy

When once the right attitude has been gained the work becomes interesting, and you will enjoy your work for its own sake. The work itself brings its own joy, and when joy in your work is substituted for joy outside of it, hardships vanish.

Fortunately for the girl who takes up the dry goods business now, a more enlightened policy as to the hours of work, and about needed rest, is coming to the front. Public opinion has led merchants to provide many comforts and conveniences for the girls behind the counter in their stores. These comforts have increased the efficiency of the employes and have made other moves in the same direction easier. Of course there are always men who trail behind, and who think every minute wasted that is not spent on the job. Such men do not think that a tired girl cannot sell goods—and therefore is no use behind the counter. More progressive men realize, or are beginning to realize, that they benefit most of any one, by shortening hours, or so arranging matters, that their clerks can rest during the hours when business is slack. Many feet are not started along this road yet, but when it is more generally followed, there will be a great gain in efficiency made by the women and girls behind the counter. And one of the biggest drawbacks to women's presence "behind the counter" will also be removed.

Let us Hammer Home the Reason

for our Removal to larger quarters



WE WANT TO GIVE YOU EVEN BETTER SERVICE THAN IN THE PAST

With larger warehouse space we can carry a larger and more varied stock of RIBBONS than ever before.

We fill your letter orders the same day they are received, and we absolutely guarantee you satisfaction.

We have the stock—We give the service.

WALTER H. BARRY & CO.

Winnipeg Branch :
222 McDermott Avenue

6 St. Helen St.
MONTREAL

"THE SPECIALTY RIBBON HOUSE"



Light Venise collars shown by Sterling Lace & Novelty Co.

Building Dry Goods Stores Against Earthquakes

(Continued from page 3.)

lines of dry goods and hardware. Trading with the Chinese is done in as small a quantity as a farthing or half a cent. This is slightly different from trading in Canada, especially in the West, but one must remember they enter an entirely different atmosphere when they cross the twentieth degree of latitude.

Good Outlook for Veilings

(Continued from page 12.)

liked. The hexagon meshes so much liked this Fall are well represented in the new lines, but single and double hairlines, craqueles and filets will also be in evidence. A Springlike touch is the outlining of the pattern in either gold or silver thread. Butterflies are included but the new designs are of small size. Another interesting item is the beauty spot veil. Designs are numerous but most favor is given to the veil which shows just one large spot. These spots are backed by meshes that are extremely filmy and indefinite, and there are five figures to the yard wherever the veiling is cut there is always a figure on the face. Small chenille dots are used to ornament the new floral patterns.

The harem idea still survives and the veil with the upper part of light mesh and the lower in heavier pattern come among the novelties shown for the new season. These veils leave the eyes practically unobstructed.

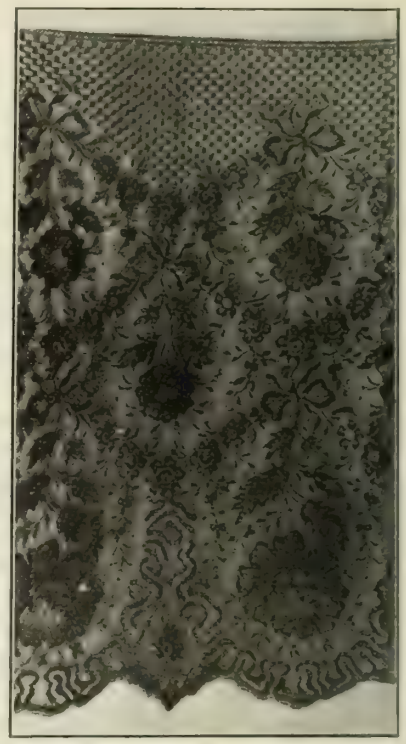
Novelties in Advance Neckwear Lines

Fichu and Medici Effects Still in High Favor—Guimpes and Pleatings a Big Item — Many Novelties in Flat Collars—Not Much Chance for High Stocks.

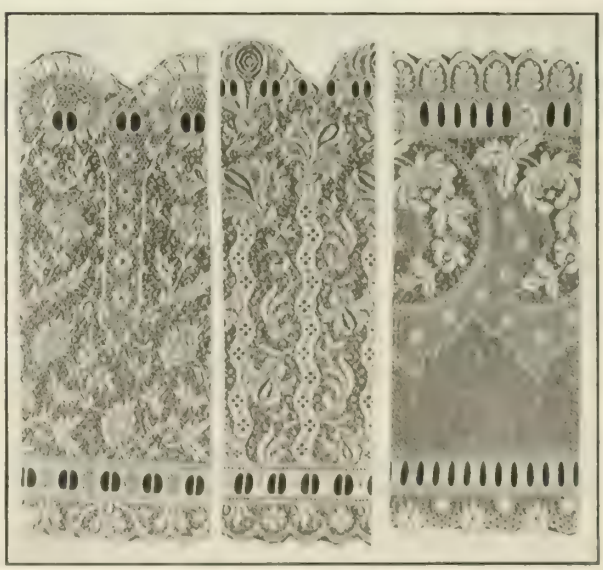
THE year that has just closed has been an exceptionally good one in the field of ladies' neckwear and as there is no particular change from present styles in view, there is little reason to doubt that the year now opening will show a substantial advance. Neckwear is just as fashionable and as important an item in dress, and financial conditions generally are showing a decided improvement.

Advance Spring lines are now out on the road, and fashion news has been gathered at first hand both from New York and Paris. This has been passed on to the designers and the strength of the manufacturing staff is concentrated on the development of the novelties that are to find acceptance in the coming Spring. For immediate selling neckwear trimmed with fur takes first rank. Lace and fur, particularly the light shadow, Maline and Oriental laces now used, combine charmingly with fur, and the neckwear produced is highly saleable. Fur is not used with lace exclusively but variously shaped flat collars are made of brocaded silk in white and in clear strong shades which are edged with fur. Fichu effects, perhaps more drapery than fichu, have an edge of fur and Medici frill and collar at the neck. Double frill fichus are headed with a band of fur above which is a Medici collar of fine net. Fur bands with pleated frills of ribbon or tulle on either side and finished with a ribbon bow are shown for outdoor wear. The furs most used are fox, red and black, fitch, mole and coney. Moleskin appears on a fichu of white net. The fichu is shirred, and has a band of the fur over the shoulders and down the fronts to the waist line, and above is a Medici collar of the net. A ruffle of lace is attached to the fur around the neck and falls in a cape-like flounce around the shoulders, and the Medici finishes in a frill of net that narrows as the waist is reached.

Rumors come from Paris that the high



Shadow lace flouncing, featuring the combination of different kinds of net grounds. Shown by Lace Goods Co., Ltd.



Shadow laces specially designed for corset covers or Camisoles. These laces promise to be a big feature in the coming Spring. Shown by Lace Goods Co., Limited.

Millinery Buyers and
Lace Department Buyers
will find our line complete in
Veilings, Malines, Chiffons, Nettings, Shadow Laces, Flouncings and Allovers, Laces, Neckwear, Novelties
Call when in the city, or see our travellers.
NOVELTY IMPORT CO.
"The Lace and Veiling House of Canada"
76 BAY STREET, TORONTO

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in each issue of Bookseller and Stationer.

stock is showing there, but there is little promise that stocks have any chance of net. Fur bands with pleated frills of ribbon or tulle on either side and finished with a ribbon bow are shown for outdoor wear. The furs most used are fox, red and black, fitch, mole and coney. Moleskin appears on a fichu of white net. The fichu is shirred and has a band of the fur over the shoulders and down the fronts to the waist line and above is a Medici collar of the net. A ruffle of lace is attached to the fur around the neck and falls in a capelike flounce around the shoulders, and the Medici finishes in a frill of net that narrows as the waist is reached.

Rumors come from Paris that the high stock is showing there but there is little promise that stocks have any chance of adoption on this or on the American market during the Summer season. Every tendency points to the wearing of the low-necked waist, and neckwear styles must follow those adopted for the gown. Not only is this style the most comfortable for the time of the year that is coming but the soft folds of net or lace around the neck is a fashion that is exceptionally becoming.

When fur novelties are done with indications are for neckpieces on more simple lines and with fewer trimmings than are now used. Good use will be made of surplice effects trimmed with pleatings of the same. Vest effects combined with Medici collars and fichus of lace will be shown and many of the new cotton velour novelties will come into use.

Low collars in a wide assortment of shapes are promised. These will be square backed, round epaulette and in a variety of shapes. A new idea that promises to have some influence is the hood or capuchon. Draped collars in cowboy style like a handkerchief knotted in front are also included in the ideas put forth to be worked from.

Guimpes promise to be as important as ever, and will certainly retain the place they have held during the past season. New Styles in guimpes are being designed and novelties may be expected as the season opens. As in the past year the trimming features introduced in neckwear will be repeated in the new guimpes.

Pleatings are offering in wide variety and their sale will be very large. Nets are chiefly used but both shadow and net laces are made up into pleatings, and the widths are very varied.

Not only nets but a number of soft drapable materials will be used for making neckwear such as cotton and silk crepe, chiffon, the new soft finished organdies, as well as very sheer batistes, and light weight laces.

A WALKING ILLUSTRATION!

Crepes are decorated with embroidered figures in Chinese patterns with pagodas, trees, junks, hunters on elephants, bows and arrows, etc. Printed crepes are also shown in these Chinese designs in black or decided color on a white ground.

A Big Ribbon Season

Japs and Chinese Furnish Manufacturers With Designs and Colors—For Girdles as Well as Hats.

THIS is to be a big ribbon season. When ribbons are good the millinery trade always leads the way and ribbons always form an important item in millinery trimmings. Ribbons are used in many ways on the new millinery besides the regulation bows and loops. Ribbons are used pleated along the edge, giving a high Pocohontas effect. Failles, moires, chene and brocaded ribbons are found. Roman and the newer Moorish or Balkan stripes are the high novelty, and there promises to be some field for tartan and fancy plaids. There is a very decided tendency towards the Orient, both in color and design, but it is the far east—the patterns and the colors of the Jap and the Chinese—that is furnishing manufacturers with their ideas both in design and color. The new colors are clear and include wonderful yellow shades, jade greens, Chinese blues and glowing reds, and these colors are blended into perfect harmony. Chinese flowers in flat patterns, and Japanese cherry blossom and chrysanthemum motifs are prominent. Futurist patterns in high colors and Persian rug designs are other ideas noted.

Roman stripes in Ottoman, moire and cord grounds are new, and there are handsome velour effects and gold and silver ribbons with gorgeous single blooms and bouquets.

Many of the Spring ribbons are very wide and these are obviously designed for girdles as well as hat trimmings. Some ribbons come as wide as 15 inches, but 8 inch and 10 inch are more practical and because of price considerations are better sellers.

BOUQUETS OF BLUE

In most stores the selling of corsage bouquets is now carried on in a special department. This is the season of the year when the selling of either buttonhole bouquets or large single flowers should be pushed.

Full-blown roses, clematis, orchids, poppies and other large flowers are in immense vogue as a finish to the evening toilette and the smaller bouquets are very attractive when the snow is flying pinned onto the fur or the heavy winter coat.

The new fancy of the moment in this class of flowers is for blue. All shades and tones are represented and roses, poppies, etc., come made of blue velvet or taffeta.

Conditions Over the Line

New York, Jan. 21.—The new conditions due to free wool coming in under the Underwood tariff have caused some trouble to selling agents in pricing their goods. Slight reductions were made in a few cases where revision seemed to be required, but in most cases old prices were retained and better value given at those prices.

Union suits are selling well all over the country. The demand is so great as to lessen the sale for two-piece suits, but as nearly all the mills are engaged on both types, few complaints are heard.

While the season on the whole has been satisfactory, buyers have exhibited some signs of conservative tendencies. This was seen in a falling off early in December and is applying now to duplicate orders for Spring. However, it is expected good business will be in evidence when buyers visit the markets early in the New Year and also in connection with the meeting of the Jobbers' Association of Knit Goods Buyers in the middle of January.

Manufacturers and jobbers report a successful season in buying for the fall of 1914 in worsted hosiery. Even the slight advance in woolen goods, in the making of which cotton plays an important part, had no apparent influence in cutting down orders. Ribbed and

(Continued on page 24.)

High Backed 1830 Combs in Spring Novelties

Buyers Interested in Fabric Bags — Collarless Neck Favors Necklace Selling—Amber Beads Promise to be Good—Celluloid Novelties Likely to do Well—Stamped Goods Lead in Art-Needlework—Stocks Well Cleaned Out, and Good Spring Season Likely.

CHRISTMAS selling is always heavy in the fancy goods section and the early part of January is a between-seasons period. The retail stores are holding clearing sales and preparing for the inventory period at the end of the month, and manufacturers and importers are busy with the preparation of their Spring lines.

Fabrics have the preference in the hand bag line. The reason for this is apparent as the fancy material bag is more in keeping with the exceedingly ornate and elaborate gowns and costumes now worn. Leather bags are by no means excluded but their use is more for travelling and for times when use takes precedence of fashion. Pannier, pouch, and balloon shapes are those brought out for Spring and plain and fancy moire is the favored material in high class bags. Moire embroidered in small pompadour patterns in soft pinks, blues and greens is a leading idea, and newer still is the combination of Chinese embroideries with moire. The new moires with the watering forming the pattern are also used and leather is cleverly combined with moire.

Many of the frames are oval and nearly all frames are curved, and when the bag is of material the frame as a rule is covered with it leaving just the clasps and fasteners exposed. A very new idea is to have the clasp carved in the shape of some animal. If there is leather used in the make-up of the bag the handle is of leather, but the general idea is to use narrow moire ribbons attached with clasps for the handle. Sometimes a stitched band of silk does duty.

Linings and fittings are just as much considered as the outside. White kid or champagne kid is always good, but pale tints in cord silks are used to line the more expensive bags and the pockets for holding mirror, change purse and other fittings are shirred and held by an elastic run through the shirrings. Every bag no matter what the price has vanity fittings. An improvement noticed in the new bags is that the handles are attached to both sides of the frame. Another new idea is the presence of outside pockets fastening with clasps. Tassels and passementerie ornaments finish a large number of the new bags.

SPRING LINES.

Plain and fancy moire favored for bags, with clasp carved in shape of animal.
All have vanity fittings.
Novelties in necklaces for low-necked gowns.
Quaint designs for St. Valentine's day.
High backed 1830 *combs.*
Blue flowers for bouquets.

Novelties in beaded bags are promised. From what is seen so far solid beaded effects all in black or the one color are going to be featured.

Now that assurance is given that the low-necked gown will continue at least for another season, manufacturers are turning their attention to the production of novelties in necklaces, pendants, lavallieres, etc. Bead necklaces will continue to sell in the coming Spring and Summer. Pearl necklaces are a fixture and are shown in an enormous range of prices, and the sales are extremely large. With Oriental fashions strong amber is expected to come to the front. Amber comes in both plain and clouded forms and in large round and flat-backed beads. Particular prominence is given to opera lengths. Amethyst beads, Indian beads, and beads made from roses and other sweet-smelling flowers are among the novelties.

February 14th is St. Valentine's Day, and many quaint and original designs both in valentines and cards are showing. There is the usual amount of "hearts and darts" designs with appropriate verses. Cards in heart shapes are also good, and there are some pleasing Dutch designs.

New forms of hair-dressing being more set and elaborate call for more embellishment in the way of combs and pins. Foremost among the novelties are the high-backed 1830 combs. These combs are showing both carved and set with rhinestones and mock jewels. Back combs are showing in increasing variety. They are of imitation shell and demi-amber and are set with rhinestones in many beautiful and fanciful effects. The new barrettes are broader and rhinestones set in are more desirable than the mounted ideas.



Novelty buttons for Spring. Shown by A. Weyerstall & Co.

Pins come in numberless forms; some are horseshoe shape, others square-headed and many are carved and set with rhinestones. Whatever shape is shown, rhinestone decorations are used and the more expensive pins are thickly studded.

The turning of the year is giving a

new lease of life to the cap trade and is extending their vogue. Beautiful lingerie sets are not complete now without either the matching cap or one of crepe de chine. A decidedly new feature here is the trimming of these caps with fur or marabout. The fur is applied in the form of a band tacked into place so that it can be removed and ending under a cluster of made flowers in many soft shades.

For wear with the indoor gown the new caps are made of spangled chiffon, gold and silver nets, or metal laces lined with chiffon in the new pinks, tango, yellow, powder blue, purple, or Russian green. These caps used to be chosen to match the gown but now they are used to give a color note in contrast.

Retailers are beginning to find that there is a good sale for many articles that they have hitherto only stocked for the holiday trade. This applies particularly to many classes of celluloid articles and imitation ivory novelties. Never before has the assortment been so large and come in such wide variety. Toilet articles such as brushes, combs, mirrors, shoe-horns, hat-pin holders, jewel-boxes, powder-boxes, pin-trays, manicure pieces, hat-brushes and other articles for the dressing-table can be had in tinted ivory to match any color used in decorating, and in clear or clouded amber, demi-amber or shell. Perfume bottle containers are a new addition to this line, and another novelty that should take for Easter comes in the form of an egg fitted inside with embroidery scissors, thimble, bodkin and an assortment of needles.

Clocks in cases are very dainty and some of them have the ivory pressed in imitation of carved goods. This idea gives scope for some very artistic effects in decoration. Statuettes and other novelties such as thermometers, paper weights, desk ornaments, etc., help to make up an attractive line which shown all the year round should find a ready sale.

Desk sets are shown in shell and ivory, but are more favored in a composition that takes the finish and grain of different woods matching the desk itself. These sets are shown in mahogany, light, dark, fumed oak and mission, and pad inkwell, stationery rack, calendar, blotter, stamp-box and pen-rack complete the set. These articles can also be purchased separately. Telephone lists, and address books, card cases, and desk mats can be had as well in this new material. Expensive desk sets come in burnished and hammered brass, copper, and in leather, wood and crystal.

Odd shapes and designs such as ovals, olives, squares, pear shapes and shapes like rounded pebbles are the form in which button novelties are appearing for Spring. Ball buttons still continue to sell and other buttons come in half ball and concave and convex effects. Transparent celluloid in rich colors promises to form a considerable feature, as buttons of this kind are very rich in color and effect. Other novelties come in pebble and semi-precious stone effects in mottled iridescent and many colored mixtures. Often there is a pearl centre, and this centre is of transparent celluloid which very successfully imitates the real pearl and at half the cost.

There is one item that sells in enormous quantities and yet very little is heard about it—and this is hair-nets. Late ideas in hair-dressing are such as to encourage a larger demand for hair nets. Hair-dressing promises to grow more set and formal and the hair is once again to be waved in large marcel waves. If the new ideas in hair-dressing strike the popular fancy there will certainly be a much larger demand experienced as they will be needed to retain the hair in place. Hair nets come in transparent envelopes, one net in each.

The holiday business in the art-needlework department was very large and now that white sales are on up-to-date departments are keeping up sales in a satisfactory manner. There is no kind of question about the growth of this department when modern methods are used, and stocks kept up to date. With the attention manufacturers are giving to the production of new and attractive designs that present little or no difficulty in working, and do not take up an undue amount of time the already great demand for art-needlework is kept growing.

An important factor is the way in which the women's magazines keep needlework novelties to the fore by constantly showing new ideas, and giving direction how to work them. Women see the illustrations and wish to buy the same. This means that the store which intends to do a big fancy work business has to keep in close touch and have these new ideas in stock as custom naturally gravitates to the store having the reputation of keeping up their stock and of having the best stock of novelties as they come out.

Stamped goods have been splendid sellers right through the past Summer and during the Fall season, and a steady business even in these early days is passing. Articles that sell all the year round are stamped huckaback towels, having the ends stamped for scalloping and for bands of cross-stitch above. Simple patterns sell best, for many women who cannot do elaborate embroidery can easily work cross-stitch. Patterns are offered in great variety and come in one, two, or more colors. Dutch tile patterns are very much liked and very effective. Bands of crochet lace are often set in between the hem and the ends.

Pillow tops come in a big variety of patterns and here also cross-stitch is well liked. Filet lace comes in the piece and is embroidered and cut in squares for mats, cushions, runners, centrepieces. Squares, mats, runners, etc., are edged with fringe or Cluny lace.

Garments for children's and for women's wear are a splendidly selling line. For the Spring children's middys, all ready made and with the collar and cuffs stamped ready for scalloping are shown. Some models have the collar, the cuffs, bottom and pocket stamped ready for scalloping. White wide wale pique and mercerized cords are made into children's box-coats with round collars and cuffs are also stamped for scalloping. Gowns, corset covers, combinations, drawers, chemises come in fine crepe materials, stamped in patterns closely resembling French convent work.

BUTTONS IN SHAPE OF FRUIT.

THE most striking button novelty that has yet appeared comes in black glass with designs in Chinese coloring. These designs are painted under the glass, and dainty floral effects are done in the same way. Half-ball buttons come half in one color and half in another, or divided into four, each of which is colored differently. The new tango shades are often seen in this class of button.
The fruit buttons are new and tiny apples, pears, plums and cherries are shown in realistic shapes and colorings. Many crystal novelties are seen, particularly in small trimming buttons.

Mr. Barnard Goes to Montreal

Frank M. Barnard, manager of the Toronto office of the Eagle Knitting Co., Hamilton, has removed to Montreal to take charge of the office there. John D. Moodie has come down from Hamilton to run the Toronto office.

ORIGINAL
DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



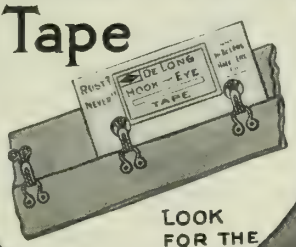
World's Flattest Fastener

DE LONG SAFETY PINS



Strong Easy-Working
Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub
HOOK AND EYE
Bless that Nub!
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The DE LONG HOOK and EYE Company
St. Marys, Ontario

Manufacturers of Quality in "little things"

DE LONG products represent the best workmanship, the greatest satisfaction in use, and the truest economy.

Increasing Interest in White Waists

Manufacturers Report Good Advance Sales—Tunic Styles in High Favor—Checks Selling Freely — Crepe Weaves and Small Jacquard Fabrics Good.

THE NEW WAISTS.

Crepes lead, with cotton voiles next.

Tendency to colors, china blue, green, orange, coral, American beauty and mauve.

Low-belted Balkan middy strong for Summer.

After Easter all blouses will have sleeves just long enough to cover elbow or a little longer.

Paris going in for high stock collar, but in Canada, low with V effect more popular.

Kimona cut and long drooping shoulder.

WHITE waists are extensively shown at the January sales but so far the showing is not representative and is largely confined to the cheaper kinds that sell at low prices. These are selling well and every indication points to a larger distribution of lingerie waists than for many seasons past in the coming Summer.

The semi-transparent waist in strong contrast with the skirt has become a fixed idea, and women no longer look with disfavor on the break at the waist line. Separate skirts are selling freely and many of them are accompanied with boleros without sleeves, only needing a blouse to complete the costume.

Manufacturers of waists have brought out a full line of novelties both in style and in materials, and at prices that are reasonable when the smartness of the effect is considered. Crepes head the list, but cotton voiles are also selling, while batiste as a rule is reserved for the cheaper lines. There is quite a disposition to use color in making up many of these waists. Often embroidered or printed crepe is used in combination with plain or patterned crepe in white. Other waists are of printed crepe with the collar cuffs and vest piece of white. Nets and shadow laces are used with crepes and voiles, and collars and cuffs are trimmed with Venise edgings and narrow bands of the same lace. The colors used are China blue, green, orange, coral, American beauty and mauve shades.

Waists of net and lace are indicated for dressy wear and many of these are lined with flesh-colored net or chiffon. In silk waists crepe de chine and Jap silk will have a leading place.

Middy blouses have a sure place for Summer distribution with the low-belted Balkan middy in first place. Balkans are appearing made of crepe, but duck, linen and linene fabrics are most favored.

After Easter all blouses sold will have the sleeve just long enough to cover the elbow or just a little longer; at present the call is for the waist with long sleeves. Though Paris is said to be going in for the high stock collar, waists are generally finished with a low collar and have the much liked V effect in front. The only trace of a high collar is that some models have a high ruche at the back finishing at the side of the neck with points that flare away from the neck. Many waists have the Medici frill as a neck finish, but more popular than all for the Summer waists is the simple turn-down collar. The kimona cuts and the long drooping shoulder are other features that are seen in Summer and Spring waists.

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.

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Fine Profits in High Class Cotton Novelties

One of Best Paying Departments in the Big Stores—Wealthy Customers Are not Seeking Bargains for Exclusive Goods—Buyer and Display Man Should Keep Posted—Short But Profitable Season.

THERE are many excellent reasons why the larger retailers in the Dominion should be interested in high class cotton novelties for Spring selling. One of the chief is that this class of trade has been tried out and developed and found profitable by the big city stores, who have thus paved the way for a more general adaptation of the idea. This business in high class cotton novelties is growing for it meets the demands of a growing class of wealthy consumers, with whom fine cottons are at present accorded much the same favor as has heretofore been given to silk alone.

One of the Best Payers.

The large stores are finding that this kind of business is extremely profitable, and in the past few years the department handling this business has paid about the best in the store. These novelty cottons are shown early and the effort is always made to have the more extreme goods entirely different from those shown by any other store. High profits are marked on these goods and as may be expected they are not bought in any great quantity. Just a sufficient number of pieces to give a fair color assortment and in some cases only dress lengths are bought.

Should be Marked Well Up.

These goods are bought for the use of the wealthy woman and just because they are exclusive she is very willing to pay the extreme prices asked for the materials. Each retailer knows his own trade and his opportunities for selling such goods, but if he puts in a stock he should mark prices high enough to pay him well for the service he is giving. If he will visit any of the buying centres where there are big department stores when they make a first show of such goods, he will gain an idea of the profits that can be made on such lines of goods. Remember the class of women you are striving to interest both can and will pay for handsome, fashionable and exclusive fabrics, and it is in the satisfying of the needs of the woman of means that the future progress of the piece goods department is bound up.

It is perfectly obvious that the trade is limited and the season for such goods is a short one. By the time the general department trade for cotton fabrics is on very little will remain to be done in exclusive goods. But the very act of showing such goods should have its influence on the popular priced trade, and should increase the store's sale of better priced cotton fabrics.

How Goods Should be Displayed.

Naturally the merchant who puts in for the first time a stock of high grade cottons will want to call attention to the fact. A window display—but not continued too long—and decorations in the department with the goods shown on tables and in cases, and draped so as to give an idea of how the goods will look when made up in the latest advance mode for Spring will be profitable. It is the duty of both buyer and store decorator to keep posted in this respect, as such knowledge is most essential in showing and selling goods nowadays.

The majority of buyers in city stores are endeavoring to work up this end of the business, as there are both possibilities and profits in this new development. It must be remembered that both high price and materials of an exclusive character are imperative factors in its success. Only a few years ago 50c to 75c per yard was about the highest retail price that could be obtained for cotton materials. Now there are plenty of materials that sell from $1 to $5 per yard.

SPRING COLORS IN WOOL FABRICS.

Crepes and soft velvety materials lead in wool dress fabrics.

Oriental colors displaced by soft, clear ones, shading into very dark tones.

Blue much worn, with ecru, champagne, gold, tan, terra cotta, and a wide range of pink shades.

Wool Fabrics For Spring

Strong Oriental Colors of Last Spring Displaced by Soft, Clear Shades—Serges and the Newer Gabardines in Demand.

VERY little is doing for the moment in wool dress fabrics. Advanced lines for Fall are being got together, and have already in some instances been shown to the cutting up trade and to the big buyers. Retail buyers generally are hard to interest in either Spring fabrics for the assorting season or in the advance lines for Fall and Winter (1914-15). This holding back is not due to any misgiving as to the business of the opening year, for already there are signs that trade is improving, and that prospects are growing better and brighter. The reason that influences buyers is that they will be in the various markets shortly, and will decide then what are the leading tendencies, and will either place fresh orders when they are down or after their return.

Crepes and soft velvety materials, such as velours, lead. Such materials as duvetyn, peau de peche, in plain ribbed and diagonal effects, are the leading materials. These fabrics lend themselves to the new colors, as they take the dye beautifully. The colors put out for Spring are very rich, and in place of the strong Oriental colors favored last Spring are soft, clear colors, shading

into very dark tones. The new blues are particularly pleasing, and blue will be a much worn color in the coming Spring. For general wear all the ecru, champagne, gold and tan shades will be good, and there is a wide range of pink shades that will be used for dressy gowns and for millinery and trimmings. Terra cotta shades will be good, and so will various shades of yellow.

In suitings, serges, and the newer gabardines are in the greatest demand. Popular priced trade is taking worsted suitings with a crepe effect. Some of these are creped in the weave, while others come in small jacquard patterns that give a crepe effect. Novelty suitings come in plaids and checks. Honeycomb check in white and color, similar to the black and white checks worn this Fall, promises to sell. These cloths will be made into compose suits, and the latest idea is to make the coat of the check and the skirt of plain material. The new checks and plaids come in soft colors and in black and color. Many novelties are shown in black and white, in checks, plaids, and in stripes.

Crepes are decidedly the material indicated for the great selling success in the coming Spring, and many new ideas in this fabric are presented. Among the best are the glace crepes. This novelty is yarn dyed instead of piece dyed, and warp and woof are of different colors. Open work and ladder patterns come in crepes as well as other materials, and embroidered crepes, crepes with a velvet spot, and crepes with spots and patterns so woven that the color has a veiled appearance, are all new.

Ratines are being shown both in light weight and in the heavier cloths. Much attention is being given to the checked eponges, designed especially for making the compose suit. This year preference will be given to the checked coat worn with a skirt of plain material. Eponges are also shown in awning stripes, a name that is so suggestive that no description is needed. These awning stripes were launched at the French seaside resorts last year, and a few have been imported for making sports coats and to see how they promise to take over here. Besides, coats, dresses and parasols are contemplated.

There is a very complete collection of black and white novelties in brocaded linens, striped and plaid eponges, and a variety of ratine stripes and plaids, and ratine and bourretted effects on crepe and voile grounds, and, judging from the increasing favor accorded to black and white, a good season is before these materials.

Both printed and embroidered materials show strongly the Oriental note, both in design and coloring. Many bordered materials are shown, which will be made into bodice and tunic over a narrow foundation skirt of plain material. Crepes with embroidered spots and sprig patterns are seen and there are some striking striped materials showing to be made up in combination with plain fabrics.

In New York Retail Stores

Rodier Novelties in Cotton Fabrics—New Pile Fabrics on Sheer Grounds—Embroidered Capes in Colored Chinese Patterns a High Novelty

New York, Jan. 21.—Among the many imported cotton materials now showing in the New York stores, the most interest attaches to those put on the market by Rodier. This Parisian house has achieved in a very short space of time a reputation of the highest order because of the great originality and beauty of the new materials they have produced.

Velvets and pile fabrics are still, in spite of their long reign, the most favored of all materials in Paris, supple velvets, duvetyn and wool velours being at the present time the most worn. In the production of Spring materials Rodier is evidently influenced by this tendency, for the most important of his new fabrics are on this order.

These new materials are very beautiful, both in the effect produced by the pile and in the novelty of coloring. Golfine is produced by placing narrow stripes, cords or welts of cotton velvet, or plush on a ground of very sheer material. In the case of chutedo the pile stripes are closer together, and the number of delicate shades used produces a remarkably lovely irridescent or glace effect. Chutedo like golfine has a sheer ground and, therefore, this material is much lighter than velvet or corduroy, and also the shadings produced by the ribbed piles and the various tints of one color or the combination of two or more colors are very much more beautiful than those that can be seen in a pile fabric of solid color. Raline is another pile novelty, and may be described as a voile ground, striped or checked with a cut velvet cord. These novelties doubtless will open the way for other ideas in cotton velvets.

It is hardly to be expected that cloths of this description, though by no means so heavy as they look, will be made up into dresses or suits. They will be used for the new cape-like wraps, and for dressy and sports coats. Costumes are being prepared in Paris having the skirt and vest of flowered silk, with waist of net and short bolero or jacket made of these cotton fabrics, either checked, striped or printed.

The latest idea as applied to printed fabrics is the use of Chinese patterns. These patterns are not the flowered effects in small flat floral designs hitherto used. The new patterns show houses, pagodas, trees, boats, and people, and even hunters with bows and arrows riding on an elephant.

Chutedo is not only put forth as a new fabric, but it is being used in much the same manner as ratine yarns to decorate other materials. Thus, chutedo stripes decorate crepes and voiles, and form border effects. Golfine is also used to decorate crepes and other sheer fabrics, but the latest idea in crepe decoration comes in embroideries. This new embroidery looks like handwork, but is done on the loom. Crepes are decorated with embroidered figures in the Chinese patterns alluded to above, and both the style of decoration and the manner in which it is achieved is making these crepes a high novelty. Pagodas, people, animals, trees and junks all appear, and these new patterns are so striking that they promise to have excellent success. Printed crepes are also shown in these Chinese designs, and some of the best show the design in black or decided color on a white ground.

Conditions Over the Line

(Continued from page 18.)

fleece-lined hosiery, however, have not been so satisfactory. Business was influenced both by the unseasonable weather and by cuts in prices, the basis of $1.05 for ladies' 2-lb fleece, ribbed top goods, being dropped to $1.02½ later.

Lack of supply in children's lines has tended to keep prices up, and even to make them advance. Boys' 3-lb. ribs opened at $1.10, an increase of 5 cents over last year. Same in misses' ribs.

Silk hosiery is still expensive and hard to secure. Some lines were advanced to $2, which meant little retailing at 25 cents, but the easier feeling has caused these to drop to the old scale of $1.90 for ladies' and $1.85 for men's.

Taffeta Novelties for Spring

Paris Houses Favor This Silk With High Colored Stripes the Leaders—Glaces, Jacquards, Printed and Moire Taffetas Are Being Shown—Satin and Crepes Heavy Sellers.

FROM a fashion point of view taffetas will be the most interesting and the most talked-of silk. When last taffetas were offered they did not make much impression upon the general trade. This season they are back again, and come strongly endorsed by Paris dressmaking houses, and the expectations are that they will be taken up this season by the exclusive trade and in a wider and more general manner when the Fall season opens. Glace and shot effects are showing in many new color effects, and some jacquards are seen with the figures in colors on black or dark colored grounds. Self-colored jacquards are seen in the less expensive silks. Moire taffetas are showing with the moire pattern or waterings forming small floral or Chinese designs.

A new weave that is being shown is faille taffeta, and in more expensive silks, radium taffetas, both plain and printed. These taffetas have a high lustre, and are very sheer and light.

Among the later novelties are striped taffetas in such combinations as brown, with turquoise blue and in other similar combinations. Moire striped taffetas are being shown on the New York market, with stripes such as those on the Claude Freres color card. These cannot be quite described as Roman, as the colors are more those of the Moors or the near East.

Plaids and Roman stripes will be used for trimmings and for making into compose costumes and dresses. The newest plaids for Spring are not tartans, but are more on the order of French plaids. Browns, tans and yellows are markedly favored in these new plaids.

Many printed novelties are shown on crepe, satin taffeta and voile grounds. At present Jouy and flat Chinese floral patterns and floral effects are shown so far, but modern art and the new Chinese patterns will most probably be introduced later.

So long as present drapery styles last and garments are made to cling, satins in supple soft makes will continue to be used. Soft satins in weaves adapted to suits, costumes and separate skirts, and in weaves suitable for foundations and for dressy gowns, have been ordered in large quantities, and will divide with crepes the position of best sellers for the coming Spring season. Duvetyns will be shown in beautiful colorings in plain effects and in shadow stripes. Striped and printed duvetyns will be favored for vests and for trimmings, and this material will be used for wraps and dressy coats.

Duvetyn is originally a Rodier fabric, but now comes in many grades and designs. The usual width of this material on the loom is 40 inches, but the dyeing and finishing causes it to shrink about 8 or 9 per cent. in width and about 6 per cent. in length. The warp is usually schappe yarn, and the filling is a very slack twist bourette yarn. The weave employed is a six-leaf satin known as satin a la reine. Duvetyn is also made of tussah schappe warp and a tussah bourette filling. The peculiar downy effect is produced in the finishing, and is obtained by raising the nap of the slack twisted filling.

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MILLINERY

New York Millinery Not So Youthful as Before

Some Change May be Made Before Season is Far Advanced—Malines and Jet Hats the Leading Feature—Fur, Flowers and Leghorn Combined—Simplicity in Line and Trimming.

NEW YORK, Jan. 21 (Special).—The first models of the Spring season are those prepared for the Southern trade. The hats are modelled on what has obtained a standing in late Winter styles and upon the reports cabled by buyers who are now in Europe. Though there may not be much originality shown these models always bring out clever saleable adaptations of the recent ideas that have been shown in Paris.

The maline hat seems to come to the front each year in New York just at the turn of the year. This year it is combined with jet, a combination by the way which has been selling in Fifth avenue stores for the last month or more. The various types of the high draped toques reported from Europe habe been cleverly worked out in malines. This material is well suited to the production of these high pleated effects as it allows the designer to pile up the exaggerated draped effects either at the side or back, and yet preserve the appearance of lightness that should go with a Spring model. Also the hat itself is light, a very important point as there are many customers who will not buy a heavy hat.

While these high draped effects are becoming, those models having the short front line are not found to suit the greater number of women and speaking generally the new millinery is not so youthful in appearance as the hats we have been wearing during the past Winter. They are a change, and are smart, and as such they are welcomed.

Possibly before the season is advanced far some little change may be made that will change this condition as it is well known that these advance models are by no means the last word in Spring styles.

The newest feature is the free use of jet in allover effects, crowns, brims and in fancy ornaments. Nail heads and strings of round beads are used in facings and ornaments and there are cabochons, spears, and daggers and butterfly and fan-like ornaments in this glittering material.

Many fabric hats are shown in moires and taffetas. Some are in the form of sailor hats with either the crown or the brim, in Scotch plaid taffeta or in the new Balkan stripes. Many of these fabric hats are black or all of one of the new dark shades, but there are others that are all white or in such colors as bright orange, powder blue or Russian green.

Ribbon trimmings are very much used, some of the frames being covered with narrow ribbons about two inches wide. These hats are trimmed with small butterflies made of feathers placed around the crown. Clusters or pompoms of dyed coque or ostrich either in dark or bright shades are placed directly in front of many of the new hats, and on some models right at the centre of the back also. Quills are very much used and are generally of the couteau variety.

The sailor with the Derby crown has made its appearance and one seen was of black Milan straw with the brim covered with pleated ribbon pressed down flat, placed over the narrow brim, and a mount in front of peacock feathers.

Another advance model is of hemp with the brim turned up high all the way round. The crown is a soft one of black satin and two narrow long

(Continued on page 28.)



Ostrich novelties are to be a big feature for the early season. Pressed shape of black straw with ostrich head mount in shades of blue. Jet ornament specially designed for holding high mount.

Exquisite 1914 Millinery

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the season's styles of Pattern
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The D. McCall Co., Ltd.

TORONTO



Paris is exploiting American modes to some extent. The Indian head-dress carried out in Malines and jet.

Indian Head-dress Effects Carried Out for Spring

Between Seasons Models Are Small—The Use of Jet a New Feature—Ribbons Find Many New Uses—Indian Head-dress Effects in Ribbons, Quills, Aigrette and Horse-hair and Tuscan Braids.

ALL the new models are small and it looks as though the early hat at least would be a small one and small hats are so much in favor that they are fairly certain to have a place right through the season. Toques are a big feature and come in many original shapes, particularly high ones. Brims often stand as high as the crown, and those bent into fantastic points are the latest.

Tricornes, bicornes and Napoleons with points over the ears that are often accentuated with funnel-like projections are very new. The Turkish fez is reproduced in straw and so are many sailor and postillion shapes. Russian turbans are reproduced in jet with glittering cabochons and high aigrette and paradise mounts. Hats come in tagel, and in pressed shapes in Milan and picot straws. Light weight straws such as crin, and horsehair as well as Tuscan straws and imitations of the same point to new millinery features. Fancy horsehair braids and fancy Tuscans are very suitable to the high ruffled effects that are so much en-evidence.

One of the very newest features is the revival of jet. Jet comes in the form of ornaments, plateaux and bandeaux in many new forms. Cabochons, spear and dagger effects are used to support looped ribbon bows and high feather novelties.

Many novel ways of using ribbons are evolved even at this early day. Shapes are covered with ruffled ribbons about two inches wide, and draped toques are made wholly of wide ribbons in soft faille or taffeta weaves. Picot ribbons are still in the ring and hat crowns are covered with them. Ribbons are used instead of feathers to form the high Indian head-dress effects now so fashionable. A new form of ribbon trimming is a band of ribbon placed along the upper edge of a Napoleon shape ending on each point with loops. Looped bows and fancy cockades made of ribbon pleatings come in many forms.

Ostrich promises to be of extra importance as all the dressy models that come to Canada through the States will have to depend on ostrich to take the place of aigrette, paradise goura and other wild bird feathers. Ostrich naturally, therefore, appears in many new arrangements. High slim mounts with the heads turned in different directions are effective. Tiny ostrich heads are showing in single little plumes and grouped into mounts of considerable height. All kinds of border effects are good in ostrich. Demi-plumes are very much talked of and will be used in the new flower shades on both black and colored straw hats. Several plumes showing different shades of the one color are to be used. Pom-poms of clipped ostrich will trim the straw fez hats and the sailors. Quills both long and pointed and short and broad will be used and small quills will be placed upright around toques. Napoleons and tricornes in the same manner that aigrette is now used in Paris. Wings in pairs are very much used as they make splendid trimmings for the Napoleon and three-cornered hats.

Flowers are used in bunches, and tricornes and toques and other shapes of the same kind have the brims massed with flowers. Violets are very much used for this purpose and hats of silk, velvet and flowers showing shades of the one color are indicated.

Outing hats are developed in the new cotton velvets and cord effects. Some really wonderful color combinations come in these cotton goods, and such models are very attractive.

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New York Millinery Not So Youthful as Before

(Continued from page 26.)

quills crossing in front form the only trimmings. Many of these mid-season hats are of moire or satin with hemp or Milan braid. Draped toques are being so well received that they promise to go right into the Spring season.

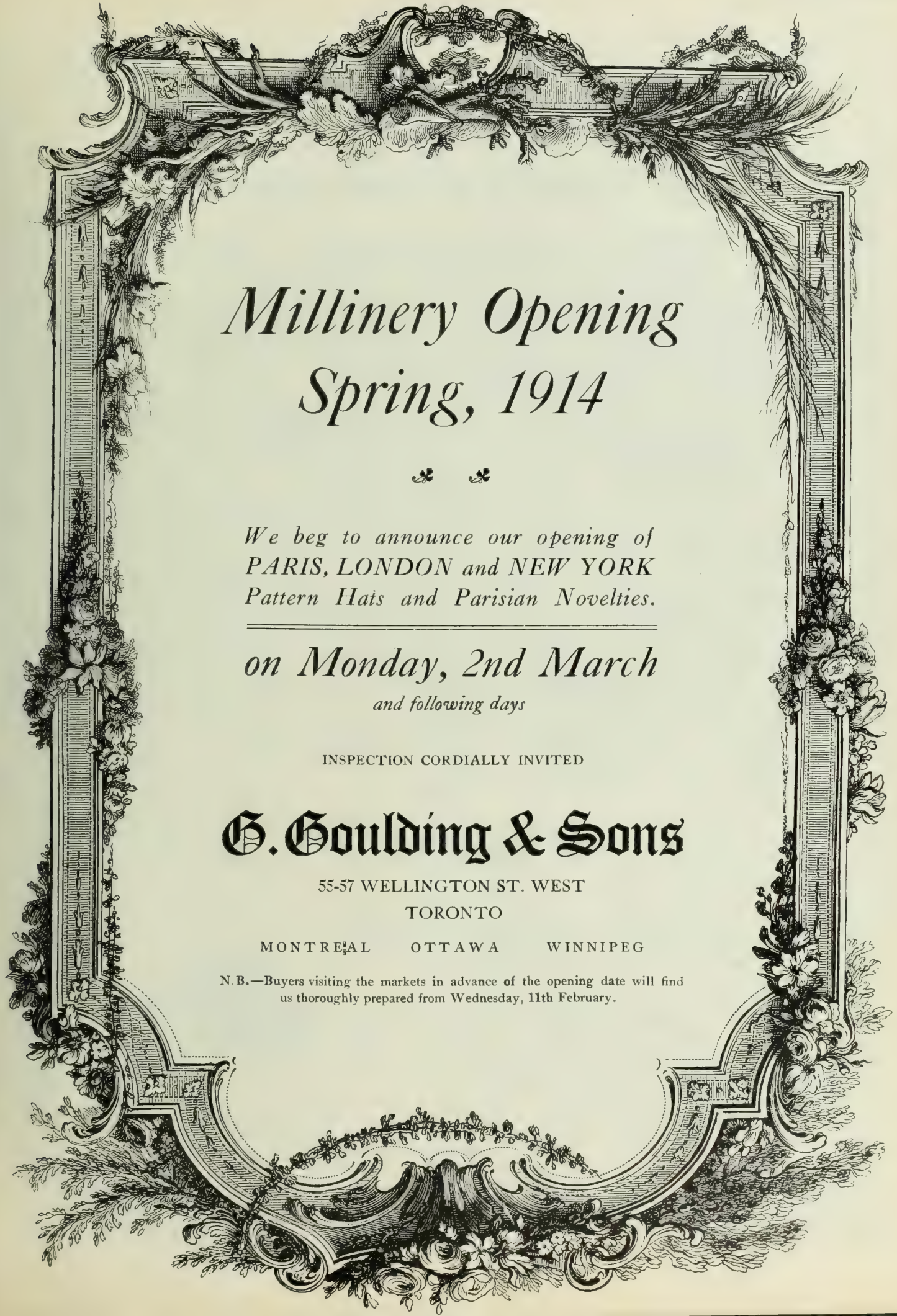
The all-black hat is very much in evidence and black and dark colors are very strongly indicated. This is certainly predicated on the new Spring color cards for very dark colors are in the majority. Black will be in use both for the body of the hat and for trimmings and besides black, myrtle green, the new dark blues, such as petrole and corbean, and the very dark browns named tans on the color card will be used. White will be seen chiefly in combination with black.

So far ribbons are undoubtedly the most favored of the season's trimmings. Faille is largely used and so is moire. Laces in black and white chiefly in Chantilly patterns and in shadow effects are to be good, and maline in black and in colors seems to promise well. According to advance ideas lace and straw forms a very favored combination and one that will form one of the main features of the Spring styles.

(Continued on page 30.)



Sailor with brim of Leghorn and soft crown of tete de negre and tange satin. High tete de negre mount of fancy feathers.



Millinery Opening
Spring, 1914

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The Growing Evil of Returning Goods

Some Retail Milliners Send Back 50 Per Cent. of Their Orders—Much Ordered for Openings Only—Practice Causes Higher Initial Prices and There is Cut-price Goods Later on to Market.

Written for The Review by a maker of hats.

A FEW words on the subject of returning goods will be timely now that another millinery season is opening up. Though much has been said and written on this question, there has been little abatement of the evil, and most probably there never will be any great change for the better until the interests involved get together and take concerted action. It can do no harm, however, to point out once more how generally injurious this practice of returning goods for which positive orders have been placed, and which have been sent out by the millinery houses in good faith and true to sample.

The practice is injurious, because returns each season cause quite a large portion of the season's trade to be written off as a total or partial loss. And as losses of this nature must be provided against when profits are figured, this means that all millinery materials must be marked at a figure high enough to secure the wholesaler against returns. Therefore, in reality the whole trade, so as to make due allowance for these returns, pays more for its goods, so that the milliner who offends in this respect is helping to increase prices. This should prove a strong argument with many milliners. No amount of extra profit is enough to compensate for the trouble and annoyance these returns cause to a millinery house.

No exception can be taken to goods being returned because they are not as ordered, or not up to sample. These, of course, are perfectly legitimate returns, and no millinery firm ever makes any exception to returns for these causes. It is where buyers shift their own responsibility and cover up their lack of efficiency by imposing their obligations on the house which is furnishing them with goods.

Returns Sometimes Reach 50 Per Cent.

Fortunately there is a large class of buyers that do not over figure their demand, and that accept the consequences of their own mistakes and errors in judgment. These are the people that are self reliant, and as a rule the most successful milliners are to be counted among their numbers. There is, however, unfortunately another class who feel that it is legitimate business to return merchandise or cancel orders. They feel that the wholesale house is anxious to retain their account because it is a large one, and, therefore, they can do as they please in this matter of returns.

Sometimes returns bulk as large as 50 per cent. of the orders, a fact which robs their business of all element of desirability with the firm from which they are ordering goods.

For a Show During Spring Season.

Many buyers realize to the full the bad features of this question, but, finding that the millinery houses take back goods with little or no complaint, they continue to make returns as best suits them. It is even asserted that there are milliners who overbuy with the definite fore-knowledge that they do not intend to keep all the goods bought. They take goods for the purpose of making a show during the opening season, and when this is over send them back with only the excuse, or often with no excuse whatever. Every season the same thing occurs, and each season the wholesale house has a large amount of goods to job off, because they have either come back too late for profitable selling, or because they are not in proper condition after two packings and their journeys back and forth. Such goods are sold at cut prices, and naturally come into competition with those in the milliners' stores.

New York Millinery Not So Youthful as Before

(Continued from page 28.)

To conclude, the advance models are marked by a certain simplicity of line and trimming and this feature is said to also be likely to play a part in the later styles.

Dressy hats for the south are fashioned of white net veiled with delicate flower colors in chiffon and the brims are covered with chiffon in layers, each edge finished with picot edging. Brims are seen of leghorn with fur edging brim and around the crown in which are posed roses in contrasting colors. Fancy Milan braid plateaux are draped into small hats and are trimmed with ostrich pom-poms. Quite small sailor shapes have crowns of chiffon mounted over net with the brim of leghorn and with cherries and green leaves in wreath form completely encircling the crown. Sometimes the cherries are of red beads and the foliage is worked out in green. When the smarter hat is of black Milan or hemp ostrich feather banding trims the edge of the up-turned brim and a cluster of ostrich plumes or a fantasy is placed at the back. Many of the new hats are of the Napoleon order and are worn the long way across the head. The front rever is higher than the back, giving a glimpse of a draped satin or moire crown, and the right side is generally higher than the left. Ostrich plumes and jet arrow heads crossed in front form the trimming on this class of hat.

Quite a few hats have velvet crowns and straw brims. Golfine, and the new shot cotton velvets both plain, in mother-of-pearly effects and printed are used for Spring hats.

A Georgette hat which formed one of the earliest importations received in one of the large departmental stores was a sailor with a Derby crown and very straight narrow brim. The hat was covered with two-inch ribbon in powder blue shade shirred along one edge and put on like straw. Posed in front was a bunch of quaint small field flowers and another bunch was placed directly behind.

A turban has a cap-like crown of satin with a brim of lace or hemp up-turned high and parting in the centre front to show a big pin-wheel made of moire ribbon. A Lewis model is a box-like turban trimmed with ball pom-poms of cut ostrich.

FIXED RETAIL PRICES

"Knit Goods" voices a feeling of a number of manufacturers and jobbers:

"Jobbers are raising the old complaint that, because of fixed retail prices, the present prices that they are compelled to pay will interfere sadly with their profits, and this undoubtedly more than anything else explains the hesitancy that is being manifested by some about operating on the better grade goods. More and more persons in the underwear trade are beginning to think that the policy of adhering to fixed retail prices on undergarments is senseless, and before long perhaps it may be abolished, or at any rate cease to have the importance attached to it that it has at present."

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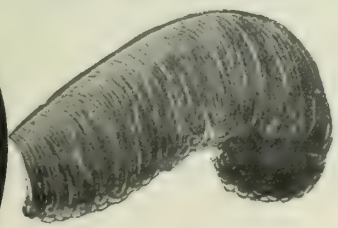
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Models Paris is Sending Out for Early Spring Wear

Parisian designers are showing hats draped high, or with towering ostrich mounts, quills or bows.

Ostrich, fancy quills, pleated ribbon bows are early season features.



Sketches by a Review Artist

Top row, left—Toque of taffeta and pleated tulle. Right—Napoleon shape of hemp trimmed with jet beads around crown and ostrich quills.

Bottom row, left—Postillion shape of panne velvet, brim of Milan straw, and ribbon drape around crown. Ostrich butterfly in front.

Middle—Pressed shape of hemp with the brim drooping low over the eye on one side and flaring to a great height at the side and back. The hat is black and the plumes ae in shades of blue. Right—Milan toque with high flaring brim faced with black panne velvet. Faille silk ribbon bow placed at the highest point of the brim.

Parisian Millinery for the Early Season

The Use of Jet and Black Tulle Roses New—Many Hats of Velvet and Hemp in New Dark Colors—Napoleon, Tricorne, Sailor and Bell and Postilion Shapes Showing—Flowers Indicated on Later Models—Like College Mortar Board.

PARISIAN modistes are busy with millinery for the Riviera which are always regarded as the forerunners of the Spring fashions. The earliest models show a free use of maline and tulle and jets are also used to some extent. The very latest trimmings consist of black roses made of tulle, which are sprinkled over with black sequins. Not only are these tulle roses used to trim black hats but they are very effective when used with white tulle or lace.

Quite a number of these new hats are of velvet and hemp and the trimmings are decidedly simple. All the models shown so far are small but this may be modified when the season is more advanced. The Maria Guy tricorne which shows two sharp points which project one on each side over the ears is being well taken up. This shape is not much trimmed; ostrich effects which project and stand high somewhat in the way the unicorn's horn does are most en-evidence. Sometimes the upturned brim is covered with jet. Another new model is four-cornered with the high brim and following the outline of the hat. This hat is very much tilted when on the head. Another good shape is the roll-brimmed Breton sailor which is usually trimmed with two large ostrich pom-poms. The Rebow tricorne has the brim turned up high and comes in fine picot straw with each section outlined with narrow moire ribbon.

Paris still clings to aigrette and some of the new Napoleon models are trimmed with cross aigrette standing straight up like a fence all around the upturned brim of the hat while right in front is placed two single sprays of paradise mounted in a plaque of breast feathers. Other Napoleon models have sprays of aigrette placed in the extreme corner of the points over the ears. Many of the small sailor models are trimmed with fancy feathers; long crossed couteau quills are a very favored decoration. Pointed wings are also posed on both crown and brim in the same manner. Many mid-season toques are faced with feathers. One of these toques worn Auteuil was a very high turban and was faced with sand-colored breast feathers and the effect of extreme height was given by wings of the same color which were adjusted just to the right of the back and with the points tilted well forward. This same toque was also seen faced with peacock feathers and with a fantasy in blue green feathers used instead of the wings.

Many of the draped velvet toques show aigrette used in novel ways. One of them shows the drapery massed high on the left side with a fence of cross aigrette outlining the high drapery and making this high model even higher.

Another interesting model is adapted from the college mortar board and is either of black velvet or moire mounted on a high bandeau and under faced with color. A string of jet beads goes around the crown and sprays of paradise are attached to the edge of the brim at stated intervals.

More curious than all are the diminutive hats with the high stiff crowns set on narrow straight brims same as those worn by postillions. These hats are of Milan or picot straw and have an aigrette set in a jet spear and a band of narrow ribbon around the crown for the sole trimming. Some of these hats have the band mid-way up the crown with a quill standing erect and caught under a bow of ribbon. Some new hats are bell-shaped with a band of ribbon drawn around where the junction of crown and brim is supposed to come and cross aigrette or some high standing feather fantasy is placed directly in front. High busbys wound round with narrow ribbons and with their height increased with feather novelties are among the more eccentric styles in millinery.

Ribbons are very much used, the leading idea being the use of Balkan stripes. As illustrating the tendency to create new ways of using ribbons a creation of Rebow's is mentioned. The hat is a sailor shape with a Derby crown. There is a flat rosette of ribbon placed on top of the hat made of inch-wide ribbons from which ends of ribbon are drawn flatly down over both crown and brim in a manner resembling the spokes of the cart wheel.

Many new ideas in plumage are shown among which may be mentioned piles of tiny ostrich feathers and white wings with Roman stripes across them. Ostrich banding has been mentioned before and promises to be very much used.

Paris milliners are now busy with millinery that is of a more spring-like character. While the hats are to be small the high side trimmings are to be retained. Soft crowns and many flowers as well as ribbons are to be used.



THESE SKY-SCRAPER PLUMES.
"Keeping up" with the new hats, as interpreted by Evans, in Baltimore American.

RETAIL CLERKS NOT INCLUDED.

When the Retail Merchants' Association of Ontario sent a deputation this month to the Ontario Government asking that retail clerks should not be included in the Workman's Compensation Act, Hon. Mr. Lueas informed them that the Government had no intention of including them.

Hamilton, Ont.—Harry Raphael, tailor, is dead.

Calgary, Alta.—Fire losses were suffered by Globe Woollen Mills and Lockwood & Feetham, men's furnishings.

London, Ont.—Mademoesille Wightman and Madenmoissille Von Schelroth are opening a ladies' tailoring establishment at 446 Park Avenue.

Toronto, Ont. Jesse Applegath, hatter, has bought the north-west corner of Albert and Yonge Streets for $90,000. It is considered a splendid retail site.

READY-TO-WEAR

Spring Dress Styles Becoming and Saleable

Extreme Ideas Being Modified to Suit Popular Taste—Increasing Demand for Factory-Made Dresses—Indications of Bustle-Effect — Rage for Transparent Materials.



Spring suit of petrole blue moire taffeta with vest, collar and cuffs of printed gollune. The hat has the inner and outer brim of black velvet and the crown draped with gold colored ribbon with double butterfly bow in front.

EVERY indication points to an exceptionally good season for dresses, as the present styles afford much encouragement to designers as they are allowing them to produce styles that are both saleable and becoming. Many of the new ideas are extreme but they have been found to be very capable of modification into garments eminently suited to the popular taste. Very large space is devoted to the selling of dresses in the largest and most up-to-date stores and there is every evidence that the demand for the factory-made dress is increasing. This is because system and organization is producing garments that are better cut and which have more style and value for the money than the dresses turned out by the average dressmaker. Therefore, the ready-made dress gets the bulk of the popular-priced trade. Also the factory made dress is invading to a definite extent the province of the more exclusive dressmaker. This is clearly shown by the prices and appearance of many of the models now shown. There is no doubt that dresses will hold a prominent place in the wardrobe of the smart woman in the coming Summer and Fall, so that this department will be sought after both by the woman who buys extreme styles and the one who is conservative in her tastes.

The newest gowns are rather eccentric in outline as they are fullest around the hips and narrow around the feet and some models show decided indications of a bustle effect gained by draping up the back and by placing large sashes and bows at the back of the waist. This is the most advanced feature and so far is confined to very advanced models.

Tunics are shown in infinite variety and are in many types. Panniers and hip draperies also appear. These are cut in the circular flounce which ripples at the edge and also in an arrangement that shows a fancy material or a bordered flounce attached to the skirt between the knees and the hips and brought up and gathered in at the waist line in the form of a puff.

Waists are simple and the much-liked transparent effect is gained by using nets and shadow laces. Many silk dresses show the bolero or jumper effect over under-blouses of net or lace. Surplice arrangements are also good and vest and bolero effects are strong.

Silks are in big demand. Silk crepes in soft weaves have sold freely and so have soft satins, and soft summer silks in printed and plain combinations are showing for the later trade.

There is much talk about taffeta and for the better trade taffeta dresses will sell. The new taffetas come in light weight supple finish and in changeable, printed and striped effects as well as solid color. Not only is plain taffeta used in combination with printed, plaid and striped taffeta, but plain taffeta is combined with lace, net, or printed crepes.

There is a perfect rage for transparent materials and lingerie gowns are made of exquisite embroidered crepes, or of nets combined with shadow or Oriental laces. The skirts are designed with tunics, but the pronounced minaret has been modified and the upper tunic takes the form of a pleated flounce or a series of flounces, the first falling to the hips and the others adjusted below. Often the first flounce forms a puff in pannier fashion and is made of one of the many bordered crepes, crepe voiles, voile neiges, or rice cloths.

Waists are once more cut in the much-liked kimona fashion and the sleeves are either dropped or cut up to the neck in raglan style. Many models show the bolero either simulated or real and the vest front is in very great prominence, with the bodice draped in surplice with the lower ends part of the waist cut in rounded or pointed tab ends, falling over the girdle or sash of silk.

Lingerie dresses will form a part of the summer wardrobe of many women and flounced effects and tunics in many forms are the chief feature of Summer frocks.

Beebe, Que.—The Snag Co., Limited, have obtained a charter as manufacturers of overalls, etc.,

Montreal, Que.—Abraham Engelberg has been registered under the name of Metropolitan Ladies' Tailoring Co.

EVERYONE MUST BUY

One point that is strongly in favor of a good season in suits is that styles are so altered that women will have to purchase a new suit. Orders received so far have not been large, but this is due to the fact that buyers are intending looking over manufacturers' lines when in the big centres on their buying trips. Large buyers are due to arrive after the middle of the month, and with their arrival there promises to come a decided activity in the suit situation.

The Spring suit is to be of the demi-tailored or dressy type, and even when the suit is plain the demi-tailored effect is there because of the style adopted. With peg-top, draped skirts and tunics the short coat was a necessity and though the one outline is very general the variations are very numerous.

* * *

The cutting of the sleeve is an important feature. Few models show the regulation sleeve, the majority being either cut in one with the body of the coat, kimona fashion, or cut up into the shoulder, forming a Raglan effect.

There is quite a tendency in the smarter suits towards the bell sleeve and to 7/8 and 3/4 lengths. Vests are a feature, and are often separate skeleton affairs or in the form of deep belts with points in front. Collars are smaller and less important, many being in modified Japanese effect, only setting close up to the neck at the back and cut in shawl shape in front. Collars and cuffs are of fancy silk in brocades, Roman stripes and checks, and often there is a sash effect pulled through slashes in the coat at the side and with the sash knotted loosely behind. Sometimes this sash is of wide plaid braid.

Later models show lingerie and lace collars, the newest being of embroidered organdie or shadow lace. Drops, tassels and ornaments are judiciously used, and there are indications that braid trimmings may become a feature.

Palm Beach Fashions in Fifth Avenue Stores



No. 1. No. 2.

New York, Jan 20.—(Special).

AS soon as the New Year opens garments and materials for wear at Palm Beach and other Southland resorts are on show in the Fifth Ave. shops and in the large departmental stores. These garments are based upon what Paris is producing for Riviera wear, and form the first intimation as to what is in the minds of the Parisian couturieres, and give an idea of what may be expected later.

No. 1 is a sports coat made of the new ribbed Rodier material, golfine in taupe shade. It shows the collar standing well away from the neck in Japanese fashion and the body of the coat cut kimona fashion with long drooping shoulder into which the full baggy sleeves are set. The cuff and the belt are on the straight of the cloth and there are large patch pockets on either side.

No. 2—Jacket and skirt frock of grey blue cotton velour. The vest and lower yoke of the skirt is made of linen of exactly the same shade as the velour to which the skirt is attached, the pleats on each side forming the drapery being carried up to the waist line. The jacket opens in front to show the waistcoat and is trimmed on each side with ivory buttons and simulated button holes of cot-

ton braid. The jacket is slightly frilled on each side of the front from the under seam and the back is attached to the body by a seam. Vest of lace and collar of the same.

No. 3—Afternoon frock of chiffon and lace. The lower skirt is of white chiffon over white satin, and the lower tunic is of black chiffon and the upper pannier drapery of allover shadow lace. The waist is of lace cut V shape and is draped in the centre above the girdle with a knot of chiffon. The neck is partially filled in with chiffon embroidered with silver around the opening. The collar is of lace and the girdle of white satin.

No. 4—Lingerie frock of batiste embroidery and lace. The lower skirt is of embroidered and plain batiste trimmed with embroidery bands, trimmed above with a frill of shadow lace. The draped tunic is also trimmed with embroidery



No. 3



No. 5.

bands and a flounce of lace. The lower part of the corsage is of tucked batiste finished with a band of embroidery giving somewhat the effects of a bolero. The upper part of the waist is of embroidered batiste and a band of embroidery forms the neck finish and outlines the vest which is filled in surplice fashion with batiste. The waist and skirt are joined together with an embroidery band and the section in front between is filled in with tucked batiste.

No. 5—This frock is of shell pink cotton crepe with double tunic of shadow lace and filet net. The waist and upper tunic is of the crepe and the waist blouses considerably over the belt that rides the join between it and the skirt. The waist closes in surplice fashion and the neck is finished with a frill of net.

Buying More Separate Skirts

Novelties in Cut and Materials Should Help Sales—Sheerness the Keynote in Fabrics—Crepes, Voiles, Laces and Nets the Most Used Materials.

THOUGH garment buyers have given it out that they will place orders when in the market early in the year, manufacturers of separate skirts continue to receive good sized orders. Separate skirts are certainly selling better than for many seasons back, and manufacturers are doing all in their power to keep up the interest by adding novelties to their staple numbers. One of the most striking of these is the addition of a bolero or monkey jacket to match the separate skirt, thus making along with a waist a complete costume.

Tunic models are very much liked and there are a variety of styles on the mar-

(Continued on Page 37.)



No. 4

Many Lingerie Novelties For Spring Wear

Combinations Showing in New Forms—Growing Tendency to Take Separate Garments Noted—Pantaloons and Tango Skirts in Crepes and Soft Silks a New Feature — Increasing Sales of Drawers, Corset Covers and Chemises.

THE tendency in lingerie garments is all towards extravagance, not so much in the quantity of materials used as in the quality of materials and trimmings employed. The imported lingerie is of the most transparent character, and the laces and embroideries used as trimmings are a match for the material in delicacy and fineness. The linen lawns and batistes used are of the sheerest possible weave, and as if this were not enough silk voiles and even chiffons are used, while of course there is nothing new about the employment of crepe de chine and Jersey silk.

Combinations are very much in evidence, and garments are so managed that they follow the lines of the figure which, by the way, is a much more easy task now that natural figure lines are fashionable. Trimmings are all flat and therefore new trimming schemes have to be devised. One of the most practical is to use narrow bandings of fine embroidery to join the garments together instead of the usual seam. In addition it should be noted that new combinations, corset covers, etc., are cut square across the bust and have straps of embroidery and lace to form the armholes. As a rule there is a wide beading as a finish with a scant lace ruffle on either edge, and the wide ribbon that is threaded through the beading helps to keep the garment in place. Some of the new combinations show a deep ruffle of material insertion and lace forming the drawer portion and taking the place of a short skirt. With garments of this class the corset cover or camisole of shadow lace or net is a necessity.

It should be noted that there is a very decided tendency towards the revival of the separate garments and that the sale of drawers, corset covers, and chemises is increasing. There are many new ideas in drawers some of which make a complete revolution in the cut of that garment. One model that has attracted a great deal of attention is cut like a two-piece skirt and is finished with a beading at the waist line. This garment opens in front a sufficient distance to allow of it passing over the head like a skirt and there is a sort of tab that is cut in one with the back of the skirt in the centre which passes between the legs and buttons on to the edge of the front gore. Insertion and lace edge the bottom of the drawers and give the trimming touch.

Pantaloons of silk Jersey, crepe de chine, washable silk and China silk appear in various lengths and in pale colors as well as white. Some of these pantaloons are quite long reaching almost down to the ankle. These garments are trimmed with pleatings of Oriental or shadow lace, lines of fur and chiffon or silk flowers and foliage.

Tango skirts are showing in many stores and promise to sell well as they are well suited to the present style of dress, and because of their cut they do not wrap around the legs under the very tight dress skirts now worn. To make this new skirt the silk is doubled and the corners cut off and trimmed with pleated frills, and all the shaping is done at the sides the waist being finished with a slot through which is run an elastic. Another slot is placed at the bottom between the openings trimmed with pleatings through which the feet pass. An elastic is run through this slot which gives with every step taken. These skirts come in crepe de chine, silk crepes, soft satins, messalines, brocades and in black, navy and high colors as well as in evening shades.

BUYING MORE SEPARATE SKIRTS

(Continued from Page 36.)

ket which are simple or more elaborate according to the style of skirt and the material from which it is made. Some tunics are straight all round while others are shorter in the front than at the back. Some skirts have a front panel with a tunic that ripples slightly all the way round. In addition to tunics some skirts show the two and three-tier effect, and there are numbers which have the tunic simulated by just one or more bias folds.

Serges are still the standby, but there is an unusual variety in the cloths from which separate skirts are made. Crepe weaves in worsted fabrics, small broche patterns that give a crepe effect, poplins, checked worsteds and suitings and plaid materials are those most used. Checks come chiefly in black and white and in blue and white and the plaids in blue and green tartans and in soft-toned effects.

With separate skirts selling and so many materials on the market suitable for making into wash skirts there is no wonder that such a handsome and complete line is presented. Wash skirts come in plain, checked and striped eponges, ratines, linen crash, crepe linens, and in plain and fancy linens, pique, rep and khaki cloth.

Many skirts are cut in modified peg-top models; others have a peplum attached which forms a tunic and there is a sleeveless bolero to match which is often scalloped around the edges. Many skirts have a patch pocket placed on the right hip and many button up the left side. All styles are simple as befits the outing skirt.

Belle Isle Station, N.B.—S. R. Brown, general merchant, was burned out.

Toronto, Ont.— A charter has been granted Regal Men's Wear, Limited.

Ancaster, Ont.— Thos. Postans, general merchant, has sold out to Regan & Eggleston.

Montreal, Que. — The fancy goods stock of G. W. Clarke & Co., was partly damaged by smoke and water.

The Latest Dress Models

Full around the hips, narrow around the feet, with indications of a bustle.

Nets and shadow laces secure transparent effects for waists.

Surplice arrangements, and vest and bolero effects strong.

Taffeta dresses will sell for better trade, in light-weight finish, and in changeable, printed and striped effects, as well as solid.

Rage for transparent materials.

Pronounced minaret modified.

—Waist cut in kimona fashion, and sleeves dropped or Raglan cut.

Simple Styles for Children's Wear

Children's Dresses Sensible and Comfortable—Straight Dresses and Low-Belted Blouse Styles the Feature—Colored Sell Better Than White—Lingerie for Dressy Wear—Crepes and Voiles the New Materials.



Girl's dress of fine muslin embroidery. The waist and skirt are joined under a wide banding through which is run a satin ribbon finished by smart bow with many ends in front, each end having a loop at the end. A flat bow to match finishes the collar. Shown by Home & Watts, Limited.

MANY children wear wash dresses all the year round for useful wear, and as soon as the weather permits dresses that will wash are worn continuously. This is because mothers recognize that washable clothing is both sensible and sanitary. Never were children's styles so sensible, comfortable, and, withal, so very becoming to their small wearers. Designers have mastered the art of properly cutting the low bloused and straight line dresses, and the new models do not in the least impede the movements of their small wearers.

It used to be that mothers bought white for children's wear continuously, simply because they knew that it would not alter color in the wash. Now that materials are so much improved in the matter of the fast dyeing of colors, colored materials have the preference because they do not get dirty so soon and do not have to visit the wash tub quite so often as white.

There are no ruffles on little dresses intended for utility wear, and the very simple styles in which they are made mean that materials can be used that are durable and reps, poplins and heavy cotton materials that lend themselves to a plain tailored finish are used chiefly for children's dresses. The straight unbelted middy is worn both by the small girl and her brother. With the middy the small boy wears trousers and the small girl a pleated skirt. Often this skirt is in contrasting color such as Copenhagen, navy or tan.

A low-belted blouse also suited to either the small boy or girl is cut square at the neck and buttons diagonally on the left side. This blouse is belted in by a belt of patent leather either in black or red. If the belt is red the buttons on the blouse match.

Another little blouse, also low belted, fastens over on the right side and has a double row of buttons in double breasted style. The collar is a simple round one and the belt is of the same material while the skirt is set in pleats.

The revival of plaids for ladies' wear is bringing plaid ginghams to the fore in children's lines. A very smart straight cut dress of plaid gingham made on the bias had belt of plain duck and was finished with a bolero jacket to match.

Crepes and voiles are shown for more dressy wear. Dresses of white voile have the yoke and belt made of colored or embroidered voile with colored dots.

Nothing ever takes the place of the embroidered lingerie dress for the girl of 14 and younger. The lingerie dress is suitable for party wear all the year round, and the accepted gown for more dressy wear all Summer. Lingeries have crush belts and sashes of pink or blue ribbon and have as further decoration fancy bows of the same.

THE TRADE JOURNAL

The Saturday Evening Post, in its first issue of the new year, pays a high tribute to the trade journal. In a story advising young men how to succeed in life, it has the following: "When a man begins studying a field of business in trade journals and technical books, he will soon be led farther if he is really interested. These books give him general principles and current news, tell him what the trade is driving at, who the men are that count in its activities, and he will soon want to know some of these men, and there is nothing in the world to prevent him from getting acquainted with them. The young fellow who selects a field of work because he likes it and studies methods therein for the purpose of developing his own personal value, has every right to profit by what the best men in the field can tell him, and they will be always glad to help him if he is intelligent and tactful. Leaders in every field of business are continually laying themselves open to his approach. They work out new methods. They build up organizations. They speak at trade gatherings. They expound their opinions and it all appears in the trade journals devoted to their work. Mighty few men are too busy or too big to pay attention to the inquirer who is interested in their methods."

MERCHANT WINS OUT ON BOOKS

The Supreme Court of the United States has just handed down a decision whereby it was held that the agreement between publishers and regular booksellers "not to sell books to those who resell to the public at less than the price fixed by the publisher" violates the Sherman Anti-Trust law. R. H. Macy & Co. brought suit against the American Publishers' Association as the culmination of a legal battle which this firm have fought against the "book trust" for the purpose of maintaining their business policy to sell books to the public at as cheap a price as possible.

Montreal, Que.—Silver Bros. Company, 'Furs' Limited, has been incorporated.

Caledon East, Ont.—W. C. Burrell, of R. W. Burrell & Sons, general merchants, is dead.

Where Window Trimmers and Ad Men Lack Support

Customers Go Away Angry Because Clerks Have Not Looked at Window Nor Read the "Ad."

"THE window displays and the advertising of many firms are not giving the store all the returns that they should, and through no fault of their own."

This was a complaint voiced to The Review by a well-known display man who knew whereof he spoke, actual experience in his own store.

He was referring to the frequent failure of employees to find out what was in the store's advertisement for the day, or the articles in their dpartment that were set out in the window, so that buyers might choose them. He included many heads of departments in a failure to see that their clerks gained the necessary knowledge.

As well Have Blinds Down.

"As often as not the blind might as well be down," he exclaimed. "What do we put things in there for but to create a desire on the part of people passing by for certain articles in that window? Under the system, or lack of it, that is found in a great number, particularly of the larger stores, that window is a detriment: it is losing money for the proprietor in many, many cases.

"I'll show you what I mean. Take a woman who sees something she wants and says to herself, 'I'll just go in and get that.'

"So she goes in and says she wants to buy such and such a thing.

"The clerk looks mystified. 'I really don't know what's in the window, ma'am. Have we anything here like it? Perhaps you can describe it for me.'

Perhaps she can and perhaps she cannot. Perhaps she at last gets what she

(Continued on page 45.)

What Quebec Can do in Window Trimming



A very tasty and good merchandising fancy goods window for Christmas, by J. H. Roy, with the Paquet Co., Quebec. The decoration is a scenic back, on each end supported by pillars with snow effect. From the pillars are suspending beautiful foliage, some green and red. The flowers are poinsettias, with white leaves.

Good Selling Window Finished in Forty-five Minutes



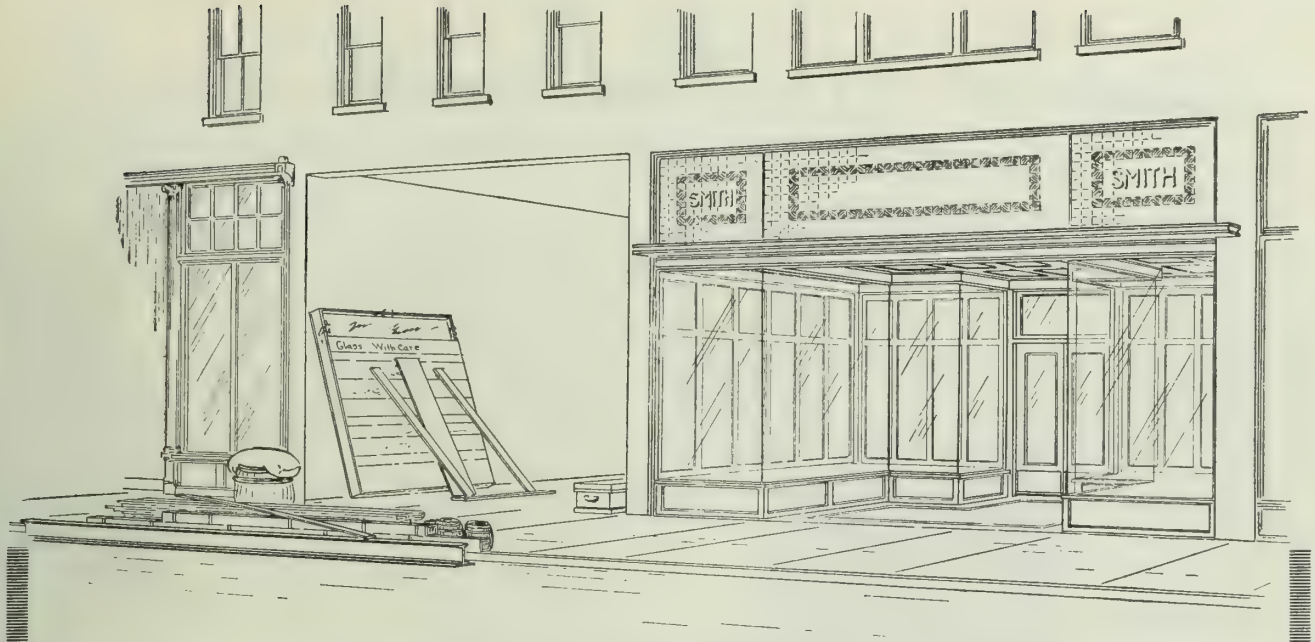
This whitewear display is the work of H. C. Macdonald, of Murray-Kay, Ltd., Toronto, a former president of the C. W. T. A. It is an excellent example of an attractive window with splendid selling features. It will be noted that it is well balanced, the two wax figures in "evening" dress lending a life-likeness and elegance to the whole effect. In the centre, to avoid any weakness in comparison with the sides where the figures are, is a corset cover on a form, raised so as to be above them. Close to each figure is another corset cover on a form. There is a certain stock arrangement of goods along the lower part of the window in front, but it will be noticed that this does not reach high up in the window on either side. At right and left is a skirt, draped over a glass shelf.

February Displays of Hosiery and Upholstery

Different Treatment for Silk and Cashmere Hose—Grouping Rugs, Curtains and Furniture Where Space Demands.

AMONG the special sales usually accredited to the month of February are the upholstery, furniture and hosiery. Some stores now group the first and third among the January sales or "semi-annual sale" as it has come to be called, and make furniture a prominent feature of the second month of the year. Where this is done a fairly large space is required if any attempt is made to secure a grouping of pieces that belong to a special room or a particular period. As a general rule, the background is used or omitted entirely according to the plan of the window taken as a whole. If a room is to be shown, complete with, say a dining room suite, or a bedroom suite, curtains and rugs are added to match and often the wall effect is made more natural by an appropriate paper. Where the furniture permits, pretty colored lights, usually electric, are set here and there, on a table, or against the wall. For a bedroom suite, toilet sets are placed upon the dresser, and often a few pictures upon the wall. A neat card indicating

(Continued on page 42.)



Will Your New Store Front be a SALES POWER or Simply a Combination of Building Materials

When you contract for a new Store Front make sure of one thing above all others—that it will add a *sales power* to your business, not merely a "partition" to keep out the cold and rain. Store Fronts should *sell*, not simply protect the merchandise on display.

During 1914 thousands of new Fronts will be installed—some will increase the sales of the Stores with which they are associated and others will do nothing more than insulate the store room from the street. Today competition among retail stores demands that the leaders be attractive. Attraction through show windows is the power that sells more merchandise than any other Store element. One Merchant tells us that 60% of his entire business is created by his KAWNEER FRONT—another says his Front is worth $5,000 a year (and it's only 20 feet wide)—another increased his business 40% by installing a KAWNEER FRONT. One Merchant said, "Our old Front was fair but it takes KAWNEER to increase business—Ours jumped 30%.

Kawneer Fronts Pay for Themselves

When you buy a KAWNEER FRONT you don't expend its cost—you simply loan it to your business because it will all come back to you in a few months, then for years and years the profits on the constantly increasing business will be yours—net—won't even have to paint or repair the Front as KAWNEER is built permanently—only solid copper, brass, bronze or aluminum is used. A KAWNEER FRONT can pay for itself in your Store.

Show Window Ventilation

Just think of the thousands of sales lost every winter day by frost or sweat on show windows. One Merchant wrote, "Have been in business 42 years, had 41 winters of frosted windows—placed a KAWNEER FRONT in last fall—have had one winter of clear windows." KAWNEER FRONTS give constant service.

Just think what 365-day-and-night show window service would mean to your business.

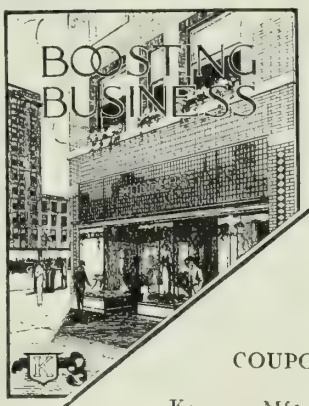
Nearly Eight Years Experience

Since 1906 we have worked with Merchants, Architects and Contractors in the construction of over 30,000 Store Fronts—not alone in big cities but in towns even as small as 150 people. Among this long list of users you will not find one Merchant who regrets the money spent—you will never hear even one say, "I wish I had the old Front." KAWNEER FRONTS have been developed around *your* requirements and we can help you increase sales, just as we have helped the Merchants behind the 30,000 KAWNEER FRONTS that now stand.

Kawneer
STORE FRONTS

A Store Front Book

Naturally during these years of specialization we have learned a great deal about Store Fronts that cannot be learned in any other way—information that cannot be bought, and to be of greater service to you who contemplate the erection of new Store Fronts, we have compiled a book "Boosting Business No. 21" which is without a doubt the most instructive and most interesting Store Front book ever published. This book we will gladly send to you free—yours in an envelope, stamped with a 5c stamp, and all ready for your name and address. Just send along this coupon and see the book that contains photographs and drawings of many of the best paying, big and little Store Fronts in the country Don't risk the amount of money you will invest in a new Front when you get the most complete Store Front book for a 2c stamp. Send Coupon today.



COUPON

Kawneer Mfg. Co.
Dept. Q
1193 Bathurst Street
Toronto, Can.

Kindly send "Boosting Business No. 21" without obligation.

Name.....
St. and No. .....
City or town .....
Business.....

Kawneer
Manufacturing Company

Francis J. Plym, President
Dept. Q
1193 Bathurst Street
TORONTO, CAN.

"Please Go Away and Let Me Sleep"

"I SAW a window the other day that was a detriment to the store, not a help," remarked one of the foremost display men in Canada in a talk with The Review.

"I often go out and stroll around and look at other fellows' windows and try to figure out where their drawing power and value as merchandise sellers lie, in order that I may not, by carrying out my own ideas exclusively, get into a rut, and forget that every window trimmer can give pointers to every other window trimmer alive.

"But none of this window for mine. It is quite true it attracted a number of passers-by. And by what? From my own standpoint I picked out the merchandise end first, some comforters strung up or grouped at either end. Then there were a few other housefurnishing lines; but under what surroundings! There was a bed lying along the floor with the figure of a tramp, within it, with the clothes pulled up to his neck and his back toward us. On a table farther away from us was a beer bottle, a glass, a sandwich, a piece of cheese, I think, and possibly something else. Hanging down from the table was a card with the words on it, "Please go away and let me sleep." To me the whole conception was absolutely out of keeping with the business of drawing customers for the comforters, and bed and bed clothes, and whatever else was there.

"But I still wanted to test my own judgment by that of someone else, so I asked one of the boys from the store, one of my window trimmers, what he thought of it.

"'That's a queer-looking thing, isn't it?'

"'What was there in the window?' I asked.

Only the Bottle, Not the Merchandise.

"He looked at me in surprise. 'Why, don't you know? There was a beer bottle, and a glass, and a tramp on the bed,———.'

"'But I mean what merchandise was in the window? What were they trying to sell?'

"He looked at me, not surprised, but puzzled this time.

"'Well, I don't know exactly, but wasn't there something ———?'

"There you are. The merchandise end of it was lost on him as on everybody else, I imagine. It reminds me of years ago when I was young at the business and we had a window when races were on. As a matter of fact it was gotten up to display millinery, but I had an idea then you had to attract a crowd; and the bigger the crowd the more valuable your window trim. So I rigged up a moving background and set up the figure of one or two jockeys on horses in front of it, and as the background moved it made the horses seem to move. In front were the hats.

But What About the Buying Women?

"Well you should have seen the crowd stop and look at that window. Women? No, men of course. They were taken by the moving jockeys. So big a crowd there that as likely as not they kept the women from seeing it. Successful? Yes. It drew a crowd, but as a seller of hats it was about as successful as the operation—'but the patient died.'

"I've given up that idea since then, and I'd sooner plan a window that would draw a few of the women who buy as I would one that would keep a constant stream of people thronging it the whole day.

"The average window display is valuable only in proportion to the sales that are the after-result."

February Display of Hosiery

(Continued from page 40)

the class of furniture and the price, is usually all that is required.

Where various pieces that have no special connection are used, the external decoration will be almost altogether omitted, and a regular merchandise window substituted, with price tickets for every article.

Variety of Rugs and Hangings

The character of the window for rugs, hangings, etc., will vary with the window space at the disposal of the store. Where one store would specialize on unit displays, showing one kind of rug only, or of chintzes, etc., having several other windows for the balance of the lines on sale, a smaller store would be compelled to make up a fairly stocky window with a combination of a number of lines. These could come fairly high up in the window, as no human figures are being used that limit the natural height. Price tickets in this case would be a necessary feature.

Keep Silk Hose Separate

The hosiery windows, as the January whitewear displays, fall naturally into two groups, the finer lines, and the ordinary merchandise. Where silk hosiery is being shown alone, the window is not so crowded. A figure of a woman could well be used as acentrepiece, and silk skirts of different tones, matching the colors of the hose. These could be draped over a table and below it, and over stools. A bedroom scene with a dresser could be developed and a manicure set laid upon it. Various stands would do for the hose, which would be black and colored.

Stocky Windows for Others

A different line would be followed in a general hosiery display of cashmere, cotton, etc. Here a filled-up stocky window is the best. One of the differences from the silk display is that here the boxes fit in well, and being of yellow, purple or other colors, make a distinct contrast with the black hose. These boxes are found high up in the window, stocked up on pedestals and glass shelves. They have been grouped in circles, too, making an effective display. No figures would be used in this window and it would follow that silk hose had better not be shown in the same window as the others.


No. 41AA

New forms for the Spring Display of Suits

To better execute your displays during the coming months, get in a few Richardson forms. They are built to conform with the latest New York models and will thus prove very effective in displaying your latest styles in Spring and Summer suits and dresses.

No. 41AA is a very popular form because of the special tilting device which permits it to be posed after dressing. Makes a very attractive window or department display.

No. 41AA, as cut $7.50
No. 41AA, without flesh-colored bust 6.75
No. 41AA, without tilting device 5.00

A. S. Richardson & Co.

99 ONTARIO ST. TORONTO

SUN HOLLOW WIRE SYSTEM

The Light that Pays for Itself

Cheaper than Kerosene. Better than Gas or Electricity.
Superior to all other pressure systems. Gives a steady, clear, powerful light and costs little to operate. All lamps supplied from one pressure tank, inside or outside your building. Anyone can install it, and it's as safe as a candle. Get catalog, terms to agents, and details of our

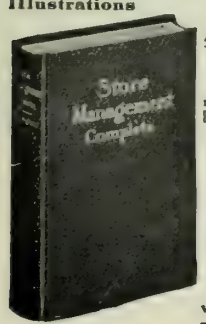
Premium Offer:

Beautiful Eastman Kodak (No. 3 Premo Jr. Photos 3¼ x 4¼) Free to Purchaser of 6 lamps in 1 Year.

Sun Light Co., 1414 Market St., Canton, O.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and f it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. TORONTO

More Profitable Displays for 1914

Every window trimmer in Canada has undoubtedly resolved to make his 1914 window displays more attractive, educative and sales productive than ever before.

If you have been hindered in the past from doing your goods and yourself justice by displaying them on low-grade, obsolete forms, the 1914 range of



D.&P. Display Forms

and fixtures offers you a good opportunity to better execute those profitable displays which you often formulate in your mind, but, because of your poor working materials, are unable to carry them out.

¶ D. & P. forms make an attractive display because they have the most intelligent, life-like faces, charming coiffure and delicate poise of the head, and are thus able to give the display a human touch that is very attractive.

¶ D. & P. forms are educative, because, conforming with the very latest dictates of fashion, they can show to the best possible advantage, your customer or passer-by (your prospective buyer) the latest style effects; the materials; how the garment would look on herself.

¶ D. & P. Forms are sales-productive, because having shown your customer the garment and its special selling points, the desire is created to possess one.

¶ Start the year right by getting in a few of these forms.

DALE & PEARSALL

106 FRONT ST. EAST, TORONTO

Completed Design an Aid in Selling Wallpaper

Many Are Attracted by Made-up Forms—Small Rooms or Flat Surface Displays of Furnishings Useful—Some New Wallpapers.

IT will not be long before the house-cleaning fever begins its course through the veins of the housewife, a harbinger of Spring as sure a guide as the calendar, the girl with the skipping rope, the boy with his "alleys," or that delicious gurgle of the brooklet in a country wood. The primary instinct of the housekeeper is a destructive one. Let us not be misunderstood—not always: not even often, but on this one occasion. She moves first to destroy all traces that might continue in her mind that uneasy feeling in the winter that her home was losing its spick-and-spanness. This out of the way, her mind takes up a constructive (its usual) line of thought and no line of house furnishings strikes her more cordially than wall paper. More than anything else, it transforms a room; gives it a new tone. Probably the difference is measured by the amount of space occupied, and if so, wall-paper is an easy leader over rugs, or hangings, or furniture. For a time, it may be chintzes held sway for beauty of decoration, from their attractive colors, but that time is past. It is not that paper has superseded them as that the two are working, or being worked together harmoniously. One is made for the other, and it matters not which is the one and which the other. You can buy both together, one matching the other, literally, as well as in a general color sense.

Both Pull Well Together.

The showing of wall-paper alone may prove satisfactory in a simple display, but for a real "pulling" window or model room inside the store, the paper should be shown made up, border and all, with crown and base designs complete and a draped window, say in lambrequin effect, to add the tone of completeness and develop the idea of harmony. A cosy window seat may be added in appropriate upholstery and a rug and chair and small table will make the impression all the more pleasing and, hence, of better selling value.

A Demonstration.

Some Canadian stores have the walls of their paper departments lined with samples of finished work, go even so far as covering a liberal section to represent the whole side of a paneled room. These

"LAMMERMOOR" Scotch Blankets

Guaranteed made wholly from PURE WOOL

The Perfect Scotch Blanket
Bath and Crib Blankets

Manufacturer
WM. LAIDLAW
Cumledge Mills, Duns, Scotland

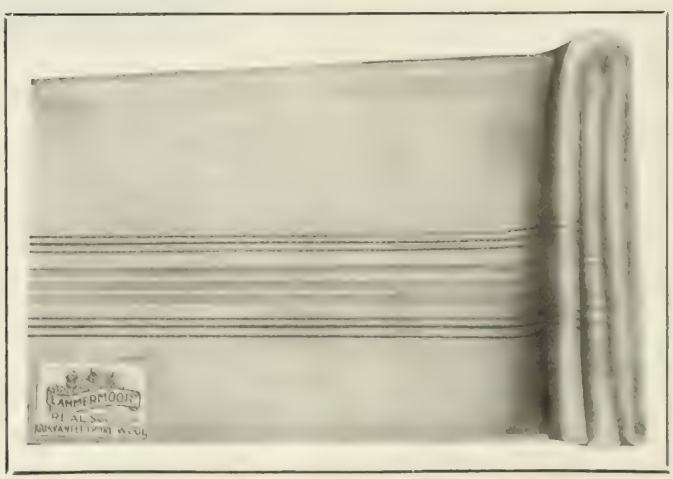
The Original "Highest Grade"
Scotch Home-Made (bare finish)
and Hospital Blankets

SCOTCH CHEVIOT (Twill Weave) and SCOTCH BATH (Plain Weave) in standard weights and qualities.

CRIB BLANKETS, in standard sizes, in both weaves.

BORDERS in Sky, Indigo and Pink, or to special shade if required.

ENDS Plain Whipped or Satin Bound.



For hard wear these Blankets are unexcelled.

The "HYGEAL" Red Cross All-wool Hospital Blanket is the standard for Hospital use.

BORDERS, Sky, Indigo and Pink, or unbordered.

TO MERCHANTS

If you carry the "Lammermoor" Scotch Blanket, you will be in a stronger position to compete for the large contract work in your city.

AGENTS

Western Canada: The Fraser-Mather Co.
228 Chambers of Commerce, Winnipeg
101 Welton Building, Vancouver.

Eastern Canada: W. H. Baker,
84 Wellington St. West, Toronto

TO MERCHANTS

The "Lammermoor" Scotch Blanket will stimulate the sales in your Blanket Department and enhance your reputation for selling high-class goods.

Brophy, Parsons and Rodden, Limited

IN LIQUIDATION.
NOTICE OF SALE OF DRY GOODS.

Notice is hereby given that under an authority of an order of the Superior Court, the undersigned Liquidator is authorized to call for tenders for the sale of the stock of Dry Goods of Brophy, Parsons & Rodden, Limited, in Liquidation. The goods can be seen and information obtained on the premises, 25 Victoria Square.

Tenders in writing for purchase of the above, addressed to the Liquidator, will be received up to 3 o'clock p.m., on Tuesday, the 3rd day of February next, together with an accepted cheque for 10 per cent. of the amount of the tender. The highest or any tender not necessarily accepted.

Montreal, 19th January, 1914.
JOHN J. ROBSON, Liquidator,
211 McGill Street.

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.
By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

suggestions as to just what can be done with the various papers kept in stock by the firm have proved remarkably successful in actual sales. Often the exact counterparts of the samples have been ordered, or others that would work up into similar beauty of design. It is the simple question of a demonstration, and no one appreciates the universal influence of this more than the itinerant pedlar who sells Indian cure-alls upon the street corner beneath a smoking, dripping coal oil lamp.

From Around a Pillar.

A Canadian store has adopted the idea of arranging four units around a pillar; in the form of a square. Each shows a window draped, with wall-paper as part of the combination and a rug along the front, and a chair or two in keeping. They form miniature rooms and the novelty of turning around the pillar to see the other, varied decorative effects, only adds to the suggestive force.

Another display man arranged a series of narrow rooms so as to save space, at the entrance to each of which were complete curtains of cretonne, while inside on the back wall was a wall paper with borders complete. A rug and one or two pieces of furniture completed the effect.

WINDOW TRIMMERS AND AD. MEN

(Continued from Page 39.)

is after, but often she is told to try another department. I remember once a lady was referred to me by a clerk, and had to find her way, over obstructions in some cases, away down to a corner of the basement. Often customers come to me for something that we have put in the window. In order to assist clerks in making sales like this I had a 'phone put in my office and the head, or the clerk in many cases, 'phones me about it. That is all right, and I can explain, and the customer can be satisfied. But this is only a make-shift at best. Each clerk in each department should know just what is in the window for that day or the several days it may be there.

"In the case of advertising the remedy is more simple. There are only a limited number of items for each department but as it is now, often the clerks do not think of reading the list, and frequently ignore the single copy of the 'ad.' set up in the circle.

Come in Ready to Buy.

"The reason that this weak point in our system appeals to me so strongly is that it is not even an ordinary case of obliging a customer. The fact is that every one who inquires about something in a window or an ad. is, in the language of an insurance man, a first-class risk.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

"HAUGH" BRAND FACTORY.

In an item in the Special Spring Number it was stated that the Defiance Manufacturing Co., Ltd., of Toronto, were manufacturers of Hall Brand garments. This should have read "Haugh" Brand, which is applied to the firm's well-known lines of duck and wash clothing for men and boys.

The Defiance Co., owing to a rapid growth of business has been forced to extend their factory space by 5,000 feet, and a large addition has been made to their staff. The new quarters are splendidly lighted and all other requisites are provided for carrying on the business efficiently. After devoting themselves for seven years to the wholesale trade they have begun selling to the retail trade direct. Their lines include coats, trousers, lustre and alpaca coats, motor coats, Norfolk suits, wash suits, aprons, boy scout suits, etc. The "Haugh Brand" garments are sent out in dust-proof packages. A catalogue will be forwarded on application.

It should be added that the "Hall" Brand is the product of A. & T. Hall, Limited.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Crochet Cotton.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto, Ont.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto, Ont.
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
Goldhamer Coat & Suit Co., Spadina Ave., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto, Ont.
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto, Ont.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
Brophy Parsons & Rodden, Montreal, Que.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 158 Bay St., Toronto, Ont.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannelettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Brophy, Parsons & Rodden, Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Girdles.
Moulton Mfg. Co., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 585 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont
Faire Bros. Co., Leicester, Eng
I. B. Kleinert Rubber Co., Wellington St W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que
Stonards, Limited, 7 Paternoster Bldgs London, E.C., Eng

Hosiery.
A. Burritt & Co., Mitchell, Ont.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont.
"Craftana."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto.

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London. Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.
McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto,
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lee, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Lace Curtains.
T. I. Birkin & Co., Nottingham, Eng.

Men's Furnishings.
John M. Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Pim Bros. & Co., William St., Dublin, Ireland.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.
A. Burritt & Co., Mitchell, Ont.

Malines.
John Heathcoat & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 76 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
T. I. Birkin & Co., Nottingham, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto, Ont.
Moulton Mfg. Co., Montreal, Que.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal, Que.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal. Que.
Halls, Limited, Brockville, Ont.

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Store Fixtures.
Jones Bros. & Co., Parliament St., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto, Ont.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
B. Brager, 49 Crosby St., New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Pride of the West Knitting Co., Vancouver, B.C.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
A. Burritt & Co., Mitchell, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
W. H. Wright & Co., 433 Queen St. W., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

Silk Nets.
John Heathcoat & Co., London, Eng.

Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand Rapids, Mich.

Shoe Buckles.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto, Ont.

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., 251 Mutual St., Toronto

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.

Silks.
Debenhams, Ltd., Montreal and Toronto.
Belding, Paul, Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Suits.
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
Goldhamer Coat & Suit Co., Spadina Ave., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Fulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Underskirts.
Form Fitte Co., 182 Spadina Ave., Toronto, Ont.

Vacuum Cleaners.
Clements Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Berlin, Ont.

Veilings.
Canada Veiling Co., Toronto.
John Heathcoat & Co., London, Eng.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St. Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester, Eng.
"Louis," 57 Newton St., Manchester, Eng

Velvets.
The Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.

Wholesale Carpets, Oil Cloths and Linoleums.
John M. Garland Son & Co., Ottawa, Ont.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Wholesale Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U. S. A.

Wholesale Smallwares and Fancy Goods.
John M. Garland, Son & Co., Ottawa, Ont

Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St. W., Toronto, Ont.

Wholesale Drygoods.
John M. Garland Son & Co., Ottawa, Ont.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers, Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St W., Toronto, Ont.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes.
Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Colonial Weaving Co., Peterborough, Ont
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Woven Labels for Garments.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

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MEN'S WEAR SECTION

Features of This Number

Concealing Cut in Prices From the Public.

Noisome and Nauseous Advertising.

Lucky Man Took Hat Store's $400.

Cupids, Hearts and Arrows on Show Cards.

What We Shall Wear in the Spring.

Protecting the Window Trimmer.

Gravitating Towards a Larger Window Unit.

Illustrations of New York Trims.

Bright Combinations in Shirts.

Coming to Black-Edged Evening Wear?

Salesmanship in a Clothing Store.



These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.



Have You A Sufficient Stock of KUMFORTS

to meet the demand of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada

MEN'S WEAR SECTION

When Prices are Cut Public are Not Informed

Unique Method of Men's Wear Store of Woodstock, Ont., Run by Moore & Doherty—Customers Will Appreciate Values Given—Oval Display Windows — Avoiding Suspicion of Having Two Prices.

IF you found a firm that showed a disposition not to let the public know they were selling goods at reduced prices when they were, would you say they were hiding their light under a bushel? Would you declare they were losing the main advantage in making that reduction?

There is not one store in a hundred, perhaps in a thousand, in Canada that follows the same procedure as Moore & Doherty, men's furnishers, of Woodstock, Ont., a city of between 10,000 and 11,000 population. These bright young men, trained in their business, and reaching after and securing a fine class of custom, have carried out such a policy for several years, and two circumstances are worthy of note:

1. Their business has developed to such an extent that within the past year they have extended their premises forty-two feet in the rear, and torn down an outer hallway in one side of their building and made it part of their store, the greater width permitting of the construction of two display windows in place of one.

2. They have no intentions of abandoning their present system.

Reducing Without Telling.

Let W. R. Doherty, one of the partners—who spent 15 years with George Robinson (who sold out a few years ago to Grafton & Co.), and has been in business with Mr. Moore for seven years—explain his system as he did recently to The Review.

"It is just this way: we don't like to give the idea of 'bargain sales' in our store. They are all right in their place, but we don't feel it strengthens our position to feature reduced prices even once or twice a year. Our theory is that the great majority of people who come into a men's wear store know pretty well the value of goods, and if we are selling a 'regular $3' line for $2 they will know that just about as well as we do, and give us all the more credit for not seeming to feel it is out of the way."

"Then how do you get rid of your odds and ends, say before stocktaking?"

"We mark down all goods that are slow in selling, or lines on which we are overstocked, and in the smaller goods display them prominently inside our store, probably, as now on tables; sweaters here; ties there, etc. Fifty-cent ties we may mark down to 25 cents, $5 sweaters to $4 or less, underwear, say 25 per cent. lower, and so forth. We do not placard them as reduced lines, but depend on the announcement of the lower prices in themselves inducing sales, and we find with our customers anyway that it does."

"Do you not display these lines in your windows?"

"We may, probably would, but not as offered at cut prices. We would not think, for instance, of marking in our window, '50-cent ties for 25 cents.' That would seem to cheapen the whole line of stock we carry."

Reduces Without Telling.

Mr. Doherty applies this rule in a rather interesting manner in another direction. He carries an extensive stock of ready-made clothing, as well as taking orders.

"How are reductions in your ready-made clothing worked?" The Review inquired.

"We mark down clothing but never say it is marked down. Take such a case as this: A man comes into the store and asks to see some suits and we show him a line marked $18,. for instance 'No, I don't want to go that high; something around $16 would be better,' he says. However, I've said that is an $18 coat, and so that is the best I can do on that particular one. But I go along the rack and see another perhaps marked $18, on which, if the season is pretty well advanced, I can sell below $18. So I pull it out and say, 'Here's a coat for $16.50'—the fifty cents being neither here nor there with him if he really wants that suit. If he takes it, all right; still he is not told he is getting an $18 coat for $16.50."

"But what about the price ticket? Won't that give you away?"

Curse of Two Prices.

"No, for the price ticket in our line of clothes is attached to the under side of the coat collar, in pencil, and not prominent even if a person happened to look at it. Once the coat is sold the ticket is removed. If the customer saw it marked $18 no great harm would be done, except that it might give the impression that we have two prices. That is not a question that bothers the big city stores, but in towns and smaller cities, especially a few years ago, it was a regular curse to business. 'This is marked so much,—but we'll give it to you for so-and-so.' Bad business that. In the case of the man who got an $18 coat for $16.50, he would recognize that we gave him good value, and, as always, we would be the gainers in the future."

This, then, is the application of the theory that it is best not to tell the customer that your price is a "marked down," "cut" or "reduced" one.

Bargain Sales Have a Place.

Mr. Doherty made it clear that he did not ignore the need for and benefit of "bargain sales," but he feels that in the men's furnishing business the reputation of a store that caters for a fairly fine class of trade suffers if there is a mixture of "bargain" or "reduced" and exclusive lines carried, even for a few weeks a year.

"Remember we are not after an extreme high class business, but what you would call a fairly good class, for we consider that the best paying in the end."

On Odd Prices in Men's Wear

In Ties, Hats, Collars, Hose and Sweater Coats Men Expect the Regular Line of Prices—Underwear May Be An Exception—Do Not Carry Coppers Like Women in Dry Goods Store.

SOME manufacturers in various lines, ties, underwear, sweater coats, etc., are urging on the retailers that it is both necessary and advisable that wholesale prices should be advanced slightly, 10, 15 or 25 cents per dozen for 50-cent lines, and that there be established in consequence 55, 60 or 65-cent selling prices, thereby enabling the retailer to obtain a larger profit as well as the maker.

"To me it seems impracticable. The public have not been educated up to those prices. Suppose a man came in and asked you about a tie and you said, 'That's 60 cents.' 'Sixty cents!' h'd say, and probably think you were overcharging him 10 cents, and go out without buying. It is quite true our margin of profit as it is is very small, too small. In underwear where we used to pay $4.25 for fleece-lined, we have to pay $4.75 and $4.80 now, and these we are selling here still for 50 cents, so you see there is no profit in that. In Toronto lots of stores charge 75 cents when ever they have to pay more than $4.25. Our schedule for 75-cent goods runs between $5.50 and $6.50 as cost price. But I'd sooner buy good goods at $4.50 and sell for 50 cents, than poorer ones at $4.25, selling at the same price.

Men's Coppers for Papers.

"I do not think the 98-cent dry goods price has any place in a men's wear store. Look at the different class of customers: men in one case, women in the other. Women carry coppers in their purse, for three-cent, seven-cent, thirteen and fifty-seven-cent articles: the only coppers men carry are in their hip pocket to buy a paper. 'Quarters' are their regular coin; we sell far more collars now at two for a quarter than we did at 20 cents a piece. We sell more socks at 25 cents a pair, and the range at 3-for-a-dollar than we would at 30 cents, and I know we could get a bigger profit at 30 cents than we do on the ones we sell at 25 or 35 cents. Same way with shirts, $1, $1.25, $1.50 and so on. Perhaps underwear is the only exception. I am not sure that we could not sell it at 60 cents or 90, and, indeed, many women buy it for their husbands or sons.

"No, we must all admit that men's goods are different from ladies; no odd prices for men."

On Stock and Stock-Taking

Good Variety, But No Heavy Stocking — Anything Out of Date is Struck Off As Dead Loss — Oval Show Windows Whose Display is Accounted Best Advertising.

IT has been mentioned that the firm of Moore & Doherty widened their store and created two windows instead of one. Mr. Doherty maintains that the character of the show windows is the greatest factor in the making or the undoing of a men's wear store.

This was why they chose rounded corners—with curved (oval) glass for their windows instead of the square corners. They did this partly because this, they thought, gave a more uninterrupted view of the windows from the street.

They chose it also because there were no other windows of the kind in Woodstock. Much care is spent on window dressing. In addition to the regular floor space there is a ledge farther up which is used to advantage. Not content with half a dozen 60-watt lights in each, four 250-watt reflectors have been added so that the effect at night is a perfectly lighted display.

"The best advertising a men's furnishing store has is its windows. They show the public the quality of the stock within," added Mr. Doherty. "We have tested our windows time and again and know the truth of this."

When The Review representative visited the store the partners were getting ready to take stock.

"We make it a rule to buy little and often and keep our stock clean. We keep good lines of men's wear and deal both in ready-to-wear and ordered clothing.

"In taking stock we do the reserve stock first and keep the small wear, ties, scarfs, collars, etc., to the end. We keep each line separate on our lists."

Keep Up Collars and Gloves.

"What principle do you follow in marking down?"

"In collars—unless they are odd lines that are out of date, we list them at full cost price. So with gloves which are staple lines. In sweater coats, if we are not pretty well sold out, we make liberal reductions. In underwear if they are staple lines we keep up pretty well to cost price. In shirts we cut, unless they are very good selling lines. But in shirts and ties, as was the case, this year, we generally keep pretty well cleaned out.

"Some stock we mark out entirely. That was so with some brown stiff hats several years ago which we had left over. They were considered valueless then, and we are keeping them yet, rather as souvenirs and valueless now as then. You must consider such goods as a loss some place, and the present is the safest for you to mark it down as a loss."

DIFFERENT TROUSERS

THERE are few neater, better-looking, smarter effects in day clothes than that given by the "different trousers" idea that is surely coming says Haberdasher. It has an unusually distinctive and pleasing air. The jacket and waistcoat must be utter black or blue or of a very dark Oxford. The jacket may be either single or double-breasted but must be straight in front. On the other hand trousers may be either checked or striped although it is believed checks will be short lived even though now most favored. The popularity of this garb is growing.

Two-Button Morning Coats.

In morning coats the two-button model is favored by the majority of well-dressed men in London. One tall young man noticed wearing one of these two-button coats had on a shirt of white with rose-colored stripes. His bow tie was unusually long and the pattern was new, consisting of oblong figures in white on an indigo ground.

Noisome and Nauseous Clothing Advertising and the Legitimate, Clean Cut

New York Advertising Expert writes For The Review.

Some New York Firms Try to Gull Public with "$60 Value for $12"—Others That Tower Above Sea of Corruption Like Beacon Light—A New Semi-Humorous Style.

By Walter A. Olsen

More Ingenuity Shown in Clothing Ads. Than in Any Other Line.

NEW YORK, Jan. 20 (Special).—The essence of all advertising, good "copy," has no wider field nor broader scope for practice than in the clothing advertising fraternity. Its gamut is almost infinite, and embraces from the very worst to the very best. More ingenuity is employed in writing up clothing ads. than any other. More ideas are created, more schemes evolved and more money expended in promoting the business in retail and wholesale clothing establishments than in any other industry.

Clothing advertisements offer more opportunities for the exercise of every faculty that tends to creation than any other source of inspiration. More styles are affected in effecting an individuality than there are in the clothing itself. In the New York newspapers during the seasons can be seen every angle and curve of the clothing game reflected by the advertisements. From the bizarre to the brief, from the artistic to the artificial, a veritable panorama of clever ideas and startling statements unfold themselves to the public view.

A Regular Avalanche.

The past six months have marked the highest point reached in money expenditures for retail clothing advertising. From an inconspicuous, timid, introduction by one assuming house, a regular avalanche has been hurled in our midst. And the momentum already attained is but a shrinking presage of what will soon follow.

More real, vital, forceful "copy" is injected into the clothing advertisements of to-day than was ever before apparent. A higher ideal and standard of illustrations is evident. Also the latter are far more profuse than ordinarily. In fact it would be safe to say that the clothing advertising of this country is far more advanced and consummate than is evident in any other industry. To this end then, it admits of more impositions and masterpieces in the name of "copy."

Deliberate Misstatement.

In strong contrast to this development is the present style of advertising effected by some of the retail clothiers in New York. By way of illustration we have recently witnessed glaring announcements which offered $60 suits for $12. On the face of it this soaring value (and still soaring) is a deliberate and reprehensible misstatement of facts.

The authors of this stigmatized style of advertising are misguided mortals, actuated solely by the greed for immediate money. They cannot, by all the laws of commerce and nature, thrive very long. One party to it boldly proclaims the fact that it has seven large stores to serve the public with this $60.00 clothing for $12.00. How long it will continue with this policy is measured entirely by the gullibility of the public. And all this in the face of the fact that we have a far-famed "Vigilantes Committee" in New York, which has for its purpose the suppression and obliteration of such kind of advertising. Judging from the atrocious statements these clothiers are permitted to print, this committee must be about as vigilant as a sleeping sentry on duty.

Nefarious Advertising.

If this nefarious style of advertising was the excrescence of one concern alone it could easily be wiped out. But a number of other retail clothiers, in the same city, sheep-like in texture, follow along like lambs being led to the slaughter. They apparently become possessed with the illusion that to make their advertising bring results they must make it a succession of inflated values. And so each retailer hurdles the other in announcing the value of his clothes as compared to the selling price. The initial value was $20.00 clothes for $14.00. Next the value increased overnight to $30.00. When last seen in the daily papers it had vaulted over $60.00, and still running strong.

Possibly if they keep up these same clothiers will be paying the public of New York money for buying their clothes from them.

Some Strong, Clean Copy.

In the other extreme we have the advertising of houses like Saks & Co., John Wanamaker, Smith, Gray & Co., and a host of others in New York. In turning the pages of the daily newspapers the announcements of the above concerns are as refreshing as an oasis in the desert, and as revivifying as a June bride. Strong, clean copy, forceful illustrations, in some instances a liberal but judicious employment of white space, they mark the antithesis of the style of

Advertising Orgies and Their Antidotes

1. Value started at $20; increased over-night to $30; when last seen it had vaulted over $60, and still running strong—with selling price $12! Deliberate and reprehensible misstatement.

2. Strong, clean copy, and truthful, like Saks, Wanamaker's, etc., totally divorcing old flamboyant style. Campaign recently inaugurated of short, chatty, breezy and crisp talks.

3. New and entertaining style of short, flashy ads. converging to semi-humorous, but truthful.



"Exceedingly popular ads., in that every story is short and to the point. Attractive set-ups and convincing arguments bring home the bacon."—Walter A. Olsen.

advertising that is as noisome and nauseous as the plague.

Nothing Flamboyant.

The chatty, heart-to-heart talk campaign recently inaugurated by Saks & Co. is being received very favorably, and has excited no little comment. It takes a large heart, generous purse and unlimited courage to buy up space for this kind of advertising - BUT IT PAYS though not in immediate and always direct results. This series of ads., by the way, mark the ultimate achievement in totally divorcing the old flamboyant style so prominent at present among New York retailers catering to the lower class. While each paragraph is crisp, the advertisements are not stilted, nor are they "heavy" in the sense of deep meaning and inference. A light, breezy style is affected throughout.

The Smith Gray & Co. style is exceedingly popular in that every story is short and to the point. "To the point" is its chief characteristic. No words are wasted, as none are intended to be, but attractive set-ups and convincing arguments bring home the bacon. The ads. of this house are well worth thoughtful study and assimilation.

Wanamaker's Tell the Truth.

John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. "Will it pay?" is not so vital an issue with him as "Will it be believed?" A number of people embrace the belief that the lengthy, sometimes studious style of clothing copy is not as productive as it might be. Yet no one ever heard another say that he was tired of reading the Wanamaker Clothing ads. Such a verdict would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth.

Short, Flashy Ads.

There suddenly stole over the horizon of New York clothing advertising a new and very entertaining style of short, flashy ads., converging more or less to the semi-humorous. These latter, like the first breath of a swimmer who comes to the surface after having "fetched" his lungs out, are sustaining, and contain the pap of current intelligence. A few clothiers have adopted this style into their business, and incidentally it has been received right royally by the public. Striking a happy medium has ever been a safe course, and at times the only logical one. Wallack Bros. have, to a certain degree, pioneered this style, and author some very interesting and entertaining advertisements.

It is a peculiar fact, or it may be premeditated, that the character of advertising maintained by the manufacturers is nearly always reflected in that of the retail clothier to whom he sells. If the manufacturer adheres to a legitimate, clean-cut and attractive standard, the pendulum of averages favors his retailer doing likewise. There are, of course, exceptions to every rule, and this is no exception.

Cannot Digest $60 for $12.

George Benjamin, Brooks Bros., Weber & Heilbroner all stick close to a distinctive style all their own, and evidently



Getting close to the "$60 for $12" record.

Clothiers for 53 Years--and Never a Sale Like This!



"Crowds" "The crowd principle is the first principle of distribution. The man who can get the most men to buy a particular thing from him can buy the most of it, and therefore buy it cheaper, and therefore get more men to buy from him and, having bought this particular thing cheaper than all men could buy it, it is only a step to selling it to all men . . . Hence the crowd principle in commerce."—*From "Crowds," by Gerald Stanley Lee.*

The John Wanamaker Store

"There was a check and a halt, and wait, and worry to business. The result is that now there is a congestion of merchandise. Millions of dollars tied up in Winter clothing that people have not found it necessary to buy. We will take the overstocks on hand of manufacturers and jobbers, no matter how large, so far as they come up to the Wanamaker standards of quality."
—*From Mr. Wanamaker's Editorial of December 66, 1913*

"We stand ready to take in two million dollars' worth of high quality Winter merchandise which we can sell quickly for manufacturers, importers and others who wish to unload. Consumers knowing by experience that they can have confidence in our offerings, buy quickly what we recommend."
—*From Mr. Wanamaker's Editorial of December 29, 1913*

From Fifteen Manufacturers

of Men's High-grade Clothing, with great work-shops in New York, Boston, Baltimore, Rochester, Syracuse and Philadelphia, we have taken in our choice of surplus stocks, which, with a few lots from our regular assortments, enables us to offer tomorrow, Wednesday,

11860 Overcoats and Suits for Men

At regular retail prices (which you may figure yourself from the tables below) the value of these overcoats and suits aggregates **$343,313.50.** We offer them tomorrow for a total of **$217,694**—a saving of **$125,619.50.**

This sale makes three new records—

(1) *It is the largest assemblage of men's clothing, specially priced, ever seen on one floor, under one roof. You may examine ALL the merchandise in the sale without leaving the floor of the Men's Store, stretching from the corner of Broadway and Eighth to Fourth avenue and Ninth.*

(2) *It is the most representative showing, in a sale, of American cloths, correct styles and good workmanship. Ten times the quantity of garments and cloth were gone over before the 11,860 garments in this sale were selected.*

(3) *It offers the highest average of savings—REAL SAVINGS. The least saving on a garment is $4, and that only on 243 out of the 11,860. The greatest saving is $35.50. The average $10.60.*

Extra Service

Double the usual selling space.
200 extra assistants.
Tripled tailoring facilities for fitting and alterations—which are made without extra charge
Suits and overcoats grouped in sizes.
Stouts at $24.50, $23.50 and $18.50, in the Burlington Arcade, South.
Longs and shorts in Burlington Arcade, North.

Measured by the prices on our own regular stocks of clothing, the 11,860 garments grade up as follows

5,839 Suits

82 Different Styles Hundreds of Patterns
(Burlington Arcade Floor, Fourth Avenue End)

391 of $30 grade
343 of $32.50 grade
728 of $35 grade
416 of $37.50 grade
293 of $40 grade
103 of $45 grade
$23.50 (2,274 Suits)

242 of $25 grade
465 of $27.50 grade
512 of $30 grade
$18.50 (1,219 Suits)

(Broadway, Corner Eighth)

359 of $20 grade
589 of $22.50 grade
416 of $25 grade
$14.50 (1,314 Suits)

243 of $16.50 grade
376 of $18 grade
413 of $20 grade
$12.50 (1,032 Suits)

6,021 Overcoats

Staples and Fancy. 2,622 Silk-lined

(Burlington Arcade Floor, Fourth Avenue End)

1,219 of $35 grade
619 of $40 grade
522 of $45 grade
141 of $50 grade
68 of $55 grade
53 of $60 grade
$24.50 (2,622 Overcoats)

(Burlington Arcade Floor, Broadway End)

540 of $22 grade
728 of $25 grade
385 of $27.50 grade
364 of $30 grade
$14.50 (2,012 Overcoats)

312 of $15 grade
382 of $18 grade
693 of $20 grade
$12.50 (1,387 Overcoats)

The Suits

In 76 approved styles and hundreds of good patterns, young men's suits with soft rolling lapels and natural shoulders, conservatively cut suits for older men, single and double-breasted blue cheviot, American homespuns, basket weaves in mixtures and stripes, plain brown worsteds, cassimeres, broken checks in black and white and browns and blue, gray serge worsteds, silk mixtures, cheviots, blue panamas of winter weight, dark worsteds that will wear like iron. Some of the suits have silk lining in the coats and welts out back. Every suit a Wanamaker Standard.

The Overcoats

Those at $24.50 are all silk-lined—body and sleeves, black, two shades of Oxford gray, Cambridge gray, a few browns and a few blues, the finest fabrics from the world's best mills—meltons, vicunas, unfinished worsteds and cheviots, self or velvet collars. Every one a gentleman's coat, correctly styled and suitable for any occasion in town or country.

The overcoats at $14.50 and $12.50 are mostly fancy coats—grays and browns in sea-, mixtures and good weaves; single and double breasted, knee-length and longer, regular and convertible collars. A capital collection!

Tomorrow
The Men's Store
Will Open at 7:30
for the convenience of men who get to work early. And to serve those who may come from a distance, the doors
will not be closed until 7:30
in the Evening Tomorrow

JOHN WANAMAKER
Broadway and Ninth Street

A TYPICAL WANAMAKER FULL PAGE AD.

"John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. 'Will it pay?' is not so vital an issue with him as 'Will it be believed?' A number of people embrace the belief that the lengthy, sometimes studious style of clothing copy is not as productive as it might be. Yet no one ever heard another say that he was tired of reading the Wanamaker Clothing ads. Such a verdict would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth."—Walter A. Olsen.

Some Models Submitted For Bright, Snappy Clothing Ads

JUDGMENT CLOTHES
are for Men of
ASSERTION!

THE man who has ideas of his own regarding clothes, whose taste is assertive, will find in Judgment Clothes the expression of his full desires. In bringing out the full force of his personality, he will find no greater stimulus, no more eager sponsor, than Judgment Clothes. After years of specialization it has become a distinction to be Judgment Clothed. Are YOU a man of distinction? Then be Judgment Clothed.

JUDGMENT CLOTHING CO.
NEW YORK

The Only Weak Part of
JUDGMENT CLOTHES
is the Price!

EVERY part that enters into the making of Judgment Clothes must be perfect—thus making the finished model a standard of excellence. The price is Weak—being uniformly low in contrast to the standard. And it is only the net result of years of specializing. Concentration of capital begets big opportunities.

SUITS OR TOP COATS
from $16.00 to $35.00.

The above facts are vital to you who are paying the price—not the price of the clothes but our own policy.

JUDGMENT CLOTHING CO.
New York

Selecting a Suit and Choosing a Wife.

TWO important factors enter into a man's climb to success—his wife and his clothes. As to the clothes, Judgment can more than satisfy him, but his wife he shall have to choose for himself. But being Judgment Clothed will help in securing the right wife, thus accelerating success in two ways.

Judgment Clothing Co.
New York

have no regrets, because they are still at it after many years' usage. The class catered to establishes the style of advertising, but no class, whether illiterate or not, can digest $60.00 clothes for $12.00 with any degree of equanimity. If it were so the profits of the other clothiers would soon pauperize the clothing buying public, and make billionaires of the perpetrators.

In Seeking a Style, However, Do Not Sink Simplicity!

And, remember, continuity or association is a most important factor in making your advertsing successful. Stick to one style—if it is a good one and brings results. But no style is good which does not make Truth its standard-bearer. Style without truth is like clothes without class. Sooner or later it will surely sag.

TIES AT THE RACES

While ties worn at the French races are said to be of every description, dark fabrics in brown, garnet, russet, burgundy, etc., are reported to be the most popular. The allover designs, plain or combined with brocaded floral patterns, were more in evidence than anything else. A dark mauve and garnet were among the colors seen in large numbers. It is said that while some striped patterns in satin were noticed, but as for moires, not more than a score were in evidence.

Close-Fit Overcoats.

At a race meet at Auteuil, Paris, not long ago the majority of well-dressed men wore overcoats cut with tight skirts and form-fitting body. Many were finished with fly fronts, silk-faced lapels, plain sleeve ends and a high breast pocket. The back was made without a vent and gray Shetland was a favorite fabric. Two coats worn worthy of notice were cut double-breasted and fastened with two buttons placed rather far apart. One of them, worn by an Englishman of military appearance, was decidedly form-fitting at the waist, and the back was finished with a belt and pleats on each side.

Strange Evening Attire.

One night at the Comedy Theatre, London, recently, a gentleman was seen wearing white silk socks with patent Oxfords. The trousers were cut short, so that they should not catch in the top of the shoe. In other details he wore correct evening dress. His collar was a high two and one-half inch poke, for he wore a twice-round stock white lawn tie. He carried a black ebony cane which was decorated with a tassel.

The same evening, Robert Lorraine, the actor-airman, wore something new in waistcoats: it was of white material with a fine silk stripe. The roll collar was of corded moire silk and the whole waistcoat was piped with white cord, while the buttons were white also. He also exhibited another idea in waistcoats; this one was a gray silk stripe with a white moire collar and in this case the buttons and cord were of grey.

Velvet on Cuffs and Pockets.

An overcoat style much favored at the French races, the hotels and on the boulevards is described as follows: The lapel is set high and is of medium width with a horizontal notch. It is cut slightly longer than in former seasons. The front of the coat is double-breasted, with four buttons, which are set at a distance of about five inches apart. This coat is form-fitting and is cut without a waist seam, but with two gores, one on either side, which give plenty of room to the chest. There is no vent behind, and in length it scarcely reaches the knee. Two particular coats of this style may be mentioned: one had a velvet collar in a shade to match and the cuffs were finished with a velvet piping. The pockets were slanting and also had a line of velvet at their opening. The other garment was cut with a novel back. These coats were made with a velvet collar and intended for wear with a silk hat.

Toronto, Ont.—Toronto Fur Co. have dissolved partnership, Max Krehn continuing under same style.

Gravitating Towards a Larger Window Unit

Reaction Among Many Haberdashers Against Small Sections—Possibilities Exhausted and Present Plans Getting Too Common—Scenic Backgrounds and Elaborate Wax Figure Displays for Clothing—New Fixture Devices, a Crescent and Maltese Cross.

THE work of two distinct classes of window trimmers is now visible in the men's wear stores of Canada, in silent eloquence pleading their cause with the only real tribunal that counts, the public passing by. In late issues The Review has presented excellent types of both of these, the window space, divided up usually into three sections, even if each one is only a foot wide, and in the other the whole space, even six or eight feet in width, utilized for a single trim, following the fashion rather of a dry goods display. Of the two the latter is a departure from the former, or rather, it is more correct to say that many trimmers of men's wear windows are going back to the idea of five or ten years ago, before the sectional arrangement had been introduced. Which method will gain the ascendency is now one of the mooted questions in haberdashery circles.

Sectional a Natural Course.

The sectional idea was a natural one, and the strange thing was that it came so slowly. The men's wear window dresser always has been face to face with the necessity for working out his trims in a meagre space. Nearly all the stores are narrow. It is an exception to find counters on each side, or double windows. Even the window there is usually is rather narrow, four feet in many cases. In these cramped quarters the window dresser is expected to herald to the public his varied stock. If he uses it up in ties to-day, to-morrow and next day, his shirts, his gloves, his underwear, his sweater coats, his hats, perhaps his clothing, including overcoats, are doomed to a modesty of demeanor that is not a desirable asset for business purposes. Hence came the division of the slim space, into two or three parts, in order to display two or three lines at once, carrying out,—to borrow an agricultural adjective—an idea of "intensive" display.

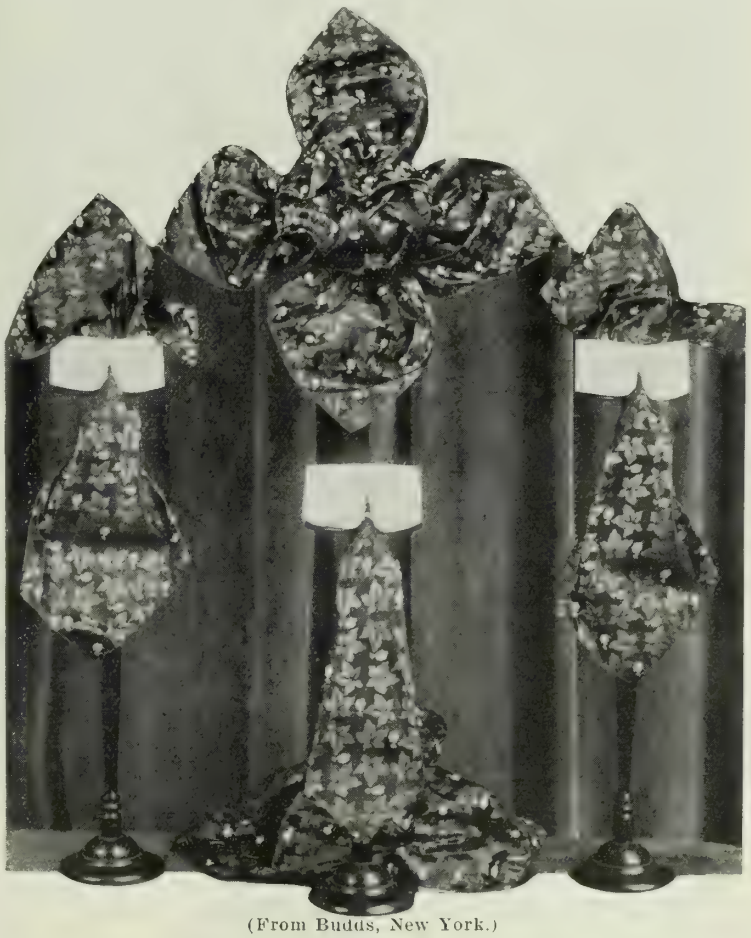
Limits of Sectional Display.

But this system has been copied far and wide. The downtown stores no longer possess a monopoly of it; it has been taken up in all directions. Its very universality has drawn attention, more and more, to the objections of the system, to the crowding of the units against the woodwork, and against each other, to the lack of a definite impression, of something distinct reaching the passer-by from the varied display. Weighing the favorable and unfavorable factors a number of window trimmers have concluded that the single unit is the more advantageous display; and the roomy appearance, and the limited numerical contents, are preferable to the other.

Two New York Units.

In this issue The Review presents a photograph taken for it in New York of two units in window displays in one of Budd's well-known stores. These, it will be recognized, require fairly liberal space, and could not form one of the ordinary sized three sections of a narrow men's wear window. The window display in the Hudson-Parker store of Hamilton, in the December issue of The Review, carried out the same idea along a different line, and the upper section of Dunfield's window in November issue, where the whole width was devoted to one unit, evening wear, also illustrated

The Latest Allover Flower Effects



(From Budds, New York.)

This window unit carries out the one-cravat idea of the other trim of Budds shown on another page. Here only three ties fitted to collars are shown, but the nature of the tie allows of a section of silk being draped on top, accentuating the pattern. A new idea is the monster bow shape occupying the centre "high spot" of the trim, made of a piece of the same cravat silk. The whole effect is to render more prominent the special design of silk, both in the piece and in the manufactured shape. As in the other, the trim is kept very simple, with lots of room and arranged systematically.



An attractive glove showing by M. Goebel, of Wheaton & Co.'s, Toronto.

this side of the argument. In many new stores an attempt is being made to secure wider window spaces and to utilize each one for single units.

How New York Views It.

It is interesting to present evidence at the same time of a similar movement going on in New York stores. In an article by J. M. Feinson, with Weber & Heilbroner, New York, in "Men's Wear," he declares there is "a reaction among haberdashers against the small section—that is, the window divided into small sections of about a yard in width—which Weber & Heilbroner, through having adopted them ten years ago from the exclusive shops have done so much to popularize. Sulka has abandoned them; Budd's shop on Fifth avenue and 47th street has not opened with them; George Benjamin now rarely employs them, and Weber & Heilbroner are beginning to discard them. And this reaction is not without good reason. There is a strong and valid case against the small window section. Novel and distinctive at first and permitting of many variations of display, its possibilities with use, soon became exhausted and its style became the most common of show window effects.

All Got to Look Alike.

"Everyone who opened a haberdashery shop, no matter where, subdivided his window or windows into small sections, and the amateur window dresser, having the same or similar window area to work in, soon succeeded in bringing about the same or similar window effects as his professional brother. The result was, every haberdashery shop got to look like every other; Jones' like Brown's, "The Paris Shop" like the "The London Shop," the shop in the Bronx like the shop among the skyscrapers in "Wall Street." Nor is this all. The small section never did and never can allow a margin, so to speak, around a trim. Only of about a yard, and frequently less, in width, a few necktie stands or a few shirt stands, or a few of each combined, fill it up to the brim, the merchandise rubbing sides with the partitions. And when it comes to dressing one with clothing, placing a suit form in it, it reminds you of a prison pen with the prisoner pent-up and motionless. On perceiving one of these sections so dressed you feel like entering the shop and exclaiming to the shopkeeper: 'Why don't you give the poor dumb thing in your show window some more room, so it wouldn't look so cramped and cross!'

Window trimming, he says, has caught the "restless, do-something spirit of the day," and is changing, making history. This is particularly true of the popular-price shops that depend so much upon their window displays for publicity and direct and immediate results.

Of Incalculable Value.

"One of the first evidences in New York City that window trimming has caught this spirit was Macy's artistic and highly effective display this Autumn of men's and women's apparel. This display consisted of scenic backgrounds giving three different views of Monte Carlo. In front of these backgrounds, dressed in the latest fashions and admirably grouped in sitting and standing postures, were the most realistic effigies of cultured human beings that ever found their way into show windows. The most perfect wax figures that at any time graced "The World in Wax" did not surpass them in naturalness of facial mould, of complexion, of hair and of look and pose. You could almost see them breathe. The effect was compelling. Immense admiring crowds were standing in front of these windows from early morning until late at night, each day of the display. It would be difficult if not impossible, to get at the true measure of the publicity value of this master stroke of Mr. Allert, Macy's display manager. It was incalculable.

"Of course, the use of scenic backgrounds and wax figures for window display purposes is not new. A decade or so ago, before Thirty-second street became the southern boundary of New York's department store district, it was quite common, and a decade or so back of that, when the window trimmer had not as yet evolved from the artist-mechanic type, when sawing arches, painting scenes and electric wiring were still the great essentials of a trimmer's work, it was the rule. But the consummate art with which these one time popular helpmeets of window trimming were used by Mr. Allert amounted to genuine originality. It denoted a decided departure from the complacency and sameness that

(Continued on page 64.)

You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE ∴ ∴ **TORONTO, CANADA**

Double Receipt for the Window Trimmer

Gives One to Department When Receiving Goods and Gets One When They Are Returned — A Means of Protection.

SOMETIMES misunderstandings, in a few cases on record, unfair charges, have resulted from the free-and-easy method obtaining in most stores in connection with goods used in window displays. A window trimmer will get some here, and some there, and usually no record is kept by him or by the head of the department. He returns them in three days, or a week, perhaps, and still there is no record or receipt of any description. In establishments where so much care is taken for an accurate accounting in every other transaction, it is strange that this has been overlooked.

Absence of some form of receipt has led in some instances to the window trimmers being held responsible for articles that were returned in a damaged condition to the head of the department. Perhaps the goods were in that condition before they reached the trimmer. Or something may have been mislaid after it came back, and cannot be found. The window trimmer again! And, it may be as well to add as further evidence of the need for protection the display man has, that instances are not unknown where a clerk has taken an obvious course, by removing an article, to get a window trimmer into trouble. All would have been avoided with an adequate system such as is herewith presented.

THE ROBERT **SIMPSON** COMPANY LIMITED

Requisition for Window Dept. _____

Window Dressing Department will please receive goods as per attached inventory for display from _____ till _____ in window No. ___
Rent per day $ _____

Received the above this ___ day of _____ 19 ___

_____
Window Dresser

Returned to department in good condition this ___ day of _____ 19 ___

_____
Manager of Department

A Double Check.

The reproduction of the form used by the Robert Simpson Co., Toronto, is so far as is known, the only one of the kind in use in this country. In a well-known store of the United States, a card system was introduced embodying the receipt by the window trimmer for the goods, but not the receipt given him. A glance at the form will explain it. First of all it is a requisition on a certain department for the handing over of certain goods for a window trim. These are named in detail and the price marked down also. Two slips are signed by the window trimmer, one given the head of the department; the other retained. When the goods are taken from the window again, the same trimmer returns them; they are checked over and this time the head of the department signs a receipt that they were "returned to department in good order this ——— day of ——— 19 ———." At the same time he gives back to the window man the receipt he holds for the goods since they were handed to the trimmer. Thus the transaction is ended, and if any question comes up later, the window trimmer has his receipt and the "good condition" one as well.

Clerks Not Allowed Inside.

In the Robert Simpson Company's store this system as originated by Harry Hollingsworth, is carried one step farther. All goods brought from a department by a clerk must be left outside the window. If a clerk went inside there would be risk of goods being damaged, it is held, and before the first receipt is given the trimmer examines the goods as delivered to him.

Two Rings in One Case.

In discussing the same question with The Review a window trimmer remarked that one time one of his assistants had borrowed some rings, six, from the jewelry department for a window. He returned them but a day or so later the head of the department called him up and said one ring was missing. The man went down and sure enough, there was a ring gone from one of the cases. He was nonplussed: he knew or felt sure he had given it back, but had no proof. Finally another search was made, and it was only when the other five cases were opened that it was discovered, wedged in with one of the others. But several days had passed, and the tracing of the last ring in an ordinary case, would grow more difficult with the delay.

Under the old system there is no definite protection for the window man.

This system could be utilized not only in dry goods stores but in large men's wear stores as well, where the different sections are departmentalized.

Cupids, Hearts and Arrows on Your Show Cards

Directions for Making Cards for St. Valentine's Day, and Hat, Glove and Suit Sales—Overcoming the Dullness of an Off-season Month.

Written for The Review by Paul O'Neal

FEBRUARY is another of those sort of off-season months that keeps the average merchant guessing what are the best moves to keep up trade. It is necessary during all slack periods to do something to overcome the dullness, no matter what may be the cause of the quietness. February is so situated in the calendar that business seems to be at a standstill, except for the very necessities of life. However, prices that are inviting because of their lowness always move people to buy, no matter at what time of year they may be offered.

Odds and Ends Left Over.

It may be well to go over your stock and see if, even after the January clean-up, there may be a few odds and ends you may lay on the sacrificing bargain counter and invite your customers to come and partake of the good things you have to offer at prices that are below the ordinary, possibly by 50 per cent. Yes, make it a genuine half-price affair, and you will be able to clear away the dead stocks and have your shelves clean for the Spring lines which you must start to boom not later than the 1st of March.

Three or Four Days' Sale.

You may arrange an odds and ends sale, into which you may gather various lines of articles, including gloves, ties, collars, fancy vests, odd lines of pants, shirts, knitted jackets, sweaters, etc. Group all these into one big sale, with the prices cut down to the bone. Advertise them for a three or four days' sale to start on some Monday morning. Quote prices in your newspaper advertisements and use your windows in displaying these goods and make use of plenty of cards and price tickets.

Cupids and Hearts Liberally.

On past occasions we have called attention to the advisability of taking advantage of special days and holidays for advertising purposes. February offers one day that may be taken advantage of, even though it may not be a holiday. We refer to St. Valentine's Day. The picture postcard craze brings the day out sufficiently strong to make it afford a splendid opportunity for decorating, which is one way, and a good way, of advertising. You may use cupids, hearts, darts, arrows, red ribbons, red tissue and crepe papers, etc. Use red hearts for your price tickets all through the store. Use various cupid and heart designs for your window cards. And has it ever occurred to you that this same craze for postcards may be taken advantage of by using a few well selected cards in your window decorations and displays? A little thought in placing these cards on and among the articles in your window display will make a very effective showing. Do not be afraid to decorate your store. It is good advertising.

Treatment of Cards.

The samples of cards for February are exceptionally strong, and should furnish you with ideas for other designs. The odds and ends card is for a sale, as suggested above. The card is an air brush design, but simple to execute. The round or oval projections are made with a pattern and the card cut away. The air brushing gives the effect of these being behind the square card. No pattern is needed for the air brushing, as a straight piece of card laid on the edge is all that is needed to air brush the edges. The large letters should be in some attractive color, and shaded in a subdued color. Red for these large letters would be very effective. The small letters should be in black. The card may be any size up to 14 x 22 inches, which is a half sheet. The size will be governed largely by your window space.

Air Brush on Suit Cards.

The $15 suit card is for a clearance in suits. There may be some clothing in stock that should have been run out in January, but somehow got missed. A few days' sale will finish it. This card is made very similarly to the last one. But it will be necessary to use the oval pattern in doing the air brushing. Lay the oval on and air brush to give the effect of the angle pieces being behind the oval. The figures may be in red or some other bright color, and shaded in a color to harmonize with the color of the figure. The size of this card may be anything up to 11 x 22 inches, although this is a little narrow.

(Continued on page 62.)



Prepared for The Review by Paul O'Neal.

15,000 Guesses for this Automobile

Lucky Man Took Hat Store's $400 in Place of Car

Thousands of People Attracted to Store by Competition in Number of Hats in Window—Devices of Other Merchants to Induce Public to Enter Their Places of Business.

AN automobile or $400 in gold in consideration of the correct count of the number of hats and caps in the two windows of the Yonge and Queen streets store, was the effective method of advertising used by the managers of L. J. Applegath's hat store, Toronto, this year. Everybody who knows the firm expects that any plan of campaign they use will be original as well as effective and this one was no exception. The idea was this: A large number of hats and caps were displayed in the windows of this store and a card announcing that an automobile or $400 in gold would be given to the first person making a correct count of the hats and caps in the windows. In the window of the other store (Applegath's have two on the same street, and near by), was placed the automobile, and another card announcing the competition. The windows in which the hats were placed were locked on December 15th, and the keys given into the possession of two well-known newspaper men until January 5th, the day set for the conclusion of the contest.

Every competitor's count had to be returned on a coupon furnished for the purpose, bearing a space for the computed number, and for the name and address of the contestant. No condition was imposed except that each person entering the contest was allowed only one count. No goods had to be bought from the store before any one was permitted to compete; no entrance fee had to be paid. It was absolutely free to all. The only requirements were to secure a coupon, fill it in and return it before Jan 5th.

Twenty thousand coupons were issued and about fifteen thousand were returned. These were all placed in a large box which at the end of the contest was vigorously shaken so that the last inserted had an equal chance with the first. The actual number of hats in the windows was determined by the two men holding the keys, and then ex-Ald. Burgess drew at random from the pile. The correct number was 286 and the first card bearing this number belonged to Mr. Jas. A. Dickson, of 171 Roxborough West. He elected to take the money and got a check for $400 on the day after the competition closed

The authorities in charge are quite satisfied with the result of the competition. No person passing down Yonge street during the competition could help being struck by the interested crowds in front of the windows. The automobile itself, the number of hats and caps, the probable result all formed topics of conversation for many people and in many places. Similar competitions on a smaller scale might easily be worked to advantage by merchants in other places, the firm point out.

The benefits accruing are obvious, the publicity given to a store using such a method, the people brought there by the competition who were perhaps never inside the door before, the interest aroused in the whole proceeding, these are only a few benefits that might be mentioned.

Nor are the effects short-lived. The originators believe that they will continue throughout the year.

CUPIDS, HEARTS AND ARROWS ON YOUR SHOW CARDS

(Continued from page 61.)

The hats card is made with three patterns. Two torch patterns and open space, which is much like an oval. The oval pattern should be laid over the torch patterns, and after air brushing the torches should be pulled out, taking care not to disturb the other pattern. Then air brush at the edge where the torches come to give the effect of throwing them behind the oval. The air brush color should be in some dark shade. Brown or even black gives good results. The lettering in the space may be in red. Note, the shading is done on opposite sides of letters. This gives the effect of the letters being turned in opposite directions. The torches are finished by hand at the top.

The Cupid card is for your Valentine Day decoration. It is possibly the hardest card to execute of the samples shown. The cupid is drawn by hand and cut out. The heart is made from a pattern and partially cut out. The base is air brushed similar to the others. The heart is air brushed slightly to give a rounded effect. The heart could be in red and the lettering in white, but this sample is on a white card with the lettering in red, the small letters black. This makes a very attractive card.

Arrow Through Glove Card.

The glove card is similar in treatment to the last card, but is not cut out. The heart pattern and the bow and quiver are all separate. The last two are slipped down behind the heart pattern and removed after air brushing around them, and they are then air brushed at the edge of the heart. Care must be exercised to leave the heart pattern on while air brushing. The figures should be in red and the small letters in black. The other card with the arrow is very similar, only the arrow is cut and laid on to the top of the heart and air brushed to give the effect of coming through the card. If desired a piece of card may be cut into the shape of the arrow and actually stuck through a hole in the card, and will give a stronger effect than this design.

SHORT TROUSERS AT LOTUS CLUB

At the Lotus Club, the new society dance club, one evening lately where most of the notable people in London Society as well as the leading actresses may be seen, dinner jackets were not in evidence but the short trousers worn by dancing men indicate that this is becoming a fashion since Oxford shoes have taken the place of pumps or court shoes.

Toronto, Ont. Davis Clothing Co. have succeeded David Davis, clothing and men's furnishings.



Tear off the Carhartt Label

and if your customer has ever worn Carhartt Overalls before, you can be sure he will recognize the identification marks.

Carhartt's Overall Uniforms

have distinct and exclusive features which no other overall has.

Carhartt's Overalls are cut liberally —they're cut and built for comfort and service. They never split and rip when the wearer stoops.

How do you think this feature will appeal to your trade?

Carhartt's Overalls are well made, sewed with the best thread and reinforced where the greatest strain comes—another reason for giving service.

Then, too, Carhartt's Overalls give freedom of action because of the patent self-adjusting suspender which works with every movement of the body.

This is an exclusive feature that your trade will remember.

Would this not be a good time to have the exclusive agency for your town? **Write to-day for our sixty-day approval basis shipment. Send it back if it does not come up to your requirements. We pay return charges.**

Note.—Approval shipment consists of Overall Uniforms and Gloves.

Hamilton Carhartt Manufacturer Limited

TORONTO VANCOUVER

Bright Combinations in Shirts For Spring Wear

Some of More Exclusive Men's Furnishers Carrying Pink and Red—Silks Will be Strong —French Cuffs and Soft Collars Likewise.

IF you are wise this year in your Spring buying you will not forget to lay in a good stock of silk shirts. Such is the opinion expressed by some of the wholesale men who report big sales already in this particular line. To be a little more exact, the material is known as moire and is a sort of mercerized cloth. Taffeta wool as well as a stuff much favored for Spring wear, while zephyrs and crepes are also in the running.

When it comes to color, there seems to be considerable diversity of opinion as to what will be most worn. Without doubt, pink is strong in New York at present and some say it will be just as strong here but on the other hand there are many who claim that this year at least there will not be any rush after pink on this side of the line.

One merchant stated to The Review that if men would come in themselves and buy, there would be little difficulty in introducing the gayer colors widely, but as long as many ladies continue to buy their husbands' shirts they will fall back on the old reliable, quieter patterns blue and white, black and white, etc. It is safe to say, however, that pink and red in stripes will be by no means uncommon and both are being carried by some of the more exclusive haberdashers. Yellow, too, is given as a favored color, while combinations of yellow and purple, pink and black, green and yellow are also in the display. Solid colors, while shown will, in the opinion of quite a number, not be so popular as the two-color designs. Pale pink with white stripes, white with pink stripes, tan with blue stripes and white with helio stripes are some of the smart and effective patterns on exhibition.

Spots vs. Stripes.

An effort is being made in some quarters to replace the stripe patterns by neat spots, or a combination of spots and stripes, while on silk shirts a striking effect is given watered figurings. All patterns, however, will be small and neat and stripes will be narrow.

The thousand pleat front is growing in public esteem and will be very strong this season in silk as well as in cotton goods. Stiff and soft cuffs are both favored, one furnisher giving his opinion that stiff cuffs would be worn mostly on shirts of striped materials, except silk, but French cuffs will be strong in every line—cottons and silks, in solid colors and in combinations. Soft collars will still maintain the popularity of last season, striped as well as plain patterns being favored and it is said that a water wave effect and fancy pique will have a very strong run.

More Expensive lines.

The indications on every hand are that there is going to be a strong demand for the more expensive class of goods. Judging by all signs, zephyrs, crepes, taffeta, wools and silks will be much worn, and with better quality shirts can be sold better quality hats, ties, gloves, etc., a gain all around and an opportunity for the men's furnishing trade to improve the quality of their business.

GRAVITATING TOWARDS A LARGER WINDOW UNIT

(Continued from page 58.)

has reigned over New York's shop windows for the past half decade."

Using Curtains in Background.

He takes up a third point as follows: "Another sign that window trimming has caught the changing and progressive spirit of the day is the new treatment which Mr. Zeggers is applying to the luxurious mahogany show window backgrounds in Stern Brothers' stately store on 42nd street, New York. This treatment consists in removing the central panel in each of the show window units and replacing it, according to the nature of the merchandise displayed, now by a lace curtain hung to give the effect of a parlor window from within; now by a glass of an irregular surface set in an artistic black metal lattice frame, the glass colored from behind by a material of a tint to harmonize with the color scheme of the display, giving the effect of a balcony door; and now by rich tapestries, also of hues corresponding to the color scheme of the display, hung apart, leaving the centre open, suggesting an entrance to another room.

"This, of course, is a great improvement over the uninterrupted wood, which has always been held inviolate, not to be tampered with by the window trimmer regardless of the exigencies of window trimming. It helps eliminate the diabolical glare that so wantonly takes possession of most show windows of the solid wood back in sunshine time, and it is pleasingly different, which means that it registers itself on the minds of many more passersby than the same display would if it did not have it. For only variation can gain the attention of the busy and preoccupied New Yorker. And this extra registration means additional business.

New Fixtures Also.

"The window fixture, too, has felt the active hand of change. With the reaction among the more progressive haberdashers against the yard-wide section, making one out of a space that formerly held two, it became necessary, in order to save the display that went into these more roomy compartments from extreme mediocrity, to get up something different in the way of a fixture, some contrivance to set off the merchandise in a display in a decidedly new and different manner.

"Weber & Heilbroner, who pay as close attention to their show windows as any concern in America, as soon as they began gravitating toward the larger window unit, immediately realized this point.

"'It is not enough,' said Mr. Heilbroner to his three window trimmers when he assembled them a few months ago up in his office to make certain window plans known to them, 'that we merely change the size of the section. We want more than that. We want a change in the haberdashery fixture.' A month later a new haberdashery fixture came to birth and was displayed in the show windows of their 44th street store. This fixture is a combination of a clothing stand and a shirt easel, the easel attached to a twelve-inch arm which makes a right angle with the clothing stand and which in turn is fastened to the inner post of this stand. To this arm there are two detachable parts, one in the shape of a crescent, the other in that of a Maltese cross. The crescent is puffed with silk of the same design and quality as the neckwear in the rest of the display, and the cross, from left to right, also with silk like the neckwear in the balance of the trim, but from top to bottom, with plush of the same color as puffed on the window floor. Both the silk and the plush on the cross are, unlike the silk on the crescent, stretched and pleated. These attachments are used alternately, one one week and one the other, thus alternating the effect with each change of trim."

Garment Hangers are more than mere pieces *of* wood glued together

They must have the proper shape or your garments will be better piled on tables

You will likely be making some changes soon in your men's and boys' clothing and ladies' ready-to-wear department. We think you will agree that there is no question about displaying these lines, and the Taylor-Made Rack and Hanger System meet the requirements for this display.

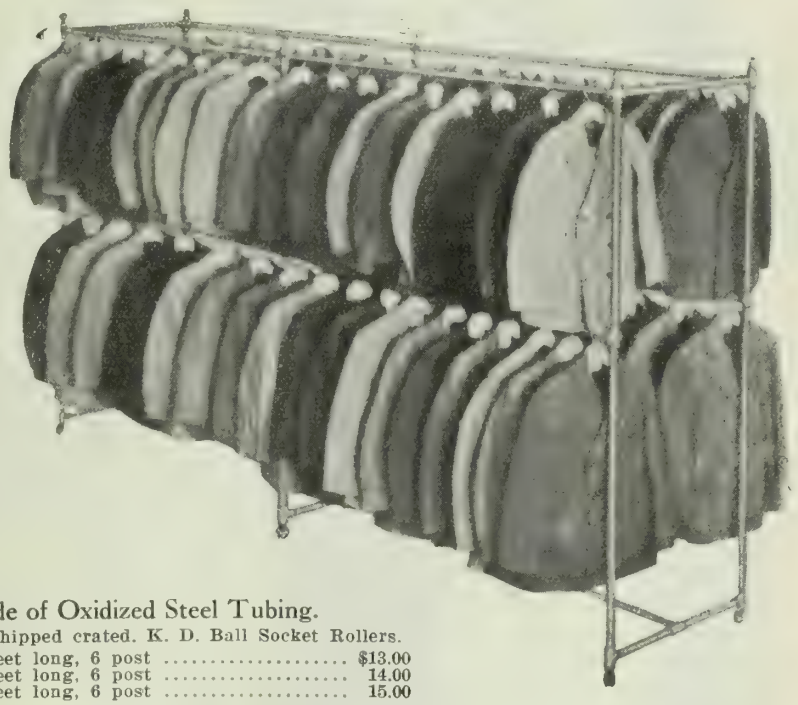
THE

Taylor-Made Rack and Hanger System

doubles the efficiency of your selling forces. The Taylor Hangers are made to keep clothing in proper shape. If you are using poorly made and ill-shaped hangers—hangers which do not keep the garments in proper shape, there is absolutely no economy in hanging on to them.

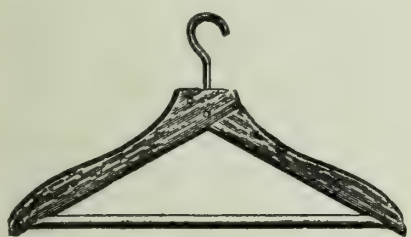
The Double-Bar Rack

here shown gives more hanging space and takes up less room and obstructs the store less than any other rack made. By using the side rods you have 24 ft. of hanging bars in one rack. Double Deck Racks are used only for boys' suits and short garments in the ready-to-wear department.



Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.		Made of Oxidized Steel Tubing. Shipped crated. K. D. Ball Socket Rollers.	
6 feet long, 6 post	$10.50	6 feet long, 6 post	$13.00
8 feet long, 6 post	11.50	8 feet long, 6 post	14.00
10 feet long, 6 post	12.50	10 feet long, 6 post	15.00

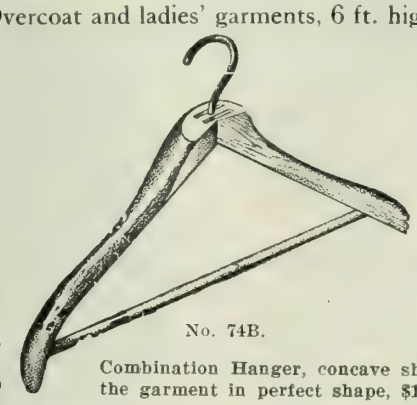
Suit racks, 5 feet high, 26 ins. wide. Overcoat and ladies' garments, 6 ft. high. Additional for side rod, $1.25 each.



No. 331B.

Men's combination hanger with inserted bar to hold trousers, $7.50 per 100.

Made in boys' size, only 15 inches long, $7.50 per 100. With wire attachment, $8.50 per 100.



No. 74B.

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100. With wire attachment, $16.00.



No. 92.

Combination skirt and coat hanger, $6.00 per 100.

Mail, wire or 'phone your order to-day, and equip your store to be ready for Spring business. Your smallest commands will receive our prompt and careful attention.

The Taylor Manufacturing Co.

82 Queen Street North, HAMILTON, ONT. John D. Moser, Manager



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

TWO KINDS OF PROPHETS

LONDON tailors are rejoicing over the fact that His Majesty the King has expressed his disapproval of the easy way in which the men of the fashionable world have dressed recently, and has voiced his desire that all officers of the Guards when wearing mufti in London should adopt correct town clothes. While the King has no power to enforce this upon his officers there is no doubt that the execution of his desires will be general among military men and the smart set of the Metropolis. Already more men in town clothes may be seen in Bond Street and Piccadilly than for a long time back. Town clothes have therefore got a fresh stimulus and better business will undoubtedly result.

This incident is expected in some quarters to modify recent tendencies to a "lounge" costume even for evening wear, and to create again the sharp distinctions between formal and informal wear that only within the past year or so have shown any signs of being weakened. Probably this has been produced more than anything else by the recent innovations in evening dress accessories, a field of design that no one had dared to intrude upon hitherto. With a multiplicity of novlties, such as French cuffs, mushroom shirts, soft collars, white vests with a black corded edging and linen to match, there has been a certain confusion created and equally confident prophets are to be found supporting the theories that the plain stiff season of yore will come into its own again, or that the sacred boundaries will be trampled down by the world-wide passion for the new and the daring.

DISHONEST ADVERTISING

AN interesting survey of the New York advertising field has been secured by The Review for this issue, together with samples of different styles. As might be expected, men's furnishers there as well as here, are beset by the same temptations to mark up their goods to fabulous prices before marking them down again. There is an impression among a few merchants that "the public will fall for it," on the theory that this terribly unintelligent, unsophisticated and credulous public will "fall" for anything that has a firm's name at the bottom of it. In selling "$60 suits for $12," New York has gone farther than Canada ever did, although examples of gross exaggeration are not wanting in newspaper ads. here. About the only other line, besides clothing, in which the disparity between the "former" selling price and the "latter" is so intense is in furs. While the profit on some lines, especially in furs, is considerable, and admits of fair reductions at times, the majority of business men deplore the tendency to an unwarranted inflation of the "reduction" as tending to imply enormous regular profits and to cast discredit generally on legitimate trading. So strong has this resentment been that the Toronto "Ad." Club has started a campaign to end by exposure all forms of dishonest advertising.

GOOD BOOKKEEPING

REALIZING the inadequacy of the bookkeeping systems in many of the dry goods stores of Canada and the desire of many merchants for information on this subject The Review has engaged a cost accountant, William Cambell, to write a series of articles on the problems of retail costs, which will include a study of the books that a merchant needs as well as a discussion of various systems of accounting by which accuracy and definiteness may be secured. The first of these appears in the present issue.

SARTORIAL NOTES

Is the mushroom with its thousand pleats gaining a foothold for dress wear in your town?

• • •

In Paris they are showing shirts with a monogram embroidered on the left side some distance down.

• • •

Did you find the mid-January cold dip lasted long enough to make him decide to discard last Winter's overcoat?

• • •

With the display of medium-priced Panamas, even more this year than last, Lloyds are likely to raise their charges for risks on the existence of higher priced lines.

• • •

The black edged white cuffs and shirts have the mushroom style beaten for novelty and many Canadian men's wear men are trying to figure out when it will be worth while carrying them in stock.

• • •

It would take nearly that whole column of John Wanamaker's ad. to get in the name itself, the Reading Terminal Market Business Men's Association. Probably the first step of his ad. expert would be a suggestion that it be chopped down a trifle.

Good Coat Linings

ARE ESSENTIAL

if you wish to please your Customers.



BDA
Copyright

PATTERNS showing FINISH, and Full Particulars from

THE BRADFORD DYERS' ASSOC., LTD.,

39, Well Street, BRADFORD, and
128-129, Cheapside, LONDON, E.C.

An Attractive Show Card for Window Display obtainable FREE on application to Leading Importers

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

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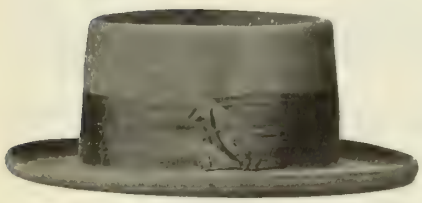
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Back Bow in Soft Hat Refuses to be Dislodged

Three-quarter and Side Stronger in Stiff Hats—Yeddo With Touch of Color in Band, Will be Pushed Again—Big Brown Checks in Caps Going Well—Pushing the Three-in-one Variety—Straws With Velvet Bands.



The Pugaree band, showing pleats and bow running on bias. Courtesy of Fried, Grills & Co.

THE deliveries of placing orders for Spring hats and the latest samples that are being added to jobbers' stocks in novelty lines bear out the general characteristics announced in The Review last September, higher crowns in stiffs and straws; narrower brims on straws, and a more pronounced roll on the stiff hats. On the other hand the early movement of the bow style from back to three-quarters, while steady, is not as universal as was felt some months ago, so that back and three-quarter will divide the field fairly evenly for the younger men and exclusive dressers, leaving the side bow to the more conservative, and older men. In soft hats, indeed, the rear position would appear to have the preference, as it did last Fall. In the stiff hats, on the other hand, many dealers intend to carry nothing else than three-quarter or side bows, considering the back bow in this staple line of headgear as the only thing permissible, leaving the back position to the more sprightly blue or green velour.

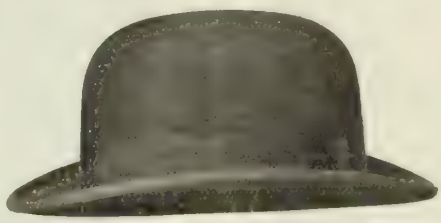
Stiff Hats.

In stiff hats the changes from last Spring are not as striking as in some of the other lines. The band will be of silk and will be wider than last year, in keeping with the higher crowns. A width of one inch is given as about the average, while wider bands are not uncommon. As indicated above the roll will be deeper and the brim narrower than formerly.

Blues Strong in Soft Hats.

In the coming months blue will be the predominating color in soft felts. This will be one of the most popular shades in new Spring suitings and headgear will be worn to match. Besides, blue is always a standard color. People never require much education to be persuaded to wear it, and it will replace to a large extent the browns and the greens which—especially the latter—were worn so much last Fall. Greys, of course, will always be strong and will form the staple in any stock.

A fashionable type of soft hat will be a flat set style with high crown, narrow brim and wide "pugaree" band. Two and a quarter inches will not be an unusual width for bands and, as in the other line, a heavy roll will be in vogue. The bow will be inclined to be loose and flaring and may be worn in any of the three mentioned positions, although in soft hats the smartest place will be uniformly aft or at the three-quarter mark. An extra touch is given to the bow by the addition of a feather.



Stiff hats for Spring have higher crowns and a more pronounced roll. Courtesy of Fried, Grills & Co.

Straws With Velvet Bands.

One London firm is putting out straw hats with velvet bands, but so far as can be learned these are not likely to be "the go" in Canada. Removable silk pugarees will be strong, however.

For Summer wear, Sennet straw has the call and will be the most sold. A hat in the market, however, of yeddo straw deserves special mention. It is light on the head; possesses little starch in its make-up and is therefore of a serviceable shade, and has open work at the top of the crown which allows the breeze to play through the hair. It should make a popular seller for hot weather, and although introduced last year without much success it will be put on the market again this Spring and (if properly advertised and displayed) should prove a profitable line. It is one of the higher-priced ranges and is, therefore, worth considerable effort on the part of the salesman to introduce. A sample is shown here with dashes of green appearing in the black band and a bright green cord around the base.



Yeddo with band streaked with green and lighter green cord with ornament at bottom. Courtesy of Cooper Cap Co.

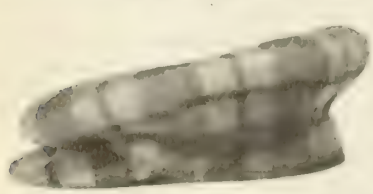
A Self-Adjuster.

An interesting innovation in caps being put on the market for Spring is the self-adjusting cap made to fit three sizes of heads. The design, while providing for a curious adaptability of the cap, is very simple. A piece of the cloth is fitted in between the peak and a broad silk sweat band, in such a way that while it does not disfigure the lines of the cap in any way, yet retains sufficient elasticity to grip the head firmly without any undue pressure. The cap, the makers point out, does away with the tiresome "trying on" and saves the retail dealer from the awkward plight of a customer not being able to find a cap that fits, as the one will suit three heads, i.e., 6⅞, 7, and 7¼, for instance.

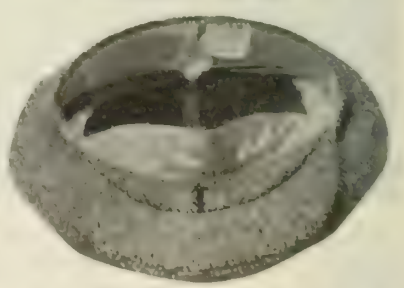
Large Checks in Browns.

Linings will not be found in general favor. In patterns, large checks of the different shades of brown are the nobby thing, and black, white and different shades of grey and brown are prevailing colors. Some plaid patterns of the Scottish hunting tartan type look very smart and dressy and will no doubt have a strong following.

(Continued on page 76.)



Big checks will be popular in caps.



A cap that will fit three different heads, 6¾ to 7¼. The piece of cloth between inner edge and peak, marked by arrow, gives sufficiently to allow for the difference. Shown by Cooper Cap Co.

Haugh BRAND

Duck and Wash Clothing

FOR MEN AND BOYS

Seven years' selling to wholesale only now offering direct to Retail—

WHITE DUCK AND KHAKI

Coats	Vests
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Lustre and Alpaca Coats (Black, Slate, Fancy.)	Norfolk Suits
	Corduroy Suits

Boy Scout Suits, etc.

Haugh Brand garments, in Dust-proof packages, will meet any competition.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College & Bathurst Streets

TORONTO



Right where it's needed is the place where it's strongest

The toughest proposition the brave little housewife has to face to-day is to keep her boys well-clothed; in fact, to keep them in clothes at all.

The Lion Brand comes as the well-tried and proven solution to her troubles, with clothing that gives wear where it is needed.

Lion Brand pleases both parents and boys, and gives satisfaction to all.

Our catalog is worth having.

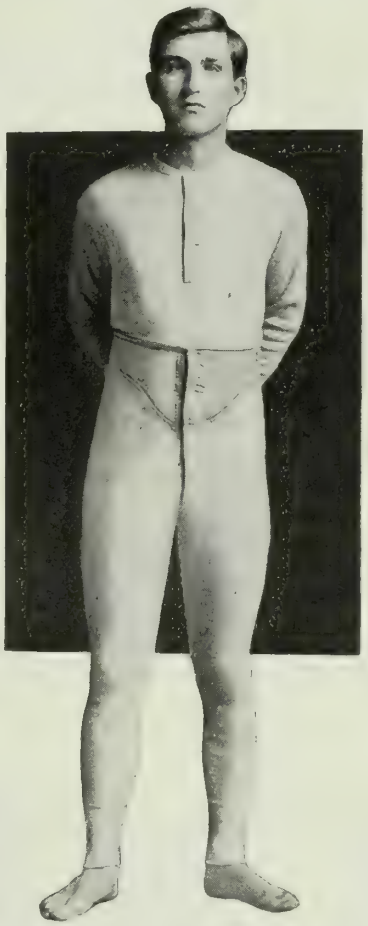
Write to-day for Catalogue.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

Humphrey's Underwear has fibre toughness



MARITIME wools are world-famous for their fine texture, their tough fibre and unshrinkable quality, the result of constant contact with salt sea breezes.

This is the wool that is used exclusively in Humphrey's Unshrinkable Underwear, selected by experts, prepared and knit by skilled workmen, and every garment thoroughly inspected before leaving our mills.

It costs no more, but pays both retailer and wearer best. **Wholesaler will submit samples on request.**

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

Moncton, N.B.

A Prize Essay on

At Store Banquet

"How a Salesman Can Be Most Valuable to Customer and Store"

If Working in Clothing Establishment He Should Look Well-Dressed—Wait Promptly on Customers—Work in Harmony and Make Suggestions—Knowledge, Judgment and Enthusiasm.

AT a banquet of a men's furnishing store in Cleveland, O., Browning, King & Co.'s, an innovation on the programme was a prize essay competition on the subject, "How a Salesman Can Be Most Valuable to Customer and Store." The one adjudged the best was by T. J. Wise, and is a level-headed view of a salesman's attitude, and well worked out.

"A salesman should make it a point to be loyal to the store he works for; he must act and show it in every way, not only in the store, but outside of business hours as well. Always praise the firm, their merchandise—and by so doing you will boost their business and your own. Always make yourself have confidence in the store's merchandise. In some instances the store may receive goods that in your opinion do not come up to the standard you think they should carry, but don't criticize and run down the goods, as it has a bad effect on your fellow salesman and also makes you lose confidence in the goods yourself. Show your loyalty to the store by working hard to sell the hard numbers. It is impossible for any store to always buy the goods that are easy sellers, and we should all put forth an extra effort to dispose of the hard-to-sell merchandise. Do not forget the fact that we salesmen are paid to sell the firm's merchandise, not to criticize it.

"The salesman should also make a study of the goods he sells, he should acquire a thorough knowledge of same, so that he can answer intelligently any question a customer might ask in regard to them. In so doing the customer will gain confidence in the salesman, which is half the sale, and it will bring him back again.

Good Personal Appearance.

"A salesman should always make it a point to put up a good appearance, especially if he works in a clothing store; I don't mean that a salesman should go beyond his means in his dress, but he can be careful in selecting his apparel, so that he looks well-dressed. He can advertise the firm's goods more than he realizes himself. People who know you are connected with a clothing establishment are quick to observe any new garment you wear, and also note the cut and style of your clothing, hats and furnishings, so let us all be careful in our dress, and make as good an appearance as possible.

"How can a salesman best serve the customer to show the best results? In my opinion, this is the vital point in the success of any retail business. The salesmen can make a great showing if they will only pull together, and make it a point to be pleasant and courteous to every customer they meet; make them feel at home in your store, impress them with the fact that it is a pleasure to wait on them.

Bringing Customers Back.

"I can recall quite a number of instances where customers have come back to our store and bought from us because of the proper treatment we gave them. We can also well serve the store and the customer if we all are on the alert to approach customers and see that they are promptly waited on, whether it be in our own department or not. If the customer should want to purchase something in some other department than your own, and all the salesmen are busy, step in and show him goods, until you can turn him over to someone. It is impossible for the floorwalker to approach every customer who enters the store, and we can assist him very much if we all make it a point to meet customers and see that they are served. Let us have people who come into our store say it is a pleasure to trade with Browning, King & Co., because the salesmen are so prompt and courteous.

Deliver When Promised.

"I also think a salesman can well serve the customer and the house if he makes a note of what time the customer he waits on wants his purchase delivered; go to the tailor shop or bundle counter and impress on those two departments that they must get the goods out when promised. The salesman should get the customer to give the tailor as long a time as possible to make the alteration on his suit or overcoat; in so doing you help the tailor, and the customer is not so often disappointed in the delivery.

"A salesman can increase his sales wonderfully, and also the sales of other departments, if, after making a sale, he will suggest other goods to the customer. If a customer asks for a certain article or make of goods which you do not have in your stock don't let him get away; suggest to him that we do not carry the line of goods he asked for, but we have something just as good, and show him the article at the same time. In this way many a sale can be saved.

No Petty Jealousies.

"The salesmen of any store should always try to be on friendly terms with each other. Do away with the petty jealousies that come up in business; be honest and on the square with one another at all times. Never start an argument in front of a customer; it makes a bad impression.

"The salesman should always see that his stock is kept clean and in good order. It always creates a good impression with the customer if you can lay your hand quickly on the garment you want. A salesman should always work in harmony with the head of his department; help him in every way by making suggestions for the betterment of the department. It will be appreciated, I assure you, and it means the success of your store if you all work together. As I write this essay a great many things come up in my mind which apply to this subject, but will close now by making a suggestion. No doubt there will be many good things said here to-night, so let us all profit by what we hear, and practice what we preach; by so doing we will well serve the customer and also the store."

The second in a lengthy list of those judged worthy of a prize was by D. N. Jerauld, scarcely as practical or definite but still full of good ideas. He divided the subject of the value to the customer into three headings, Knowledge, Judgment and Enthusiasm.

The Risk of Bluffing.

"If ever 'knowledge is power' it is to the salesman who knows his line, and this is one of the prime essentials in dealing with a customer. A lack of such knowledge reveals itself in a weak

KANT KRACK

COATED LINEN

COLLARS

In Every Walk of Life

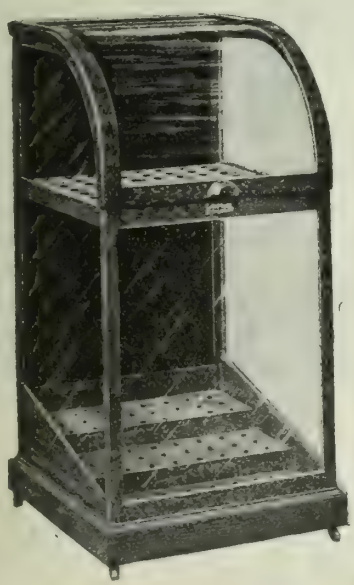
you will find men who wear and appreciate KANT KRACK collars. They are durable, because they wear longer than the ordinary kinds, being made with the slit back and flexible lips. Economical because they wear long and eliminate laundry bills —(washed with soap, water and sponge), dressy because they have the regular linen appearance in fabric and cut

"One grade only, and that the best."

MADE IN CANADA. SOLD DIRECT TO THE TRADE.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

Suggestions for better display and store service



Round Top Umbrella Case.

The "Wood" store fixtures, display cases, hold an elevated position in store-fitting of to-day. They offer the merchant valuable suggestions for better display of goods and better service to his patrons.

Our new catalog contains ideas which will prove of value.

CATALOG SENT ON REQUEST

Supply is limited, write for your copy to-day.



Fitting Mirrors.

H. L. WOOD & COMPANY

Corner of Noble and Strickland Sts.

"MONARCH KNIT"

The standard for style, quality, workmanship



M 135

THE accompanying cuts and those in the following pages represent a few good values and styles in Knitted Goods in our 1914 range.



B 70



M 170



B 64

OUR travellers are now on the road with the best range of Fancy Knit Goods ever displayed in Canada. They will show you new styles in Sweater Coats for men, women, youths, boys, girls and infants, also pull-over sweaters, toques, mufflers, motor scarfs, senoritas, skirts, aviation caps, and motor hoods.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

"MONARCH KNIT"

The standard for style, quality, workmanship



M 203



Suit 9



K 60



Suit 18

WE would appreciate it if you would not place your order for Knitted Goods until you see our travellers.

Order from our traveller and so get your goods when you want them.



M 183

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

uncertainty on the part of the salesman, which has lost many a sale, and if he endeavors to hide it under a bluff he runs a chance of being discovered by a critical public.

"Second to a knowledge of his line, a salesman should try to acquire a fund of general information that can be used incidentally. Nothing so impresses a customer as to have a salesman able to converse intelligently on any subject that comes up.

"Judgment.—If knowledge is power, then judgment is the right use of that power. We often hear of a salesman who is resourceful, tactful and diplomatic, which really means that he uses good judgment. He uses it in handling his customers and catering to their whims. He does not forget that it is up to him to extract the almighty dollar from them with the least possible pain. He creates a favorable impression by being cheerful, polite, and, above all, having an obliging manner. Antagonism melts before a smile. The old motto of the photographer, 'look pleasant, please,' has sold many a customer. He encourages his customer to have implicit confidence in him and his goods. To do this he is honorable in his dealings, positive in his statements relative to the goods he is selling. He avoids arguments, if possible, and exercises self-control in meeting the insults of customers, realizing that the ability to do these are a salesman's great assets.

FOR THE SALESMAN.

Be loyal by working hard to sell the hard numbers.
Acquire a thorough knowledge of the goods.
Look well-dressed.
Be pleasant and courteous to every customer.
See that delivery is on time.
Avoid petty jealousies in your department.



TWO-BUTTON SPRING SACK

This two-button sack suit has a coat about 30 inches in length. It is distinguished by the soft roll semi-notch lapel, natural shoulders, form-fitting back, and rounded corners. As in the other the sleeves are somewhat narrower than before, vest is cut rather high and has 6 buttons. Trousers are straight-hanging and a little narrower than has been worn recently. Cuffs on trousers may or may not be worn, according to taste. Model of E. G. Hachborn & Co.

Courtesy of E. G. Hachborn & Co.

'Ginger' of a Sale.

"Enthusiasm. Enthusiasm has accomplished practically all the greatest undertakings of the world. The part it plays between salesman and customer is paramount. It multiplies the salesman's power and raises his ability to the highest point of efficiency. Enthusiasm is the 'ginger' of a sale; without it the efforts of the salesman are flat and tasteless, and the customer remains unimpressed. Goods enthusiastically presented are half sold.

"If we are enthusiastic in our work and over our goods the customer will catch the fever. We will repeat our division of qualities a salesman should possess to be of most value to a customer: Knowledge, Judgment and Enthusiasm. But the greatest of these is Enthusiasm; it is the keynote of the salesman's success.

"The second phase of our subject, namely, 'How Can the Salesman Be Most Valuable to the Store?' is in a large measure included in his value to the customer, for the one reacts to the good of the other. But there are perhaps a few points which I might suggest as having a more definite relation between the salesman and the store.

First Impressions.

"First The salesman is under more obligation to the customer than the customer is to him. He should appreciate his customer and be on the alert to make as many as possible on the outside, by always having a good word for the store.

"Second—Nothing creates in the customer a desire to buy like stepping into a well-ordered and attractive department—well-kept stock, clean cases, including, of course, well-groomed clerks. 'First impressions are lasting impressions.'

"Third—The salesman should never forget to be watchful of his conduct, for customers are inclined to form from him their opinions of the house and visit upon it all his short-comings.

"Fourth— Be ever mindful of suggesting goods in other departments; a valuable salesman will always do this. Last, but not least, let the relation between salesman and management be most cordial, and that does not necessarily mean intimacy. Then let there be perfect co-operation on the part of the entire working force, and we challenge you to find a more ideal condition in any store in the country. In the common vernacular of the day, 'Can you beat it?'"

COLORED WAISTCOATS

AN attempt is being made to enliven informal evening dress by having the waistcoat include colors such as red and blue distinctly but not conspicuously, while the use of color cannot be vetoed as the scheme is informal and so admits of considerable latitude, but there are many who would dislike to see it carried out to any conspicuous extent for fear it would approach too closely to the line where a sufficient differentiation from day clothes could not be made.

S.C.S

Are you waiting for a windfall, or—

are you climbing the business tree yourself and gathering in the big juicy apples and leaving the culls for others less ambitious? To-day, the man, the woman, the boy or the girl, who prepares for the better position is sure to get it and along with it, the better money. Start in now on a mail course in

CARDWRITING
AD. WRITING
or SALESMANSHIP

with the Shaw Correspondence School, and you will be on the first branch of the tree—Success. You can start six months from now, but why waste six months? Start now, and be better prepared to earn the bigger salary at an earlier date.

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Please forward particulars re the course below marked with a cross.

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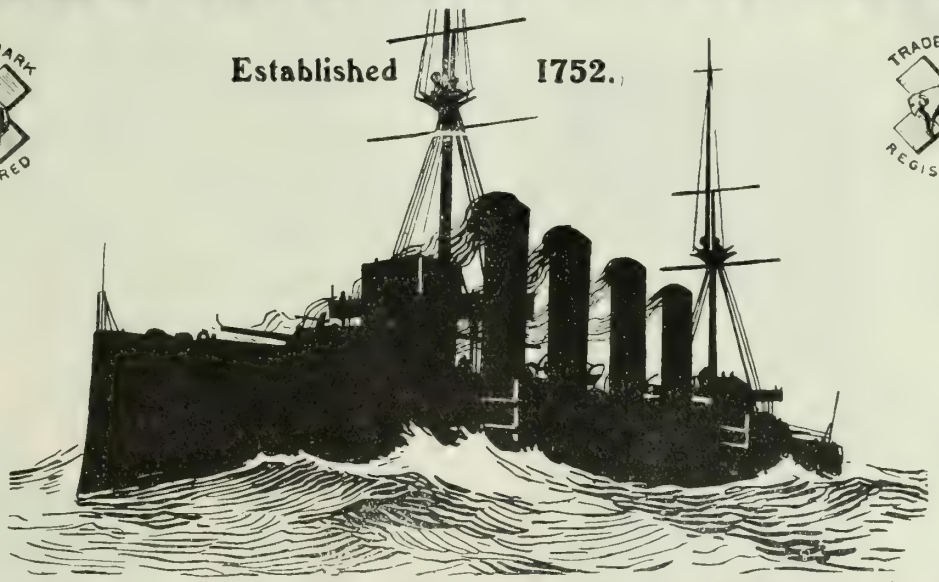
D.G.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Allover Flower Effects Supplanting Border End

Bordered Ends Not so Strong for Spring—Will Black Edging on Dress Shirts be Accepted in Canada? — Combinations of Bright Colors in Knitted Ties.



A type of all-over-flowered effects in silk ties that will be very popular in Spring. Note wide effect on collar. Courtesy of Stanley & Bosworth, Toronto.

THE tendency in ties favors the all-over flower effects supplanting the border ends to a great extent, for Spring. This is true so far as England, France, Canada and the United States is concerned, and some very pretty designs are shown with the all-over patterns.

A tie which is quite popular just now is a loose weave silk, nearly four inches wide, which ties up very easily with a wide flare below the knot. It is made up in club stripes and combinations of bright contrasting colors such as burnt orange and old rose, green and helio-trope, Paddy green and Royal blue. It is pinned down below the knot to increase the effect. It is a chance from the narrow accordeon pleated.

A man who usually is well informed stated to The Review that the fashion of a narrow black border on dress cuffs and a black line down the front of the shirt would be recognized in Canada within a few months, probably next Fall. He thought the mushroom shirt would be included in evening dress (formal) wear as an easy fitter.

BACK BOW IN SOFT HAT REFUSES TO BE DISLODGED

(Continued from page 68.)

In all lines of headgear the standard of quality is advancing. Canadians continue to be satisfied only with the better grades. The cheaper ranges of hats and caps are being neglected more and more every year. One manufacturer went so far as to declare, "The fifty cent cap will soon not be on the market at all." Almost every retailer is found to be steadily raising the quality of the goods he carries, and the great demand for "specially" good headwear in a few quarters shows that there is much room for development in this direction on all sides.

SPECIAL RATES FOR CITY MERCHANTS.

Ottawa, Jan. 17.—The Post Office Department has not changed its attitude with respect to the provincial zone system for parcels post in Canada, the operation of which will begin very soon. The whole system was given most careful consideration before the plans were drawn up, Dr. Coulter, deputy postmaster-general, states, and he declares that he is unable to see how the Government can be accused of discriminating in favor of Toronto.

"There is no special rate from Toronto," he said to-day. "A London merchant can send parcels just as cheaply as a Toronto merchant, and, in his own territory, should be able to do it more quickly. On the other hand, the merchant at Sarnia, St. Thomas or some other point would be entitled to raise just such objections against London as London has raised against Toronto.

Objections Were Met.

"It was to meet this objection on the part of merchants in smaller places that we made provision for a local zone of 20 miles, within which there will be a special rate. That is, for the area within 20 miles of London there will be a rate that will offer special advantages to London merchants."

The view expressed here by those in close touch with the question is that the parcels post, taken in conjunction with rural delivery and the rural 'phone, should be of great advantage to the smaller merchants. An order sent in over the 'phone can be sent by parcels post and delivered within a few hours by the rural delivery. The same order sent to Toronto would not arrive until three days afterwards. Hon. Mr. Pelletier is known to be exceedingly anxious to make the system not only the most efficient possible for all parts of the country, but to bring it into operation as soon as possible. He had hoped to have it in shape by the first of next month. That, however, may not be possible, but an early opening up of the service is promised.



Double Ascot tie, a new and popular line, made up by Stanley & Bosworth, Toronto. Ends cover lower part of wings of collar. Note easier fitting collar.

DON'T SAY IT.

From this good dope don't run away,
'Twill save you trouble day by day,
'Twill make you smile and raise your pay,
'Twill help to make the old world gay;
When you ain't got a thing to say—
Don't say it.

Display Your Stock



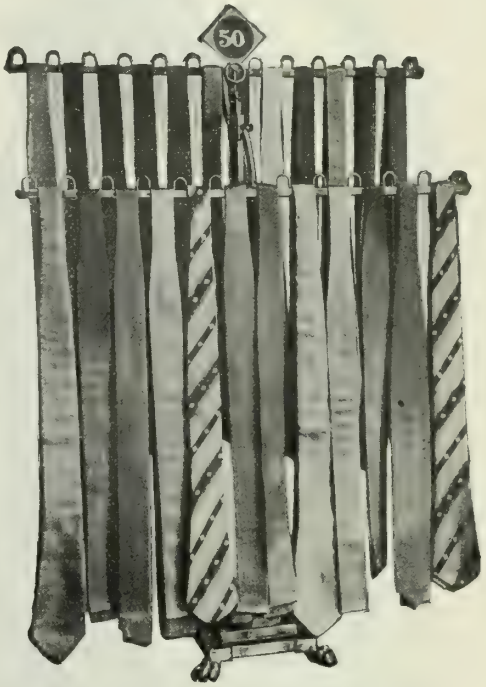
No. 246, Vest Form. Price, each . . $4.00

On Proper Forms and Fixtures.

Vest and Coat Forms are invaluable for this use—the cost is small and results large in profits for you.

The No. 1056 Tie Stand is just the thing you need to make your Spring neckwear sales the largest yet.

Send for our complete catalogue. Write for it to-day

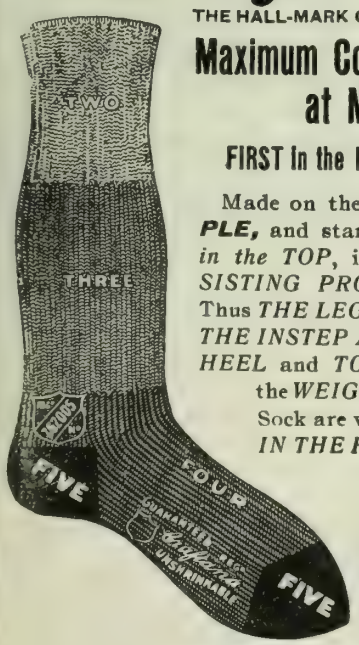


No. 1056, Tie Stand, Price, each $5.50

Clatworthy & Son, Limited - Toronto, Ont.

161 KING ST. W.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

THREE-BUTTON SPRING SACK



This suit is three-button sack, the coat being medium long, about 31 inches, with notch lapel, natural shoulders and semi-form fitting back, sleeves a little narrower than formerly. The vest is cut rather high, and has six buttons. The trousers are straight-hanging, and a little narrower than heretofore. Cuffs may or may not be worn on the trousers. Courtesy E. G. Hachborn & Co.

GRADUATE RATES WILL SUPPLANT MINIMUM.

There has been considerable misunderstanding in connection with the reduction of express charges to be made on February 1 next as a result of an order of the board, and the Dominion Express Company hastens to explain matters before the regulations come in force.

The order refers to shipments carried by two or more companies between points in Canada, and to shipments subject to graduated charges.

Section C of rule 9 of the conditions of carriage on classified shipments imposing, subject to qualification, a minimum through charge of 60 cents when the through or aggregate rate per 100 pounds is less than $2, should be abolished on February 1. The qualification referred to in this section indicates that when the graduate charge under rate of $2 per 100 pounds is less than 60 cents, such graduate charge applies instead of the minimum. Therefore section C will be discontinued and when shipments are carried by two or more companies there will then be a single graduate on the through rate without the minimum.

HINTS TO BUYERS

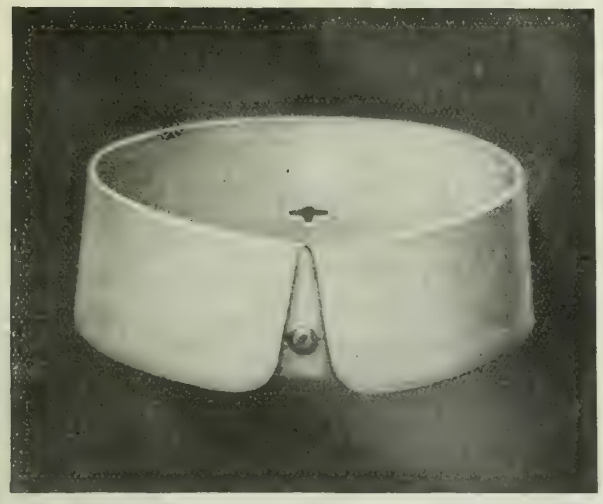
"NEW WAY" OF MERCHANDISING

"How to merchandise the New Way," is the title of a catalogue issued by the Grand Rapids Show Case Company, Grand Rapids, Michigan, and so great has been the demand for this unusul type of catalogue that already four editions have been run off. The book contains a number of fine, clear views of stores that use the "service" provided by this firm in revolving wardrobes, etc., and the idea is extended to plans of the stores, many of them laid out by the firm's special architects. The principle underlying the "New Way," is to improve the means for bringing the prospective customer in contact with the goods, showing the line to advantage: handling goods as they ought to be handled, saving clerks' time and labor, increasing sales and conserving profits. A big programme, but backed up by results published in this catalogue.

A NEW FIRM.

Tauber Brothers & Company have opened an office and warehouse in Montreal at 67 St. James Street, where they will handle a full line of general dry goods, and all kinds of jobs for the trade. They have branch offices in London, England, St. Gall, Switzerland; Plauen, Germany; Pernambuco, and Rio de Janeiro, Brazil. With their wide buying connections this firm is in a position to offer to the Canadian trade some exceptional bargains in almost every class of dry goods. Buyers visiting Montreal will find it profitable to visit the warehouse of Tauber Brothers and Company.

Worn by the Best People
Sold by the Best Dealers.
"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt, Limited GALT Ontario
Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats



Watch this advertisement for selling points of the famous

CHALLENGE COLLARS

—the favorites with male Canada

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg





(Made in France)

Guaranteed for one year

S. E. PORTER & CO.

Sole Agents for Canada

Complete Stock on hand

at

"Birks Building"

MONTREAL

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

"The Phantom of Fear"

The imagination when seized with Fear will create things more terrible than either sickness or hunger.

A few days ago a young man was selected to present a business proposition to a number of manufacturing firms located in a large industrial centre. He had just completed a "college education," came of a "good family,"—his father had made a success in business, and as far as we can judge raw human material, he measured up, in mentality and in character, above the average.

But in the Scheme of Life, the value of a man's ambitions is determined, the quality of his character is tested, and the fibre of the moral and mental courage that runs through his being is developed and strengthened, by coming in contact with the realities of life. No man can predict, with any degree of certainty, this thing or that of any other man until his sincerity has been called up for judgment before the Court of Experience.

After a preliminary training in New York City, this young man started on his first business trip; with all necessary information, money, opportunity, an unusual business proposition to place before his prospects and a fine position awaiting him as Assistant Manager of a Magazine, if he proved to be made of the right substance.

When the train pulled out from the Grand Central Station, facts, realities, verities and uncertainties came thudding through his brain. For the first time the threads of safety, certainty and security were severed. Day-dreams tottered and fell clattering one by one. College illusions and fancies were turned to for assistance, but these castles had crumbled to white ashes. Bubbles of conceit bursted and vanished,—the mirage had disappeared, and everywhere stood silhouetted the great black shadows of Reality—the necessity of dealing with life on the strength of his own courage.

WORK, a strange monster, with shapeless hands and stalking feet, confronted him at every turn. He planned to return home at the first station stop but did not have the courage—his entire being was frozen in a block of life's cold and rigid uncertainties. When he stepped from the train strangers were everywhere—humanity looked different than it ever had. He went to his room and retired at three o'clock in the afternoon. In a little while he arose and with trembling hands fumbled through his lists of business prospects, and each of these manufacturing firms had been transformed into a "phantom."

The next day he passed by the door of a few business houses but returned to the hotel without making a single call. In a little while he wired for money and when this came the fear of being forced to meet life on his own individual strength was temporarily relieved, but still the Night of Work hung about him like a dismal fog.

For twenty-two days he sat in the lobby of his hotel or turned restlessly in his bed, his mind constantly filled with the Phantom of Fear. Around every place of business he built, with his imagination, a wall filled with dark crevices in which lived the Ruminants, Owls, Bats and Dragons of Fear. On the evening of the twenty-second day he returned to New York City, pursued and beaten by a phantom—a thing that does not exist.

And the Phantom of Fear has forced the imagination to create all the ghosts and ghouls that ever haunted either the "grave-yard" or the courage of man.

Efficiency

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What We Shall Wear in the Spring

Tendency for Business Quarters to Develop Styles of Their Own — Brown Has Really Gone — Chesterfield and Balmacaan in Overcoats, Unlined—Brown Long Dress Bow Tie Replaced By Short—Wearing of Odd Trousers.

Some ideas of men's wear magazines

THE first Spring jacket suitings have shown a considerable preponderance of grey," says a London writer in Haberdasher, New York. "Stripe designs are losing favor, and check patterns seem to be on the upgrade. I write while we still have the winter to get through, and during the winter the brown suitings that have been left over will be used up to a certain extent; but brown has really gone. These brown suits have the stripe character, which the Spring will displace by checks.

In the matter of material, Saxonies and Angolas seem to be a little more in favor than last Spring. Cashmeres are still fashionable, and the bluish-grey tone which I liked so much continues to be quite fashionable. There is nothing at all to show that it will be the rage; but, as it is in line with the tendency towards grey and gives a little more color, it will certainly be wearable. For country wear, Cheviots and the harsher tweed called Bannockburn will receive a certain amount of favor; but I do not think it is going to be a tweed or a homespun season. As yet, however, it is rather early to predict with too much assurance what will happen.

For Business Wear.

The tendency for business quarters to develop styles of their own seems to be increasing. There has lately been a considerable revival of an old style which, when I was young, had quite a smart effect. This was a suit, consisting of a black jacket and waistcoat—in those days the jacket generally double-breasted—worn with light trousers. This is the suit with which city men, particularly on the Stock Exchange, first began to wear a silk hat at the same time with a jacket, to my mind an odious combination.

This style of suit is being revived, and its connection with the old idea is shown by the fact that the jacket, although not double-breasted, is cut rather square, and with lapels not rolling quite so far down as they are rolled in the ordinary lounge suit. This is in line with the general tendency; jacket suits are not cut with such long rolling lapels as they used to be. With the business suit that I speak of a wing collar is worn, and either a bow or preferably a small loose-ended knot in a dark color. Shepherd's plaid trousers are sometimes worn with it, not at all unacceptably.

LONDON SPRING STYLES.

"Browns have really gone," in suits, and checks will replace stripes.

Jacket suits with shorter lapels.

Double cuffs in overcoats and shirts discredited.

One-button overcoat finding favor for evening wear.

Unlined overcoats for business wear.

The Spring Overcoat.

Winter overcoats, as I predicted, run rather to nap cloths, and the strap back is an idea that has worked itself out. Double cuffs in overcoats and shirts, too, are entirely discredited. It is quite true that you see plenty of double-cuffed shirts in the ready-made shirt windows, but they have no fashionable vogue. For the Spring I think an unlined overcoat will very likely have a run. The so-called reversible cloths, having a different pattern on the back, do not seem to have caught on, and all that is required of an unlined overcoat is that the under-side of the cloth should look unobjectionable. The best makes of these unlined overcoats are made with satin-lined shoulder, so that the coat may slip on easily.

It is difficult to say that there is anything new in the cut of overcoats. The one-button overcoat—the button at the waistline—is a good deal talked of, and for evening wear in the black evening overcoat it is not without its recommendations. The less buttoning you have to do on an evening coat the better. For the daytime wear a man is liable to have a walk in the wind, or ride in an automobile, and a coat with skirts that can be blown about with the wind is a nuisance. The collar of an overcoat for heavy wear is now generally made so that the lapel can be buttoned right across the throat without turning the collar up to the ears. This is an idea that was introduced some considerable while ago, and it has so many conveniences, especially in these days of automobile travel, that it has quite forced itself upon the public acceptance. Of course, this does not go with the one-button ideas, and the latter is really an evening dress overcoat idea more than anything else.

We quite feel nowadays that evening dress requires an overcoat of its own. Just any coat used for all wear is not satisfactory for evening dress. What we use is a plain single-breasted Chesterfield in black, with a black collar and very often silk-faced lapels. Of course, this is nothing like so satisfactory as the antiquated evening cape overcoat fastening at the neck with a buckle—an overcoat that hung about a man like a cloak, and had a romantic mediaeval, Italian sort of effect. I never recollect a winter season in London when I have not seen a smart man here and there wearing this cape evening coat. It is not in the least fashionable; the fashion for it died long ago; but yet it can be worn any time purely by the grace of its own intrinsic comeliness.

A certain number of things not fashionable, yet never out of fashion, always exist. The blue indigo serge suit is another example of it. There is never any necessity to wear it; no occasion urgently demands it. Yet it is never otherwise than in good form.

The Evening Tie.

The orthodox evening tie of the day, always white, is rather broad, and ties into a somewhat short, fat bow. Butterfly evening ties are not at all worn, and the long bow of recent seasons has given way to the short one. The breadth of the tie redeems it from the paltryness sometimes associated with a small bow."

NATTY CLOTHES

AT the Aerodrome, at Hendon, England, on a recent afternoon, some very natty effects in clothing were to be seen, says Men's Wear, New York. One of the aeronauts performing was very neat in a navy blue serge, double-breasted suit, over which a double-breasted overcoat of heavy navy blue box cloth, with belted back and

two side pleats, was worn. Lord Grosvenor, who was also present, wore a knitted Spencer overcoat, lounge suit of dark brown Scotch herringbone, and motor cap of the same material.

Sir Bryan Leighton wore a lounge suit and overcoat of a brown material, with a touch of purple in it. A black bowler hat and mahogany brown shoes and socks completed his outfit, which was perhaps the most fashionable present. His overcoat was cut double-breasted and finished at the back with a belt and side box pleats.

A tasteful English costume was worn by Mr. Clifford Harman, who, it is said, is a wealthy American motor enthusiast. He had on a navy blue single-breasted loose coat of box cloth, with fly front, double-breasted lapels and outside handkerchief pocket, a heavyweight navy blue serge suit, white buckskin gloves and a black hard bowler—a very neat garb.

BROWN SOFT HATS

"A NUMBER of high-class stores in several cities in the East this Fall reported dark brown hats were received with favor, and salesmen travelling in several sections report a good sprinkling of orders for this color for Spring," declares "American Hatter." "The introduction of brown hats by the leading retailers is assured of the support of the public, and as the Spring season develops the vogue will strengthen.

"In trimmings velvet bands are passe, but scarf bands will be a dominant factor. Incidentally a novelty in trimming has been introduced in the form of a leather band, which is very attractive. It is a thin leather with a small neat pattern cut out, to be used either plain, showing the felt of the hat through the design or with a narrow insertion of silk similar to the lacing on sweat leathers.

"In stiff hats, taper crowns are gradually growing in favor with the better class o trade. This, of course, means higher crown and narrower brim dimensions, with more roll to the brim. The best dimensions are 5¼ x 1⅞ for this style. A novelty derby that is meeting with some success has a dish brim.

"In straw hats for next summer there is a strong tendency in high-class trade for soft braids, such as Milan and particularly in body hats, such as leghorns, Madagascars, etc., in shapes that follow the general mode of prevailing soft hat styles and trimmed with sash bands. These effects will be a strong factor in the coming straw hat season.

"Velvet bands with straw hats are not favored to the extent that the opening of the season had seemed to indicate they would be. It is better policy for retailers to have their straw hats trimmed regularly, and then have a stock of adjustable bands for customers who require them."

SOME LONDON OVERCOATS

A NEW double-breasted overcoat appeared lately in London, says Men's Wear London correspondent. Its distinguishing characteristic is the shaping at the chest, which is secured by introducing two seams, one on either side, thus making the front fit closer to the figure below the waist than is usual with a double-breasted coat. The coat falls just to the knees, has a loose back with centre seam and long vent. It looks particularly well in heavy blue box cloth or melton.

A coat combining the lines of both belted and Chesterfield shapes was recently noticed on the streets of London. It was a single-breasted Chesterfield, with a double-breasted lapel, the buttons coming through. Waisted back and a belt laid on were further features of the coat. Four minute pleats at the top secure the Chesterfield shape; below the belt, except for a long vent, the coat was plain. It is a smart-looking coat, but it requires a smart man to wear it.

SPRING WALL PAPERS

PRINTED oatmeal ingrains are showing strong for Spring with many new and taking designs. A large number have effective borders, 9 inches or 18 inches in depth, and arranged so that they can be cut out.

"There are many charming foliage and floral independent tapestries," says a large manufacturer. "These are printed in rich dark colorings and also in soft tones to suit each particular requirement. Many of these by aid of the ink embossing process, closely resemble the actual fabric. Engraved burlap and other interesting fabric grounds are an innovation which will certainly appeal to the aesthetic taste of the consumer of high class wall papers. These with the Ooze and Cordova Leathers are shown in the plain goods with an exquisite scenic frieze and also with a cut-out frieze and base of classic scroll design. There are also trimmers provided for these engraved papers which are brought out in the bright clean colorings which are being introduced in the latest decorative styles. A number of appropriate patterns are printed on these engraved grounds, some with crown and base treatments and others with 18 inch friezes. Wash colors are used to a large extent so that the grain and weave of the engraved under-print is not obliterated, but plainly shows through the transparent coloring matter."

There are wide lines of independent ceiling papers, including ink-embossed, for use in halls, libraries, etc., with new samples of white and cream grounds. Some are being shown in tapestry finish in a variety of shades to blend with any kind of wall coloring.

KEEP TRACK OF COSTS

The end of the year is, in fact, a time when the merchant should endeavor to probe to the foundation of every phase of the business. He should "get behind the totals."

When the books are closed he finds that the total cost of doing business for the year has been, say, $9,000. Reckoning on the turnover this figures out at about 20 per cent. This is the percentage that he has found necessary in past years so he feels convinced that his business costs are down to an economical basis and does not investigate any further.

A merchant located in an Eastern Ontario town once got the economy bee in his bonnet—as he himself phrased it—and started in to study store expenses. He had been doing business on a twenty-one per cent. basis prior to that and had believed that to be a fairly average allowance for costs—until he met another retailer doing business on somewhat the same scale who was getting along on eighteen. It was this meeting which got him started on the cost economy.

In the next two weeks he located an astonishingly large number of small leaks—little things which were unnecessarily costing him ten cents here and a quarter there, small items in themselves but gigantic in their total. There was a remedy for all of them, simple enough to find when the need for it was recognized. A little more system was the remedy in most cases.

The installation of red bulbs to show when the lights were left on in the cellar made quite a difference in his monthly electric light bills. A system for the checking of all material which went out on tinning and furnace work, wrought marvels in that department, loss of supplies being reduced to a minimum. And so on all down the line. He was able in time to get his expenses within the 18 per cent. mark, and that without scrimping in any way or putting a check on expansion in any direction.

THE Deacon SHIRTS

Our new Fall range is now being shown by our travellers.

Our samples include the best-selling lines of former seasons, as well as the latest novelties of the world's big mills.

Be sure to see our samples. You cannot afford to pass them by, for our values are the best being offered.

We are prepared to serve you with your immediate needs and will be pleased to submit samples.

We make a shirt for every need. Let us show you.

Quality is the highest and prices the lowest.

THE DEACON SHIRT CO., Belleville, Ontario

LAMSON



Lamson Cash and Parcel Carriers

—bring to you the means of mechanically doing important work heretofore done by hand, and at the same time doing it much better, quicker and cheaper. ASK YOUR NEIGHBOR!

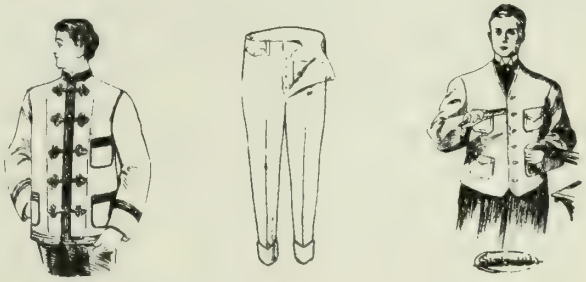
Wire, Cable, Tube, Belt and Pickup Carriers.

The Lamson Company, Boston, U.S.A.

Representatives in all principal cities.

SERVICE

MILLER BRAND
Duck Clothing



"AHEAD OF ALL"

Our duck service and specialty clothing comprises all the popular styles for all classes of trade. We are masters in the art of tailoring uniforms for **Cooks, Waiters, Barbers, Bartenders, Butchers, Grocers, Doctors,** etc., and guarantee every garment to give absolute satisfaction.

The "Miller Ahead Of All" label is also found on the best-made Militia and Cadet Khaki Uniforms, Boy Scout and Girl Guide Outfits, Choir Vestments, Academic and Professional Robes.

Let us know what you are interested in and we'll send catalogue and prices.

The Miller Mfg. Co., Ltd.

251-3 Mutual St., Toronto

A SAMPLE ARTICLE

Salesmanship and Service

By W. M. Van Valkenburg in The "Retrado"

A NOTABLE change has taken place in the last few years in the methods of retail merchandising. In the old days, "let the buyer beware" expressed the attitude of most shopkeepers towards the buying public. The aim was to make a profit at all hazard. The one-price store was a rarity; exchanges were seldom granted, and then grudgingly. If the article bought was not satisfactory, that was the buyer's misfortune, but imposed no obligation upon the merchant. The practices of the trade were such that haggling over the price and standing by the bargain once made were accepted as a matter of course.

Far-sighted Policy of To-day.

To-day every reputable store makes one price only to one and all customers. Moreover, exchanges and refunds are freely allowed. Experience has found it to be good business. It is a far-sighted policy. The petty losses of to-day are more than offset by continued patronage from satisfied customers to-morrow. A hard-fisted, grudging policy in the handling of complaints will mean restricted business and slow growth.

"Service is continuous" is the maxim by which the merchant must shape his policy. Competition on the selling end of the business is growing keener than on the buying end. The buyers of all big houses meet and mingle in the same markets. They have access to the same goods and buy on the same terms.

Demands Best Type of Service.

Then the features that distinguish one store from its competitors, that make it stand for something distinctive and characteristic in the mind of the shopping public, are the features of its service that excel those of its rivals. And here is reached the aspect of the question of most significance to the salesman and saleslady. Successful merchandising demands the best type of service to customers, and this, in turn, demands a well-trained, courteous, intelligent force of sales people. The public must be attracted to the retail store, not merely by the advertising of new goods and bargains, but by the assurance and maintenance of fair, intelligent, and liberal treatment. With so many points of contact with the customer, it is obvious that successful selling depends largely on a thoroughly trained organization. Business success requires inventories of the mental stock as well as of the business stock.

"Know your goods." If you know of any interesting process through which an article passes in the process of manufacture tell your customer, create an interest in the article, get on his side of the fence. Your prospective customer doesn't care one cent for what you have to sell until you can show him that you have something that will benefit him.

Fairly Heavy.

A customer who knew that the weight of a desk had something to do with its value, asked what the weight of a certain desk was. The salesman did not know. Taking hold of a corner of the desk and lifting he remarked that it was "fairly heavy, though." Now the customer had read in a mail order catalogue that his local dealer would ask the same price for a light desk that the mail order house would ask for a heavy, substantial one. The customer had a motive in asking the weight; he was mentally comparing values. He went out without buying, when, by being well informed or making an effort to supply the information, the salesman would probably have closed the sale.

Pointless, Blanket Claims.

Pointless, blanket claims are the curse of salesmanship and advertising.

"Best sardines in the world" is over used and general; "Tender, spicy little fish from the coast of Norway, packed in pure olive oil," is specific, illustrative and desire-creating. Other essentials we will enlarge upon in some future issue.

Suggestion in Selling.

"Suggestion in salesmanship." We think this the most important point to be discussed at present.

The word suggestion means very little to the average man, and yet suggestion exercises a marvelous power in politics, religion, medicine, salesmanship and advertising.

Here are two valuable laws for all salesmen to keep in mind:

1. The subjective mind is amenable to control by suggestion.

2. The subjective mind is incapable of controversial argument.

Let us remember that we cannot antagonize and influence at the same time. For this reason a good salesman will not controvert what his prospective customer says, nor argue with him or her in any way.

There are four kinds of suggestions:
Positive and negative.
Direct and indirect.

The positive says, "This hat will give you excellent satisfaction;" the negative says, "You wouldn't want this kind of a hat, would you?"

The positive says, "You can get two collars for a quarter and save a nickel;" the negative suggestion accepts the 15 cents and says, "That's all, isn't it?"

Suggesting Negative Response.

The direct suggestion is a positive suggestion made by one man to another. The indirect suggestion is a suggestion made by a third party. For instance, you ask Jones how he likes a certain stove. Jones says it is fine, couldn't get along without it. That suggestion coming from Jones is far more effective than if it came from the man whose business it is to sell the stove.

We will contrast results of positive and negative suggestion. The grocery clerk said to his customer, "You wouldn't want any oranges, would you?" She said, "No." Didn't he tell her she didn't want any!

Questions such as "Can't I sell you a pair of shoes to-day?" put to the customer after he has bought a suit, usually brings the answer, "No." The very wording and inflection of the question usually invite the negative answer. The idea that the salesman wants to sell something more arouses the customer's defence. He is not out to spend all his money, and he is quick to resist such suggestions. The salesman should have said, "You will need a pair of nice shoes with this suit, will you not? I'd like to show you something you may want now or later." Negative suggestions—Suppose a young man decides to get married; suppose he edges his way to his lady-love and says, "Mary, you wouldn't want to get married, would you?" Do you think he would get her? Not unless she thought it was her last chance.

Using Chloroform.

I went into a store the other day to buy a collar. The clerk said "Something?" I told him I wanted a collar. Now, why didn't that clerk take it for granted that I was there for something and ask a positive instead of a negative question? Well, I handed him the fifteen cents, and he said, "That's all, is it?" and I walked out. Instead of chloroforming my mind into inaction by saying "That's all," suppose he had offered me two collars for a quarter and called my attention to ties, shirts, etc., and if some other department was offering a special bargain in some article that would be of some use to me, why not direct me to that department. It is

(Continued on Page 86.)

Analyzing the Retail Buying Public

An Investigation Carried on by One Store Into Reasons People Had for Shopping at Others in District—Tactful Adjuster Followed Up Each Complaint—Points of Weakness.

DEPARTMENT stores of the older type used to feel that they were so distinctly in a class by themselves that it would be impossible for anyone outside their own domain to give any information that would help solve their individual problems, writes M. L. Anthony in The Efficiency Magazine. What does a woman want to buy? Where does she prefer to shop? What advertising argument appeals most to her?

It, therefore, revolutionized things when an advertising man who had been successful in the manufacturing field, asked his new employer, a retail merchant, for more concrete data.

He had before him all the usual "shoppers' comparative reports." He knew from these what each store in the city was carrying, and how prices compared with those of the same line of goods in his own store. He had criticisms on window decorations and displays. He had time-sheets showing the drawing power of every big "Special Sale" his competitors had, even down to just how many customers "looked" and how many purchased, between ten and eleven, eleven and twelve o'clock and so on.

"Yes," he said, "this is fine. It is invaluable. But what I want as well is concrete information direct from the people who don't come to the store. Why does Mrs. Jones go to Brown Bros. for shoes when we carry the same line? Why does she go there for china and come here for linen and furniture? Our comparative reports show that our line is as good as any in the city."

The merchant demurred for a time, but finally the advertising man won his point and a campaign was started to get the unusual data. This demanded that investigation be made not only in the city proper, but also in a group of towns within a radius of thirty miles of the store.

Each investigator was required to give detailed information on a list of questions.

(1) Consumer's name?

(2) Address?

(3) Number in family: Men, Women, Children (sex)?

(4) Which store do you prefer for general shopping? Why?

(5) Which store do you patronize for special articles?

DISCOVERIES.

Adjuster followed up each complaint at once.

One lady had to tell condescending clerk she was buying cheap furs for her cook.

Parcels delivered at different times.

Exaggeration in reducing prices.

(6) Which days of the week are most convenient for you to shop?

(7) Which store has the best delivery service in this town?

(8) About what is the average amount you spend on your shopping trips?

In addition, the investigators were required to make notes on surroundings, character of household equipment, furnishings, etc.

There were many and varied reasons. "Because I have always bought there," was a familiar reply to the second part of question number four. When asked why they had always bought there they would admit that they had no particular reason.

It was found that one store had built an exceptionally great amount of goodwill through its superior adjustment methods. Instead of permitting the customer to follow up her complaint by repeated letters and telephone calls until she had the annonyance deeply impressed on her mind, the store took a different course. As soon as a complaint was made, a tactful adjuster took the matter in hand, and by personal call and follow-up not only straightened out all tangles and adjusted the matter satisfactorily, but saw to it that the customer was impressed with the store service and left in a wholly favorable attitude of mind. This sort of personal effort left its impression and resulted in a general feeling among a large group of women that that one particular store was strong on "personal service."

Another important item in the investigation was the delivery system. One store would deliver within twenty-four hours; another store only two or three times a week. In one case the men on the wagons were always courteous, while the other men seemed indifferent and often impertinent. One firm delivered everything at one time; another came straggling along with the little bundles in spasms from six to twenty-four hours late.

Another item of interest which the investigation disclosed was the attitude of the club women and the women of the better class toward comparative values in advertising. There was a great deal of criticism of one house in particular, a house that had always had good standing in the community, but which clung to the comparative values in its advertising. The women seemed to feel that they were not getting a square deal. They read the advertisements and went to the store on account of the old-established reputation. They found that $75 suits at $39 were misquoted values. The suits were probably good value and had orig-



The semaphore is a new line in store display, but "it is a winner," according to a proprietor of a Los Angeles store where it was installed. In regard to this device, "Popular Electricity" quotes him as saying:—"Many a customer has stopped at the unfamiliar sight of a semaphore on a store front, and entered to ask questions, usually making a purchase before leaving. Others watch the flashing light, the rising and falling arm, and then drop in with such a remark as 'Well, I saw your stop signal, and followed it.' It is inexpensive to install. One of my clerks originated the idea and constructed the upright and arm from pine boards, and a sign painter did the lettering at small cost. The operation of a small motor keeps the arm in motion and the cost of power behind the colored panes is very slight, compared to the results."

inally sold at $45 or $50, but they were not worth $75 and never had been sold at that figure.

Another store, in many departments, had lofty clerks, who became quite condescending if a customer wanted to make a modest purchase. One well-to-do woman said she had closed her account with this store because of an exaggerated case of hauteur of one of the clerks. She asked to see furs such as she supposed would be satisfactory to the woman for whom she was purchasing them. When asked if they hadn't something at a lower price than those which she showed, the clerk became unsufferably rude, until the customer said: "I want a set of warm furs for my cook." Presto! The clerk was as subservient as possible. But an unpleasant impression was made and fatigue had caused the woman to make her purchase in that store, and she never went there again. This same sort of complaint came up in a number of of cases and it was evident that that particular store was losing trade daily.

The data obtained by personal investigation of this sort supplied the advertising man with an excellent basis for determining:

(1) The kind of arguments that appealed to department store patrons.

(2) Days when it was most convenient to shop for most women.

(3) Average buying power of patrons.

In addition, it gave the most concrete material for meeting points of competition hitherto unfelt and improving store service at the weakest spots. When the reports were tabulated it was possible to graphically show:

(1) Proportion of population served by the store and each competitor.

(2) Proportion of surban population served.

(3) Comparative strength of various departments of all stores from the consiumers' viewpoint.

(4) Total possible sales to be made in any department.

Salesmanship and Service

(Continued from page 84.)

the business of a salesman to-day to do a lot of thinking for his customer. If he doesn't, some one else whose mind is awake will get a lot of the business.

Had Troubles of His Own.

Here is an illustration which shows the negative effect of a suggestion which queers the sale. A farmer came to town to buy a binder. He looked at one binder, was satisfied, and about to buy. At this point the salesman, thinking he would make a hit more and close the sale immediately, said: "I'll tell you, this binder has given us very little trouble." Now this farmer was not looking for a binder that was going to give him even a little trouble. He had troubles of his own. That one suggestion scared him away. He went out and bought a binder from a salesman, who said: "This binder has given us excellent satisfaction."

Positive and negative suggestion divide all clerks into two broad classes. The negative clerk is an order taker; the positive clerk is a salesman in the true sense of the word.

Order Taker vs. Salesman.

The order taker says: "Yes, ma'am; a tube of tooth paste. Is that all?" The salesman wraps up the tooth paste and suggests a new tooth brush, or calls attention to some new toilet preparation just received.

The order taker causes the customer to say to herself, "Yes, that is all I want here." The suggestive questions of the true salesman causes the customers, before the original transaction has been concluded, to question themselves as to whether they do need a new tooth brush or some of the articles that have been casually mentioned.

Determines Quantity.

The suggestion is a factor in determining the quantity that a customer will buy for instance. Hard boiled candy is sold at 40c per lb., or two ounces for 5 cents. Some salesmen when asked the price by a customer quote 2 ozs. for 5 cents, and will make a 5-cent sale. If the quotation made is per pound, the least quantity sold will be a quarter pound, in many cases a half or a pound. In many cases all tinctures are sold by the fluid ounce. If you quote 10 cents per ounce, the customer usually says, ' Put me up 10 cents worth," whereas by having the article ready bottled in 25-cent sizes you have little difficulty in selling the increased quantity and your sales percentage is augmented.

Why Mark Twain Gave Nothing.

Closing the sale is usually very easy, the customer offering the money or voluntarily suggesting that he is ready to give a definite order. At other times the closing is the most difficult part of the sale. A successful closing depends largely on knowing when to stop the demonstration. Don't talk too much. Mark Twain delighted to tell of a missionary talk that he once heard which so moved him that at one point of the sermon he was inclined to give $5. As the minister continued to talk, the enthusiasm dwindled until he was willing to pay only $1, and finally the speaker became so much of a bore that when the basket was finally passed the celebrated listener gave nothing.

The Time to Close.

The best time to close is when the selling points in favor of the goods have been piled to such a height and with such an intensity that they outweigh the objections in the customer's mind. Then, suddenly, the customer feels that the goods are right. This is the time for the close. It is difficult to tell how this time may be recognized; its recognition comes mostly from intuition; it must be felt. Even if a salesman has not said one-half of what he intended to, he should close when he feels that the customer is ready to buy.

KING ALFONSO IN PARIS

King Alfonso, upon his arrival in Paris lately is reported to have worn a dark green soft felt hat and a brown travelling coat cut with Raglan sleeves. On another occasion, at the Hotel Meurice he had on a silk hat, a black double-breasted frock coat, fastening with three buttons and with lapels half faced with silk. His trousers were of a dark combination of black and white. He was stopping at the hotel incognito.

FUR COATS IN PARIS

IN spite of the lack of extremely cold weather over there, some fur coats in restaurants and at the theatre have been noted. One of them seen after a performance at the Rejane Theatre is said by authorities to be the style proposed by the leading Parisian tailors this season. The front is double-breasted, with a long wide Persian lamb collar, the garment fastening with two buttons and braided loops. It is cut very full.

Another model is described as being lined with silk and looked exactly like many of the belted coats. The sealskin collar was narrow but long, and the front was finished with two rows of three buttons. The waist was very well defined and the skirts were short and hugged the figure. The back was finished like a frock coat with the exception of a vent between two tuck pleats which were set very close together.

Midland, Ont. — Fire caused losses to Aikens & Co., tailors, and Christina M. McLeod, millinery.

Sarnia, Ont. — Fire caused loss to Smith & Ash, dry goods.

Montreal, Que. — The Britannia Cloak Manufacturing Co. have been registered.

Listowel, Ont. — J. S. Gee, general merchant, is retiring from business.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

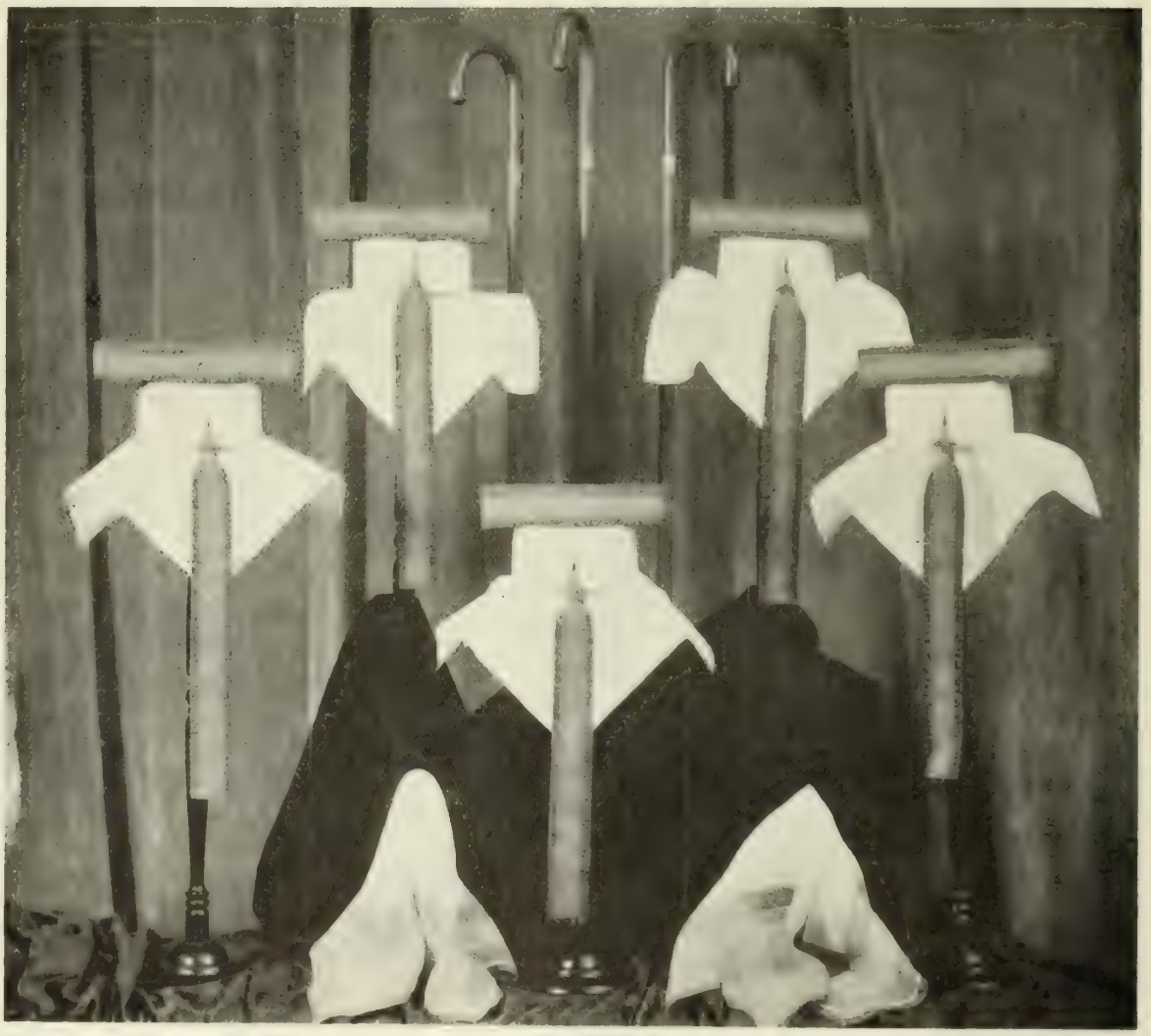
Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, dull facings. Blue occasionally worn.	Single breasted, white semi-V-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with dull facing.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys	Single breasted like jacket, or fancy to harmonize	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review

The New Tendency in Men's Wear Trims



Window Trim of Budds, New York From photograph taken for The Review

This unit display in the Fifth Avenue store of Budds is typical of the new movement in men's wear trims in many of the more exclusive stores. The most novel point about it is that it is a display of one line of cravats only, the five all being the same. Its simplicity in arrangement, and the lack of variety or of numbers, or of crowding, and the systematic manner in which the groups of two ties and a collar are set up are readily noticeable. The only accessories used are three canes which are becoming a favorite addition in many stores' displays, and two handkerchiefs with bordered ends, —a new fashion,— and be it noted, the patterns and shades are copies of the ties themselves. The plush "flooring" and the background which appears to be a curtain, are also typical of the new departure. This display is one of the neatest seen of late in New York.

A QUESTION OF VALUE

Send this to-day



At the close of the last convention a trimmer was heard to say that the addresses and demonstrations were worth 50 times the price of his membership fees.

You may think that this trimmer in a moment of enthusiasm placed a monetary value on his membership in this association which he would perhaps not make in a calmer moment. However, the fact remains that membership in the C. W. T. A. is

Actually Worth Far More Than The Membership Fee

Nineteen fourteen programme will be bigger and better than ever

---

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

F. J. THOMPSON,
Secretary C.W.T.A.
52 Stanley Street,
St. Thomas, Ont.

Date.....

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by .....
..... have had..... years' experience.

(Mark X on Diagram)

	AD MAN
	CARD WRITER
	WINDOW TRIMMER

Signed .....



This is a type of English Balmacaan. This and a modification will be worn in Canada this Spring in homespuns and fancy suitings, with collar and lapel rather than being close-buttoned. Courtesy of Kenneth Durward, London, Eng.

Turning to Loose Fit Overcoats

Balmacaan Will Be Made Up in Homespuns and Fancy Suitings — Chesterfield Still a Strong Favorite.

TALKING of Spring overcoats, the buyer for a high class men's store in Canada thus sized up the styles for The Review:

There will be striking patterns such as checks and overplaids, and, to use a common expression, they will be quite "noisy." It will take a man of courage to wear some of those I have ordered.

In style there is a strong feeling for the loose-fitting Balmacaan. Ordinarily so far, this has been made for evening dress but we are having it made up in homespuns and fancy coatings. It has a raglan sleeve, and indeed may be called a cape with sleeves. The coat is very loose-fitting at the bottom and is easily put on. It is quarter silk lined and made with just the sleeves.

The seams are taped with the same silk or satin as the lining, so as to give a nice finish.

In general Scotch homespuns, Irish homespuns, Harris tweeds and cheviots are all going to be in vogue for Spring coats.

Irish homespuns, Connemara and Kerry tweeds have preference over the more general kind known as Donegals.

There is, indeed, not much change in styles. The most radical is the turn to the Balmacaan, from the narrower, more contracted garment to the loose slip-on effect.

For general wear the plain Chesterfield coat is still a strong favorite and is practically the same style, holding to natural lines.

GRAY AND BLUE COATS.

With regard to colors and fabrics, gray woolens are said to be the favorites in the dressy coats, as well as a number of blue shades, such as gray blue, mauve blue and deep slate blue. At the last races light grays and blues were the leading shade and while some browns were seen the latter shade was confined more to the automobile coats. Rough Shetlands and viennas were the popular fabrics.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

THE "I WILL" MAN.

Grafton & Co., Hamilton, attracted considerable attention by a novel style of advertising in which matter appeared over the name of the "I Will" man. The "I Will" man, after a preliminary canter, offered a price-cutting sale to the public.

THE "LONELY" SALES.

Semi-Ready extended their "Lonely" sales this month to nearly every town and city where they are represented. This striking term is copyrighted and local dealers report that it is easily remembered and awaited with interest each year.

COCKBURN & BUNDY.

By an Order of the Lieutenant-Governor in Council, the name of Cockburn & Rea, Limited, has been changed to Cockburn & Bundy, Limited.

J. B. GOODHUE CO., LTD.

The business of the J. B. Goodhue Co., Rock Island, Que., manufacturers of overalls, coats, shirts, pants, etc., has been taken over by a new company under the name of "The J. B. Goodhue Co., Ltd., with a capitalization of $100,000. The former management in the office and factory continue with the new company. A charter has been applied for.

Condensed Advertisements

FOR SALE

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

POSITION WANTED

OPEN FOR POSITION SUPERINTENDENT or service manager—man with 10 years' experience in devising service system. Have originated large number of systems, check book, etc., in use by large stores in Canada and United States. Best references. Apply Box 49, Dry Goods Review.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE **TORONTO, CANADA**

MEN'S HIGH GRADE TAILORING TO MEASURE
CANADA

Do you get the clothing trade of the young man who buys your best furnishings?



There are very few stores which do not have a certain class of young men, and older men too, who buy good furnishings, but go to the tailor for their clothing. You can get this trade by having the

Crown Tailoring Outfit

This outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you to give this class of trade a first-class tailoring service without a cent of outlay. This service is the best in the country.

Behind every Crown Tailoring garment is an established business with a "square deal to all" policy as well as facilities which enable us to turn out garments that defy competition and give complete satisfaction.

The smallest order you send in is given the same careful attention that the high-class city tailor gives the orders of his best-paying patrons. Our aim is to give a service that is beyond question—one hundred cents for a dollar.

There may be a Crown Tailoring agency in your town—there may not be; no matter, your request will get prompt response. Why not write now?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Knitted Goods

SPECIAL FEATURE OF NEXT ISSUE

As usual the first issue in February will be particularly devoted to knitted goods. Watch for this big issue, replete with authoritative style information and reliable news of the knit goods industry. Buyers know it must be so if they see it in "The Review."

LAST FORMS CLOSE
JANUARY 28



DRY GOODS REVIEW

FEBRUARY 4 1914
Vol XXVII · · · No 3

FEATURING KNITTED GOODS

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising - is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*



"Rooster Brand"

SHIRTS

We make **500** lines

SOFT SHIRTS

The best mills in Europe and America produce the fabrics we use.

You will consult your own best interests in stocking **"Rooster Brand."**

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

Shirts, White Coats, Trousers, Overalls, Khaki, Duck and Automobile Clothing

MONTREAL OFFICE: 501 New Birks Building

OTTAWA OFFICE: 62 Bank St.

VANCOUVER OFFICE: 707 Welton Block

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**



Linking you with Europe's markets

FIFTEEN Greenshields buyers—one for each of the fifteen main departments of the business—go to Europe every year to bring the best they find back to Canada.

They look for the newest things—and for bargains in standard staples—in England, Scotland, France, Belgium, Switzerland. They come back with the bargains and the novelties that mean quicker sales for you.

This Spring our buyers have been particularly fortunate. If you haven't seen a Greenshields traveler lately, write in direct, and we'll tell you about some interesting lines.

GREENSHIELDS LIMITED

MONTREAL

DEBENHAMS
FOR
NOVELTIES

SPRING 1914

Some of the Season's Creations for Dresses, Blouses and Trimmings, are:

Cottons— Brocaded Cotton Crepes, Printed Ratine, Cotton Broche, Cotton Velvet Cords, Printed Crepe.

Silks— Taffeta Chiffon, Charmeuse, Bengaline Ondule, Moires, Cords, Printed Silks, Printed Silk Crepes.

Ribbons— Mousseline Satins, Moires, Failles, Cords, Fancies in Velvet Effects and Roman Stripes, Velvet Ribbon, Plaids.

Gauzes— Crepe De Chene, plain and printed designs; Ninons, plain and fancy, tinsel effects.

Millinery— We have some interesting importations in Millinery, Trimmings, Hats, etc., confining ourselves to the most exclusive French and English styles and designs.

Buyers are cordially invited to inspect our various lines when in the City

DEBENHAMS (CANADA) LIMITED

66-68 WELLINGTON STREET WEST

TORONTO

Spring Millinery Opening
1914
MONDAY, MARCH 2nd

Strictly Imported PARIS, LONDON
and NEW YORK MODEL HATS
on view

ALSO
The Latest Novelties in
Flowers, Laces, Ribbons, Silks,
Straw Hats, Millinery Braids.



Our Trimming Room Opens February 10th

NOW READY FOR EARLY BUYERS

Ottawa and Quebec Opening Dates
Monday, March 9th

Debenhams (Canada) Limited
18 and 20 St. Helen Street,
MONTREAL

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

10c
WORTH MORE
BUT NEVER
SELLS FOR MORE

10c
WORTH MORE
BUT NEVER
SELLS FOR MORE

Take care of the women and the profits will take care of themselves.

THE Success of your business depends on the WOMEN'S Trade. Then why not direct your efforts towards educating them to make YOUR STORE their regular trading place?

NOTHING gets a WOMAN'S Interest and holds it, like PATTERNS. Time has tried them and proved their Value.

Start the Spring Season Right



by installing a

New Idea Pattern Department

The NEW IDEA is the only 10c SEAM ALLOWANCE PATTERN on the market, and includes the simplest and Best Cutting Diagram, therefore no Merchant can undersell YOU.

As an ADVERTISING MEDIUM the NEW IDEA PATTERN stands out from all others as a PERPETUAL BARGAIN—15c in VALUE for 10c.

You can feature "NEW IDEA" with the confidence that you are giving your customers the BEST Pattern Value in the WORLD.

We ask you to judge NEW IDEA PATTERNS and Terms purely on a Competitive Basis.

Write to-day for terms and Free Samples.

New Idea Pattern Co.

636-638 Broadway, New York
Market and Louise Sts., Winnipeg
70 BAY ST., - TORONTO

10c
WORTH MORE
BUT NEVER
SELLS FOR MORE

10c
WORTH MORE
BUT NEVER
SELLS FOR MORE



Ladies' Home Journal Pattern Week is not an experiment. It has already been tried out in several cities with tremendous success.

In one instance 10,000 people called for patterns, and the *cash* sales increased 500%. In every instance the business stimulation has been markedly shown, the average increase in cash sales being 75%. This Pattern Week will be widely advertised in the Ladies' Home Journal, the Saturday Evening Post and other great national magazines. It

Will bring millions of women to the stores of our seven thousand dealers

It will introduce a pattern of greater accuracy, simplicity and style than women have ever known before. It will start a great home dressmaking movement and dressmaking is what sells merchandise.

This Pattern Week, however, is only a beginning. Our plans include the closest and most helpful dealer co-operation in our power. You should know about our contract, our new methods, our distributing facilities, our clean stock provisions, our advertising plans and many other interesting features new to the pattern business. Write us now, so that you can start while the starting is good.

The Home Pattern Company

615 W. 43rd St., Dept. C. New York City

Owned and controlled by The Curtis Publishing Company

LADIES' HOME JOURNAL PATTERNS



For one week we are going to give Ladies' Home Journal Patterns free to the women in your locality

We have selected for this free distribution, three of the latest and most admired Spring creations. Every woman who calls at the pattern counter of the store that sells Ladies' Home Journal patterns can get free whichever pattern she prefers in any size.

Is this store your store? If not it should be, for

Ladies' Home Journal Pattern Week

FEBRUARY 23rd TO 28th

will be a merchandising event in every city and town where these patterns are on sale. You bend every energy towards getting people into your store. Your advertising, your windows, your special sales, your circulars, are all an invitation to come in. This free pattern week will bring them in in greater numbers than they ever came before. It is not too late to get the necessary stock, the show cards, the window strips and the ready-to-print newspaper advertisements. The patterns to be given away will be furnished you without cost.

Write us to-day about it.

LADIES' HOME JOURNAL PATTERNS

The Home Pattern Company

615 W. 43rd St., Dept. C New York City

Owned and controlled by The Curtis Publishing Company

We Can Increase Your Business in

Carpets, Oilcloths and Linoleums

Special rug orders, successfully handled, will help your profits in this department and gain you many steady customers. We know they are difficult to handle, and are out to help you in every possible way. Be it special size or design, just send us the particulars, and you will receive samples and quotations by return.

Seamless tapestry squares and stair carpet to match are exceptionally strong and we have a very large and interesting range. Squares are stocked in sizes 2¼x3 to 4x5 yds., and carpet in ⅝ and ¾ widths.

Brussels and Wilton squares in all sizes, designs and prices are also a feature of our showing, as well as a large range of mats and sofa rugs.

OILCLOTHS in the best selling makes and qualities in 2/4, 5/8, 3/4, 4/4, 5/4, 6/4, 8/4 and 10/4 widths.

LINOLEUMS in 8/4, 12/4 and 16/4 widths.



SAMPLES OF ANY ON REQUEST.

John M. Garland, Son & Co.

Ottawa **Canada**

McIntyre's

THE SPECIALTY HOUSE OF CANADA

OUR REPRESENTATIVES
are now showing for FALL

KID GLOVES
LINED GLOVES AND MITTS
FABRIC GLOVES of every description
SCOTCH KNIT SEAMLESS GLOVES—the best made
CORONA MILLS and VIYELLA UNDERWEAR
HOSIERY and HALF HOSE in Silk, Cotton, Lisle and Worsted
SWEATERS and FANCY WOOLENS for Women and Children.
A complete assortment in every department, at old values.

YOUR ORDERS RESPECTFULLY SOLICITED

"IF IT'S NEW AND DESIRABLE WE HAVE IT"

McIntyre Son & Co., Limited

Victoria Square
MONTREAL

47 Rorie Street
WINNIPEG

Offices in Halifax, Ottawa, Peterboro, Toronto, London, Calgary, Vancouver



Demonstrate "Old Bleach" Linens on St. Patrick's Day

Make this the linen day of the year by advertising and displaying the world-famous, sun-bleached "Old Bleach" Linens. Place your order now for your 1914 requirements.

O. B. Stock in Toronto

R. H. Cosbie Limited

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST, TORONTO, ONT.

Cable Address :—"Bargains"

Tauber Bros. & Co.

67 St. James Street - - Montreal

The Cheapest Dry Goods Firm, Manufacturers and Jobbers

Keen buyers will find it worth their while to send for our samples in

English Curtains.
English Laces.
Bedspreads.
Pillow Cases.
Table Covers.
Runners and Squares.
And all kinds of
Swiss Embroideries.

¶ We have also been fortunate in buying a pant manufacturer's stock, and have 5,000 pairs of pants to clear at very reasonable prices.

¶ All orders promptly attended to.

LIDDELL'S
GOLD MEDAL
LINENS

Make March the 17th Your Linen Day

Advertise Gold Medal Linens, display them and talk them all the time, but especially make "the 17th" the big linen day of the season.

R. H. COSBIE, Limited

IRISH LINEN AGENCY

30 WEST WELLINGTON ST., TORONTO

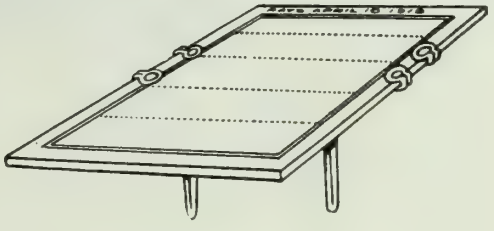
and its name is

TRADE MARK

"Noesting"

It never pricks the fingers or ruffles the temper

IT IS "HUMANE"



The "Noesting" Pin Ticket

is fast replacing the old-time finger-tearing kind that has caused so much trouble for years. It does away with lost sales caused by ruffling customers' tempers.

It saves much of the salespeople's time, because they can ticket goods without danger and without injury to the finest fabrics.

A Free Sample Box Will Be Sent On Request. Why not write now?

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto

"Her Ladyship" Garments

Suggestions to Buyers of

Ladies' and Misses' Ready-to-Wear Requisites



Our most hearty welcome is extended to all buyers visiting the market for the purpose of securing Spring requirements. We direct particular attention to the excellence of our ranges in **Ladies' Ready-to-Wear Outer and Under Garments** for the coming Spring season. During the next few weeks purchases will be numerous of goods for immediate delivery. The ranges we show include the following special lines and quotations of exceptional merit, and should be seen by every buyer in the trade.

CORSET COVERS, lace or embroidery trimmed. Price per doz., $2.00 to $15.00.

DRAWERS, plain or lace or embroidery trimmed. Price per doz., $2.25 to $12.00.

COMBINATIONS AND PRINCESS SLIPS. Price per doz., $6.75 to $45.00.

UNDERSKIRTS, made from White Lawn, Sateen, Cotton Taffeta, Satin and Messetini Silk. Price per doz., from $4.50 to $36.00.

LADIES' WAISTS, made from the newest materials and cut in the latest styles. Price, per doz., from $4.50 to $30.00.

HOUSE DRESSES, made from Prints, Percales andGinghams, all colors. Price, per doz., $9.00 to $21.00.

We excel in **LADIES' AND MISSES' WASH DRESSES** for street wear. Our 1914 range has just been completed, and the latest cloths and styles are very much to the fore.

We are prepared for extra big business in the above. Sizes 14, 16, 18, 20 and 32 to 40. Price, per doz., $9.00 to $24.00.

LADIES' CLOTH SKIRTS made in the latest cut. All sizes. Price, per doz., $13.50 to $27.00.

CHILDREN'S DRESSES, White or Colored. to fit ages from 1 to 14 years. Price per doz., $2.25 to $45.00.

"Her Ladyship" Ready-to-Wear Garments meet the situation in point of selling excellence, price feature, distinctive design, forming a combination of unbeatable reliability. It is not a speculation, but sound business for the merchant to bank on the sales of our brand of Ready-to-Wear requisites. Travelers now on the road with complete range.

THE W. R. BROCK COMPANY (LIMITED)

TORONTO

Dry Goods Review

VOL. XXVI. FEBRUARY 4, 1914 No. 3

How John White Won and Held Public Confidence For Over Half a Century

1860 — 1914

Big and Beautiful Store in Woodstock a Monument to Remarkable Success in Small City—Principles that Underlie His Business Dealings—Sends Thousands of Dollars in Goods as far as the Yukon.

The Review presents in the article that follows some account of the reasons for a growth in a dry goods business that has had few equals in a place of its size in the history of merchandising in Canada. As a young man, Mr. White blazed the trail for many a reform in business methods, and in these days of lightning transformations in mercantile practices it is in many ways unique to find principle established fifty years ago in a tiny store of a small town applied continuously with the magnificent measure of success that Mr. White has achieved in a city of scarcely more than 10,000, and a district adjacent to far larger centres. To all merchants of capital, large or small, the lesson is reassuring: that permanent growth must in the end rest upon the established and merited confidence of the public. This surely is the meaning of the institution known as The John White Co., Limited.

FIFTY-FOUR years running his own store!

Starting in 1860, a lad of barely nineteen, and continuing year by year, up to the present.

And wearied out by the "labor and heat of the day"—that long day of over half a century?

Not a bit of it. And here's the proof. On the evening of Thursday, January 22, 1914, Lieut.-Col. John White, Officer Commanding the 22nd Regiment, Woodstock, Ont., was chief host at a military ball in that city that drew its guests from over one hundred miles around.

And early on the morning of January 23, 1914, there sat in his office, keen, alert, and courteous, Mr. John White, President of The John White Co., Limited.

Some days before Mr. White had been ordered by his doctor to remain home to nurse an attack of grippe: one of the rare occasions in which he had been indisposed in fifty years and more.

Successful in business? And resourceful and keen as ever, keeping his finger on the pulse of rapid transformations in the principles—no, rather, the details of business life?

Surely, for he was master, planner, builder, of a store edifice of whose exterior structure and interior fittings and furnishings the city of Woodstock is proud. A glance at the imposing building illustrated elsewhere will explain that pride, and give an inkling of the extent of that success.

Inspiration in Such a Record.

There is something inspiring in the history of a firm like the one under review; something inspiring in the annals of any Canadian firm that like the hoary oak breasts the stressful storms of business life and triumphs, reaching up with its branches higher and higher as its roots strike deeper and deeper into the soil of public confidence. For the head of The John White Company, Limited, has proved in his big handsome four-storey building, with its 33,000 square feet of floor space and nearly 200 clerks, that a merchant of the Old School can retain his place at the head of the class in the New School as well, and that, fundamentally, the pedagogical principles of the two are identical.

Won Public Confidence.

Stripped of all verbiage the secret of John White's success as a merchant has lain in his ability to win and retain public confidence. This has a ring of old-time virtue about it; a simplicity that may seem to many too simple for this complex age, but fortunately for the welfare of virtue, it is a principle that the complexity of this age cannot prevail against.

Leaving aside for the moment the more superficial question of description of the new store, The Review is able to present in Mr. White's own words, as related to a staff representative, the principles that he has followed during the course of his business career. It should be remarked at the outset, that in some directions he was facing pernicious conditions that obtained in nearly all dry goods stores in Canada 40 or 50 years ago, and in some departures, he blazed the trail for the most of others to follow, for practices that would not be thought of to-day were in full vogue during the earlier part of Mr. White's business career.

Selection of Goods.

"A careful selection of goods is the first point I would mention," he declared.



Attractive ready-to-wear department with goods well displayed.

Mr. White's first experience as a buyer was when he was commissioned by his brother to go to a wholesale at the tender age of 17. It was barely two years later before he set up for himself, and the following year he began the practice of going direct to the British markets. In course of time he established a buying headquarters there, and on an average receives two shipments a week, or 100 a year from this source. He himself has gone over twice every year, altogether to the present, 103 times.

Thousands in Discounts.

"In my buying I take full advantage of cash and trade discounts and this nets me thousands of dollars. Had it not been for these cash discounts we would have been down and out long ago, margins of profit have come to be so close.

One Price to All.

"A second principle that I early put into effect was One Price To All, and to carry this out I marked all my goods in plain figures. In the old days this was done in very few stores. Instead, characters, known only to the salesmen, were used, and had to be interpreted to the customer. Along with this there was in force a practice of reducing prices to customers who seemed unwilling to pay the marked price, and asked for some thing off. It is not many years since this was done in many stores and a few still keep it up to-day.

Prices in Plain Figures.

"But after I had come to the conclusion to have one price for all, I said to myself, 'Why not let the public know it? Why not mark all my goods so that they can see at a glance for themselves?' In other words, I introduced a condition such that a child could be sent to shop for its mother with the certainty that it would get the goods at exactly the same price as a grown-up person.

"This was unusual in those early days, but it helped to secure for me the confidence of the people, and I recognize it as an undoubted factor in building up my business.

Courteous Assistants.

"A third factor has been the employment of courteous assistants. I have been very particular to avoid any discourtesy or inattention to customers on the part of my employees. The treatment of the public in a store has much to do with retaining or losing their business. I have tried to have them treated so that they will like to come into the store.

"I believe in a clerk always being courteous, and never pressing a customer to buy. I urge on them the need for their treating customers as they would like to be treated themselves. I tell them to greet the visitors with a pleasant "Good Morning," or "Good Day," not with a curt inquiry as to what they are looking for. This applies to all in my employ, from cash girls or boys, up.

Keeps in Close Touch.

"In order to see that this rule was carried out, and in general, to know all that is taking place in my store I have made it a custom to keep going around, giving attention in many cases even to small details, such as instructing a new clerk in the proper way to wrap parcels. In this way I have kept in touch not only with my employees, but my customers, and have learned what they want. This has been of inestimable assistance to me in buying stock. The head of a firm cannot expect to do his best work by hiding from his customers away back in his office."

A Good Training.

Mr. White added that some of his clerks thought at the time that he was too particular both in regard to their regular work and their attitude to their customers; too careful about setting them right in what they considered then to be unimportant details, but years afterwards, when they had come to hold positions as managers, or owned businesses of their own, they had told him of the great advantage such a course of training had proved to them.

Employees Over 30 Years.

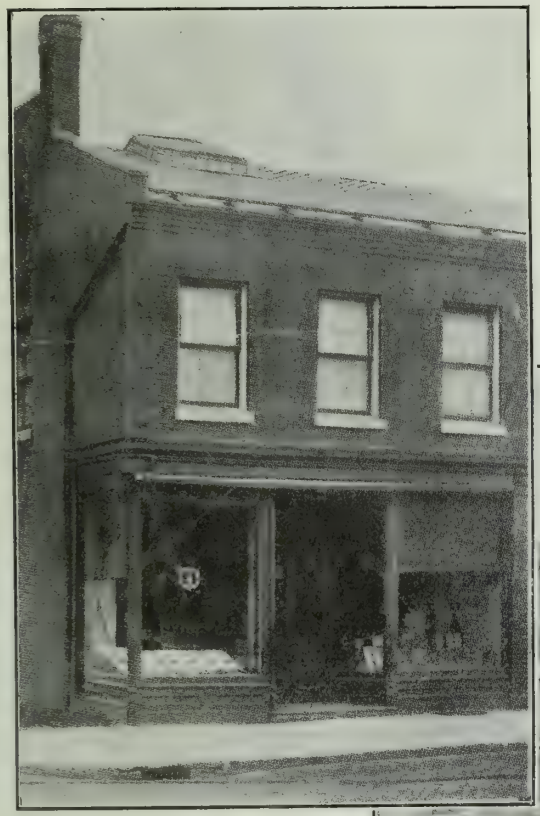
Strictness in these matters evidently had not modified the coriality of the relations between Mr. White and his staff, for several who commenced with him as boys had remained in his employ over 30 years, and still were with him. Among these were heads of departments, for the principle of promotion is kept in force wherever it is at all possible to apply it.

Memory for Faces.

Not only has this close attention to the selling transactions in his store benefited the proprietor through the training of his clerks, but he has kept in personal touch with a large proportion of his customers. He has been aided in this by an unusually retentive memory

HOW SUCCESS WAS WON

1. *Careful selection of goods.*
2. *One price to all and all goods marked in plain figures.*
3. *Employment of courteous assistants.*
4. *Taking full advantage of cash discounts.*



On the left is a view of the first store in which Mr. White commenced business as a boy of 19, in 1860.



The present new premises of the John White Company, Limited, Woodstock, standing out conspicuously with the buff brick and granite facings.

A Monument to 54 Years' Successful Business



Well-lighted millinery department amply equipped with mirrors, stands, etc.

and cases have occurred on several occasions where he has recognized people who had been absent from town for 10 or 15 years, and were paying the store a visit.

"On occasions, I not only recognize them but can refer to the actual transaction which took place at the time they were in, years ago," Mr. White declared. "Those who have not watched this can hardly appreciate the value of recognition and the calling by name of a prospective customer, on the part not only of the head of the store, but the clerks themselves. It is one of the most taking forms of welcome to any customer, "Good morning Mrs. ————,' in place of some uninterested "What can I do for you, ma'am?' "

Goods to the Yukon.

Probably it is this two-fold bond, good, reliable, one-price-to-all-and-all-goods-marked-in-plain-figures system, re-inforced by the personal recognition they receive, that has continued connections for the firm with scores of families who have moved out of Woodstock. This includes every province in Canada, and even places much further away. "Dawson City in the Yukon, Mr. White instanced as one example where thousands of dollars' worth of goods had been sent.

A Few Clearing Sales.

"The confidence of the public" that is what this store strives to obtain. Through this trading has extended to three generations.

"I always aim to buy no inferior goods, no shoddy," Mr. White said, enlarging on his practices. Bargain sales are not frequent, mainly clearing sales of remnants at the end of each season; and big cuts are made only in goods like jackets which must be got rid of, lest the styles next season may make them impossible even on the bargain counter. "The first loss is the least," is a well-tried maxim of Mr. White.

In advertising "bargains" he does not exaggerate real values. "Reductions as announced are genuine; and customers are satisfied, not disappointed. I have found the public know more than they usually are given credit for. Lincoln's words can be applied well to the dry goods business, 'You can't fool all the people all the time.' "

INCIDENTS IN MR. WHITE'S CAREER

1858—*At age of 17 went to Toronto as buyer for his brother.*

1860—*Started business for himself.*

1863—*Doubled size of store.*

1866—*Extended his store again.*

1869—*Made another extension.*

1861-1913 — *Crossed ocean 103 times on buying trips.*

1913-14 — *Completed new store, 4 storeys high, with 33,500 square feet of floor space.*

Bonuses to Clerks.

In dealing with the clerks, the bonus system is applied to a limited extent at Christmas. For a particularly good record, for hard work, or other special services, a cheque, say for $50 is sent in recognition, and cases like this, Mr. White thinks, act as a spur throughout the whole store.

System of Book-keeping.

As might be expected with a thorough-going merchant like Mr. White, the book-keeping system is carried out on a highly efficient scale. Each of the fifteen departments is kept separate in records of sales, purchases and expenses, so that the profit each supplies is accurately worked out. The books are closed at 5 o'clock each afternoon and by 6.15 they are made up. Comparisons with previous days, weeks, months and years are worked out at length, as are the purchases, stock on hand, sales, etc., of each department, and thus the weak points are detected and braced up before they have had time to be a drag on the rest.

The percentages of the salary of each clerk to his sales is kept track of with the same fullness. In some departments 5 to 7½ is allowed; in others, chiefly small wares, they may even go up to 10, but over that suggests a weak spot somewhere.

Check on Over-Stocking.

The close check kept on stocks enables the firm to start cleaning out a surplus in any department in good time.

No Grey-Haired Goods.

"In this way we carry very little old stock," Mr. White stated. "In this department"- the one he was in at the time -"we had a big stock at the beginning of the season, but now an armful would cover it. No, we have no grey-haired goods in our store," he added, with a smile. "We are often asked, 'Why, where have all your goods gone?' "

Goods Coming in Fresh.

Not only is it a theory and practice to keep stocks clean, but another, worked out just as carefully, is to keep stock fresh all the time. Twice a week orders are filled out, and, if need be, cables are sent to hasten an import order."

Business Philosophy that Has Achieved Success for 54 Years

"Careful selection of goods. I aim to buy no inferior, no shoddy."

"Had we not taken advantage of cash discounts we would have been down and out long ago."

"One price to all and all goods marked in plain figures."

"Often I can recognize customers after ten years' absence, and tell them what they bought."



Mr. John White

"There are no grey-haired goods in our store."

"The first loss is the least."

"The head of a firm cannot expect to do his best work by hiding from his customers away back in his office."

"I tell my clerks to greet customers with a pleasant 'good-morning,' not a curt enquiry as to what they want to buy."

THE new store, which has just been completed, was constructed upon the old site, and yet the work was done so skilfully that business went on as usual with little inconvenience to shoppers. An outside view shows a distinctive scheme of material and of architecture, that makes the store stand out prominently along the main street, for it is of buff brick with facings of grey granite, handsome, bright, clean, and commodious to the eye. The frontage is 67 feet and the depth 100, for all the four storeys and basement. The mass of plate glass front is one of the features of which everyone connected with the White store is proud. There are two huge windows, each of a single piece, 16.1 feet by 11.5, which it is claimed is the largest piece of plate glass in any store in Canada. Handsome high mahogany paneling is the background for the windows. There are two entrances, one at the left, for the dress goods and staple dry goods departments, and one on the right with double window displays, for the men's furnishings section.

Lofty, Well-lighted Rooms.

The store inside is lofty on every floor, splendidly lighted, and has a roomy appearance for customers and clerks

(Continued on page 23.)

When Santa Claus Paid His Annual Visit



Typical scene in front of the White store before Christmas. Santa Claus, according to announcement, appeared in the window, which was filled with toys, and afterwards held a reception to hundreds of the kiddies and their mothers in the toy department. The front of the store was thronged like this on three afternoons.

The Retail Merchant and the Figure "Bogie"

Figures Frighten Some Dealers—They Cannot Take in the Many Things That Totals Tell—A Few Simple Rules for the Financing of a Retail Store.

Second of Series Written for Dry Goods Review by Wm. Cambell

A MERCHANT who had called me in to "doctor up" his business -it was in a decidedly sickly condition—confessed to me: "I can't master figures. They make me feel——addle-headed. I can tell when I am making money or when I am losing it, but how, why or to what degree, I simply can't figure out."

His knowledge of accounting was very meagre. His books indeed were a joke. At least I thought them a joke when I started the work of untangling them. Before I got through I decided they were a tragedy. He had not taken stock properly in five years and I found stock listed at the price he had paid for it when it was new, but which through long acquaintance with the store shelves had deteriorated in value. He had reckoned that he was carrying a stock valued at a certain figure. I discovered that the actual value was nearly two thousand dollars less. The book accounts were in very bad shape.

Underestimated the Stock Carried.

I really do not think that this merchant was very much more lax in his methods than a great many others in the retail trade. It is surprising how many merchants, reckoned prosperous and progressive, conduct the business end of their stores with a carelessness and lack of knowledge that reeks of the amateur. I remember a case not so long ago where I was called in by a dealer, who was negotiating the sale of his business, to give a full statement of the standing and stock. This store was a big one, doing a splendid trade. The owner was mayor of the town, a fairly wealthy man as wealth goes nowadays. He was accounted an eminently successful business man and I looked to find things in the store in a number one shape. The store was being operated under a system—a system with several bad faults. I went into the books and thoroughly appraised the stock, making the discovery that this merchant was carrying $4,000 more goods than he had himself reckoned. Accustomed to finding the shoe on the other foot, I could hardly believe it, but at the same time I knew I was right. Will you believe it, that man was hopping mad when I told him of his mistake? He refused to credit it at first and said that his system was too thorough to make such a mistake possible. He gave in finally.



"The man was hopping mad on discovering his mistake."

It just goes to show that you can never be sure. In some of the largest stores in the country, the system employed is inefficient and literally full of leaks.

Questions to Ask Oneself.

Here are a few questions that should be placed before every merchant:

What is your net profit? Are you absolutely sure on that all-important point? Do your half-yearly or yearly stock-taking and your balance sheet show it? Is your surplus item growing as fast as you expected? If not, perhaps this article will throw some light on the subject and be the means of that surplus growing beyond the infant stage.

Calculate All Expenses.

In the first place, it is absolutely necessary that you put down and calculate for all expenses. They will be there all the same whether you calculate for them or not, so be sure you get them or they will surely get you.

Put down a salary for yourself. Also put down wages for members of your family who help in the business just as if they were hired at a certain wage. This should be fixed on the one feasible basis: the value of the help to you, reckoning on what you would have to pay an outsider to do the same work.

If you own the store yourself, the business must pay a rent; the same rent you would get if you let the premises to someone else



"Figures made him addleheaded."

Proving Your Figures.

Now let's get down to cases. Supposing your total expenses equal 20% of your turnover, which is, say, $2,000 per month. What percentage of profit will you require to mark on cost to leave you 10% net profit? The answer in round figures is 43%. For example:—An article costing $10 would require to be priced at $14.30. Prove it by taking off 20%, which is $2.86. This leaves $11.44. Then take off 10%, your net profit, which is $1.43, and you are down to $10, your cost, proving that it requires 43% on cost to allow 20% expenses and leave 10% net profit.

Or again, on $2,000, your turnover for the month, your expenses at 20% are $400, and your net profit of 10%, $200. This leaves $1,400 as your cost. Take 43% of this and you get $602, which equals, as nearly as possible, your expenses and profit combined, or added to your cost of $1,400, gives you $2,002, your turnover.

The Danger of Discounts.

Then there is another danger to guard against, viz:—Taking discounts off for sale purposes or otherwise. Here is an example:—A man wishing to make a large purchase of goods for a charitable institution got the head of a general store to give him a special discount of 15% off marked prices. When the head was spoken to on the subject by the accountant, he replied: "Why those goods were marked at 40% on and I guess we will come out all right." Now the expenses of the store worked out at 18% and this is how it worked out on goods costing $100, and selling at $140. Less the 15%, ($21.00) equals sale of $119. Expenses on this at 18% equal $21.42, so the sale resulted in a loss of

(Continued on page 32.)

Town Merchant on the Lure of City Stores

John M. Hall, of Paris, Declares People Should Buy in the Cheapest Market — How He Meets What He Calls a Natural Condition—Using Rural Mail Delivery.

EVERY business in a town or comparatively small city is face to face with a tendency of many of its inhabitants going outside to do a small or a large portion of their shopping. This is a factor that has to be counted on, more or less nearly everywhere. But to John M. Hall, who has run a dry goods business in Paris for the past 23 years, the visible operation of the theory that far-off fields are green does not bring the wrinkles of anxiety. Else would he look years older than to-day, when the mention of "23 years in business," creates an expression of surprise.

"You cannot help that sort of thing," Mr. Hall replied, in a talk with The Review, on a recent afternoon. "People will do it,—at first." The added words carried a certain significance.

"If you argue with them you only antagonize them and make them think there's something in the outside trip after all. But wait until they have tried it, and if a girl happens to remark that she bought a waist in a certain city for $1, then is your chance, if you have one at as good value, or better, as you often have, to quietly show it to her. That will cure a good deal of this running away to do shopping. Let them find out that they can get as good values at home as away. That is, in most lines.

Same Principle for All.

"But the theory I hold is, 'Go where you can get the best value.' We retail men do it. That governs our buying. We leave this firm and go to that; we leave Toronto and go to Montreal, or leave a Montreal connection and turn to a new one in Toronto. We buy in the best market. How can we expect the people of our own towns to do differently?

"So I tell them: 'Yes, we are asking $1 for this. If you can get it for 75 cents at that place by all means go there. But, if it costs you 75 cents here and 75 cents there, then I think it is your duty to buy at home.'"

The Tax Question.

Mr. Hall pointed to cases where merchants combined and put up big posters urging people to support their own townsmen, because they paid taxes, etc.

"Pooh! I've no use for that theory. I don't believe in it. It's against human nature. It never works. You only make people think you are selling goods at more than you should. No, as I said before, all things being equal, give your own town the preference, but that is all you can ask or expect."

"There is the question of the cost of going to another town or city to buy. Would you take that into consideration? Would you have the home store given the preference to the amount of the fare, when prices are slightly higher?" inquired The Review.

"I wouldn't consider the railway fare at all. I'd decide it on the actual marked price of the goods in the two places. We may as well accept things as they are, look them in the face,—we may as well, for the public will do it for us if we don't. No, every man, business man or consumer has the right to buy where things are the cheapest. It's a rule, and we cannot alter it, so we had better learn to adapt ourselves to it."

Using Rural Mail Deliveries

PARIS is particularly well served with rural mail delivery lines, three routes being covered every day. Mr. Hall, looking around as every live merchant does, for some source to enlarge the territory tribute to his store, decided that circulars might prove of advantage. He tried it several times, announcing sales for Friday and Saturday, and sending out his bills early in the week. He found unmistakable signs that the special appeals drew sufficient response to make them profitable. This use of the rural mail delivery has now become a regular part of his system.

"Before we had rural mail delivery most of the notices we sent out for special sales reached the farmers too late for them to take advantage of them in time. But now the letters reach them the same day they are posted, and my town trade is thus enlarged.

"Even for Paris itself I find that sending round circulars pays me. Perhaps, as is the case in some places, the people do not read the ads in the papers. I suppose in past years they have not been changed enough, and tailors have carried advertisements around Christmas time of suitings for the previous Spring and Summer, but I accidentally tested it one week.


MILLINERY and COATS SECOND FLOOR

JOHN M. HALL

LINOLEUMS AND CARPETS THIRD FLOOR

Sweeping Price Reductions

On the Balance of our Stock of

Ladies' and Misses' Coats, Furs, Millinery, Etc.

The back of the Winter is still ahead of us, and if price reduction is any inducement to buy a coat for yourself or one of the girls, here is certainly a chance to save money

Coats now selling at half price and less

Infants' Bearcloth Coats all reduced in price

SAVE MONEY ON A BABY'S COAT

Size 34 Ladies Long Plush Coat Reduced from 20.00 to 9.75

All Trimmed Millinery at Half Price

Here Are Some Genuine Fur Bargains

Ladies' New Spring Waists

NOW ON SALE AT

ONE DOLLAR EACH

REMNANTS! REMNANTS! REMNANTS!

For Home Sewers

New Spring Prints, Ginghams and Galateas

Sample of circular sent out by rural mail to hundreds of families around Paris.

Only Two Women Came After Them.

"I was announcing a sale of regular $1 white kid gloves for 75 cents and, by mistake it was set up '25 cents' in my ad. Now, what woman in town who read that over would not at least come down to see what the 25-cent value was? Men would not, they are more for quality, and price reductions do not influence or draw them as much, but women are different, as all of us know. The only response to that mistaken 25-cent offer were two enquiries. So I concluded that Paris needed announcements by bills as well as newspaper advertising. In Paris the large knitting company pays its employees every two weeks, so naturally we send out our circulars 'every two weeks.'"

Good Service in the Store.

This conversation with Mr. Hall, covered a considerable portion of an afternoon, for although it was neither market day nor Saturday, customers came in steadily. Accustomed to watch the transient thousands that pass in and out of large city stores, many not buying or even intending to buy, it was a relief for The Review man—possessing,

(Continued on page 28.)

Announcement of Rates For Parcels Post

A Local Zone Within a Radius of 20 Miles—Eleven-pound Weight Limit—Six-pound Limit for the First Three Months—Rates for Provincial Zones.

ON February 10 the long-promised Parcels Post system will be inaugurated in Canada, according to the announcement just made by the Postmaster-General.

The service was promised for January 1st, but was held up by the inability of the Department to make a satisfactory arrangement with the railways to carry the service. The railways demanded a total of six millions. It is understood that an agreement was finally reached whereby the railways will be paid three millions a year for carrying all the mails, including those by parcels post.

A memo. issued by the Postmaster-General states as follows:—

"After considering carefully every phase of the parcel post question, the Postmaster-General has decided to adopt the zone system in fixing parcel post rates on account of the great area over which distribution has to be made in Canada and the comparatively sparse population of the Dominion.

"If a flat rate were fixed that would not entail too great a loss to the Department in carrying parcels from one end of the Dominion to the other, or even from the centre provinces to the extreme east to west, the rate would be too high for comparatively short distances or even between points within the same province, and the only practical plan appeared to be the zone system, under which the rates are graduated according to the distance a parcel will have to be carried.



What Canadian Postmasters expect from now on.

Provincial Boundaries.

"On account of the geographical position of the provinces of Canada, and their being approximately the same size when the three Maritime provinces are considered as one, it was found that the provincial boundaries would be the most convenient to adopt as the limits of the zones, and consequently the rates were fixed by provinces. This makes the system a very simple one, much easier to follow than the zone system based upon mileage alone.

"The first or local rate is 5 cents for the first pound, and 1 cent for each additional pound or fraction thereof up to four pounds, and 2 cents for each subsequent pound up to eleven pounds within a radius of twenty miles from the place of mailing, irrespective of provincial boundaries. This is to give local merchants an advantage within their own neighborhood, and also farmers and gardeners who can use the mails for sending produce to their local market at a low rate.

"A parcel of eleven pounds can be sent twenty miles for 2 cents a pound, and this should give the farmers a decided advantage in marketing eggs and other perishable matter. It will also give a decided advantage to the country merchant over the departmental stores. The farmer can send out goods in parcels up to eleven pounds to his customers at 2 cents a pound, while if the same goods were ordered from a departmental store or any other business concern more than twenty miles distant, it would cost about 5 cents a pound for postage.

"The next rate is fixed for the province in which an article is posted. For the first pound the rate is 10 cents, and each additional pound 4 cents. The cost of handling a one-pound parcel is approximately the same as that of two or three pounds, and consequently it was necessary to fixe a minimum rate for the first pound considerably higher than the average rate for the additional pounds included in the weight of a parcel.

Method is Simple.

"For an adjacent province the rate of 10 cents for the first pound will apply, but for each additional pound an extra charge of 2 cents will be imposed, making the rate 10 cents for the first pound and 6 cents for each subsequent pound. Beyond the province adjoining the one in which a parcel is mailed, an additional 2 cents a pound will be imposed for each province that has to be crossed to the destination of the parcel up to a maximum charge of 12 cents a pound.

The method of finding the rate on any parcel is extremely simple. Rate cards will be furnished to all postmasters and for distribution to the public, there being a seperate card for each province. On this card is given the amount of postage chargeable on any parcel up to a weight of eleven pounds within the province in which a parcel is posted and to all other provinces of the Dominion.

"When a parcel is mailed, the postmaster sees from the address the province to which it has to be carried, and a glance at this card shows him, without making any calculation, what the postage will be."

Basis of Rates.

The first rate is 5 cents for the first pound and 1 cent each additional pound or fraction thereof up to four pounds, and 2 cents for each subsequent pound up to eleven pounds, within a radius of twenty miles from the place of mailing, irrespective of provincial boundaries.

The next rate is fixed for the province to where the article is posted. The first pound is to be 10 cents and each additional pound 4 cents.

For an adjacent province the rate of 10 cents for the first pound will apply, but for each additional pound an extra

charge of 2 cents will be imposed, making the rate 10 cents for the first pound and 6 cents for each subsequent pound. Beyond the province adjoining the one in which a parcel is mailed, an additional 2 cents a pound will be imposed for each province that has to be crossed to the destination of the parcel, up to a maximum of 12 cents a pound.

Rates for Ontario.

The Ontario rates are as follows:—

To any post office within 20 miles—One pound, 5 cents; two pounds, 6 cents; three pounds, 7 cents; four pounds, 8 cents, and 2 cents for each additional pound up to the maximum of eleven pounds.

To any post office beyond 20 miles, but within the province—One pound, 10 cents; two pounds, 14 cents; three pounds, 18 cents; four pounds, 22 cents; five pounds, 26 cents; six pounds, 30 cents; seven pounds, 34 cents; eight pounds, 38 cents; nine pounds, 42 cents; ten pounds, 46 cents; and eleven pounds, 50 cents.

To any post office in Quebec or Manitoba—One pound, 10 cents; two pounds, 16 cents; three pounds, 22 cents; four pounds, 28 cents; five pounds, 34 cents; six pounds, 40 cents; seven pounds, 46 cents; eight pounds, 52 cents; nine pounds, 58 cents; ten pounds, 64 cents; eleven pounds, 70 cents.

To any post office in Saskatchewan or the Maritime Provinces—One pound, 12 cents; two pounds, 20 cents; three pounds, 28 cents, and 8 cents extra per pound up to the eleven-pound limit.

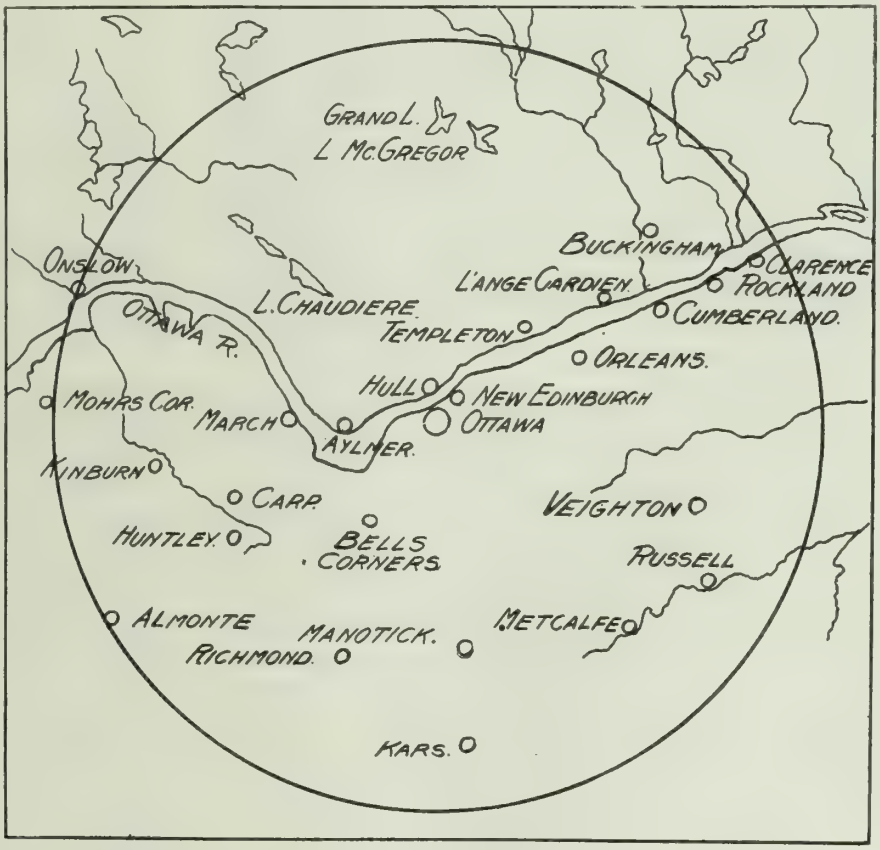
To any post office in Alberta—One pound, 12 cents; two pounds, 24 cents; and 10 cents for each extra pound.

To any post office in British Columbia—One pound, 12 cents; two pounds, 24 cents, and 12 cents for each extra pound.

During the organization period of three months an additional fee of 5 cents is to be charged on parcels mailed for local delivery by the carriers.

One of the important features of the new legislation is the zone system adopted, which provides for a special rate lower than the provincial rate when a parcel is sent to a point within a radius of 20 miles from the office it is sent from. The purpose of this is to afford some protection to the small merchant against his competitor in the cities. It also takes into account the "short haul" question.

There will be seven major provincial zones, the Maritime provinces comprising one. In sending a parcel across the continent there will be an additional charge for each additional zone or province through which it passes.



Map showing how the local zone will work. The zone around Ottawa is taken as an example, the special rate applying to all places within the circle, whether in Ontario or in Quebec.

Eleven Pounds Weight Limit.

Eleven pounds is the weight limit under the new system. It will be noted that after four pounds the rate increases by 2 cents per pound. For the first three months of the parcels post the Department will accept parcels up to a six-pound weight only. This is to provide against a rush of business at the outset before the facilities for handling the parcels post have been fairly tested.

In connection with the regulations regarding the system there will be full instructions for farmers and others regarding the methods of sending farm produce, such as butter, eggs, vegetables, and fruit.

The parcels post rates will be, of course, very materially lower than the prevailing express rates on parcels of corresponding size.

Is U. S. System Top Heavy?

Canadian Post Office officials who are pushing forward our new parcel post system had better beware lest it become a millstone about their necks.

Nothing could have been more or better advertised than the system which our friends in the United States adopted a little over a year ago. It came in with a flourish of trumpets, so to speak, and during 1913 a C.O.D. system was added and advances in weight limits were made with the recklessness of a woodsman when he reaches the city in the spring. Now the Post Office Department at Washington is faced with a likely deficit.

Without Thought of Expense.

A writer on the subject in a United States trade newspaper states that "evidence continues to accumulate that the parcel post system was installed without thought as to its expense to the people at large or its injury to private enterprise, and that a deficit of unknown proportions may yet be faced by the Post Office Department to keep the system going, and that this deficit will be an annual and growing one." In his report just made public, the Postmaster-General of the United States claimed that there was a surplus of $4,510,650 in the running of the Post Office Department. Notwithstanding this, on December 19 last he asked Congress for an emergency appropriation of $1,000,000 to keep the system running until June 30, 1914, the end of the fiscal year. Congress has already granted an emergency appropriation of $600,000 to support the system, and it is a matter of conjecture how many emergency appropriations will be necessary before Congress has information as to just what the system is costing, and paying.

(Continued on page 23.)

Creating Business During Dull Times

It is Not Advisable to Retrench in the Matter of Advertising and to Relax in Advertising When Business Becomes Dull—Greater Difficulties in Getting Business Should be a Spur to More Strenuous Effort—The Experience of an Automobile Manufacturer.

WHEN the driver of an automobile comes to an upgrade, he puts his machine on a speed where he gets the largest leverage. Only in this way is it possible to make the grade.

When a man engaged in any task encounters something of a particularly difficult nature, he braces himself for the work, throwing his full strength and skill into it. If it is a heavy weight to be lifted, he finds it necessary to exert himself to the utmost, to call to his assistance every ounce of reserve strength that he may possess. If a teamster approaches a muddy part of the road, which he fears will "mire" him, does he drive his team slowly, to husband their strength for the work of pulling the load out after it has been stuck? On the contrary, he may, if the need seems great enough, place planks ahead for the wheels to cross on and urge the team over at top speed. By putting on extra speed, it is possible to skim over dangerous places on the ice, where a slow skater would go through every time.

All of which goes to show that when any task or feat presents unusual difficulty it is necessary to exert unusual effort in coping with it.

Is this rule followed out in business circles? Strangely enough, the answer is in the negative.

Some business men, particularly retail merchants, consider it advisable when trade gets a little dull to adopt a policy of immediate retrenchment. They start to cut down expenses, to save in every possible direction, to buy in limited quantities—and to cut down or eliminate entirely their advertising.

In other words, at times when the greatest difficulties confront them, they reverse the law of nature and, instead of exerting greater efforts, they permit themselves to relax.

It is not intended to assert that when business becomes dull, the merchant should throw economy to the winds and endeavor to force business by strenuous extravagance. It is undoubtedly advisable and expedient to carefully supervise all disbursements when receipts fall off. It is intended to assert, however, that the time of trade depression is the time for renewed effort, for earnest striving to keep business moving. It is the time when advertising is most essential.

It is in respect to advertising that business is most likely to err when times get dull. It is sometimes the first item lopped off the expense list. "Unnecessary expense," declares the merchant. But is anything which brings in business unnecessary? Can a revenue bringer be considered at any time as unessential?

Advertising brings results always, whether times are at the crest of prosperity or down in the trough of depression. A carefully planned and skillfully executed campaign will bring business when money is as tight as the bark on a tree. It is sometimes said that results from advertising can be traced more surely during a dull season than during an active one. Business will be secured then which would never have been secured in any other way while during a time of business boom, the general prosperity urges people to buy, and thus places advertising in the role of an assisting agency.

When Aggressive Work Told.

A couple of months ago the manager of a large hardware house decided that business had reached such a stage that a careful investigation of conditions was necessary. He called in the head buyer and asked him how he stood.

"We are pretty heavily stocked," confessed the buyer, with a worried look." I fully expected a brisk fall trade and ordered a little more heavily than usual. You see, we have increases right along each year and in order to meet the demand it has become necessary for us to buy in gradually increasing quantity. I followed along on this policy for our fall and winter stock."

"Sales are light," said the manager.

"I know it. Unless things pick up, we won't sell out our present stock let alone handle repeat orders as in other years."

"We have heavy payments to make soon and we simply must get the money to meet them. What do you suggest?"

"There's only one thing to do," urged the buyer. "Retrench. We can cut down expenses in lots of ways. A couple of the men could be let out. And there's no use advertising now. You can't get business when the business isn't there to be got. If we cut down in every direction, we can get over the difficulty."

"Frank," said the manager, "You've got me into this difficulty by overbuying. Now you propose a way to get out which would set us farther back. It doesn't seem feasible to me, when we are overloaded with stock, to suddenly drop all efforts and try to make up for lack of sales by shortening up on expenses. If you had your money tied up in a piece of property and you needed that money badly, you would just naturally hustle out to sell that property. You would take off your coat and work early and late. If you knew of a prospective purchaser living in a town nearby who could be reached by the payment of a small railway fare, you would get over there as soon as the train would take you. The cost of the ticket wouldn't stick you.

"Now then, here we have our money tied up in goods and we need the money badly. There are prospective purchasers all over the district if we can only get to them. It costs us the price of advertising space to get to them but we've got to do it. To cut down our advertising would be just as foolish as for that man with the property to economize by not buying a railway ticket.

"No, Frank, I am going to try exactly the opposite to what you suggest. Instead of letting any men go, I'm going to keep them as long as the prospect of work holds out. Instead of cutting off all advertising, I am going to try the experiment of using more space for a while to see if we can't scare up more business."

This policy was carried out. A more comprehensive advertising scheme was started and the results soon showed. Business became appreciably better and, according to last reports, the firm are beginning to send in repeat orders.

This is an actual instance; not a hypothetical case. It shows that where success can be achieved by not slowing down the wagon of business when it approaches the bog of depression but by laying down the planks of advertising to provide a firm way across.

How it Works.

However, nothing is more convincing than to hear a successful business man tell of his own experience. It will be interesting, and convincing, therefore, to quote extracts from an address by John N. Willys, president of the Willys-Overland Co., Toledo, delivered before the Sphinx Club, New York, on December 9. He said in part:

We have found that it pays us to be

(Continued on page 23.)

Plan of the New White Store

Main Floor—Staple Lines and Men's Furnishings.
Second Floor—Women's and Children's Ready-to-Wear, Whitewear, Millinery, Furs and Ladies' Rest Room.
Third Floor—Housefurnishings, Carpets, Rugs, Linoleums, Curtains, etc.
Fourth Floor—Manufacture of Dresses, Millinery, Men's and Boys' Clothes; Fitting and Waiting Rooms.
Basement—Reserve Stock Departments, Fifteen in all, and Parcel Room.

(Continued from page 17.)

alike, in spite of the heavy stocks of goods in every department. In a later issue The Review will deal at greater length with the fittings, both those now in use, and the plans of the management for the near future.

The main floor is divided naturally by shelving into three parts. To the left on entering are linens, prints, etc., with shelving and counters on either side, and display tables in the centre. The middle section is devoted to smallwares, gloves, hosiery, dress goods, etc., and the right section to a fine assortment of men's furnishings and clothing, with a liberal use of silent salesmen and racks. The offices are at the rear, and an elevator on the left hand side, connecting with the upstairs departments.

Ready-to-wear, Millinery, Etc.

The second floor is fitted up in a cosy and almost luxurious fashion, for women's and children's ready-to-wear at the rear, millinery on the right when one faces the front, furs in the centre, and corsets and whitewear on the left in new white enameled shelving now being put in position with mahogany counters. At the right side near the rear is a women's rest room with tables, easy chairs and everything else inviting.

Fine Section for Furnishings.

The third floor is a department in which the proprietors take special pride, as it has one unobstructed sweep from front to rear, side to side, and is devoted entirely to house furnishings, rugs, linoleums, curtains, fixtures and wallpaper.

Manufacturing on Fourth.

The fourth floor is the manufacturing department, not too strong a name when it is considered that ladies' dresses, hats and men's clothes are made here on an extensive scale, as well as blinds, curtains and other household "accessories." Six skylights give a good ventilation. The men's clothes are made on power machines under a team system that saves time and expense. The fitting rooms for the dressmaking are well lighted and furnished with easy chairs, carpets, curtains, etc., cosy and comfortable.

The basement is devoted to reserve stock, kept separate for each of the 15 departments. Each outgoing parcel is entered in a book, after being designated to its route, and the book is signed and otherwise a complete check is kept.

From top to bottom the new store marks a conception of years of planning and experimenting, and is admirably suited to the convenience of shoppers, the welfare of the clerks, and the orderly conduct of what has grown, steadily, year by year to be one of the leading dry goods stores in Western Ontario.

With Mr. White in building up and maintaining this large business are associated his two sons, William and James A., while Mr. R. M. Whitelaw is the secretary-treasurer.

Announcement of Rates for Parcels Post

(Continued from page 21.)

"While the department," adds the writer, "isn't accused of a deliberate desire to mislead the public in regard to the exact status of the matter, nevertheless all of its reports and comments give that impression. Postmaster-General Burleson's report is based on the fiscal year which ended June 30, last, and yet it is admitted that from January 1st, the date of installation of the system, until June 30, the ending of the fiscal year the railroads of the country did not get one additional cent for the carriage of the 300,000,000 packages carried, and that since July 1, the beginning of the present fiscal year, some of them have received from but 1 to 5 per cent. additional compensation. In addition to this, the Postmaster-General has been compelled to announce that he will make an emergency recommendation to Congress for further compensation to carriers to save them from actual loss in the handling of mail, the recommendation being based on the volume of mail due to parcel post."

LOCAL ZONE SYSTEM.

The territory around every postoffice within a 20-mile radius will constitute a local zone, within which local rates will prevail. These local zones will overrun Provincial boundaries wherever the postoffice is located within 20 miles of such boundaries.

The local zone rate is expected to be of considerable benefit to merchants in small centres, who will thus have the advantage of posting at a lower rate than that paid by the large stores of the big cities beyond the 20-mile zone. The local zone rates will be:

	Cents.
One pound	5
Two pounds	6
Three pounds	7
Four pounds	8
Five pounds	10
Six pounds	12
Seven pounds	14
Eight pounds	16
Nine pounds	18
Ten pounds	20
Eleven pounds	22

The C.O.D. Addition.

In this report of the U.S. Postmaster-General, he makes it clear that the C.O.D. system benefited the mail-order houses. This is self-evident, and it would be to the lasting shame of the merchants of Canada if they ever permitted our postal officials to go so far.

Creating Business During Dull Times

(Continued from page 22.)

continuous advertisers. We do not believe in advertising to-day and forgetting it for six months. We do not believe in stopping our advertising in the dull season. We believe in keeping our name before the public twelve months in the year, and that's what we try to do in some form or other.

If times are really going to be as bad as we are led to believe, every time we go down town, why, I say, advertise! Instead of spending eight hundred thousand dollars for advertising this coming year I am willing to spend a million and a half.

The time really to make good, the time to know whether you have got a real business in any line, isn't in boom times. Anybody can be successful, anybody can sell a lot of merchandise, in boom times, when the times are good

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, FEBRUARY 4, 1914 No. 3

BRIGHT FOR KNIT GOODS

FAITH in the bright future of knit goods needs no further basis for its existence than the news and advertising pages devoted to this department in the special sections of this issue. Never since the industry became of recognized importance to warrant unusual treatment by retailers in the advertising columns of the newspapers, in full window displays and in attractive interior arrangements, have there been so many new lines offered to the public, so many improvements brought out, such an extension of knitted fabrics into the field hitherto occupied by "ordinary" cloths. This movement on the part of the manufacturers has come only after a shrewd survey of the future possibilities of knit goods, based on the extraordinary growth during the past three or four years. It is thus no haphazard experiment for the manufacturers and will not be for the retailers. The position taken by the makers of knit goods is all the more reassuring after some disappointments due to mild weather before Christmas. The position for knit goods is growing stronger steadily as their merits are becoming recognized, and already they have attained the position of staples in nearly every dry goods store in the country.

LOCAL ZONE IN PARCELS POST

THE official announcement was made in Ottawa in the latter part of January that arrangements for the Parcels Post system had been completed, and that it was hoped to have the system inaugurated by the tenth of February. Complete details of the rates were given out.

The most satisfactory feature is the fact that the promise of a local zone has been fulfilled. A low rate will apply on all goods shipped from any postoffice to a point within a radius of twenty miles. The rate within this local zone is on practically the same basis as that adopted for the first zone in the United States. The next step in the system is the establishment of provincial zones. In other words, one rate will apply on all goods shipped to any point in each province beyond the 20-mile radius of the local zone. Thus it will be possible to ship goods from Toronto to Sault Ste. Marie for the same rate that would apply if the shipment were made to Hamilton. Charges will be made in proportion to the zones traversed. The local zone will be maintained irrespective of the bounds of the provincial zones, however. Thus it will be possible to send from Ottawa over the provincial lines into Quebec at the local rate for all territory within the twenty-mile radius.

The rates are explained elsewhere in this issue. Whether the advantage of the local zone will prove sufficient protection to the local merchant against the mail order houses is a matter which time alone will tell. That the local zone will enable the merchant to give his customers a better service is obvious, however. If this advantage is energetically followed up, it would seem possible for the retailers to hold their own. That the new system will serve as a stimulus to mail order buying is certain, however, and the retail body will have to be thoroughly wide-awake if the balance is to be maintained.

The interest of the retail merchant would suggest, therefore, that immediate steps be taken, to find the means of utilizing the lower rate on the local zone. To get in touch with outside customers is now the most pressing duty of the merchant.

Get them interested in the service YOU can give them via Parcels Post.

THE BUSINESS OUTLOOK

IT will perhaps be in order to briefly review some figures relating to the year 1913—figures which go far to prove that conditions were not so bad for all and, what is more to the point, which point with unmistakable directness to the bright prospects ahead.

"The financial stringency," says a writer in a current periodical, "appears to be preparing for departure." He is not over-stating the facts. The stringency has gone. Money has "eased up" very considerably. The prices of securities are going up. There is a more generally active tone on the money market and even the stock exchanges are beginning to show signs of activity, a sure sign of a more free circulation of the medium of barter. And business is showing the same hopeful signs. An improvement, slow but sure, has set in. By the middle of the summer, business will be headed toward a new plane of activity.

A few figures will demonstrate how fundamentally sound conditions were under 1913. Dairy products of the prairie provinces brought in about $5,000,000, or nearly $2,000,000 more than in 1912. Live stock in the same section approximated $23,000,000, or an increase of nearly $8,000,000 over the preceding year.

The output of the iron and steel trades showed an increase of 10%. The earnings of the railways showed advances ranging from 4½% to 12½%—a significant indication of national growth. Canada's cereal milling capacity increased to 121,000 barrels per day, which is about 10,000 barrels more than the 1912 capacity.

Approximately speaking, Canada's external trade was $200,000,000 greater during 1913 than for the preceding year and this, so the statisticians tell us, is the greatest increase in any one year in the history of the Dominion.

Keep Your Customers Satisfied

See that they get what they ask for (you can get anything in dry goods from ourselves)—and not only will you please them, but you will rivet still more closely the chain of habit that impels them to buy from you.

Just now we are showing some very nice "challie antoinettes" and Empire twills at 10 cents. Just what you need now.

We'd like to send you samples. May we?

The W. R. Brock Company (Limited)
MONTREAL

A few other facts will serve to prove the fact that 1913, though a year of uncertainty and of hampering financial tightness, was nevertheless a year of industrial activity. Some 4,000 miles of new track was laid. The population increased by nearly half a million, the immigration figures showing a total influx of 48,812 during the year. The crop figures showed very large increases. Building permits were large in most centres. Bank clearings were large. In Winnipeg alone they reached a total of $1,634,977,237.

The present year is opening with splendid promise. The gradual improvement in conditions, which was predicted, is being felt. Each week sees a brightening of the business horizon and a larger volume of trade. That this gradual process of development will continue for several months is the general belief; and after that, there will be no limit to the measure of the prosperity that will be felt.

From the standpoint of the dry goods business the outlook is steadily becoming brighter. In some lines, particularly heavy clothing, inclement weather supplemented the general conditions to the disadvantage of the retailer, the jobber and the manufacturer. In many lines at present there is a tendency to buy more lightly than one year ago, and the system of dividing responsibility for carrying stock may have to be reorganized as between all three parties, temporarily at least. But this ultimately will not affect the basic conditions of trade. Towards Spring and Summer business there is a growing confidence, and knit goods manufacturers report many firms not only equalling, but adding to last year's orders. Undoubtedly there has been stirred up a feeling that a more systematic analysis of costs and selling prices, the buying of goods, the cleaning up of too heavy stocks, and other vital points in the business of to-day is imperative upon those merchants who have trusted hitherto to the buoyancy of the commercial wave to carry them over the line year after year. And this will be of untold benefit.

THE OLD-TIME VIRTUES

IN BUSINESS life as in every other occupation there is a temptation these days to leave the narrow path that absolute veracity would prescribe and essay a more brilliant or more flashy method as a short-cut to a larger turnover and, presumably, higher profits. The stock market and real estate transactions, with all their enticing, earned and unearned "increments," have exercised a more or less disquieting influence upon that more staid course of business life that is limited to the selling of merchandise to the general public. This had, doubtless, a more potent appeal for the younger men but it has permeated a certain number of all ages. The establishment of a strong public confidence was admitted as an ideal, but this necessarily meant providing tangible evidences of merit over a course of years. The career of Mr. White provides, however, abundant proof of the superiority of such a system of business over all other forms. The study of the public; accommodating them not only in the goods they desired but in courteous treatment; making the store a place they liked to deal with, so much that orders continue to come from thousands of miles away for years after a removal: all have resulted in a success that justified the long, painstaking experiment. Coupled with such a system it is gratifying always to note an alertness and intelligent adaptation of details to changing public moods as years went by, and a tightening up in internal systems of bookkeeping, display, delivery, and the like that enabled the general policy mentioned before to achieve a development under the most favorable external conditions. This is no suggestion that the business practices of Mr. White are not duplicated along similar lines in hundreds of stores in Canada, but that an example of a merchant being spared his physical strength for over fifty years to see and enjoy in his daily work such a consummation of honorable practices is so rare as to be worthy of comment.

A MAGAZINE OF SERVICE

"WE'RE going to try out that plan for late-comers, suggested in the Spring Number of The Review," observed an official of a large manufacturing concern in Canada to a member of the editorial staff. "I mean the one in which employees must pass through the office if they are late. The superintendent has been bothered a good deal by girls persisting in coming after the hour for starting work. We've tried taking a dollar a week off their wages, but this has not seemed to have much effect. They prefer the luxury of a few minutes more in bed in the morning, and it is getting to be a serious problem with us. The other day the Superintendent came to me again with the same complaint, apparently helpless. I told him I remembered reading a plan that looked good to me, and found it in The Review for him. It appealed to him at once, and we have determined to put it into force in February. We will give them a couple of minutes' grace, and then lock the door and have them come into the office and explain to me or someone else. I think that will stop their late habits."

This is not the only firm that has announced its intention of adopting the same suggestion. The point is mentioned, not as a reference to any particular article that has appeared in this magazine, but merely to recall to our readers the fact that The Review exists to perform a service to its readers. It endeavors to present plans that have been tried out successfully by merchants, on the assumption that what will benefit one, will benefit many more. It aims to be a medium for the circulation of practical ideas for the merchant, and will welcome at any time, as it frequently has, suggestions from its readers from their own experiences, and equally, inquiries from those who are confronted by difficulties that others have solved. A special form of inquiry is published in each issue, but the request may be sent to The Review in any form. Consider our "Trouble Department" as freely at your disposal.

EDITORIAL NOTES

Make that twenty-mile zone your own preserve.

• • •

Once again we remark, "Count the Cost" in your business. It will help swell your profits.

• • •

In providing all the many conveniences for the public these days, it is possible to go to the length of being imposed on. Are there any cases where we are pampering the public?

• • •

"It will give a decided advantage to the country merchant over the departmental stores," declared the Postmaster-General in his speech on Parcels Post. Will this serve to dissipate London Board of Trade's alarm?



SELL ALL THE TIME

There's no let-up to the demand for English Mohairs from January to December.

They are *style* fabrics with *staple* demand. Used by the smartest because of their *style*—used by the economical because of their *qualities.*

The leading Paris designers frequently select Bradford-made Mohairs for the expression of their best ideas.

You can obtain English Mohairs guaranteed by the B. D. A. in an endless variety of stunning patterns and color combinations.



See your importer or wholesale house.

Make it an invariable rule to carry the best

ENGLISH MOHAIRS

Guaranteed by the B. D. A.

The Bradford Dyers Association, Limited, of Bradford England

DRESS FABRICS

Velvets Still Hold Lead For Early Spring

Parisian Makers Using it Extensively — New York Also Favors it — Dark Colors Gaining Ground, with Black a Favorite.

FOR SPRING WEAR.

Velvets selling freely for street dresses, suits and costumes, and in rich colors for evening gowns.

Sapphire blue favorite color in Paris.

Black gaining ground in all markets.

THE trade always holds it as an indication of continuance when a fabric or weave finishes the selling season in a strong position. During the Fall and Winter now ending there has been an exceptionally strong call for velvets, velveteens and all pile fabrics. So strong is the velvet craze that velvets will sell for early Spring wear, and this material is in no inconsiderable use for the early season's hat.

Not only have velvets sold freely for street dresses, suits and costumes but velvets in rich colors have been combined with filmy tulles and laces in the production of evening gowns.

Entire coats and voluminous wraps draped and loose at the top and drawn in towards the bottom have been featured in velour and velvet and in imitation furs and plushes.

Majority Wore Velvet.

During the late Winter months the wearing of pile fabrics, such as velvet, velour de laine, duvetyn, etc., has been very noticeable in New York. At the last Monday morning Bagby recital held at the Waldorf-Astoria, black velvet was worn by the majority of the matrons, while the younger women were gowned in velvet in such colors as olive green, Burgundy, grey green and petrole blue. When velvet was chosen duvetyn or velour de laine were the materials used.

In Paris at the present moment black velvet is the one fabric for outdoor wear, and the great couturieres are making velvet gowns for their leading customers for evening in such colors as sapphire blue. A Doucet model in this rich color made for one of the principal actresses was of chiffon velvet combined with chiffon of the same color richly embroidered in oblong metal beads. A Paquin model recently shown was of King's blue velvet and black tulle trimmed with blue ostrich.

In short, Parisian dressmakers are so pleased with velvety weaves that Rodier is designing materials of this class for their use for Spring wear. These materials all point to a vogue for cut cords and corduroys in the coming Fall. The new Rodier fabrics are of cotton velvet, or of silk and cotton,—the cotton being on the crepe or voile order with stripes of pile fabric forming a cord effect. Cotton duvetyns have been perfected, and these pile novelties are the freshest and latest ideas that Paris has put out.

Many buyers feel that velvets and pile fabrics have had three good seasons in succession and that it would be wise to expect a change. So far as both Paris and New York is concerned the smartly gowned woman is accepting velvets and pile fabrics as the last word of fashion.

Dark Colors Promised.

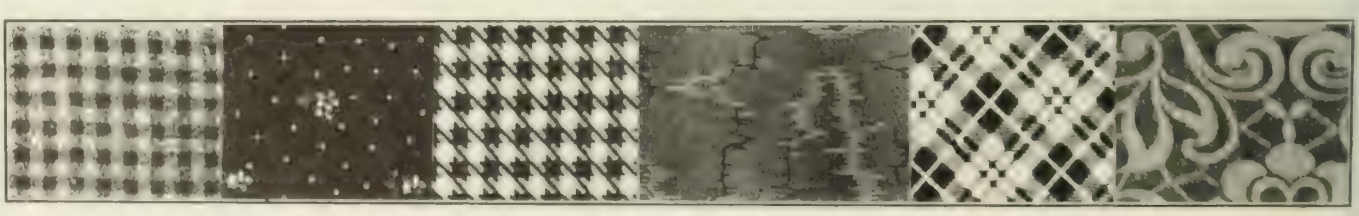
Colors promise to be dark, with blues, browns, myrtle, olive, purples on the amethyst order and green greys and taupes as the leading colors. Black is gaining ground in all markets and will be very much to the fore in the Fall and Winter of 1914-15. Materials in solid color promise to be in first place, and two-tone melanges, and two-color effects in plaids and checks good in fancies.

Using Rural Mail Deliveries

(Continued from page 19.)

as he did, a fellow-feeling with the merchant—to notice that not one in ten, perhaps a strict count would have made it only one in twenty, went out without buying one or even several articles. It was a tribute both to Mr. Hall's accurate sizing-up of his constituency's needs, and to the persuasive powers of himself and his assistants. Necessarily, in a small place there is the personal element, the acquaintance inside and outside the store. This counts for much as a tie and acts as an almost indissoluble bond. But this undoubted attraction was supplemented by an unfailing courtesy and a trained salesmanship, backed up with tact. Supplementing this, or rather sharing at least half the credit for actual sales was the presence of well-stocked shelves, with varieties in texture, shade and design that satisfied the wishes of almost one hundred per cent, of those who entered.

It is only fitting to add as worthy of special note in a Knit Goods Number that the first thing one notices on entering the store is a special counter with knitted caps, toques, and other headgear that in a lively hockey town such as Paris, always receives a large share of attention. So did that table on the afternoon when The Review man called on Mr. Hall.



ADVANCE NOVELTIES IN VELVETS FOR FALL.

Velvet is still the most worn material in Paris and New York, and cotton velvets, particularly in ribbed effects, form the Rodier novelties just introduced this Spring. Shown by Silks Co., Limited.



SILKS ARE IN THE LEAD

Silk of all kinds are required to meet the trend in fashion, and to fill this demand we have a large range of popular lines.

Included in which are—The new **Chiffon Taffetas, Crinkled Crepes, Crepe-de-chenes,** in plain, printed and broche effects.

There are also **warp prints, Roman stripes,** new **fancy Tartans, Moire Velours,** in all the newest designs from the **Fashion centres.**

With our extensive range to look through, you will have a broad view of the trend in Silks.

Our new lines are now arriving from the mills, and we will be pleased to show you our complete range of staple and novelties. Kindly give us a call when in the city.

Write for samples, they will be mailed on request.

The Silks Company, Ltd.
55 BAY ST. TORONTO, ONT.
Thomas Block Calgary, Alta.

New Year Brings a Better Demand For Silks

Prices Firm on a Basis Giving Manufacturers Adequate Profits —The Trade Generally Buying Better Materials—Little Surplus Stock Available for Cut-Price Sales—The Favorite Shades.

THE last month of the old year, and the first weeks of the new, have brought out an increasing demand for silk materials that is most encouraging for the future. And the outlook for the Spring season now opening is further brightened because stocks are in good shape, and there is very little material on the market for cut price activities to work with.

Buyers are beginning to come in for the openings, and are showing an increasing willingness to place liberal orders, and another feature that shows improving conditions, and makes for their permanence is that the demand is largely for the better qualities. This means that both buyers and customers will receive more satisfaction, and the retail trade should use every effort to encourage the sale of better goods. Not only are profits better and turnover larger, but the customer receives more satisfaction as the color, style and appearance is better, and the wearing qualities increase the reputation of the department.

Interest in Chiffon Taffetas.

The chief new feature now developing is the increasing interest in chiffon taffetas. These new taffeta weaves are very sheer and supple, and though they drape beautifully have a little more substance and body than satins. They are exactly suited to the new forms of flaring tunics, and pannier and hip draperies and this is why the Parisian couturieres have adopted and are pushing taffetas.

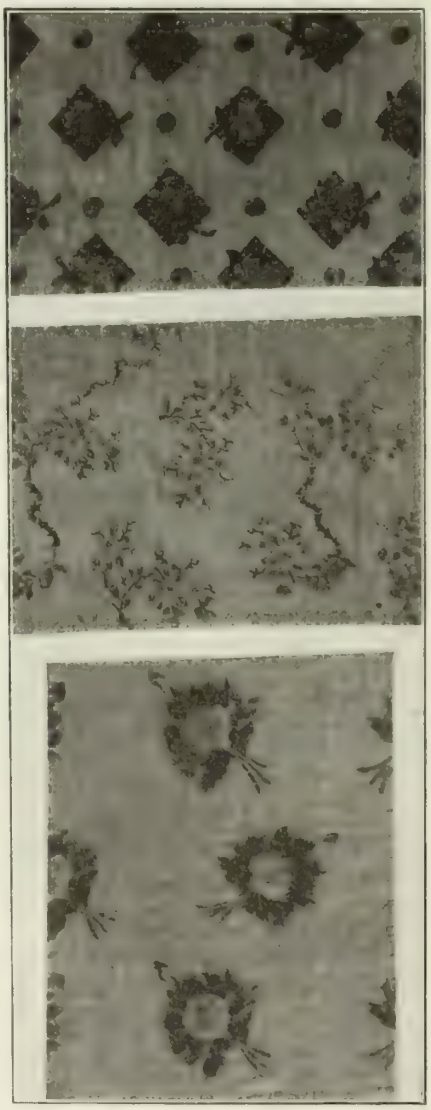
Retailers who do a high-class trade, and garment manufacturers who produce advance styles are showing chiffon taffetas as the leading material in their new lines.

Taffetas come in plain colors, glaces chiefly with black or white warps, and in Roman stripes, suiting stripes, and in a host of surface printed and warp-printed patterns.

Moire effects are also featured in taffetas, and in other silks, such as poplins in silk and wool, and in the velour variety. The new moires come in novel effects resembling jacquard patterns produced by the watering and also in figured and flowered designs.

Chinese Influence Strong.

Printed taffetas head the list of printed silks, but printed patterns are applied to nearly all the silks selling.



Printed chiffons in Chinese and Futurist designs. Shown by Novelty Import Co.

Printed crepes are a big feature, and bengalines, Jap silks, soft satins, chiffons and voiles all show printed patterns. The Chinese influence is strong and the newer patterns are larger and not so closely spaced. Branches of cherry blossoms, bamboo, and flat floral patterns taken from Japanese and Chinese sources are some of the leading motifs in the new designs.

Soft Satins and Crepe Weaves.

Though fashion is endorsing chiffon taffetas the popular trade is still interested in soft satins and crepe weaves, and from the standpoint of big selling these materials still lead. With the better trade charmeuse is a favored material, and for slips, linings, moderate-priced gowns and costumes, messalines, Paillettes, and other soft makes of satins still hold the first place.

Plain and printed crepes, crepe de chine, satin finished crepes, crepe meteor, and many weaves in silk and cotton as well as mixed with artificial silk promise well for the new season.

Brilliant Shades Still Selling.

The color development seems in favor of dark colors, though for many special uses brilliant shades are still selling. The new colors put out for Spring are rich and flowerlike, and the color card provides a number of light tones that are evidently intended as relief colors for use with the numerous dark shades shown.

As favoring dark colors one only has to point out the increasing sales of black materials during the past year, and the prominence black has assumed in the advance orders for the season now opening. Black at the present time is the feature of the new millinery and stands an excellent chance for keeping its place right through the Spring season.

Blues and Browns.

Blues promise well and here again fashion is favoring the darker shades. Petrole may be placed first on the list and is a deep blue green shade. Deep sapphires and grey blues will interest the fashionable trade and so will the new dark navies. Popular trade will take somewhat brighter tones, particularly the blues on the Nattier order.

In browns the situation is much the same for fashion favors most the very dark shades, such as the new tans and tete de negre, while for more popular selling mahogany, beech, and browns with decidedly a yellow cast are good. On the Canadian market marked favor is being shown for prunelle and deep amethyst tones and this development is reflected in many accessory lines. Green is growing in favor with deep myrtle and Russian greens in first, and with bronze and dead leaf shades creating interest in the better trades. Deep wine shades are shown.

In trimming colors emerald, sapphire blues, royal purples, gold, apricot, cardinal, and the new foxglove shades will replace cerise.

The Reason Why We Want Your Trade

You can always depend on getting from us

The Newest Fabrics
The Latest Styles and
The Big Sellers

We make a thorough study of the needs of the Canadian trade, secure control of the most suitable fabrics and style them to suit your wants. Many of the biggest mills, knowing our capacity for big things, favor us in the matter of styles and delivery.

We specialize in:

Ladies' Costume Cloths, Sport Coat Cloths

Suitable Fabrics for Ladies' Tailor-Made Suits

The Famous "Empire" Satin Linings
(The Best Satin Lining in Canada)

"Vickerman," "Monarch," "Rockfast"
Serges and Cheviots

In qualities and weights for ladies' or gentlemen's wear.

Nisbet & Auld, Limited

32 and 34 Wellington Street West, Toronto

High-Priced Lines in Cotton Novelties

Crepes Are the Novelty Fabric, With Ratines and Voiles in Second Place—Chinese Patterns, Embroidered and Printed, the Newest Feature.

THE season in cotton dress fabrics is already opening up as novelties are making their appearance in the big city stores, and as soon as the inventory period is over a more extensive showing will take place. Interest centres largely under present conditions on novelties retailing from 75 cents up to $3.00, and over per yard, for it is in this section of the department that development is taking place. One feature in this development seems to be the scarcity that always makes itself felt at an early date. This is due largely to the slower rate of production occasioned by the larger assortments of weaves, patterns and qualities, and to the dividing up of orders into smaller lots. Mills making these high-priced goods and also converters and jobbers do not naturally care to provide heavy stocks of these novelties in advance of the demand. And when the retail trade is ready to order it is too late to get the goods on time. Merchants who face the situation in the modern manner and are close enough to the trend of fashion development to place orders at the proper time are doing a large business, and making profits commensurate with the risks they take.

In the coming Spring the importance of novelty cotton goods is assured, and buyers are preparing to give their first showings the setting that is due to the business done in this section of the department.

Crepes Easily in the Lead.

There is no change in the position of the materials prepared for Spring selling. From the first opening out of Spring cottons, crepes have assumed the lead and now that the retail selling season is due crepes have if anything taken a position of added strength.

Crepe weaves come in infinite variety and effects, and in qualities that range from the 10c. and 12½c. qualities to materials that sell at prices that duplicate those obtained in the silk and wool fabric departments.

Though for the most part the crepes shown are very sheer, some of the later productions are decidedly heavier and approach very nearly to ratines in effect. In short it should be said that the extreme novelties in crepe fabrics show a tendency in favor of heavy rough weaves.

Another high novelty comes in the shape of embroidered crepes produced on the loom and ornamented with Japanese and Chinese patterns of very original design. Other crepes show embroidered sprigs, spots and small set figures worked out in chenille. Printed crepes come in a wide variety of patterns in small floral and in larger flat Chinese figures in futurist designs and many others. Crepes also show stripes and checks formed of bourrette yarns, and crepes decorated with ratine yarns in the form of checks, stripes and brocades are in a very strong selling position.

Plain crepes are to be largely used for making children's dresses, waists, and under-garments.

Voiles and Ratines.

Voiles rank next to crepes in white goods, but in the section devoted to colored cotton materials ratines have the selling position after crepe fabrics. Waist manufacturers are using quantities of white cotton voiles of sheer weave and firm finish, and are also using voiles ornamented with inwoven white and colored stripes often of artificial silk. All the leading colors can now be had in cotton voiles and for many purposes cotton voiles in the more delicate shades are taking the place of the more expensive silk materials. Printed voiles are showing in floral patterns chiefly, and also in bordered effects.

White ratines are important materials and will be used for separate skirts, dresses and suits. In colored goods ratines come in plain and mingled cloths in color and white, and in a wide range of black and white stripes, checks and plaids, and in checks and plaids in soft colors and in effects that approach tartan plaids in brilliance of coloring.

The dress linens sold come in the lighter weaves and in weights and weaves suitable for automobile coats and separate skirts. The crepe weaves introduced a year ago have done well and the strongest development has been in white and natural shades. Fair advance orders have been placed on colored dress linens but the business is of a staple nature.

Toronto, Ont.—Wm. Petley who formerly kept a dry goods store on King St. with his brother, is dead.

The Retail Merchant and the Figure "Bogie"

(Continued from page 18.)

over 2%. When the head got these facts into his system he was more than surprised and you may be sure that he will not do it again.

It will be noted that in the foregoing, all reckoning has been done on the selling price. There are merchants who object to reckoning overhead expense and profits on the selling price, but there are no valid reasons for this stand. It is customary, in fact it is obligatory to reckon on the selling price in other matters. The percentage for overhead expense is reckoned on the selling price; it could not be reckoned in any other way. When a salesman is paid on the percentage basis, the reckoning is done on the selling price, not the cost price, of the goods he has sold. He reverses the process in reckoning profits?

Finally, I would propound this advice: Get to be sure of the percentage of gain gross profits; secondly, of your expenses, and then prove them by taking stock at regular intervals, when your trading account will show you whether your net profit works out right or not. Do this and you are on the right way to make your business a success.

GRAY YEAR FOR GLOVES

The conviction is growing among the glove style watchers that this is not only the gray dawn of a new year, but the dawn of a "gray" year, says The Glovers' Review. The demand for grays is growing a-pace. Not for just gray, but oyster gray and French grays, of class of distinction. The black vamp shoe with the gray top is calling for the gray glove to match the top, and this in both men's and women's. And, too, there's the black shoe with the light fawn or dark mode top for which there is a call for gloves, of like shades. This mainly in women's.

The glove made from "degrained" leathers—Mochas and suedes—in these shades is wanted and it looks as though more of them would be wanted than will be obtainable at prices that appeal. Not that this demand is country-wide. But even the ultra style sections can absorb no mean quantity of these goods, if the shade is right and the style is distinctive.

Port Coquitlam, B.C.—The Grinnell Glove Co. have commenced manufacturing.

Winnipeg.—G. Lerman's clothing and shoe store sustained heavy damage by fire

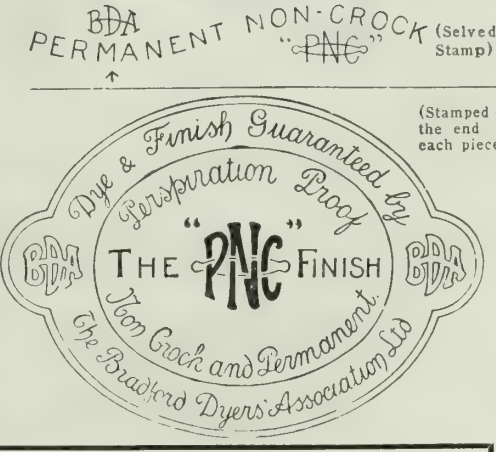
THE "PNC" FINISH

for LUSTRE, ALPACA *or* MOHAIR TWILLS

GREAT attention has been given to producing a Black Dye and Finish on Lustre, Alpaca and Mohair Twills better than anything previously obtained, and after extensive experimenting over a long period the result is that **the "P.N.C." Finish** has no equal in the market. Its special points are great brilliancy, clearness of dye, fastness to rubbing, with a greater permanency to the Tailor's Iron than has ever been previously attained.

The Fast Black has also the great advantage of being perspiration proof.

NO GUARANTEE WITHOUT STAMPS
facsimiles of which are reproduced at side



Fabrics dyed and finished by the B.D.A. are sold by leading merchants throughout the world.
Patterns showing Finishes advertised on this page, and of many others adaptable for all purposes, with full particulars, can be had on application to the Bradford Dyers' Association, Ltd., (Dept. 6), Well Street, Bradford, and 128-129, Cheapside, London, E.C.

"MARQUISE" Finish

for COTTON VENETIANS

COTTON VENETIANS finished by this process are equal in appearance to the finest Silk Satins, and, owing to their thorough mercerisation, never lose their beauty and smartness. For Men's Wear and for Ladies' Jackets, Coats and Capes, they make beautiful Linings, their wearing quality can be thoroughly relied upon, and the Finish is Permanent under the Tailors' Iron and Damp Cloth. Owing to the many advantages of this Finish it is proving a great success and is having a phenomenal run. The goods can be had in Fast Aniline Black or in Colours.

Ask also to see patterns showing finish of
"MARQUISE DE LUXE"
a brighter and softer finish than
"MARQUISE"

No Guarantee Without the Stamps,
facsimiles of which are shown below.



Popularity Increasing Immensely

"B.B." TORCHON

Copyright.

REG° B MARK

B B B B B

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

This is Your Protection

An Exact Reproduction of Hand-Made Lace

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High-Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent: A. B. FISHER
400 Empire Building, 64 Wellington Street West, TORONTO

"THE ARISTON"

The most perfect reproduction of Hand-made Goods. Unequalled for "Strength, Beauty, and Value."

Pronounced by experts "The Aristocracy of Window Decoration."

LACE CURTAINS AND NETS

N.B.—Our Mr. A. J. Burrows from Nottingham visits the Canadian retail trade twice a year and a communication from you will ensure a call.

Sole Manufacturers:

T. I. BIRKIN & CO., Broadway, NOTTINGHAM, ENGLAND

"LUMENA" Finish.

(Reg.)

For ARTIFICIAL SILKS.

This is the highest development that has been attained in the dyeing and finishing of Artificial Silks, and goods so treated can be thoroughly recommended for Blouses and Dresses.

The fabrics drape gracefully, are brighter than silk, and are durable in wear.

Goods dyed and finished by this process were awarded a Grand Prix at The Brussels Exhibition and received the special congratulations of the jury.

Facsimile of Stamp at the end o the Piece, without which it is not genuine.

"LUMENA"
DYE & FINISH BDA GUARANTEED
BY THE BRADFORD DYERS' ASSOCIATION LIMITED

A beautifully coloured showcard for window display (reference No. SK21), 18" deep x 13½" wide, can be obtained through the leading wholesale importers.

BRITAINS BEST
"DREADNOUGHT"
(Registered)
COSTUME SERGES
Stylish and Durable
Best in All Weathers
ALL WOOL SPECIAL FINISH
Always Smart
SUPERIOR TEXTURE
Stamped "DREADNOUGHT" every Yard.
Always Fashionable

Sole Agents for Canada: J. B. Henderson & Co., Ltd.
77 Wellington St. West, Toronto

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first. but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL SMIBERT & CO.,

Montreal and Toronto

Fancy Bags Will Be Strong for Spring

Useful Shopping Bag Will be Relegated to Background for the Time—Sashes in Roman Stripes and Fancy Plaids—Many Novelties in Belts.

THE holiday trade in fancy goods, particularly in the smaller centres in the older settled parts of the Dominion, was large, and the result is ready cash in the merchants' hands, well-cleared stocks, and increased confidence in the future. And this accession of confidence is now being favorably felt in the supply houses and those manufacturing fancy goods and notions.

Notions are always a stand-by in January, and special sales in this department are relied upon keeping up the volume of takings, and to clear broken lines and undesirable stock. Notion buyers who are putting in Spring stocks should be careful not to discard reliable articles for untried makes, even if the profit that promises is more attractive. A hook, a pin, or a snap fastener may look just about the same, but when put to the test may not give the proper service. This means that dressmakers and many customers will follow this small article to some other store and by this means you may lose entirely a valuable customer. On the other hand, there may be articles you have been stocking that could be with advantage replaced by others more up-to-date and which would serve your customers better. Perhaps it is a hook that has some feature that is easy to fasten and stays fast, or a pin that has a more perfect point and will not rust. Sometimes it is something connected with the present fashions such as an invisible frilling support that can be sold by the yard and which gives the perfect Medici effect to the filmiest frilling.

Quality and novelty are the stand-bys of the notion department. When they are present in the stock, quick sales, rapid turnover, and good profits are assured.

The demand for fur trimmings continues, and narrow lines of fur promises to sell right up to the opening of Spring weather. The use of fur has introduced marabout and this item is so popular that it is hard to keep it in stock. Why marabout is so well liked undoubtedly is because it can be had dyed to match the majority of colors and it has the effect of fur as well. These trimmings are used to edge the minaret or the hem of the gown, and even lingerie now is trimmed with fur or marabout. Tango skirts, corset covers, underskirts, boudoir caps and many other garments show the touch of fur. Many of the new Spring trimmings follow on similar lines and frogs, buckles, etc., have a fringe of fur as a finish. This fashion will give way when warm weather comes but is sure of a revival in the early Autumn season. The weather this Winter has been against the furriers, but the fashions are all in favor of fur trimmings. Often there is a line of jet and jet nail-heads used with the fur, and white jet and pearls are used with white fur.

SOME FANCY LINES.

Demand for fur lines keeps strong.

Jet strong in brooch and pendant ornaments.

Butterfly motifs and flower effects.

Tassels selling well.

Fancy bags promise to be very popular.

Jet is strong in trimming lines particularly in the form of brooch and pendant ornaments with a bar, or motif from which a waterfall of small beads cascades. This idea comes in both black and in white jet. This waterfall idea is strong in all trimming lines and is very beautiful when carried out in clair de lune beads. Waterfall fringes caught at both edges and carrying out the draped idea form a prominent feature of the new tunics. The new tunics come on very sheer nets in Paris, rust, and apricot colors chiefly, and clair de lune and nacre beads are combined with small colored crystal beads in working out the pattern. Tunic and coat effects hanging in godet folds are the latest.

Fashion is still favoring glittering bead trimmings. The new bead trimmings are worked out in small beads in Chinese and Japanese designs. Butterfly motifs and flower effects are good and come worked on net ready to transfer to any material.

All kinds of drop ornaments and tassels are good. Tassels come in gold or silver cords, in jet or crystal and in passementerie and silk, both in white and black. Apart from fur and marabout, trimmings generally are not very active at present.

Fancy bags of all kinds are to be prominent during the coming season. For the time being, the useful shopping bag is relegated to the background and all kinds of novelties in the bag line are shown. Many of these new bags are very tasteful and the majority have vanity fittings. Fabric bags are the high novelty and come in moire, velvet and Chinese embroideries. Opera bags and very ornate bags for wear with a very dressy gown are shown in silk Maltese lace. The lining of the bag and the ribbons used for handles can be in any color that will match the gown. These bags come without the lining and strings, but could easily be made up in the store.

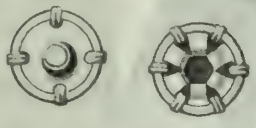
Leather bags are by no means off the market, but the bags selling are on the fancy order. The leathers come in the new colors and in two-color effects. The feeling is for a flat bag, and one of no great size. A new bag on the market is oval in shape, and is made in two sections put together with a hinge at the bottom. The bag opens flat out and has a compartment for a change purse of the same leather as the bag, on one side below which is a pocket of shirred silk through which is run an elastic. There is a similar bag at the other side above which is placed pockets for mirror and powder puff. Some of the new bags have a place for the watch in the side, and the wearer has only to look at her bag to see the time. Another new bag has two handles, one of which can be used as wrist strap to contain a watch. Many bags have flat straps attached to the bag so that the bag lies flat and through which the hand can be slipped and left free. Copper mounts are a new feature that is very attractive with brown, tan and taupe. The latest idea is to have the clasp carved in the form of some animal and dogs, cats, elephants and other animals are reproduced in miniature for this purpose.

It must be confessed that there has been very little doing in belts during the last few weeks, but fashion is certainly favoring belts and girdles and, moreover, the separate skirt and waist is again in favor, and makers remember the belt business that was done in the days when that combination was last to the fore. Therefore, with the determination to be there if there is to be anything doing, manufacturers of ladies' belts are putting out a large assortment of new styles and ideas. Belt novelties are wide loose, and often heavy for many of them are made of moire, satin or velvet, lined and interlined. This feature is one that has not appeared before and it shows

ORIGINAL
DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



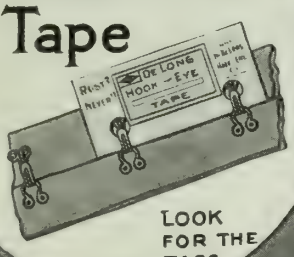
World's Flattest Fastener

DE LONG SAFETY PINS



Strong Easy-Working
Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub
HOOK AND EYE
Bless that Nub!
TRADE MARK REG U.S. PAT. OFF.



The DE LONG HOOK and EYE Company
St. Marys, Ontario

Manufacturers of Quality in "little things"

DE LONG products represent the best workmanship, the greatest satisfaction in use, and the truest economy.

If you are coming to New York visit the most interesting display of **Novelties** ever shown, in the handsomest Show Room in New York.



If you are not coming to New York, send for one of our famous $25.00, $50.00 or $100.00 assortments of best sellers which have started so many retailers in Canada on the road to big Baby Novelty business.

35-37 West 36th Street

PITE SPECIALTY CO.

NEW YORK CITY

OMO DRESS SHIELDS



ODORLESS
Contain No Rubber

Women everywhere associate Dress Shield quality with **OMO**.

And stores that sell **OMO** have that much added prestige, besides having the line that sells fast and rolls up profits.

The basis for **OMO** popularity is in the many good points concentrated in this one line of Shields—

OMO are double covered, durable, light, dainty.

OMO contain no rubber, are odorless, pleasant to wear—MOISTURE PROOF.

OMO are sold under this strong guarantee:— **"We will pay for any garment damaged through the imperfection of an OMO Dress Shield."**

OMO quality is impressed on the minds of millions of women through extensive advertising in leading publications, issue after issue.

Equally good and famous are **OMO** Sanitary Aprons, **OMO** Infants' Pants, **OMO** Sheets, etc.

Write for samples and prices.

THE OMO MANUFACTURING CO.
MIDDLETOWN, CONNECTICUT

DE GRAFF & PALMER
Selling Agents

222 Fourth Ave., New York — **223 West Jackson Blvd., Chicago, Ill.**
38 Sansome St., San Francisco, Cal. — **67 Chauncy St., Boston, Mass.**

very pointedly the indifference that is manifested nowadays as to the appearance of size at the waist. Besides the fabric belts, wide, loose, crush belts of suede or kid, and wide belts of patent leather are shown. The majority of belts have buckles covered with the leather and some of the belts have pipings of contrasting color with buckles to match. Another idea is the belt with the sash end attached to the belt with covered buttons to match the ends. Many of the new belts simulate the points of a waist-coat and when these belts are of material the back part is often of elastic covered with shirred silk to match.

New sashes come in Roman stripes and fancy plaids. Many of these sashes are made of wood silk braid with a narrow moire ribbon to match, cat-stitched to either side. They are long enough to encircle the waist and come round again and tie in front, leaving two ends hanging down and finished with drops and tassels. These sashes come in black and colors and in Roman stripe and plaid braids.

Even during January, good business has been done in the art needlework section, principally in stamped goods in such lines as children's dresses and coats, caps, ladies' nightgowns, chemises, corset covers, combinations and other garments. And in household articles, towels, runners, centre pieces, pin-cushions, baby cushions, etc., are the best sellers. In this class of goods and also in pillow tops, centre pieces, runners, 5 o'clock tea cloths, mats, etc., patterns in cross-stitch are among the best sellers. Many effective floral patterns are shown and many others in more conventional designs. Dutch style patterns showing Dutch children and landscapes with windmills, are among those favored. For Spring selling, Chinese patterns are the latest seen in Europe, they taking a strong hold there and as they are in line with present-day fashions, and are quaint and pretty they are sure to make their appearance on this market. The patterns are taken from the chinaware imported in the 18th century into Europe and which form the basis of much of the China decorations used in the English patterns. The most familiar pattern is the old willow patterned plate design. This design is worked in the deep Chinese blue on white linen with the edge button-holed in blue. Other patterns reproduce the flat flowers and the brilliant birds, branches of willow and cherry trees, the bamboo and other characteristic designs in the clear, rich colors used by Chinese artists.

It is about a quarter of a century ago since women who embroider tried their skill upon the floral reproductions which formed the basis of the art needlework known as Kensington Work, because this beautiful embroidery had its origin at the celebrated School of Art Needlework at South Kensington. The feature of this work was the copying of flowers in the natural way in which they grew, and in colors that reproduced the tints of the flowers as closely as possible. And in those days when Kensington Work was all the rage many a piece of needle-work was copied directly from the flower. Much of the new work, while retaining the natural form of the flower is done in raised embroidery in white on white linen. As a rule, the flowers spring from the hem or one side of the centre-piece as if growing from the ground and stem leaves and flowers are arranged as nature orders. This is an evolution of the revival of natural flowers in embroideries on cushion tops, runners and the many articles that are decorated in this manner. Such flowers as fuchsia, clover, roses, daisies and many others are worked in silk, wood silk, or mercerized cotton. Artificial silk or wood silk is on the market for embroidery purposes. It is cheaper than silk, and has a very brilliant lustre and what is more to the point, for many uses it forms a highly raised embroidery without much padding. Artificial silk can be had for embroidery, knitting and for crochet work.

Pillow tops come in a wonderful variety of patterns, including floral, conventional and comic designs, the latest of which show devotees of the new dances in various poses. One of these tops shows a couple dancing the tango with a lady in an 1860 crinoline, looking enviously on. These tops should be winners for they are particularly easy to work as the stitches used are simple. The pillow, like so many seen now, are oblong and not square and are finished all round with a linen fringe.

Buyers will be interested in a new way of using Coronation braid. This braid is very much used in place of embroidery in the working out of some patterns on white linen. This braid is now used in connection with crochet work as it can be shaped into effects and figures that take the place of much difficult and detailed pattern in the production of crochet work. Crochet work is now very much used, and its devotees are always on the look-out for something new. This new work is applied to towels, hand-bags, centre-pieces, scarfs, pillows, hand bags and an endless variety of other articles. Books of design can be had showing examples of this new idea in crochet work.

Montreal, Que.—The tailoring establishment of Rosario Perrault was damaged by fire.

GLOVE CYCLE A GOOD THING

The enlarged and enlarging demand for Mocha, suede, chamois and doeskin finishes and away from the glace finish in gloves, appears to have no reason for it, other than that it has again been reached in the cycle of style changes. But ever and anon, the Cape comes back. It is well that this is so, for there's a limit to Mocha production in any one season that is rigidly enforced by the supply of skins. Any over-draft on this supply soon sends prices above the point of profitable glove operations. For glove operations appear to be profitable and pleasing to the trade, only when prices are in close proximity to those fixed by long usage and much custom.

HOW TARIFF AFFECTS GLOVES

The reduced cost of materials to American manufacturers, due to the new tariff rates, will not result in any price benefit to the consumers, say the manufacturers, although they may get better goods for their money. This is the fault of the price rule that obtains here. Twenty-five cents and fifty cents are the retail prices fixed by custom for wool gloves and the dealer won't buy "off prices." You can sell for $3.50 a dozen, but you can't sell for say $3.00 or $4.00 a dozen. The result is that when materials were high manufacturers had to put out inferior articles to conform to the 25-cent and 50-cent selling prices. With materials at prices below the average, all that they can do toward reducing the cost of living will be to produce better merchandise.

FALSE ADVERTISING

A fur dealer in Newark, N.J., has been held for the Grand Jury on the charge of making false representations in his advertising in efforts to secure trade. The complaint was made by the chairman of the Vigilance Committee of the Newark Advertising Men's Club. The accused man, according to evidence, had signs in his shop window reading, "The largest retail fur dealers in the world," and "all samples of furs in our wholesale house to be sold at cost." It was contended that the first was false and that the firm had no wholesale business.

Incorporated.—The Shaw-Wood Knitting Mills, Limited, Woodstock, Ont.; capital $50,000. To construct, lease, purchase, sell and operate cotton and woollen manufactories of every description.

Buyers of Ladies' Silk and Real Hair Nets in Back Nets and Fringe Nets, will be well advised to take an early opportunity of seeing samples of the newest and most serviceable novelties in these goods yet put on the market.

It is the maker's idea to advertise certain of these special numbers, such as the "Fitzwell," "Toreador," "Halo," "Samson" and "Neat Nape," regularly in this paper, and we confidently expect the same good results in the Canadian market as we enjoy in nearly all markets of the Globe.

Show Cards Free

ONE OF THESE NOVELTIES

Show Cards Free

"Challenges All"

THE "TOREADOR" NET

REG'D.

The smaller meshes at the one side needed.

Hold up all loose hair under the Chignon. This net lies gracefully and invisible to the shape of the Coiffure.



It is made in 3 sizes of back nets and one size in Fringe Nets in the best Silk procurable.

Every Net is guaranteed perfect and specially prepared.

In Real Human Hair, there are two sizes in Back and two sizes in Fringe Nets.

Made in England

None Genuine Unless Ticketed "Toreador" on Cards or in Envelopes

---

Our **"Iris"** and **"Gordian"** Veilings are also well on the market.

Wholesale Buyers can see samples of these goods at our agents in

Montreal, Mr. H. Fiedler, 43 Herald Buildings.
Toronto, Mr. H. Kidd, Room 29, 165-167 Yonge St.
Winnipeg, Mr. G. A. Harris, 120 King St.
Vancouver, Mr. H. E. Walker, 601 Mercantile Buildings.

Or Samples will be sent Free, on application, to the above.



Star Brand

GARTER ELASTIC

The highest quality

PUT UP IN THE MOST **ECONOMICAL** AND **CONVENIENT** PACKAGE

For Sale by all the Leading Wholesale Houses

Seeing is Believing

When in New York do not fail to see the

Complete Lambert Lines

Novelties for Spring.

Refined Departures in Shapes, Shades, Effects.

Travelers' Utilities.



P. W. LAMBERT & COMPANY

MAKERS OF FASHIONABLE NOVELTIES IN FABRIC AND LEATHER.

64-66 LISPENARD ST. NEW YORK, N.Y.

Convenient to All Lines of Transit, Subway, Surface and L.

THE SIGNS indicate a slight relaxation from the conservatism that marked Bags last season. This is seen, for example, in our PALM LEAF VANITIES in Pastel Shades. Soft Calf of handsome grain. The same trend is shown in the Pekin Stripes and Moire of our numerous PANNIER BAGS. Made also in appropriate leathers. In short, all the popular forms of fashionable novelty bags will here be found in profusion, fresh from the heads of the designer and manufacturer. In our BAG EXHIBIT. Therefore when you reach New York, come here first. Leave Subway at Canal Street; Sixth Ave. L. at Grand St. or Varick St. Broadway Car at Lispenard St.

As usual, we have provided for travelers in our Imperator BAGS, Traveling Hats, etc.

"IF IT'S POPULAR, IT'S HERE"

Why The Advertiser Succeeds.

¶ Why is it that during the last few months, when money was admittedly tight, the manufacturers who advertised the most felt the pinch the least?

¶ And how is it that now, when the circulation of money is less restricted, the manufacturers who felt the pinch the most will be the last to experience relaxation and relief?

¶ The same wisdom and foresight which prompts a manufacturer to advertise will naturally guide him in forming his whole selling and general business policy, and, like a good general, he is prepared for every contingency and emergency.

¶ The fact that the successful business men is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

¶ He had faith in his product, and his own faith manifested in a public way, inspired confidence in the minds of his prospective customers. His name and his manufactured product became synonymous with good service and satisfying quality. The public became acquainted with the merits of his line and familiar with its outstanding features.

¶ Consequently, when conditions were normal, he secured a liberal share of business and received first consideration when purchases were made.

¶ When money tightened and business was curtailed, he continued to get the lion's share of what was going. When purchases were carefully considered the advertised line received first attention and usually secured the order.

¶ And now that the financial tide is coming back, the advertiser is getting the biggest slice of the business melon, simply because during those cloudy days of curtailment, his advertising message had been studied and absorbed at a time when the public mind was most receptive.

¶ It pays to advertise if your line is good, and it pays to buy advertised lines, because they are invariably satisfactory. The general public have long been educated to believe that advertised goods are best. Can't you see that you are laboring, not only under a handicap, but under a cloud, if your product is not advertised? Publicity dispels the cloud of suspicion and removes the handicap.

¶ You'd better hop on to the band wagon right away. Hopping on now, when the prospects for big business are so bright, will be not only timely, but extremely profitable.

KNIT GOODS

Nature the Best Salesman





KNIT GOODS

A Knit Goods Era

KNIT GOODS need no defence in being accorded a place of prominence in a publication or in the plans of the most progressive merchants. Knitted underwear is undergoing a certain evolution in the decided movement towards union suits, and the past year has seen an acceleration of this in the direction of women's wear. The substitution of medium for heavy-weight in the centres, and an almost universal testimony that the public are being educated up to a finer quality of goods, are developments that give grounds for satisfaction to both the making and the selling ends of the business.

There is one phase of the knit goods business that even yet astonishes the manufacturers, while again and once more he enlarges his factory,—the remarkable popularity of the sweater coat. There are a few, a very few, who think it transitory, but there are too many indications not only of the maintenance of the position it has reached, but that it will strengthen its hold materially for the negative idea to be tenable. The outdoor scenes on the preceding page are symbolic of the place the sweater coat has won. The only lasting reason for its existence would be the common-sense one, that it supplies an actual need, and that has been abundantly proved. It has ceased to be regarded as a luxury, and is recognized as a staple line of dress.

As a development from the sweater in sporting circles, it has spread out to every line of outdoor exercise, hockey, skating, tobogganing, snowshoeing, ski-ing, ice-boating, and for girls as well as men and boys. It has become a recognized requisite for a cold drive. An extra cold dip calls it forth for an ordinary walk or trip downtown. Among women it has extended to vests and more lately to skirts. Each Fall sees an index assortment of children's suits, in weaves, in colors, and in styles. From two years' old it forms the warmest outdoor outfit for the child, and it is a frequent cause for many a mother's thankfulness.

For Summer it is almost as varied in its uses; and has almost as many votaries. For Summer outings it has no substitute, and once again girls become quite as loyal customers as their brothers. For hunting it is being made up with all the ammunition requisites of the long-time favorite hunting coat.

This is truly a knit goods era. One Canadian mill doubled its output between 1909 and 1911, and in 1913 doubled again the 1911 figures, or quadrupled its sales in four years. In seven years another large mill reached ten times its first year's output. In three years one mill increased its manufacture from 1,000 dozen to 22,000 dozen. One million pounds of wool falls far short of the stock a single factory requires. Three hundred thousand garments a year is turned out by still another.

The optimism of the knit goods manufacturers is tremendous, and the new lines they are making up this year attest their faith. In the pages that follow The Review has endeavored to present some of the offerings prepared to suit the tastes of a greater clientele than has been during the season of 1914-1915.

Many New Lines Brought Out in Knit Goods For Next Fall's Trade

Business Will Be Stimulated by Novelties and Extension of Knit Goods Men Into New Fields—Descriptions of Offerings in Sweater Coats, Caps, Underwear, Etc.

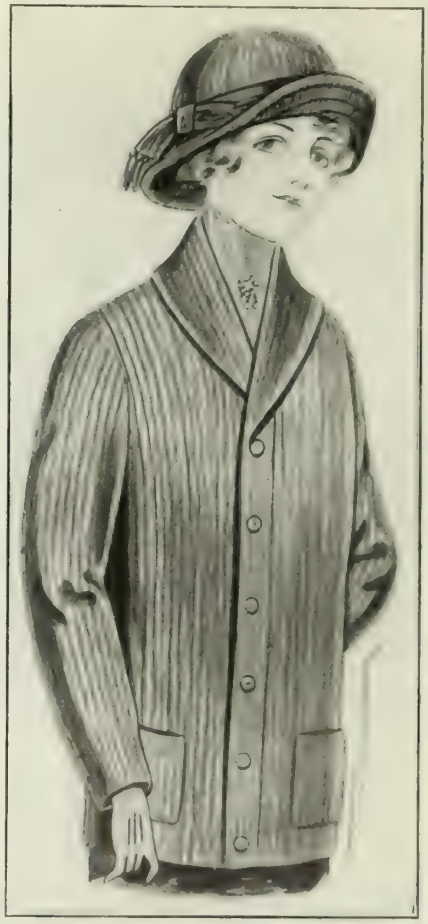
THE knit goods men have no thought yet of sighing like Alexander the Great because there are no more worlds to conquer. Content are they to emulate the earlier days of the great Macedonian general and lay their plans for the conquest of those worlds that still lie before them. The territory that acknowledges their suzerainty has expanded as year followed year, and judging by the preparations that have been under way for months past, more new fields will come under tribute to them next season than ever before.

There are certain tendencies in sweater coats fairly well decided, that are influencing the "models" for next Fall and Winter. Speaking generally it may be said that the shawl collar has established its supremacy over all others. Visits to factories show line after line without another variety. The military collar is retained for some styles of garment that seem peculiarly adapted to this stiffer, more contracted design, but the open neck, following the form of an ordinary cloth coat or ladies' waist is the one that will be seen far more frequently. It is probably as good a proof as any that the sweater coat is now recognized as an ordinary article of clothing.

Lighter Weight for Same Price.

In the matter of weight there seems little change. It is true that heavy weaves are common in factory samples, and the "Jumbo" with its handsome, solid and "good" appearance still runs a strong favorite, but on the whole this was a tendency of 1913 over previous years, and it has not increased certainly this year. Indeed the usual coat does not weigh more than two pounds, although firms are making them up to 3½ in the Jumbo, and one, as shown in an illustration, has reached 4½! On the other hand the increase in price of coats suggests that as a $24 or $36 line, as a rule, will not be as heavy as last year, —the higher cost of yarn forcing the manufacturers to reduce the weight for the same price the tendency will be for proportionally lighter coats to be sold.

In the style of weave, there appears to be a feeling in favor of the plain rather than the fancy laces. In any case, the demand has not tempted the manufacturers to indulge in many innovations



Ladies' angora coat, shawl collar, heather shade, with jaunty cap to match. Shown by Harvey Knitting Company.

Brighter Colors for Girls.

In colors of yarn, there is noticeable a tendency in women's to be influenced by prevailing fashions in dress goods, and old rose, champagne, etc., have been made up, while navy blue, the staple for so many years, has been ignored. In some directions, other blues, especially for girls' coats, have come in; among these Cadet, a mixed Oxford shade, is one of the new effects, both of men's and women's. For ladies, leading colors include maroon, slate, Havana brown; while cardinal is stronger for men's, with slates, greys, whites, scarlets among the best sellers. Brush cloths and Shetlands promise to be stronger than last year and both are made up in a much greater variety of lines this year. Angora coats for girls are made in brighter shades, canary being a sample

Smoothing the Seams.

Among the new directions in which the knit goods men are working are towards a smoothing of the seams, and rough edges on the insides of many of the coats. This is attained in some instances, as will be pointed out later, by weaving the whole coat in one, and in the case of children's suits the feet are fashioned where before in many lines there was simply a sewing together of two strips.

Silk Flounce on Skirt.

But new fields have been invaded. In some cases the lines are entirely new; in others they are new for Canada, being adaptations from imported goods, often necessitating the installing of new and costly machinery. For instance, a silk flounce is being fitted to knitted skirts to give the appearance of an ordinary silk skirt, in keeping with the dress material. A bathing suit is being made up in a single piece to give the effect of two pieces, but without the disadvantage of the draw-string. Brush golf coats are made with collar and lapel like an ordinary cloth coat. Boys' sweater coats are being made with buttons or clasps down the centre of the collar and extending a few inches below the neck, as a substitute for the opening along the shoulder.

Greater Elasticity.

The former custom of making girls' coats buttoning on the left is observed less and less, and in many lines there has been no distinction this year, the greater elasticity of the knitted cloth providing for the widening at the hips in the ordinary pattern. In infants' wear, there are many dainty novelties shown for the first time in sacks, skirts, etc. In caps there are some quaint new designs and many jaunty effects have been secured.

Some Sporting Coats.

A visit to one factory showed a number of developments in ladies' sporting coats. One was of links stitch with large buttons covered with knitted cloth of the same shade as the edging of the collar and cuffs and the flaps of the pockets.

Checked coats, as well as brushed, also appear among the latest sporting goods for ladies. These sport coats include styles with wide belted effects and four



Don't Get Burdened with a Slow-selling Line!

A slow-selling line of Sweater Coats is like a mill-stone around your neck. What you want is a line that you know is dependable because made right, and a fast-mover because popular.

Penmans

Sweater Coats

—for Men, Women and Children—are great trade-bringers and profit-makers. Only the best selected Wool is used—the long-wearing and shape-retaining kind.

No Sweater Department is complete or at its best unless it carries Penmans Sweater Coats.

Pen WARRANTED HIGH PENMAN'S GRADE KNIT GOODS Angle

Penmans Limited, Paris, Canada



Brushed sweater coat, silver grey, shawl collar, with three buttons attached. Shown by the Williams-Trow Knitting Company, Limited.

large patch pockets. Among the checks are grey and cardinal, black and white, scarlet and black, myrtle and black, and navy and Irish.

This firm reported orders for the Jumbo stitch coats stronger than ever, both for men and women. The Norfolk with belt and straps and shawl collar was also taking well in both men's and women's. This firm is showing the shawl collar to the exclusion of almost every other style and has discarded entirely the old tri-collar or combination.

Reference has been made to a brushed sporting coat. One was seen in scarlet, with wide belted effect, and four large patch pockets. The lower ones were like those of cloth goods, curving to either side instead of with straight lines. The collar also resembled that of a cloth coat, with lapels. In fact the tendency among the makes of a number of firms is for a resemblance to ordinary coats in being straight instead of shaped at the hips.

Norfolk Without Separate Pleats.

Many firms are featuring the Norfolk for next season. Among several variations, one may be described in a little greater detail. The special features of this coat are the wide stripes of the same material as the body of the coat but of a different weave passing down the front and back and taking the place of the ordinary Norfolk pleats. The belt of course is worn as well and the finish of the pockets with a turned-over edge resembling the flap of a pocket, adds much to the Norfolk appearance.

Another attractive style shown by the same firm as the preceding coat is one in genuine camel's hair. The coat is woven with a very fancy stitch. It is shaped to fit the waist on a hand machine. The lapel collar can be worn buttoned right up to the neck or turned down in a soft roll somewhat resembling the shawl collar seen on some of this Winter's overcoats. The edges are scalloped. This coat is proving a good seller.

Light, Elastic, Sporting Coat.

Another firm is getting out a very nice coat specially designed for those of athletic tendencies, particularly golf and tennis. What the makers are particularly proud of is that this coat is not as heavy as an ordinary sweater coat, and is made in a finer stitch very closely woven and being very elastic is specially adapted for games demanding activity. It is full-fashioned, and while stretching with every movement, thus giving perfect freedom to the wearer, it is designed purposely to retain its shape and style. This coat is about thirty inches in length. There is no collar to the coat or perhaps to speak more particularly, the collar might be described as a "vest collar." It is a moderate-priced coat and is made in both wool and camel's hair.

A Child's Coat.

The same firm show a very neat design in children's coats, which is made with wide notch lapel which can be turned up and buttoned close up to the neck giving a high collar. Loops are used on the lapels instead of button holes and the buttons are covered to match the goods.

A Child's Hood.

This establishment also is putting out a very practical knitted hood specially patented for children's school use, which they believe is different from any other on the market. It is made to fit right over the head with no tucks in it, and has a particularly neat effect.

Four Collars in One.

A very useful and handy combination sweater coat is being put on the market this Spring, the collar of which may be worn in four different ways, really giving four coats in one. The sample seen by the writer was in a pretty shade of garnet. It is made with a large col-



Pearl stitch in full fashioned hand-finished coat with hand crocheted buttons, of Scotch alloa yarn, no rough seams, and no join between the binding and the body of the coat, all being made in one piece. Colors include latest London art shades. Cap made to match. Shown by R. M. Ballantyne, Ltd.

NEW THINGS IN KNIT GOODS.

Pearl stitch in ladies' sweaters.
Inserted pockets.
One-piece combination bathing suit.
Skirts made in one piece, without seams or darts. Skirts with silk flounce.
Shetland vests.
Shetland coats in variety of triple combinations.
Scotch knitted gloves; seamless fingers.
Sacks for infants.
Boys' and men's Jerseys opening at the neck.
Mottled motor scarfs.

BRIGHTER COMBINATIONS.

While the usual run of men's sweaters is the same, there are new combinations of three colors in shepherd or tartan effects that show a distinct tendency to brighter shades. There is also a feeling in favor of adopting some of the fashionable colors in dress goods, and an old rose shade is used to pretty effect in one garment shown.

TIGER BRAND



TRADE MARK REGISTERED

TIGER BRAND

Comfort Closed Crotch UNION SUITS

FOR MEN AND BOYS

The only big objection that merchants have experienced in selling and makers in manufacturing combination underwear has always been the uncomfortable crotch.

Every objection on this score is knocked sky-high under our new process, which gives the new comfort-closed crotch.

Every garment is guaranteed to give perfect satisfaction — real comfort.

Made in light, medium, and heavy weights.

Write to agents or to us direct for Fall, 1914, samples.

Features of Tiger Brand Closed Crotch Union Suits:

Elastic, snug-fitting collarette, the special reinforced shoulder, soft beige button and button-hole stays.
Genuine Gusset crotch, close-fitting and easy-opening.

Selling Agents:

Ontario: J. E. McClung, Toronto.
Quebec: P. DeGruchy & Son, Montreal.
Maritime Provinces: F. S. White, St. Stephen, N.B.
West and British Columbia: Hanley, McKay Co., Winnipeg, Man.

The Galt Knitting Co., Limited

GALT, CANADA

"MONARCH KNIT"



L206



L188



M183



M135

Our travellers are now on the road with an exceptionally strong and comprehensive range of Fancy Knit Goods. It includes many new, attractive styles in Sweater Coats for Men, Women, Youths, Boys, Girls, Infants; also pull-over Sweaters, Toques, Mufflers, Motor Scarfs, Senoritas, Skirts, Aviation Caps and Motor Hoods.

WAIT FOR ONE OF OUR TRAVELLERS TO CALL.

The

Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES
ST. THOMAS BUFFALO



L195

"MONARCH KNIT"



M92



L173



M53

We would appreciate it if you would not place your order for Knitted Goods until you see our range.

The

Monarch Knitting Co.

Limited

Head Office, DUNNVILLE, ONT.

Factories at:

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ST. THOMAS
ST. CATHARINES
BUFFALO

"MONARCH KNIT"



G99



Aviation 28



Motor Hood 35



Suit 9



Motor Hood 37



G70

The cuts shown here and on the other three pages are representatives of a few attractive styles and values included in our range for 1914.

We would appreciate it if you would carefully inspect the samples our traveller will show you.

The

Monarch Knitting Co.

Limited

Head Office: DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES
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G90

"MONARCH KNIT"



Suit 18



Aviation 27



Aviation 25



Motor Hood 40



Motor Hood 32



K60



B64

The Standard for Style, Quality, and Workmanship



B70

The

Monarch Knitting Co.

Limited

Head Office: DUNNVILLE, ONT.

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ST. THOMAS BUFFALO

lar, something like a sailor collar on first appearances which may be worn in a variety of styles, and forms the distinctive feature of the coat.

The first display showed this collar turned in giving the coat a V neck. It is then pulled half way up inside and buttoned close around the neck giving a high collar with military effect. In the third position the collar is pulled right out and the points being buttoned together it can be worn as a cosy hood over the head. Then the fourth exhibit shows the hood hanging down the back with ornamental effect.

Shetland Coats.

A Shetland coat is being made by one firm in the Norfolk style, of soft Shetland yarn, in shepherd or tartan check, with brushed effect. It is made up of a new, one-piece shawl collar, with no join between the collar and the binder. This is found in 30 different checks, for example, scarlet, black and white. But so skilfully and tastily are the combinations of three arranged that mere mention of the colors would not do justice to the effect. This is not a case where the imagination is sufficiently trained to suffice.

A Cashmere coat for men is made with light, soft-fleeced effect in a one-piece garment. It has a neat inserted pocket, which retains a flat appearance and has no bulging. There is a roll collar of one piece with the body of the coat. Here, too, there is a marked elasticity, enabling the garment to cling warmly to the body, and making it suitable for an office or house as it fits easily under the coat.



One-piece combination bathing suit, without button or string at the waist to bind as the two piece has, but having the same practical effect as the latter. Made in navy, cardinal, maroon and white. Shown by Monarch Knitting Company.



Light, warm skirt for children: comes well over chest, in one piece without seams. Shown by Avon Hosiery Co., Ltd.

Handsome Pearl Stitch.

The pearl stitch is a distinctly new idea, in another factory, and makes a most attractive coat. One model shown is a full fashioned hand-made coat, with hand-made crocheted buttons in fashionable lengths, and all the latest London art shades, saxes, heathers, purples, rose color, and other popular shades. They are made of the finest Scotch alloa yarns. One of the advantages in this new model is that there are no rough seams. It is fashioned to the figure. There is no join between the binding and the body, all being made in one piece.

A pearl stitch cap to match has a double band, and is unusually elastic, and finished with two hand-made crocheted buttons at the side.

This firm picks out scarlets, greys, sky, white, cardinal, khaki and champagne as the most popular colors.

CHAMPION HEAVYWEIGHT.

Think of increasing your weight by four and a half pounds every time you put on your sweater coat. You would think it was some garment you were wearing, would you not? Well, that is just what the person will do who puts on the aptly named "Arctic" sweater coat which is being shown by a Canadian firm. So far as the writer knows, this is a near-champion in the heavyweight division of sweater coats. It would indeed be very Arctic weather that could penetrate such a garment. This coat has been made as yet only in pure white wool in the Jumbo stitch with shawl collar.

Other Novelty Lines

Many Novelties Are Being Shown—Knit and Silk Combination One-piece Bathing Suit—Scotch Gloves.

Many interesting samples are being shown in other new lines than sweater coats, that will repay examination, for not only do they reveal the possibilities of the knit goods market, but should prove aids to increased business. For instance the manufacture in Canada has begun of ladies' skirts with jersey knit tops and sateen and silk flounces. These impart the warmth of knitted goods with the appearance of a silk skirt.

The top is close fitting and is adapted to the present fashion in skirts. These run from $9 up. Navy blue is the most popular shade in these.

(Continued on page 58.)



Ladies' directoire drawers, made with elastic waist and knee. This also comes in ankle length. Shown by Zimmerman Manufacturing Company.

BEAVER BRAND KNIT GOODS

Ladies' and Children's Coat Sweaters



REPRESENTATIVES:

T. H. Allice, - British Columbia
Thompson & Henselwood, - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble, - - Manitoba
H. Cook, - - Northern Ontario
W. Easson, C. B. Heath, - Western Ontario
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Pearl Stitch Coat Sweaters, Caps and Child's Suit.

OUR REPRESENTATIVES WILL CALL ON YOU WITH A COMPLETE RANGE OF

Beaver Brand Knit Goods

Wait for him.

R. M. Ballantyne, Ltd., STRATFORD, ONTARIO

Manufacturers of Beaver Brand Knit Goods.

Some "Perfectly Dear" Lines in Children's Goods

Little Sacks in Worsted and Other Yarns—Knitted Skirts—Jerseys With Opening at Neck—Hoods and Sweater Coats for the Youngsters—New Fields Essayed.

IN a slight pause from the rush of satisfying the heavy demands for boys, girls and grown-ups in knitted goods, the manufacturers this year have devoted more attention to children's lines. This activity has consisted both in increasing the number of sizes and colors in lines already on the market, and also in entering new fields in youthful clothing. The results are a number of garments that will be described probably a thousand times as "perfectly dear;" -- "cute" will be a good second choice in adjectival expression of admiration when the goods reach the public.

These garments will offer to the retailer not lines that might mean lessened sales in other directions, but some articles that are entirely new, and that look good to sell on sight. Children's garments are coming to fill a larger place in the business of scores of stores that have grasped an idea of their possibilities. This is more and more an age in which "home work" of the old kind is being handed over to outsiders, and the making of children's garments is an art whose place the store is looked to to fill. It follows that the wise merchant will want to see complete lines of children's knitted goods and make his selections with a view to gaining a goodly share of the trade that goes with such goods.

In a review that has included men's and women's goods, merely a brief outline of the new things in infants' and children's is possible. These include knitted sack coats, one-piece skirts, and many variations of the popular overall suit; hoods, caps, sashes, mitts, etc. In jerseys several changes have been made, and altogether there is a splendid choice before the buyer.

An attractive hood is fashioned after the well-known "Billie Burke" style, and is made without ribbons which have a habit of flying loose. This fits the head snugly.



CHILDREN'S SACK COATS.

Top row: Brushed goods, white and dot effect. Lower row: First, worsted, with combination stripes; second, botany yarn, with silk stripes. Made by Monarch Knitting Co.

Boys' Sweaters, Open at Neck.

As has been stated, a departure has been made, from the custom of having an opening in boys' sweaters along the shoulder. A new one is on the market that has an opening down the collar and continuing a short distance below it which permits of the head passing through easily. Dome fasteners are used instead of buttons. The collar can be turned over and worn with a tie like a negligee shirt. This line is made in men's jerseys as well.

Among the leaders is the knitted overall suit in five pieces, jersey, overalls, or pants, as they are more commonly called now, cap, sash and mitts. The overalls in some cases are being fashioned so as to lessen the seam effect, and strengthen the teat parts where the wear is heavy. One firm reported cardinal and dark saxe as the best sellers in these for ages between 3 or 4 and 8.

These are made for girls as well, while another combination is added, a knitted waist and skirt with bloomers separate.

The pearl stitch is being used in a child's suit as well as adult's.

This is also handmade and comprises sweater coat, in Norfolk style, and overalls. Rough seams are avoided. There is nothing bulky about the suit, and it is extremely elastic. One of the new points about the overalls is that they are arranged with a drawing cord that passes through a tubular piece. These are made in ages from infants upwards.

Camel's Hair.

A fashioned garment in camel's hair, size 20 to 28, for a child of 2 to 8 years, with four pieces. This is made in a plain stitch, without nap, and comes in all shades. The popular colors for children, this firm find, are scarlet, navy, cardinal, white and a fair demand for brown.

Another child's garment is a light warm skirt, suspended from the shoulders by bands. It comes well over the

Here are three acknowledged Leaders in Hosiery for Boys and Girls

Biggest Sales —— Fine Profits

Rock Rib
(Registered)

One-and-one rib hosiery for boys; 3-ply heel and toe, double elastic leg, 1 dozen pairs to box, sizes 5 to 10½. You can safely recommend Rock Rib for hard wear.





Hercules
(Registered)

A two-and-one rib for boys. The name suggests the strength and wearing qualities; 3-ply heel and toe; double elastic leg.

1 doz. pairs to box. Sizes 5 to 10½.

Princess
(Registered)

Extra fine one-and-one rib hosiery for girls, made of two-ply English lisle yarn. Sizes 4½ to 10. Carefully knit, fast dyes. Splendid finish and handsomely boxed.

Sizes 4½-10.



Tell your customers how well these lines wear—the goods will back up all you can say. - - Order from your Wholesaler.

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE MARK

SUNSHINE HOSIERY REGISTERED

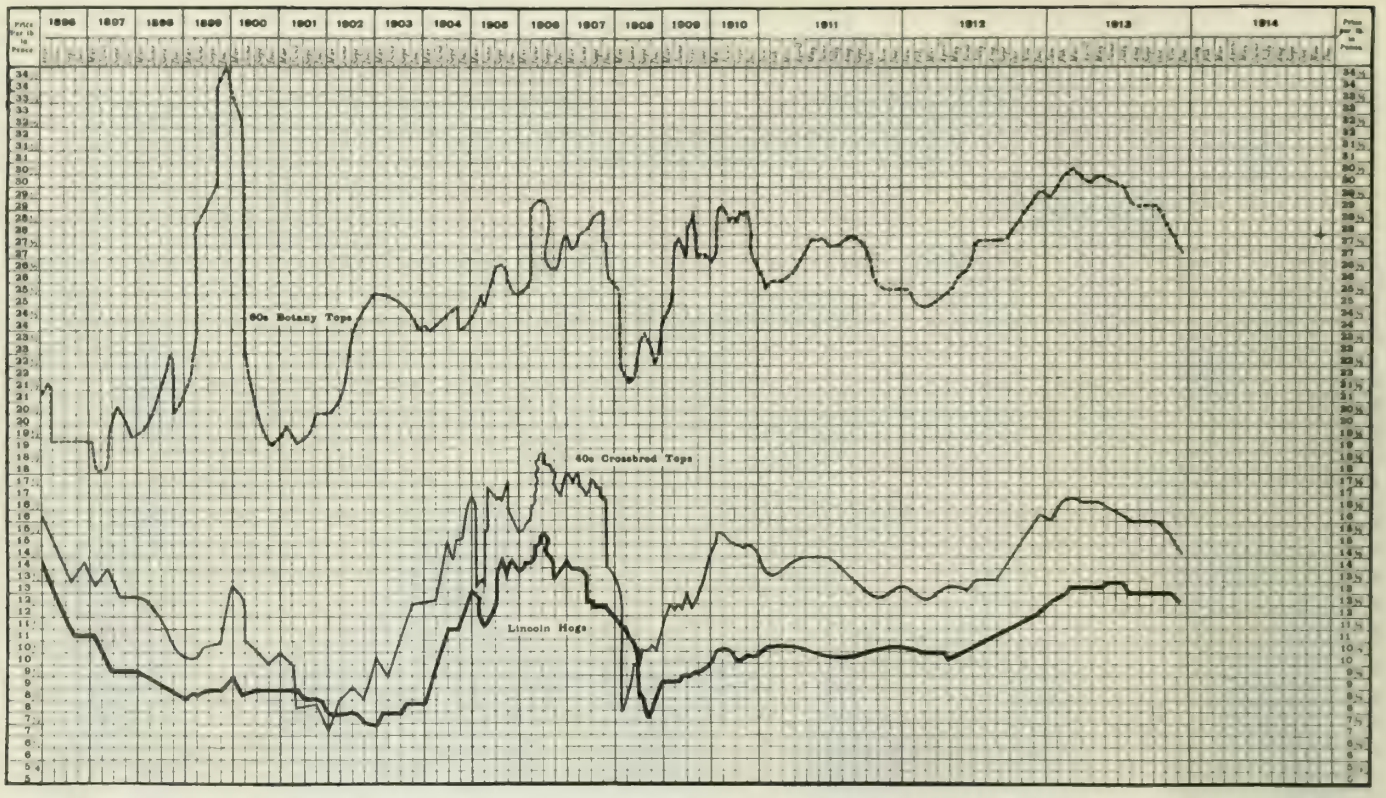


Diagram showing prices of Lincoln hogs, 60S Botany Tops and 40S Crossbred Tops for the past 17 years. Courtesy of Yorkshire Observer.

chest and is made in one piece, obviating seams and rough edges.

The "Balkan middy" style has been extended to knit goods and is selling well for Spring. It is made up in combinations of white and cardinal, white and sky, cardinal and white, navy and cardinal, slate and cardinal, and fawn nd khaki.

One firm reported additional lines of ladies' and childrens' brushed coats. The ladies', in nearly every line, were made to button the same as the men's, but had a flare at the bottom. Some firms, however, are depending on the greater elasticity of the coats and making them exactly the same.

UNDERWEAR LINES

Throughout underwear circles the same general tendency is reported as in sweater coats, an improvement in the quality which the public is buying. There is a tendency for lighter weight garments, especially in the large centres, and combinations are steadily growing in favor.

Among the new points in one firm's showings is the insertion of a piece in the shoulder, instead of the ordinary seam. This makes it roomier and stronger and adds to the appearance by the edging running across the front. This innovation is found in fine and Derby-ribbed.

The close crotch is being used by this firm in all its combination suits, in fleeced, ribbed or natural wool.

A cream cashmere suit is selling well, weighing only 8½ lbs. per dozen. This sells well especially in ladies' wear and for men in high class trade.

Natural wool garments still lead in sales, and generally are the most popular.

Fleece underwear is being made in boys' combinations, in low grade and the better grade as well.



Child's sweater coat, with wide notch lapel. Can be buttoned close to neck. Close-fitting hood to match, without tucks. Shown by Olympic Manufacturing Co.

In socks, white ribbed wool are being made up for fall, and are very warm. They are used for instance, in Saskatchewan where hunters are compelled to wear white.

There has been an advance in price of extra heavy wool socks, but cashmere prices tend to be lower.

OTHER NOVELTY LINES

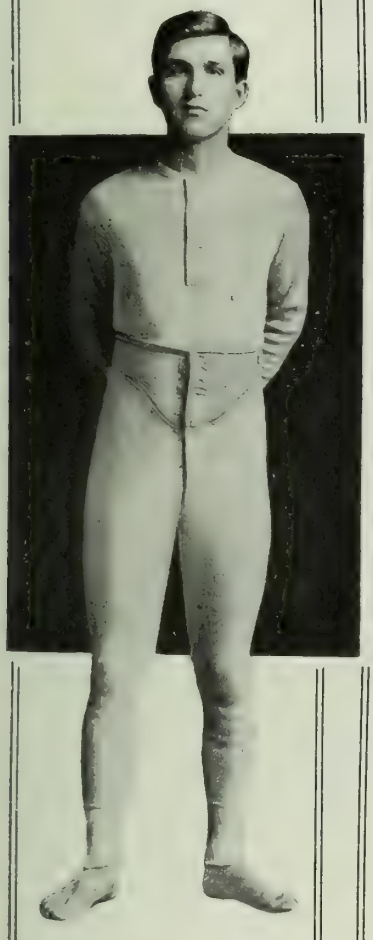
(Continued from page 54.)

In knitted skirts one firm has put on the market for Fall a double cardigan, racked, garment, with no seams or darts, and with dome fasteners up the back. Under the improved conditions of manufacture it is a soft and elastic garment. It comes in three sizes in women's and three in misses' as well. These are made in black and pale green, and black and scarlet.

Shetland Vests.

New machinery has been installed by one firm for the manufacture of Shetland vests, which it is claimed, produce superior results. These vests are made in old Scotch shepherd checked pattern from soft Shetland wool. They are so elastic that they fit the form snugly and stretch so easily that they conform to every movement of the body. The vest has a natural selvedge edge and fits neatly at the waist. In appearance it has a brushed effect.

Among lines of gloves are Scotch knitted which the makers claim, have



Your wholesaler can supply you with the Canada-Famous Humphrey's Unshrinkable Underwear.

¶ Back on the hills of the Maritime Provinces, within earshot of the roar of the mighty Atlantic and in the embrace of the eagle-winged salt sea breezes, roams the finest wool-producing sheep raised in the world.

¶ The Maritime wool has a tough, long fibre which is noted for its absolutely unshrinkable nature and its long-wearing quality when made into fabrics. This is the wool used in Humphrey's Unshrinkable Underwear.

¶ We employ experts to select the finest of Maritime wools, expert spinners, knitters and finishers. This is the reason why Humphrey's Unshrinkable Underwear has a quality in texture and finish that is noted from coast to coast. Every garment is guaranteed perfect when it leaves the mill.

Samples of 1914 *range will be sent by any wholesaler upon request.*

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

MONCTON, N.B.

Prices per lb. in each year of some Colonial and Foreign Wools.

	1894.	1895.	1896.	1897.	1898.	1899.	1900.	1901.	1902.	1903.	1904.	1905.	1906.	1907	1908.	1909.	1910.	1911.	1912.	1913.
	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.	d.
*Port Phillip Grease, good	8	8½	9½	9½	9½	15½†	9½	10½	13½	12½	13½	13½†	13½	13½	12½†	13½	13	13	14	14
*Adelaide Grease, average	5½	5½	6½	6	6½	11½	6½	6½†	8½†	8½	9½	9½	9½	8½†	8½†	9½	9	8½	9½	9
*Cape, Eastern, average fleece	7½	7	7½	7½	8½	14½	7½	7½	7	7	7½	8	8	7½	6½	7½	7½	7½	8	7½
†Buenos Aires, grease	3½	4½	4½	4½	5½	8	4½	4½	5½	5½	6½	6½	6½	6½	5½	6½	6½	6½	6½	6½
†Donskoi average white carding	6½	7	7	6½	5½	6	5½	6½	6½	6½	9	8½	9	8½	7½	8	8½	8½	9½	9½

* Average Prices. † Prices at end of year. Prices of Buenos Aires based throughout upon 50 per cent. yield.
The Cape fleece hardly exists any more, and from 1902 onward we have substituted Cape grease average (short).

not before been produced in Canada. They are made of the finest Scotch alloa imported yarns, in all the leading shades and heather mixtures, including greys and lovats. The gloves are trimmed with leather and have dome fasteners. The fingers are seamless, and fashioned to the point. Another line, identical in make to this, is shown without the leather binding.

Two Pretty Caps.

In regard to head gear two very pretty types must not be forgotten. One of these is a catchy knitted cap known as the "Rah, Rah!" and puts one in mind at once of the college girl. The crown is white of a fancy weave with a turned-up border of red and white which gives it an attractive jauty air. The other is a very neat white tam hat with a tasty edging of purple and tied around the crown by a purple cord with knotted ends.

Motor Scarfs.

Motor scarfs follow the general fashion and turn to knit goods for their material. A rich looking novelty, a two-color accordeon effect in plain or mottled colors in all the popular shades. These run from $12 up to $24, and there promises to be a big demand for them next all.

An Invention for Fastening

Patent Issued in United States for Body Garment Machine that Omits Use of Buttons, Hooks, Etc. in Fastening.

A NUMBER of improvements to knitted garments are claimed by an invention patented recently in the United States. One purpose is to provide a body garment with means for fastening by omitting the use of buttons, hooks, etc. Another is to provide a garment open at the top with flaps extending from the arm openings to the centre of the breast with means for securing such flaps at more than one point so that one fastening forms substantially a straight line across from the arm pits while the other fastening serves to support the front of the garment, also to provide a garment having flaps being bound with material which is non-elastic or less elastic than the material from which the garment is constructed whereby the width of the garment between the shoulders may be adjusted to such size as is desired by manipulating the flaps.

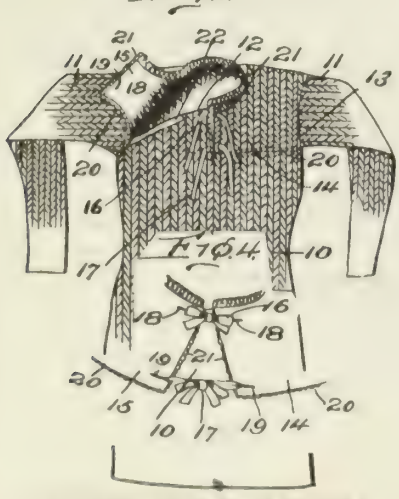
In the drawings Figure 1 is a view of a body garment showing one of the flaps open and turned back. Figure 2 is a view of a body garment having the flaps extending entirely together and tied. Figure 3 is a fragmentary view showing the ends of the flaps spread apart for enlarging the bust measure of the garment. Figure 4 is a fragmentary view showing the bottom corners of the flaps spread apart providing enlargement of the bust measure at a point substantially between the arm pits.

The improvement which forms the subject matter of this application is adapted to be applied to body garments of any usual and ordinary kind and is here illustrated as applied to garments consisting of tubular knitted fabric. The garments are provided with sleeves all set in armholes or openings in substantially the usual manner. At the front the tubular material of the garment is cut on an upwardly curved line as indicated at 12, extending from a little above the bottom of the arm openings as indicated at 13 up to substantially the line of the neck openings as indicated more particularly at Fig. 1. The front is completed by flaps 14 and 15, the lower edges of which are secured somewhat below the lowest point of the curved line 12 and extends ordinarily substantially straight across from arm pit to arm pit, as indicated at Figure 1.

The front of the body is provided with tapes or other cords or strings 16 and 17 while the flaps are provided with

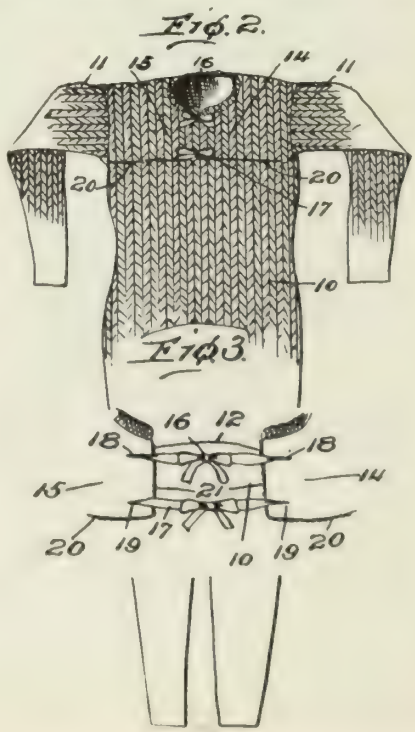
(Continued on page 94.)

Fig. 1.



COURTESY OF KNIT GOODS.

Fig. 2.



AMONG KNIT GOODS MEN

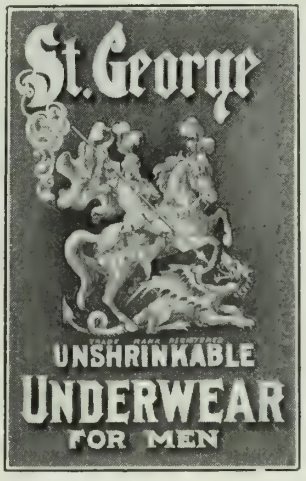
The Monarch Knitting Co. have doubled their warehouse during the past year, adding a section 200 feet in depth, three storeys and basement, to the large pile of buildings at Dunnville already bearing their name. At Buffalo they have just completed the construction of a new factory for their plant, 200 by 60

(Continued on page 122.)

"St. George" Underwear

—*the final word in wool*

IT has been the final word in wool underwear quality and fit for over twenty years—the final word in real wool underwear value.



YOUR wholesaler handles this famous line of underwear, and will be pleased to submit the range of samples.

Your men's underwear dept.

on the St. George basis will pay

The St. George basis is one of unequalled quality, fit, finish and comfort, built on a life-long experience in the exclusive manufacture of men's wool underwear. St. George will put your underwear department on a profitable, business-getting basis. **Your wholesaler will supply you. Write for samples.**

Schofield Woolen Co., Limited

OSHAWA, ONT.



Hermsdorf Brilliants

Reg. U. S. Pat. Off

"Hermsdorf Fast Black" was the first reliable dye for cotton hosiery.

It is still first in points of purity, permanence and world-wide preference. The laboratory that created it has now perfected a process—"Hermsdizing"—for giving cotton hosiery in all shades the even coloring, softness of texture and sheen of silk. Hosiery treated with this great improving process is known as "Hermsdorf Brilliants" (Reg. U. S. Pat. Off.). Progressive Hosiery buyers and retailers in all parts of the world have pronounced "Hermsdorf Brilliants" a tremendous merchandising and commercial success! You will, of course, want to see samples of these remarkable goods. If you have a European branch—write or wire your representative at once. If not—any large wholesaler or importer should be able to supply your demands.

NAMES OF GERMAN MANUFACTURERS USING HERMSDORF'S LATEST AND GREATEST HOSIERY IMPROVING PROCESS WILL BE CHEERFULLY FURNISHED ON REQUEST.

Louis Hermsdorf Dyer

"The name that sells the stocking."

WORKS: CHEMNITZ, SAXONY

AMERICAN BUREAU,
235 West 39th Street, NEW YORK



You owe your men's underwear department this consideration

The success of your department depends very largely upon your stocking lines that will have the pull with the men of your town—lines that surpass, in value and appearance, those of your opposition.

A thorough inspection of the complete 1914 range of

Imperial Underwear



included in which are such pure wool lines as **men's Natural Wool, men's Elastic Knit, men's Scotch Wool, men's Scotch Knit, men's High-Grade Imperial** and our Summer special **Double Thread Balbriggan.** We have been specialists in men's pure wool underwear for over thirty years and guarantee Imperial Brand Underwear to give absolute satisfaction in every way. We do not make combinations.

Send to-day to your wholesaler for the complete range of samples.

Kingston Hosiery Co.

Established 1882

KINGSTON, ONTARIO

Ask Your Wholesaler For

SCOTCH KNIT

J. L. Gibson & Co.
DUMFRIES, SCOTLAND
Scotch Knit Gloves

Woollen Gloves
Caps
Motor Scarves
and
Waistcoats

Wm. Lockie & Co.
HAWICK, SCOTLAND
Scotch Knit Waistcoats

LEICESTER

Sweater Coats

Caps, Motor Scarves, Hoods, Mufflers, etc.

John Currie Son & Co.
STEWARTON, SCOTLAND
Scotch Knit Caps, Scarves and Sweater Coats

These Are All Leaders

H. W. Plant & Co.
LEICESTER, ENGLAND
Caps, Scarves and Sweater Coats

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

112-116 St. Nicholas Building, Montreal, Que.
Phone, Main 627



AVON KNIT

Child's Camel Hair Suit

Four Pieces—Fashioned

Here is one of the smartest little suits that ever came off the knitting loom. It is of soft woolly fabric in real camel hair effect, made in different colors, for children 2 to 8 years of age. It is made in four pieces, sweater, pants, cap and mitts, all fashioned to fit. **Samples sent upon request.**

We also make hosiery, gloves, mitts and toques. See our 1914 range.

AVON HOSIERY, LIMITED

STRATFORD, CAN.

R. L. Baker Co., 100 Wellington St. W., Toronto, Ont.

TRADE MARK
MADE BY
THE GODERICH KNITTING CO

Maple Leaf Hosiery

THE OLD RELIABLE BRAND THAT IS MADE UP TO A STANDARD, NOT DOWN TO A PRICE.

Hosiery and mitts is not a side line with us; we make nothing else, and as we were fortunate in buying yarn before the advance in price we can sell you goods below present value, and also maintain our high standard of quality. It will pay you to see our new cashmere lines before placing your Fall Order.

If our traveller has not called on you, send for samples and prices. IT WILL PAY YOU.

GODERICH KNITTING CO., Limited

GODERICH, ONT.

To Wholesale Buyers



S. F. GIBSON & CO.

Argyle Works, Malvern Road

EAST HAM, LONDON, ENGLAND

MAKERS of LADIES' KNITTED SPORTS COATS

in

Pure Silk, Wool, Artificial Silk and Mercerised Silk and Cotton.

KNITTED MOTOR SCARVES

in Artificial Silk, Real Silk and Cotton.



Canadian Agents

MARSHALL & ROGERS

16 McGill College Ave.

MONTREAL

Arethusa Brand

"THE COATS THAT ARE TAILORED TO FIT"

"Outing" the truly tailored knit coats for ladies and gentlemen

This coat shown to the left is our A.54, made from fine Australian wool in Jumbo stitch, weighing 4 lbs.; full-fashioned with shawl collar and taped pockets. Colors: Silver grey, brown, fawn, navy, maroon, slate, cardinal, dark grey and white.



Men's A.54 Coat.



Men's and Women's A.50 Coat.

The coat illustrated above is made from high-grade yarn, full-fashioned, a real Shaker Knit Coat with shawl collar. Colors: Silver grey, brown, fawn, navy, maroon, slate, cardinal, dark grey and white.

This is one of our new Norfolk styles. A coat that is made of a fine quality worsted yarn, knit in one piece, with no side seams. Made in any combination of colors. Colors are: Silver grey, brown, fawn, navy, maroon, slate, cardinal, dark grey and white.



Woman's Norfolk Coat.

Men's Heavy Wool Underwear for Fall and Winter

A card to-day will ensure you seeing our range

Frank W. Robinson, Limited

BATHURST and WELLINGTON STREETS, TORONTO

Western Ontario—C. Q. Morrow. Eastern Ontario—C. M. Browne. Northern Ontario—J. Bert Robinson.
Western Canada—E. W. Verner. Maritime Provinces and Newfoundland—Jones & Cairns, St. John, N.B.
Quebec—F. E. Desjardins, 1521 St. Denis St., Montreal.

"THE COATS THAT ARE TAILORED TO FIT"

More Reason Than Ever For Ordering Your "ZIMMERKNIT" Early



YOU are accustomed to the appeal of the manufacturer that you "get your order in early."

Like the little boy who cried "wolf" so often that when a real wolf did appear he couldn't get anyone to pay attention, the manufacturer often finds himself talking to deaf ears when he has a real reason for saying "order early."

But do not make the mistake of assuming that it is merely a cry of "wolf" when we say

Order Early This Season

There is a real reason for it. Practically all Canadian manufacturers have during the past year confined their activities to the production of goods against orders---thus avoiding the accumulation of stock.

This means a shortage of available underwear in general—and this is as true of our business as it is of any other. But Zimmerknit faces still another exceptional condition. It is going to experience practically a double demand this coming season—because so many of its wearers have, owing to the unusually "open" winter, been wearing their Zimmerknit Balbriggan right through the Fall and well into the Winter. Many men, in fact, are wearing "Zimmerknit" right now—wearing out their supply; getting down so low that they will have to soon order more from their dealers.

How about this increased demand?

How about this question of low stocks?

Isn't there just one solution—just one thing for you to do?

In the face of two such important and unusual conditions would it not be well to "take time by the forelock" and get your order for Zimmerknit in right now?

To be sure of delivery, see that your requirements for Spring and Summer are immediately covered, with a selection from our complete range of Balbriggans in White, Egyptian and colors; and from our range of Porous, Mesh, Lisles, Silkettes, Merino, Cashmeres, Fine Ribs, Jerseys and Bathing Suits for men and boys.

Remember, too, our complete range of fine Balbriggan fabrics in white, for one-piece and two-piece suits for ladies and children.

ZIMMERKNIT UNDERWEAR

E. H. WALSH & CO.
TORONTO
Agents for Quebec, Maritime Provinces, Manitoba, Alberta and Saskatchewan

W. R. BEGG
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Agent for Province of Ontario

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Zimmerman Manufacturing Company

Limited

Head Office and Factory at Hamilton, Ontario



60-R

Bentro Knitted Coats

For Ladies or Men with whom refinement is a creed. . .

We produce a line of Coats, Caps, Mitts, Gloves and Fancy Novelties, that is positively without a superior,—a line that has forced its way into the leading position in the better class trade, by sheer merit.

There are no knit garments that are more painstakingly made or everlastingly shape-keeping and with more style and snap than "Bentro Knit."

Quality is our watchword.

The coat pictured above is our No. 60-R, and is only one of a score of coats in our 1914 range now being shown by our travellers.

Ladies', Men's and Children's

Mitts and Gloves, in plain, fancy and Brushed knits.
Men's Scotch Knit Mitts and Gloves.
Brushed and Fulled Caps and Toques.
Men's Motor Caps.
Infants' Sets, Sashes.
Sweater Coats.

The Williams-Trow Knitting Company, Limited

STRATFORD, - - ONTARIO

AGENTS

J. M. Robertson & Co., 70 Bay St., Toronto.
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THE HARVEY BRAND Knit Coats for Men, Women and Children

In the newest and most fashionable styles also in the new brushed ANGORA effects.

Reinforced iron-clad seams.

Boys' and girls' knitted suits and combination blouse and skirts.

Sold to Retail Trade Only.



Underwear

in men's and ladies' fine Botany wools. See our new style necks and drop-seat ladies' combination, something entirely new, absolutely closed and with the advantages of ordinary drawers.

You will be interested in these new styles.

HARVEY KNITTING COMPANY, Limited

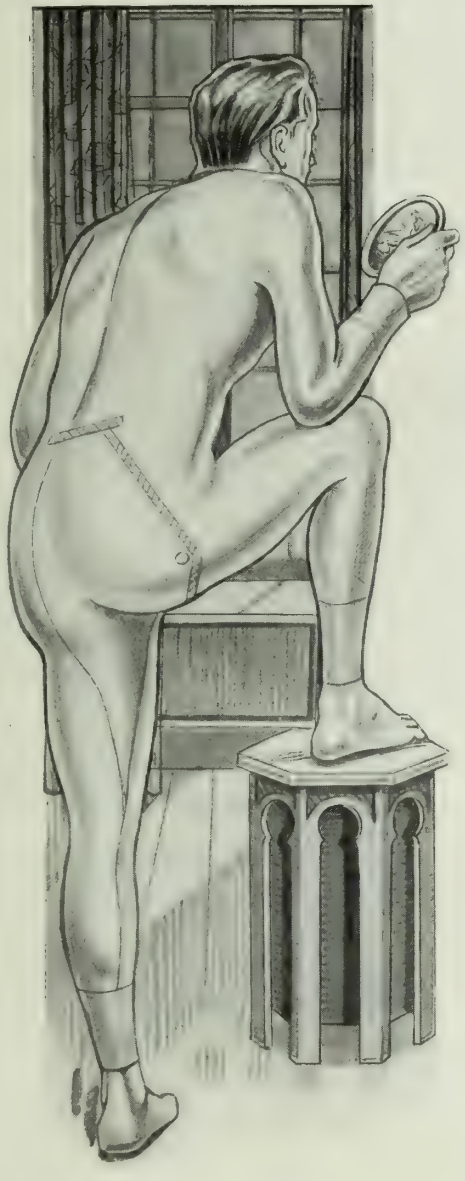
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Dr. Neff's

PURE WOOL

Underwear



The Combination *with the perfect one-piece closed crotch*

The accompanying illustration shows clearly the form of the new, perfect-fitting, one-piece closed crotch as used exclusively on the Dr. Neff Underwear.

This crotch gives absolute comfort and facilitates action without the uncomfortable drawing sensation usually accompanying closed-crotch combination underwear.

We are exclusive makers of Dr. Neff's Underwear for Canada and with our unlimited facilities we are enabled to give the trade excellent service.

This underwear is made of a soft, non-irritating wool fabric, close-fitting, but not binding. It is the comfort-giving underwear for the better trade, good for both cold and cool weather.

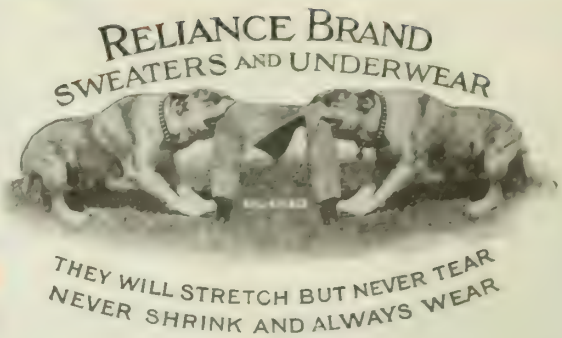
Samples sent on request.

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONT.

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"Reliance Brand" Sweater Coats





Sweater Coats for men, women and children

They're the coats for the best-dressed people

MAKE Reliance the basis of your 1914 knit goods buying. The styles are exclusive, the values are right.

Reliance Garments have features that are all their own.

Note the illustration above. Send for samples of our latest numbers. We make Sweaters, Knit Coats, Underwear, Caps and Children's Wear.

Made by

The Reliance Knitting Company, Limited

KING AND BATHURST
TORONTO



THEY WILL STRETCH BUT NEVER TEAR
NEVER SHRINK AND ALWAYS WEAR

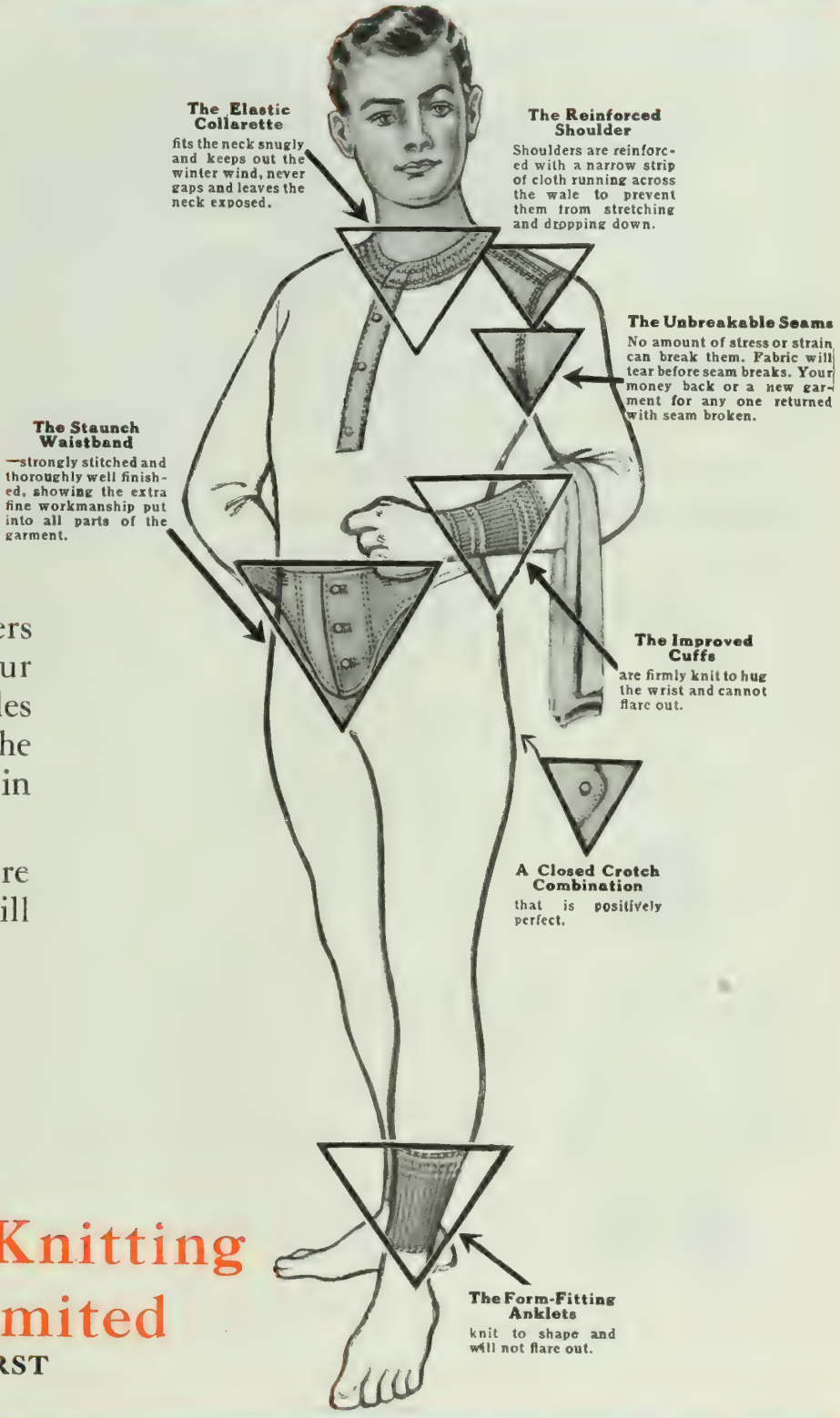
"Reliance Brand" Underwear

The perfect-fitting underwear

The underwear with the exclusive points

LARGE or small, your orders will be given the best of our attention. Our underwear styles and values are right. Note the points of Reliance superiority in the accompanying illustration.

See our new Fall range before placing your order. Our line will open up new business for you.



Made by

The Reliance Knitting Company, Limited

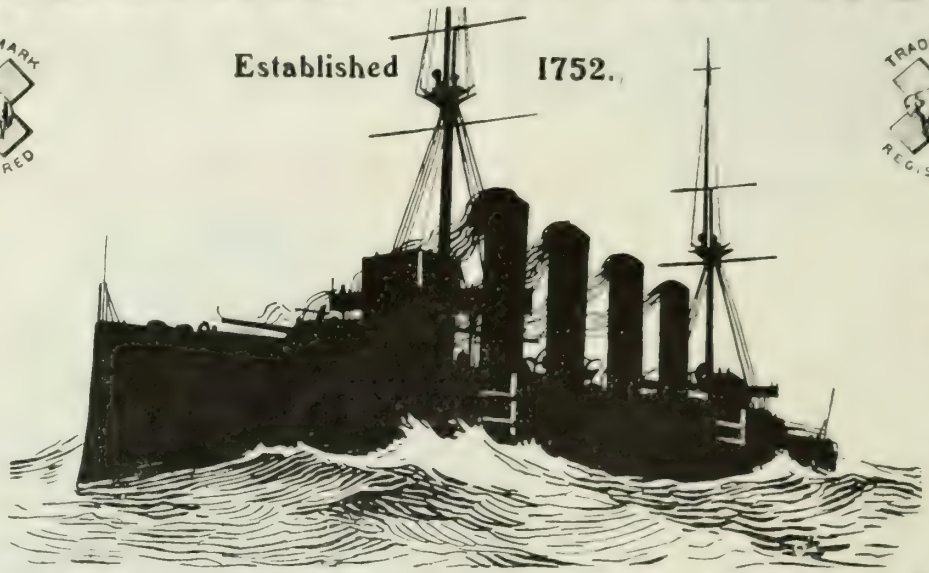
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VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

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THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

JAEGER PURE WOOL
SHIRTS and WAISTS

The Most Popular Spring and Summer Wear

IN

PURE WOOL

TAFFETA and ZEPHYR



Made in our own factory from exclusive designs, and have the smart-tailored appearance that meets the most exact demands.

We will gladly send you pattern sets on application.



DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO., Limited

HEAD OFFICE AND WAREHOUSE - - 243 BLEURY STREET, MONTREAL

OLYMPIC KNIT GOODS



SWEATER COATS

OLYMPIC KNIT GOODS are made exclusively from pure, unmixed, first quality English woollen yarns or in combinations of wool and silk, as the case may be.

OLYMPIC KNIT GOODS are made by expert knitters and skilled finishers, and are "full-fashioned" and hand-finished throughout.

OLYMPIC KNIT GOODS are made in accordance with a proper appreciation of the lines of the human form and an artistic knowledge of proportions.

OLYMPIC KNIT GOODS have the style. They are beautiful when made, and remain beautiful during the whole life of the garment.

OLYMPIC KNIT GOODS for sporting and athletic purposes are becoming favorites all over Canada. They are made in club lots with crests as required.

OLYMPIC KNIT GOODS, while strictly first-class in all cases, are not dear. In fact they are the best value in the market for the prices asked.

Our 1914 Catalogue is now ready and at the service of buyers or purchasing agents, and a postcard request for same will meet with prompt attention. Those interested are cordially invited, when in Toronto, to call and inspect the season's range of samples.

"OLYMPIC GOODS"
HAND FINISHED
OLYMPIC MFG. Co TORONTO

The "Olympic Label" attached to all articles of our manufacture, including Sweaters, Sweater Coats, Jerseys, Snow Suits, Skating Caps, Toques and Hoods, is our guarantee of Excellency, Fit and Style.

OLYMPIC MANUFACTURING COMPANY

64 COLBORNE STREET, TORONTO

JAY

ALL-WOOL UNSHRINKABLE Underwear

Every Customer who purchases JAY Underwear will be a satisfied customer.

Viewed at from every point of view—comfort, durability, weight, range of sizes, cost—JAY is emphatically the underwear for Canadians.

The patented improvements, securing greater comfort and durability, added to the high skill displayed in its manufacture, have made

JAY

THE WORLD'S LEADING WOOLLEN UNDERWEAR

N.B.—Every genuine JAY garment bears this Trade Mark.

THE JAY FINISH TRADE MARK UNSHRINKABLE.

Wholesale Agents: I. & R. Morley; Geo. Brettle & Co.
LONDON, ENGLAND

LABEL YOUR GOODS WITH "*COLONIAL*" WOVEN SILK LABELS

You're Not Ashamed *of* Your Goods

or you would hardly be offering them for sale, in fact you realized in buying them that your reputation was at stake. Why not turn every sale into a real live advertisement for your store by attaching to each article a handsome silk-woven label bearing your name? It is sure to bring results in return sales. *Samples sent on request.*

COLONIAL WEAVING COMPANY, LIMITED
PETERBORO, ONTARIO

LABEL YOUR GOODS WITH "*COLONIAL*" WOVEN SILK LABELS

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?



A New Member Enters The famous Turnbull family

"New-Tex"



the new children's garment, is designed to do away with the old, cumbersome and inconvenient child's vest.

The tapes sewn into the garment and running over the shoulders, front and back, equalize any strain there may be, and prevent the garment from stretching. There are buttons front, back and sides, and each is on a strong tape of ample length to allow buttoning on of two or more outer garments.

Tape and buckles are provided at the side for fastening of garters. The whole garment presents something new and very desirable—a comfortable, warm and convenient under-garment for the children.

As every careful Mother's eye is instantly attracted by these many desirable features, every dealer can sell this "New-Tex" garment without trouble. Speak to our travellers or write directly.

Sweater Coats

CEETEE Shaker Knit Sweater Coats, automatically shaped during the knitting with pockets and sleeves knitted to the body of the garment (instead of sewn) are acknowledged to be the finest Sweater Coats in Canada. They make an ideal house coat for the cold winter months and ample protection for vigorous outdoor sports. Every dealer should handle this successful and quick-selling line; our travellers will show you samples.

M Bands

for infants, are a garment no dealer should be without. These dainty, convenient and necessary baby garments are especially designed for the comfort of the little ones and the convenience of the mother.

Put up in attractive boxes they find instant sale. Speak to our travellers about them.

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

Also manufacturers of "CEETEE" Underclothing and Turnbull's Ribbed Underwear.

Ladies', Misses' and Children's Underwear

For Spring 1914

Before placing your order for Spring goods kindly await the call of our representative, who will be able to show you many improvements in our well-known brands, viz:

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

and call your special attention to the new patent Pandora Style in Women's, Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

Service and Specialty

Duck Clothing



Duck uniforms for cooks, waiters, barbers, bartenders, butchers, grocers, doctors, etc. Every garment bearing the label

"MILLER'S AHEAD OF ALL"





Our Duck service and specialty clothing comprises all the popular styles for all classes of trade. We are "past masters" in the art of making duck clothing that always gives absolute satisfaction

The "Miller Ahead of All" label is your guarantee. See that it is on your duck clothing and your special orders of **Militia and Cadet Uniforms, Boy Scout and Girl Guide Outfits**, etc.

We have a special department for

Church Choir Vestments

and can make you a fine proposition to go after the business of your own and other churches

The Miller Mfg. Co., Ltd.

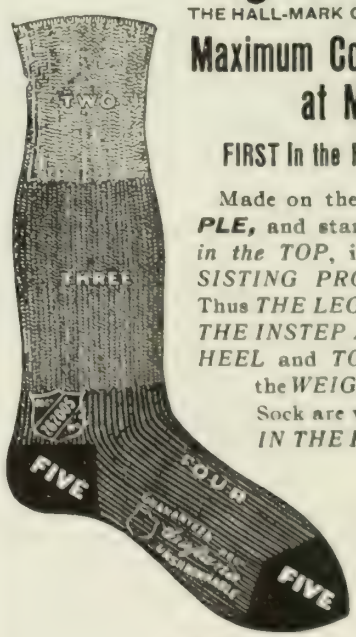
251-3 Mutual St., Toronto

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

FASHION'S

Latest Word in Fashion's Greatest Pattern

The name Butterick means Fashions to millions and millions of women throughout the civilized world.

They go where BUTTERICK LEADS

There is no greater sales-force you can apply to your business than the power and prestige of Butterick.

Write for further particulars

BUTTERICK

Butterick Building
New York

72-74 Duchess Street
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BUTTERICK
Goes Ahead
Faster Than
Ever

Make Yours
A
BUTTERICK
Store

Good Mid-Season Business Promised in Hats

Spring and Summer Styles Held Back—Wide Ribbons Joined Together—Nothing Smarter Than Black—Toques in Big Variety.

So far it is the jaunty note that is strongest, and the greatest factor in its production seems to lie in the proper adjustment of the hat, for the new hats are worn with a decided tilt over one eye. In addition the width of the brim has diminished almost to nothing on the right side, while the left rises high in broad revers which often soar higher than the crown itself. This high flare is often accentuated by high trimming posed at the very highest point of the brim.



Taffeta turban with high front trimming.

Chinese influence on patterns strong.

Black continues strong; dark shades of blue and dark browns also selling well.

Green growing in favor with deep myrtle and Russian first.

In trimming, emerald, sapphire, blues, royal purples, gold, apricot, cardinal and new foxglove shades replacing cerise.

MILLINERY showings so far are confined chiefly to hats that are suited to early season wear. Late Spring and Summer modes have not arrived. This is a tendency that has prevailed for some seasons now and is one that certainly makes for the selling of more millinery. Such a procedure is particularly suited to the Spring season now approaching as there should be a good before-Easter season, as that festival falls so late this year. Much of course depends upon the weather. Early Springlike weather will mean that the majority of women will invest in a mid-season hat, but cold stormy weather will curtail sales.

The early models while showing new tendencies follow very closely along the lines laid down for the late Winter hats.

The present vogue is for taffeta, tulle and moire, and the result is that hats are nearly all of the made variety and show these materials either separately or combined. Fine straw braids generally in the form of narrow brim or revers are also added. Narrow pleatings of tulle and tosacles, chous and bow arrangements are all introduced into the trimmings of these hats.

Joining of Wide Ribbons.

A new idea is the joining together of wide ribbons, used for covering crowns and brims. The joins are arranged to run across, lengthwise or on the bias just as the milliner chooses. Shapes are covered with narrow ribbons about two inches wide. These ribbons are shirred along one edge and used in the same manner as straw braids.

There is a growing disposition to use malines, and crowns made of layer upon layer of maline, until the material has sufficient body to render it opaque, form one of the new ways of using this material. Transparent crowns are appearing for afternoon and evening hats, and are almost always of jet spangled net, and the newest models show the brim jetted also. Jetted nets worked out in handsome patterns, strings of jet beads, loops, twists and drapes of jetted nets or of taffeta or moire are preferred a present to all other forms of trimming, but as the season opens up milliners are preparing to use fancy feathers, ostrich, flowers, lace, ribbons and ornaments of jet and metal set with mock jewels. Paris is using amber and doubtless this idea will reach here by the time the season opens.



Casque shape of Milan Tagal trimmed with mount of heron and bow of corded ribbon. Shown by Debenhams, Ltd.

Velvet and Silk Plush.

Velvet is much too popular to be discarded, and will be used for facing the brims or for making the crowns of hats with the brim of Milan, hemp, Leghorn or Panama straw. Even silk plush will be used for this purpose and large handsome bows of moire edged with bands of maline will be used, supplemented sometimes with tight bouquets of mixed flowers. Very few hats are seen that are wholly of straw, and when pressed, hats crown or brim are veiled with some material, some having one or two piece berreta crowns either of silk or crepe which is often figured.

Many Models.

Milliners are taking full advantage of the idea of drawing styles from many sources and besides the models that are strictly modern, Empire, 1830, mid-Victorian, and also Rembrandt, Gainsborough and Fragonard shapes promise to have a measure of popularity. Milliners, therefore, have plenty of scope for the production of novel models, and

Exquisite 1914 Millinery

THE SPRING SHOWING

The D. McCall Co., Ltd.

will show at

Toronto

on and after

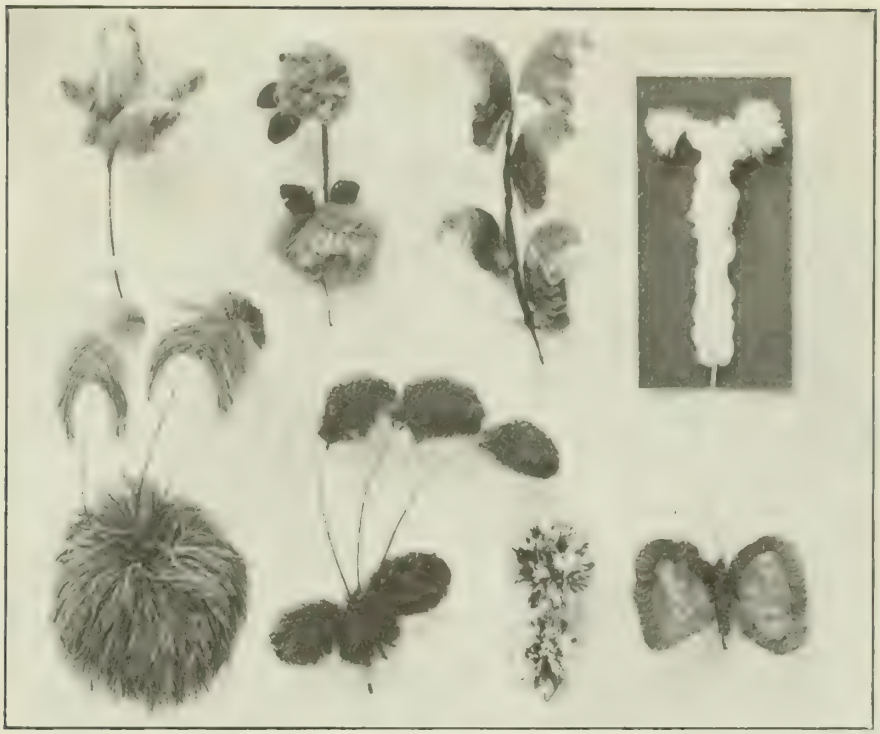
Monday, ~~September 16th~~
February 16th

the season's styles of Pattern
Hats and Millinery Novelties



The D. McCall Co., Ltd.

TORONTO



Shown by Strachan, Burden & Plaskett.

models that are becoming to all types of faces.

Height of New Hats.

The height of the new hats is due to the high coiffure, and to this also is due the retaining in favor of the soft crown and the tam or beretta crowns. There is quite a change in these crowns as illustrated by the new millinery for this kind of crown is wired and pulled up high.

Toques that are very high on one side and flat on the other are shown in big variety. As a rule it is the trimming that produces this high effect; wide-pleated ribbons, piece silk, maline or velvet. Some hats have circular bandeaux or bandeaux only on the left side. Some of these bandeaux are cap-like and are trimmed often with ribbon. On the top of this cap is posed a large plateaux of straw or one covered with some material slantwise producing somewhat the effect of a beretta.

Tricorne shapes, and Napoleons come in smart effects and are all more or less on the toque order. Some four-sided toques are also on the market. Hats of this class have triangular or square crowns, while the crowns of the Napoleon shapes are softly draped and follow the outline of the hat.

Black is Very Smart.

Just at the present moment nothing is smarter than black, and black will certainly be very much in evidence right into Spring, though there are signs that colored hats with black trimmings will be good. Rumors as to the return of very vivid colors again next Spring do not seem to be justified by recent developments, nor is it borne out by the color cards. Colors are rich rather than vivid and there is quite a preponderance of dark shades. Very dark tones of blue such as petrole; very dark navy shades, deep greens, very dark garnets, mulberry and dusky mauves, copper browns and tete de negre are the best thought of colors. Rich flower shades will be used in the trimmings and accessories.

Revival of Jet.

The most important development so far is the strong revival of jet, and from Paris comes the news that jet is being combined with amber there. Aigrette and paradise are seen on the hats imported from Paris, but New York models feature striking ostrich garniture. Ribbon arrangements, flowers, berries and lace will decorate the later models.

WHAT PARIS SAYS OF HATS.

Black generally worn.

Aigrette and Paradise dropped and substituted by ostrich, lace, ribbons, fruit, etc.

Hats very high, but small shapes.

Jet is featured by all milliners.

Tulle and moire used in quantities.

Paris Says Jet

Made hats in the majority, brim only being of straw. Possibilities good for flowers.

GEORGETTE is largely responsible for the growing craze for jet for she has been pushing jet trimmings during the last few months of the past year. Paris is showing hats altogether of jet. These models are covered with jet beads and spangles, and tulle lace and straw are used in combination. Very few hats are all of straw, and as a rule straw will be used for the brim alone, the crown being of some fabric. Hats are appearing that have only the edge of the brim and a band at the foot of the crown of straw, the rest of the model being of some soft fabric such as crepe. Crepes to match the gown or suit or the Summer waist are often used for the hat, and this idea pre-supposes the use of much embroidered and printed crepe. Other new cloths used in the dress trade such as the cotton velvets, golfine and ribbed pile cloths will be in evidence. New ideas in jet ornaments are adapted to the foot of feather fancies and ribbon bows, and one novelty comes in the shape of cigar-like ornaments of jet intended to clasp the stem part of fancy ostrich effects and the new pom-poms and puffs. Ostrich novelties and fancies are showing in profusion, and long mounted fancies in other feathers. Coque and peacock are good and any feather effect that will take the place of aigrette and paradise will be worn.

The new shapes are very various, the more so because milliners are more than ever making their own shapes. Many models raised high and flaring at one side are and tricornes are certain to be prominent among the many shapes. The straws that promise to be most used are yedda, tagel and picot, and a new straw known as Belgian Split which is identically the same straw as used for the Empire bonnets one hundred years ago.

Manufacturers of flowers are hoping that the new customs regulations in the States prohibiting the wearing of the most attractive of natural feathers will work out in their favor and that milliners will have to find the required novelty by again turning to trimming effects composed of flowers, ribbons and tulle lace. Certainly the flowers shown are very attractive and the color effects are new.

All authorities note the growing vogue of black, and after black the colors most used in Paris are Russian, almond and bottle green, chartreuse tilleul, and corinthe and wine shades to which should be added petrole, navy, Nattier and deep, dull shades of brown.





D. B. FISK & CO.

228 North Wabash Avenue
Chicago

NEW YORK · 29 West 38th. Street

ST. LOUIS · 1013 Washington Ave.

CLEVELAND · 414 Superior Ave. N.W.

ATLANTA · In the Kimball Hotel

Paris Making Its Hats of Tulle and Moire

Wonderful Vogue of Jet is Another New Feature—A Small Hat Season Promised—Limited Use of Lighter Colors—Aigrette and Paradise Dropped.

MILLINERY seen so far in Paris shows colors that are flower-like in their harmonious tones, rather than brilliant and vivid. The lighter tones are bright, but they are used only in limited quantity. The very deep rich browns, blues, mulberrys and smoky mauves that have been good during the Fall season are still retained, and the brighter hues only serve to accentuate the depth of the principal color. Black is most generally worn, and there will be many black hats at the openings, and indications are not wanting that the colored hat trimmed with black will feature very prominently. Colors are too beautiful this season to be generally overlooked.

It would seem as though Parisian milliners were rather glad to drop aigrette and paradise out of their trimming schemes and to substitute something that is newer in the garniture line. In the feather line unusually handsome effects in ostrich are substituted and lace, Malines, ribbons, flowers, fruit and berries are being fashioned into striking trimming effects.

Parisian designers have taken full advantage of the medley of styles that are being presented, and have helped themselves to the ideas of all the ages; therefore, it is a difficult matter to indicate all the novelties in shapes that are shown. The height of the new hats is the outstanding feature, and the fact that there are very few large models. Russian toques are favored first, and every model house is showing this toque in some form or other, and some of them are over half a yard high. Napoleon and Empire models, tricornes and hats that are four square are also new.

As might be expected, many hats are Oriental in suggestion and outline. A curious fact that should be well noted is that although the hats are Oriental in style they are developed in black or the much-liked dark colors. Models that may be mentioned in this connection are the Turkish fez, the Hindoo turban, shapes that are modeled on the Chinese pagoda, and the coolie shapes of Japan. Watteau models, new ideas in berettas, some of which are formed of crownless plateaux are seen, which are tilted to one side by cap-like bandeaux. These plateaux are often colored hemp or fancy straw almost covered with black ribbons arranged in twists and loops which are caught down by little clusters of flowers or miniature fruits.

All the Parisian designers are featuring jet. Jet comes in the form of ornamental cabachons, plaques, strings and festoons of round, nail-head and half-beads, sequins, paillettes, and in plateaux, bandeaux and in every form of ornament. Crowns and often the entire hat are jet beaded and jet embroidered.

Jet is combined with tulle, moire and taffeta. Tulle and moire,—these are the two materials that Paris is using in quantity now. Malines is used in enormous quantities, and Paris is going moire mad. Hats are made of moire, and when dress, costume, or wrap is made of any other material, it is moire trimmed.

FORTUNE FROM FEATHERS

The development of the ostrich-rearing industry in South Africa is being regarded with the greatest satisfaction by people in other countries interested in the business. There is scarcely a homestead in South Africa where one will not hear people talking of the profits of ostrich farming, and there is no doubt that judicious investment in this business is productive of sound profit. In twelve months 547,709 lbs. of ostrich feathers, valued at $7,500,000, was exported from South Africa, and these figures are steadily rising.

As a matter of fact, this really wonderful export industry has been the cause of the distribution of upwards of two million pounds among the population of the Cape. And even though the output is still increasing and promises to increase at an even greater rate later, this marvellous market still bears up.

The ostrich-rearing industry has established hundreds, even thousands, of persons on the land who could never have succeeded without its aid, for ostriches can be reared on pasturage and naturalized veldt which would be quite insufficient for cattle. And the difference between driving live-stock to markets, across mountains and plains, is vast when compared with the fact that a year's crop of feathers from an ordinary holding can be taken out in a Cape cart drawn by a pair of horses.

According to the latest results which have been obtained, it appears that a good plucking bird fed on lucerne can generally be depended upon for three crops of feathers in two years, and as an acre of lucerne will easily carry three birds, the profits, say, at £5 to £7 per plucking, are quite sound, taking one season with another.

And ostrich farmers in South Africa have now acquired such a knowledge of the birds that by judicious selection and mating they are able to send feathers to market which command very high prices. It is found that birds thrive best, are freest from diseases, and give the strongest and richest feathers when subjected to varied food and conditions—which is one of the secrets of successful ostrich farming.



To the seeker after Unusual and Exceptional Novelties in Headwear

We take pleasure in announcing to Canadian buyers that Mr. H. H. Winder has just returned from Europe, via the S. S. Alsatian, bringing with him the latest decrees of Dame Fashion in Trimmed and Untrimmed Model Hats, Tailored Hats, Feather and Flower Mounts, etc., etc.

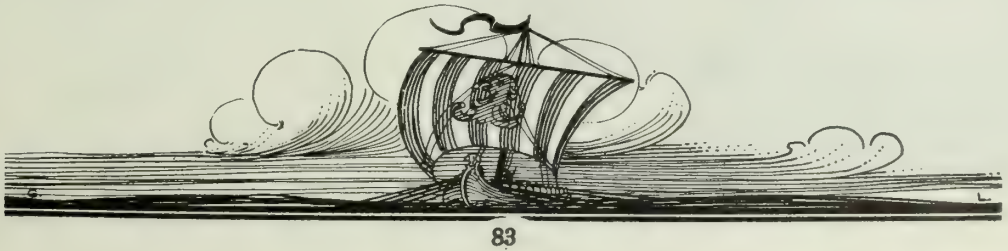
These creations from the famous salons of Paris, Vienna, Berlin and London, are now on exhibition in our showrooms, Kings Hall Building, Montreal.

A cordial invitation is extended to visiting buyers to inspect these models.

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We believe in the Canadian people, their genius, their brain, and their brawn. We believe in their honesty, their integrity, and dependability. We believe that nothing can stand in the way of their commercial advancement and prosperity.

We believe that what are termed "times of business depression" are but periods of preparation for greater and more pronounced commercial successes.

And we believe that in our country are being worked out great problems, the solution of which will be for the benefit of all mankind.

Dry Goods Review

Waiting for Paris to Reveal Her Spring Secrets

Nothing New Expected Just Now as Couturiers Are Preparing for Spring Openings—Poiret's Gowns in "Le Tango" Attracting Great Attention—Fashion Drawing Her Ideas From Many Opposite Sources—Will "Trousers" be Tried Again?

PARIS, Jan. 27 (Special).—With the February openings so close the Parisian couturiers are bringing out nothing that is really new, as they are busy behind closed doors working out the new ideas and developments that are to shape fashion's course for the Spring season.

Their secrets are carefully guarded, and the utmost care is taken to prevent information leaking out prematurely, therefore advance information as to what the model houses are doing and as to what they have in mind is very hard to obtain, and much of it is of doubtful authenticity.

There is as usual at this period of the season a plentiful crop of rumors afloat, many of which owe their origin to endeavors to place some article or industry on a more profitable basis. At this time there is always some authority to come out with the claims of the Louis XV. and XVI. styles for the place of leadership during the coming season. The real fact is that Louis styles are always copied by many designers to some extent possibly because they are so familiar that models based upon the ideas of this period are sure to take.

Just at present it is easy to emphasize Louis styles because taffetas, Alencon laces and pannier draperies are in vogue which it must be remembered by no means alters the intensely modern effect and outline of the present style of dress.

Just in the same way flounces are made the text for anticipating an 1860 revival, including crinoline and all, which certainly would be a big jump from the narrow skirts which wrap around the feet. Bustle effects are made to stand for a bringing back of the 1880 puff and back draperies. Color is given to this latter idea by the costumes worn at the Mannequins' ball. It was noticed that much less emphasis was given to the backward slope of the figure which was adopted to give grace to the back of the plain narrow skirt. This change in the line would seem to shadow forth a return to dresses that are puffed, draped or otherwise trimmed at the back.

Remembering the success of minaret fashions taken from the costumes designed by Paul Poiret for the play of that name, many are wondering if a similar development will result from the tango dresses he has designed for Richepen's play. The very fact that Poiret has designed these dresses has sent everybody interested in dress to see it.



These dresses are very different from those designed for the minaret, for they are distinctly a development of modern art ideas. They follow the outline of the natural figure very closely and favor the present corsetless effect. One feature that strikes is that waist and skirt is in contrast and also emphasize the combining of black and white with a bright note of color. One dress is of white satin narrow around the feet and draped over the hips. The neck of the gown is decollete and the tight plain white satin sleeves come down over the hand. Over this satin slip is worn a casaque of black velvet laced together at the shoulders with crossed green silk cords, and also laced in the same fashion from just above the waist at the sides. At each point of the casaque is placed pendents or tassels. The hat worn with this dress had a cap-like bandeaux upon which the flat brim was posed slantwise giving the appearance of a beretta. The upper brim and the soft satin crown was of black velvet and the under brim facing and bandeaux of many thicknesses of white tulle. A large green rose decorated the bandeaux.

The other costume was also made up of waist and skirt the skirt of black and white duvetyn in wide awning stripes. The blouse has many new features and while it has somewhat the appearance of the low-belted Balkan blouse it is original in many of its lines.

The cut is kimona with long drooping shoulders and the sleeves are of the peasant type gathered at the wrist and ending in a flaring frill. The blouse has a suggestion of the minaret tunic, and is belted low with a belt of gold galoon and embroidery. It opens with a deeply cut U which is partly filled in with a vest of net buttoned with gold buttons and frills of lingerie. The blouse is slightly shirred under the collar which stands away from the neck and which is in hood shape at the back and only comes just over the line of the shoulder in front. This blouse is of black satin.

There is much speculation as to whether Poiret and Callot will attempt to make an extended display of jupe cullote models at the openings. It is three years since Poiret first attempted to launch the trouser skirt that created such a storm of protest. Many of the other model houses at that time followed Poiret's lead, and had in consequence to make up other models to take the place left vacant when the jupe cullote was withdrawn. This finished this model with many houses, but Poiret and Callot have always favored the idea, and have from time to time shown cullote models. Now these models have been found to be just the right thing for gowns made for tango teas and dances.

Some of Callot's latest dresses of this kind promise to have good success for they do not present any features at first sight that look out of the ordinary. They look like the ordinary draped skirt that is clinging around the feet and full around the hips. When the wearer begins to move it is seen that the skirt is joined at the bottom with an aperture left on each side through which the feet pass. The best description of such a skirt is that it is like a bag with the corners rounded off. There is the usual tunic arrangement and of course the very sheer waist. At any rate such garments cannot be held to be immodest as very much less of the leg is seen than when the split skirt is worn.

The split made its appearance simultaneously with the jupe cullote and though much criticized eventually scored a popular success.

Judging from the gowns now worn Paris is still partial to soft pile fabrics. At the present moment black velvet reigns supreme. Next to black, brown tones seem to be in strongest vogue. Everything is trimmed with fur and jackets have collars that follow the Japanese fashion and fall away from the neck, particularly at the back, a fashion that will it is said be repeated on the Spring suits.

There is plenty of contrast in the Paris stores for the woman who is go-

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ing to St. Moritz; there is the sweater coat with collars and revers of fur, and for the woman who is going south the couturiers are preparing filmy gowns of embroidered nets and sheer cotton fabrics.

The sweater with the fur collar made its appearance at Deauville last August and has sold as a novelty in the Paris shops during the Winter. Silk sweaters have been generally adopted as women are finding that they are warm and light as well as smart and dressy. The best models are trimmed with fur. A typical coat in the popular Nattier blue has the collar and cuffs of putois and is fastened with large Pierrot buttons of the same fur. Often there is a sash of crocheted wool in contrasting color with a silk sweater, and of silk when the sweater is of wool. The sash with the sweater seems to be an established fashion for many models both in silk and in wool have them. Some are of plain mohair braid finished with silk ornaments while others smarter still are of Roman striped or plaid mohair braid.

The loose Norfolk sweater is preferred to the more close-fitting types and the newest sweaters are about 30 inches long. Many of them are bound around the edges with narrow silk braid, and both belt and pockets are also bound. Some of the new sweaters are two-toned, and many are mixed silk and wool.

Women going south are ordering the most exquisite gowns of filmy transparent fabrics often combined with taffeta. Up to date the minaret effect is good, but many tunics are seen that take the form of a pleated flounce, or a series of tiers, the first of which falls to the hips and the others are adjusted according to the ideas of the dressmaker. Many material gowns and also gowns of taffeta have a hip yoke to which the skirt is attached and the first tunic is in pannier style in front with the top fulled on to the corsage.

Another idea which Cheruit is featuring shows the 1880 tablier or apron front overskirt. One model seen had the three-tier idea carried out as three aprons one above the other and all having strings carried to the back and ending in a flat bow. Some gowns have tulle or net draped up so as to form a bustle effect.

The bodice is in all cases of the filmiest materials, and tulles, nets and laces are worked out on lines giving either the vestee or bolero form. Vest fronts are often draped surplice fashion with the lower part of the corsage cut pointed or round tab ends and falling over a girdle of colored silk.

Drecoll has introduced the fitting basque; this does not mean that the figure line is changed, only that the basque is darted below the bust so that it follows the line of the figure and does away with all blousing and fullness. Bandings, motifs, buttons, froks, fringes, tassels, and drop ornaments are outlined for trimming purposes.

A notable dress, because it shows the use of pleatings, is one of bright red taffeta from the house of Jenny. The skirt is laid in knife pleats, but does not gain in width because it is pleated for all up the skirt a few inches apart bands of elastic are sewn to keep the pleats in place. The over-drapery is of voilet silk net patterned over with drops and motifs of amethyst beads and over this is a short pannier tunic of mist grey chiffon. The waist is of flesh-colored tulle over which is laid silver lace which is held in place by bands of amethyst and colored beads over the shoulder. The girdle is of red velvet matching the taffeta and the shoes are to match with stockings of pale grey silk.



DRESS of plain and embroidered crepe, showing the double tunic with Godet flare, the defined waist and the new cut at the neck coming to a point on each shoulder. The collar effect is new, standing away from the neck.

WITH THE MERCHANTS

Regina, Sask.—H. Weber, late of Toronto, has taken a position with McKay & Co., as head of the ladies' tailoring department.

Arnprior, Ont.—H. R. Pollock sold his tailoring and men's furnishing business to a joint stock company of which he is the largest stockholder, and also president.

Brandon, Man. A dry goods company with capitalization of $200,000 has been formed here under the name of Doig, Rankin and Robertson.

Vancouver, B.C.—The Hudson's Bay Co. has acceded to the request of the Manufacturers' Association of British Columbia to push the sale of local products in order thus to encourage local industries.

The "Star Brand" makes optimists *of* pessimists

To look through the "Star" range is to get that feeling of here-is-something-that-will-bring-business. And to stock a good range is to become a thorough optimist, for it not only supplies the daily demand, but creates new business. It's the live wire that sets things tingling.

Star Brand Dresses and Blouses

will give your ready-to-wear department the touch of optimism.

Every number is an irresistible pulling medium for your department.



"Star" Brand dresses and blouses for 1914 comprise a very large range of the latest styles in fabric and design. The fabrics shown are Crepes, Costume Crepes, Ratines, Brocaded Eponges, Figured Voiles, etc.

Children's Dresses

Our representatives are showing a very complete range of dresses for all ages of juveniles from the little tot to the young miss.

Stock of Whitewear

We have a good stock of whitewear to supply your **rush requirements.**



New Montreal Address:

Note We announce to the trade that the new address of our Montreal salesrooms will in the future be:—

Mr. L. Emile Auger,
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Star Whitewear Mfg. Co.

BERLIN, ONTARIO

The Dressy Suit is Supreme for Spring

Buyers Must Carefully Study the New Models, for They Totally Differ From Previous Suit Styles—Will Require Special Introducing—They Are Smart, New and Do Not Require Much Help From the Alteration Department.

QUITE enough has been seen of the new suits to predict that the tailored suit in the common acceptance of the word is out of the running. Many suits are extremely simple in effect, but they are cut on new lines and have nothing in common with the garment heretofore known as the tailored suit. Certainly the new suits will have to be introduced to the more conservative among the store's customers and buyers will have to exercise a fair amount of discrimination in making their selections. To compensate there will be little in the way of alterations needed.

The natural figure makes women easier to fit, and the straight hang from the shoulders and the total elimination of the troublesome line at the back from neck to the waist does the rest. Even the sleeves will not have to be altered this year as any length from ¾ to ⅞ is right. Also the styles are so different that the woman wearing a last season's suit will be instantly spotted, therefore every woman who aspires to dress smartly and in style will be forced to buy a new suit.

Not only are suits on the dressy order and decidedly novel in cut, but the element of novelty extends also to the material and colors. Of the six suits shown in a window display made by the T. Eaton Co., two were of moire in the new watered effect with the pattern formed by the watering one black, the other dull amethyst. One was of black and white check, one navy gabardine, and one Nattier blue and one tango crepe. This display gives concisely the fashion trend both in color and materials, the only fault being that it does not give enough prominence to black, and does not give the mahogany shade which promises to sell well in the novelty class.

Suit coats are short and none define the figure. Many coats are cut away from just above the bust line. Some are in bolero effect in front and are continued in basque or tail effect at the back. Short straight cut coats hanging from the shoulders, some of which are caught in pleats or with girdle forming a bloused effect are very new. Some very extreme coats take on almost the effect of a cape at the back. Yoke effects, and sleeves carried up over the shoulder in raglan fashion. Kimona cut coats with long drooping shoulders and set in sleeves are some of the new features. Extreme coats flare decidedly over the hips and often form with the skirt a three-tier effect.

The shorter coat and the loose straight cut is necessitated by the new tunic and peg-top skirts which give the new figure outline. Skirts are loose and wide over the hips and are tight around the feet. The split is no longer conspicuously placed though it is still present because in the majority of skirts walking would be difficult without it. It is often placed at the back or is filled in with a pleating of the material of the suit.



Outing coat made of checked velour cloth. Note the cut of the sleeves and the flare of the coat.

Many suits have a separate vest, and some models show vest effects set into the coat. Girdles are present and sash effects are numerous. Collars are of no particular type, with the roi de Rome, the Japanese and the draped collars as the newest features. Lingerie are often added and often there is both lingerie collar and Medici frill. Sleeves are just as often ¾ and ⅞ as full length and there is a tendency towards bell flares at the wrist with pleatings of lace or net as the finish.

Buttons are in odd effects and tone in with the materials, but there is an increasing use of covered buttons of the same material noted. Tassels and drop ornaments are also coming into use.

MONTREAL VETERAN RETIRES

Mr. Robert Henderson, of the recently formed stock company of Henderson & Smith, Limited, has retired from active business after forty-eight years of commercial life, still retaining the presidency of the company and some financial interest. He has gone to Southern California for the rest of the winter.

Mr. Henderson came from Beauharnois to Montreal in 1865, when the population of that city was only 80,000. He has seen many great changes since then and can tell many interesting tales of the eastern metropolis nearly half a century ago. He commenced business first in the employ of the late Thos. Mussen. Tiring of the retail business he went on the road for the wholesale dry goods firm of A. Laurie & Co., in 1867, and claims to be one of the oldest members of the Dominion Commercial Travellers' Association. At this time he made his first visit to Toronto. In 1868 when Messrs. Laurie sold out their business he went with Messrs. Joseph McKay & Bro., of which firm the present Senator Robt. McKay was a partner. Eight years later he decided to go into business for himself, and went to Europe to secure some wholesale dry goods agencies. Among the agencies secured at that time was a British one which as well as a United States one and a Canadian obtained in that year his company still holds.

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Patrician Garments

have an undefinable selling force which not only sells but satisfies

And in satisfying your patrons with suits and coats you are not only placing yourself in a position to get their continued patronage for these garments, but more than likely will win their trade for nearly all their needs.

Patrician suits and coats for Spring are being shown to the trade everywhere.

Have you seen them yet?

Our Spring, 1914, showing is most pronounced for its exceedingly good values and its well-planned style features.

Our designer has gathered together the finest range of exclusive models we have yet shown—models of a stylish, yet very practical type. **A card will bring our samples.**

Patrician Cloak & Suit Co.

SAMUEL BUILDING, KING & SPADINA

TORONTO

Trade Patrician GARMENTS Mark

The Flare is the New Idea in Coats

Many New Ideas in Coat Lines—Mannish Coats Are Cut on "Burberry" Lines—Godet Flounces Finish More Dressy Models —High Colors a Feature.

WITH fashion favoring the separate waist, and the separate skirt for practical wear, and the big interest that is being shown in dressy gowns there must be a safe and sure place for the separate coat. There are many new features coming to the front in coats, and there is a hint that the much-liked cut-away idea is at the height of its favor and that newer forms are being tried out. Many of the new coats are decidedly mannish in cut and style and suggest the "Burberry" idea. Raglan effects, sleeves cut in one with either the back or the front of the garment, dropped sleeves and long drooping shoulders are all new features, but the newest idea is the wide flare at the bottom, and the straight cut all-round with the corners cut square instead of rounded. Other new models show the straight cut body drawn into a godet flounce that is often deeper at the back and which continues the idea of the cut-away models, only in a new combination and type. This is the cut seen in the more dressy coats.

For the trade that is conservative and which does not take up with novelties until they are well established there are many models built upon variations of the present modes, but made up in the fancy colors that have been adopted for Spring and Summer wear.

The cloths adopted are ratines, chinchillas, and blanket, rough serges, coatings in plaids and checks with black and white checks, particularly prominent. Corded velour, and corded cotton velvets are among the latest cloth novelties introduced.

Such colors as maize, tango, moss green, hunters' green, delft, Copenhagen, tomato and American beauty red are on the market. Smart over-plaids in tan, brown, green, red, navy, and delft, and also in black and white are strongly featured.

Later on short coats of silk, both plain and printed, will make their appearance. Black will sell best, but colors, glaces and prints will be extensively worn, particularly if taffeta answers to present expectations. Moire silks and also soft satins will be used in the development of these smart little coats.

Outing coats are three-quarter length, but some very short coats, some only about hip length are shown in silk.

PARCELS POST FOR CLEANER

The trade seems to have reached a period when the term lingerie as applied to dresses is a misnomer, for very many of the new models though made of cotton materials would not come out of the tubbing ordeal with credit. Therefore, once again the cleaner will be requisitioned. When once a dress has been laundered it needs the freshening process at frequent intervals and if an account is kept of the cost of these frequent trips it will be found that this expense is no small item. With ordinary care a dress should not need to be cleaned more than twice or three times during the season, and barring the effects of wear after cleaning is practically new again. These are selling points that every saleswoman should know. Moreover, in centres where there is no cleaner available the merchant might with profit both to himself and department make arrangements with some reliable cleaner to have the work properly done. By this means he would insure that full satisfaction was given by the garments bought in his department. The new parcels post ought to help in the carrying out of such a plan.

Crepe the Accepted Material for Summer Gowns

Two or More Used in Making Gown, With Light Laces for Trimming—Buyers Interested in Silk Models and Dancing Frocks.

JUST as soon as any indication of real Spring weather makes its appearance a very large demand is expected for the smart dresses shown in the new cotton materials. Lines already shown are being added to, and the variety is great both in style and fabric. Specially prominent are the new crepes that show embroidered and printed patterns on a crepe ground. Chenille or pile fabrics on grounds of crepe, crepes decorated with ratine yarns, or with bourretted yarns are among the best liked materials. Rice cloth, and voile neige are included in the list of materials to go into dresses that are finding a ready sale.

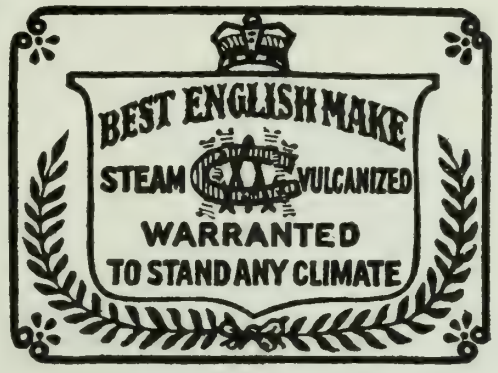
Dresses of the tailored variety come principally in cord weaves and plain and fancy ratines.

These materials are seldom used for the whole dress but two or more are combined, and as a rule either lace or embroidery or both are used as trimmings. Entire dresses are being shown in flounced and tier effect made of very sheer embroideries, and the tiered effect is also good in the new embroidered piece fabrics. The foundation cloth of the new embroideries is very sheer, the latest note being the use of soft-finished organdies.

Puff draperies and tunics are first favorites and these styles are so manipulated as to give either a conservative or extreme line to the figure. The neck in all cases is low and for late Spring and Summer wear all models are being prepared with short sleeves.

Buyers are interested in silk dresses for present delivery, and up to Lent a big business is expected in dancing frocks and party gowns. Owing to the vogue of the "tango," dresses of this description are shorter. Hip and panier draperies are first favorites, and tunics appear in every conceivable shape and form. The minaret is very much in evidence, and when made of tulle and edged with marabout is a favorite. Flouncings arranged in form and placed one above the other are appearing, and flouncings are either of shadow or net laces. The majority of these dresses are made over net, and net forms the most desirable of the new foundation materials.

The very sheerest of laces and tulles are used for the waist and tunics over clinging draped skirts of charmeuse and chains of small roses are used for shoulder straps. Chains of beads and the new waterfall fringes are the latest in trimmings.



Originators of Styles

We have just completed a set of samples of the very newest and most attractive styles in

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You need not take our word for it—See the full range and judge for yourself. It is a pleasure for us to show our goods. We are proud of them, and so will you be when you offer them to your customers.

Every garment bearing our label may be depended upon to give complete satisfaction in every particular. It will be to your advantage as well as ours if you look over the samples when our traveller calls.

THE

Montreal Waterproof Clothing Co.

The largest and oldest Waterproof Clothing House in Canada

MONTREAL -:- CANADA

Many New Features in Waist Fashions

Definite Acceptance of the Light Waist and Dark Skirt Means Big Waist Business—Yoke and Raglan Effects the Novelty in Middys.

NOW that fashion has definitely accepted the light waist and the dark skirt, blouse manufacturers are preparing to make the most of such an advantageous situation. The majority of the new waists are very transparent, and one might almost say that the more transparent a waist is the better it fulfils fashion's requirements. White lace and white net waists have a very high place and a touch that emphasizes the prevailing fashion idea is the lining of net and lace waists with flesh-colored chiffon.

Buyers must remember that fashion is again busy with the separate waist and that that busy dame is not content to leave any garment that she is interested in alone and on lines already familiar. A feature that promises to create a little trouble early in the selling season is the general looseness and the easy-fitting type of the new blouses. The new blouses are made of the very softest of materials and blouse all round. Under the arm is full and the fullness is placed also at both front and back. The sleeves are cut with wide arm-holes, which is carried to the extreme in the more dressy and expensive models. Designers are for the time being softening and modifying these features but it is in such matters that the buyer's judgment is shown. For he has both to emphasize the style idea and at the same time place in stock models that his customers will accept.

Silk crepes are combined with printed crepes and with plain glace and printed taffetas. Many of these waists are adaptations and copies of Paris blouses. Among the new features the most interesting development comes in the many peplum and vest belt ideas. Lengths, adjustments and shapes vary but the majority have the high waist line or are adjusted with elastics covered with shirrings so that the waist size varies without alteration.

The most interesting feature is the way in which the numerous peplum ideas are managed. Some are rounded, some square, others are accordeon or flat-pleated, and reach either all the way round, or come to each side of the front. Some show a vest-like belt, and others have tails at the back. Some new models show an apron effect that ties with a large flat bow at the back.

Many of the new blouses are made of crepe and glace or printed taffeta. A very distinctive model was of glace silk in Nattier blue and white combined with white crepe. A deep U-shaped front was filled in with a vest of crepe buttoned up with brilliant buttons rimmed with blue and the collar was formed by and the U outlined with a frill of very fine net lace in ecru shade edged with a picot in tango color. This frill was wired at the back and bent away from the throat at the sides. The raglan sleeves were finished with cuffs of the crepe. Another elegant blouse was of white crepe, plain and printed in a set Chinese pattern in blue, yellow, green and black and craquele lace. The printed crepe formed bolero fronts, and the back was laid in box pleats that hung straight from the shoulder ending in a square-cut coat. The front was of white crepe with cross-over vest of the craquele lace. The collar of the lace formed deep Vandyke points ending in revers on either side of the deep V. A two-toned girdle of jade green and yellow satin ribbon was crossed high on the corsage at the front, ending on either side at the under arm seam. Jade buttons one inch long and half an inch wide decorated the front of the bodice and were used to catch up the under sleeves of lace.

A very striking waist was of grey green taffeta cut with the body and sleeves in one, and the fronts of cream shadow lace over flesh-colored chiffon lining. Small green tassels were used to decorate the front while a green silk cord with tasseled ends finished the pleated lace frills that form the collar. Short sleeves cut in one with the waist are finished with puffs of lace drawn up with a silk cord with bow and tasseled ends on the underside of the elbow.

Many styles of waists are seen made up in floral patterned taffetas or satins with the vest of plain taffeta and the round yoke back finished with a half inch hemstitched hem. The bodice is baggy, and a pleated frill which gradually widens into an up-standing collar completes the neck.

The middy blouse has a very well defined place in the Summer trade. There are a large number of smartly cut middys on the market for Summer selling, though there has to be enough simplicity included to preserve the utility of the garment. Many models are on Balkan lines, but the majority are straight cut though there is a cuff turned up at the lower edge that gives some hint that it is due to the low-belted fashion. Novelties in cut come in yoke, raglan and kimona cutting. A blouse of this description is so smart and practical that the firm introducing it is seeking patent rights, and is making special regulations as to distribution and confining rights.

INVENTION FOR FASTENING

(Continued from page 60.)

holes 18 and 19 similar to button holes through which the tapes 16 and 17 are inserted and tied, as indicated at Figures 2, 3 and 4.

The lower edges of the flaps 14 and 15 are provided with a binding 20 which is preferably non-elastic or only slightly elastic while the front edges of the flaps are provided with a similar binding 21.

By employing the flaps as indicated several desirable functions are accomplished. As a first function, the upwardly curved portion of the body is held upwardly in position by the upper tape 16, while the lower tape 17, with the binding 20 serves to determine the desired measure from arm pit to arm pit which may be regulated as suggested at Figures 3 and 4, the tapes 16 and 17 being capable of tying when the edges of the flaps are spaced apart to a considerable distance. Also as illustrated at Figure 1, the use of the flaps are spaced apart to a considerable distance. Also as illustrated at Figure 1, the use of the flaps and the upwardly curved portion form a double thickness over the chest of the wearer, the position of such double members being insured by the use of the two tapes and the use of the lower edges of the flaps as straight from arm pit to arm pit, prevents any gapping or stretching of the parts out of position to form a crack between the body portion and the flaps. It is found desirable at times to prevent too great elasticity of the upwardly curved portion, 12, and for such purpose a strip, 22, is secured upon each side of the centre of such length as is desired, which will prevent the stretching of a portion of the curved line.

Among the inventor's claims for it are: "an upper portion cut upon a curved line extending from the arm pits substantially to the neck line, flaps secured at the sleeves and extending with their bottom line substantially straight between the arm pits, a tie secured to the upper end of the upwardly extending body portion and adapted to engage the flaps at the neck line, and a second tie adapted to secure the flaps together adjustably at the straight line connecting the arm pits."

Borgenicht, Kornreich & Co.

THE LARGEST CHILDREN'S DRESS HOUSE IN AMERICA



We always have on hand, for immediate delivery, a large stock of Dresses in

Ages 2 to 6	- - -	from	$4.50 to $18.00 per dozen
" 6 to 14	- -	"	$4.50 to $36.00 "
" 13-15 and 17	- -	"	$10.50 to $42.00 "
" 14-16 and 18	-	"	$12.00 to $48.00 "

Send us open orders. We pay special attention to them, and fill them to your entire satisfaction

SPRING LINE READY AND ON EXHIBITION AT OUR SHOW-ROOMS
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Rosebud Tub Dresses

Over 200 Numbers. $15 to $60 Dozen.

Rosebud are the champion high-class Tub Dresses to retail at little money. They are made RIGHT, in our suburban factory—light and clean; where production costs are low, and the "hands" happy and contented.

Every Dress shows this in its freshness, novelty and attractiveness. Thus

WE HAVE NO COMPETITION

in making good Dresses to retail at little money.

Style 2501 Remarkably pretty dress of pure Irish linen, collar, cuffs and front embroidered; leather belt, and bow-knot tie of poplin; made in tan linen only; embroidered in blue and red. Price

$18.00 Doz.

Style 3110 Fascinating dress made of ratine in white, blue, lavender and rose; knitted sash in colors to match; a great leader at

$27.00 Doz.

Style 3514 Dainty frock of rice cloth in white, copenhagen, lavender and rose; pretty embroidered double collar, cuffs and vest of shadow lace, edged with chiffon ruching. Price only

$33.00 Doz.

The ROSEBUD MFG. CO.
193 Mercer St., New York

Uptown Showrooms: St. James Building, 26th St. and Broadway.
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Make You Profits With No Investment



Are the choirs of your town ungowned? If they are, you have a good opportunity of increasing your profits and adding prestige to your store. This can easily be done by using your influence in securing the orders for choir gowns from these choirs.

Miller Choir Gowns have embodied many exclusive features which make them the most serviceable and popular gown that could be worn.

The ample fulness allowed everywhere in correct proportions gives that hang and drape so much admired. The full skirt; the deep hanging, full-pointed cathedral sleeves, and the snugly-fitting collar are some of the strong selling points that will appeal to every choir.

The special discount we give the trade will make your efforts highly profitable for you. Write for new booklet and samples of material. Please give name of church.

The Miller Mfg. Co., Limited
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No. 270 Kimono

READY FOR SPRING DELIVERY—

This Kimono, as well as other good styles in House Dresses and Dressing Sacques

HOUSE DRESSES
$5.50 and $24.00 a doz.
of Chambray and Percale

KIMONOS
$3.75 to $21.00 per doz.
Lawns, Crepes, Challies

DRESSING SACQUES
At Lowest Prices

IT IS TO YOUR ADVANTAGE TO CARRY OUR LINES

No. 270—Made of Serpentine Crepe, wide Satin Ribbon trimmed, $15.00 a doz.

Send us a Sample order. Prompt Deliveries Guaranteed

HIRSCH BROS., 71 W. 23rd Street
NEW YORK CITY
Mfrs. of House Dresses, Kimonos, Robes, Etc.

Ask Our Travellers About

The New Middy Waist

Sold to one customer only in a town

Made also in Dresses

HELENA COSTUME CO.
LIMITED
LONDON, ONT.

Announcement

THE firm of Goldhamer Cloak Co., Limited, has been dissolved under the Wind-up Act of Canada.
Mr. Goldhamer is announcing to the trade that he is continuing the making of the well-known brand of GOLDHAMER GARMENTS, and is located for the present at 183 Roncesvalles Ave.
For sorting, our late models are unique and attractive. A call will bring our samples to your door.

THE GOLDHAMER CLOAK CO.
183 Roncesvalles Ave.
TORONTO

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We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
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DRESS ACCESSORIES

Ladies' Neckwear Sells Freely

Holiday Sales Large and Buyers in Good Shape for the Spring Selling—New Ideas in Medici-Fichu Effects Showing — Trouble Over Short Collars—Interest Developing in Flat Collars.

THE Spring season is opening most auspiciously for ladies' neckwear, the holiday business was large and the merchants cleaned up their stocks so thoroughly that they were early in the field for new goods with which to begin the present year. Something new in neckwear always helps sales and manufacturers were ready with dainty effects that showed fur and the filmiest of shadow laces in combination with fur. Fur-trimmed neckwear is selling now and will continue to sell into early Spring. Every indication points to a continuation of filmy neckwear and fluffy effects. Medici and fichu collars are still the big feature, but there is a decided change in the idea. The new neck-pieces are larger and simpler in effect and there are more ruffles and less pleating. This means that the pattern of the lace is of more importance as it forms no small part of the attractiveness of the new neckwear. Many of the new fichus form a point in the centre of the back and come well on to the shoulder, ending right at the waist-line or below the bust. The high Medici collar is made by darts shaping the lace and by invisible wires so that the collar rolls away from the neck at the back and at the sides. Very careful shaping is needed to give the required form to these Medici-fichu effects as the correctness and beauty of line is of first importance.

A very big business is being done in flat collars both in Plauen, Venise and in made effects. The shape is the main feature for no collar meets in front. Plauen lace collars, and some of the material collars are shaped so as to encircle the V front. The very newest shapes do not do much more than come over the shoulder line, the end of the collar just appearing in front.

Manufacturers have had considerable trouble with some buyers over collars of this kind. These buyers do not seem to realize that this is a new shape embodying an accepted style feature that has been accepted in New York and in the large city stores. Therefore, if the manufacturer conceded the point and met the buyers' demand for added length, the chances are ten to one that later he would have these collars back on his hands as unsalable.



Net and ribbon camisole. Shown by Phoenix Novelty Co.

There is no change in the neckwear situation as far as guimpes, chemisettes and vestees are concerned, and these will continue to sell in great numbers. As the collar finish changes, these changes influence the finish of these articles and the new guimpes are finished with shaped lace collars wired and cut so as to roll away from the neck.

Flat collars, and also Medici and fichu effects embroidered organdie are being featured and buyers who are on the look-out for the something that is different are putting this class of neckwear into their line. Batiste collars, chiefly in ivory and Paris shades, embroidered in Chinese colors and patterns and in new art effects, have sold well in the city stores. There is a certain demand for collars of this class particularly from the dressmaking trade to work up into the trimming scheme of the waist.

Guimpes made of crepe de Chine, or chiffon, both in white and in flesh color, are showing. Many of these guimpes have a deep yoke finished with an inch-wide hemstitched hem and the collar attached is either flat or in the new shape that rolls away from the neck. The front and often the back is formed of tucked material laid in wide tucks and fastening up the centre with crystal or novelty buttons. A belt of satin having vest points and buttoning in front forms the finish.

Neckwear manufacturers are going extensively into the making of camisoles of shadow lace, and net and shadow lace. These dainty little articles have a very practical use now that the waist of the gown is so sheer and blouses so much. These camisoles are trimmed with ribbons and bows in pale colors. Sample lines have only been on the market a very short time but the makers have all they can do to fill first orders and the numerous repeats.

Pleatings and frillings of net and lace form one of the largest items in popular selling and the making of the same accounts for a very large yardage, both of net and lace.

NEW NECKWEAR.

Trouble arising with buyers over shortness of new collar styles.

Flat collars being featured.

Extensive lines of camisoles in shadow lace, and net and shadow lace

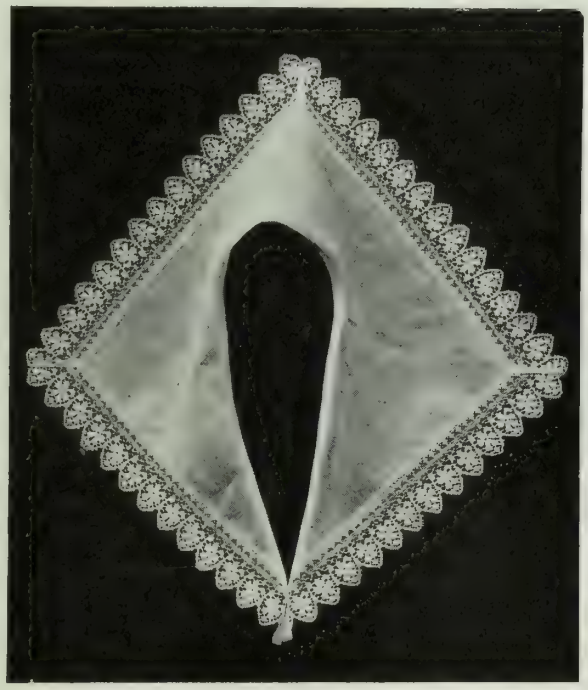
The Summer Gloves Will Be Long

Silk glove outlook for Spring and Summer—Prices are Advancing—Embroidered gloves good for Easter trade More Demand for Children's Wear.

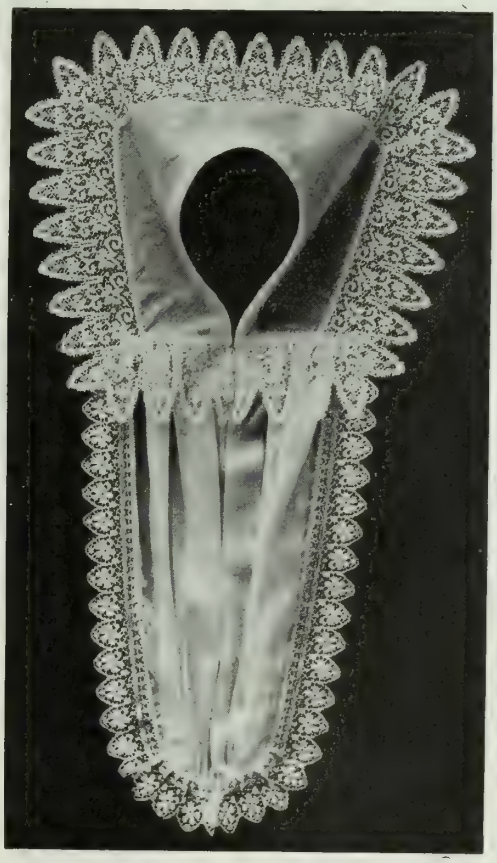
EMBROIDERED gloves promise to be a big feature in the Easter trade. The demand for gloves of this character has been growing during the past two or three seasons and in spite of predictions as to its short continuance is still in vogue, and there is something that is so smart about the embroidered glove that renders it particularly suitable to a season that is always considered a clothes festival. Though fashion is favoring pale greys and champagnes, this idea has made no change in the sale of white gloves as far as the greater bulk of the trade is concerned for there are economic reasons why women favor white gloves. They clean better than colors, and they can be worn with any gown and therefore are the best invest-

(Continued on page 110.)

SPRING NECKWEAR



'9726—Fine Muslin—$2.00 per dozen



9732—Fine Muslin—$4.00 per dozen

Two of our range of
ONE HUNDRED DESIGNS

See Our Travellers or Write for Sample Order

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MANUFACTURERS

144 Front Street West

TORONTO

Ribbons For Spring

Millinery use of ribbons will be large—Wide and narrow ribbons wanted — Wide velvets with Roman-striped backs a new feature.

THE holiday business in ribbons was an extremely good one. All kinds of ribbons sold well, but business was largest on floral novelties suited for bags and other fancy work purposes. There was a very large call for narrow satin ribbons and also for baby ribbons and the printed holly ribbons suitable for the season.

Owing to the higher price of raw silk and the increasing cost of manufacturing ribbon prices are higher, and the size of the demand is keeping these advances firm.

Not only is raw silk higher, and there seems to be no reason for expecting any change while the demand keeps up to present proportions.

All indications point to a big ribbon season. Ribbons are again to the fore for millinery purposes. Wide ribbons are indicated particularly in faille, taffeta, Ottoman and moire. Plain ribbons promise so far to outsell fancies though fancies are to be used likewise. Two-inch ribbons will be used just like straw, gathered on one edge for covering whole shapes or only the brim or crown. Black particularly and the new dark shades promise to be the big sellers.

In fancy ribbons the Roman or Moorish stripes on black or dark green, brown, grey or violet grounds are a new feature that is being well taken up. Plain ribbons besides black, dark browns, greens, dull purples, dark blues, Nattier and wine shades will be the leading colors.

Velvet ribbons are expected to sell well next year. Big orders have been placed, and all looms are fully employed, and deliveries are beginning to be slow. Among the new season's novelties are wide velvet ribbons with heavy cord backs that give a faint striped effect to the velvet side. Velvet ribbons are showing having satin backs in Roman stripes.

Warp prints and printed ribbons come in brilliant colored New Art effects, and clear toned Chinese colors and patterns. Moire ribbons will be a big feature in black and in all the new tones. Moire, cord and Ottomans about two inches wide and with picot edge are selling to the millinery trade.

Montreal.—S. Wagner's men's furnishing store was gutted by fire.



Tassel showing Chinese influence. Jet ornaments in nail-head and round beads with water-fall effect in small jet beads. Buckle and frog with fur edges of braid passementerie. Shown by Thompson Lace & Veiling Co.

Big Season is Predicted in Veilings

These Have Come Into Their Own Again, as Fashions Have Withdrawn the Drooping Brim — Colors Beginning to be Asked for — Small, Conventional Designs.

IMPORT orders and orders received during the month of January show that buyers are in a very receptive mood when veilings are under consideration. The trade is very optimistic over the veiling outlook for the coming season for millinery styles are favoring the veiling business to a high degree. It is not just that hats are small but so many of the new shapes flare right back from the face. The drooping brim casts a softening and becoming shade over the features and when fashion withdraws the drooping brim women resort to the veil to obtain the same effect.

During the past season the fashion in veilings has been all in favor of neat small patterns. Fine neat meshes will continue to be worn, but florals are not so strong, the tendency being towards more conventional designs and towards a revival of the fine mesh veils of six or seven years ago. During the late Winter no type of veiling was more worn than the plain hexagon meshes, and no type will be more fashionable during the present Spring season. Black Shetlands form a most desireable cold weather veil, and right Shetlands are selling, but with the approach of Spring the demand is increasing for white. Light scroll patterns in flower and leaf effects are best in Shetlands. Spider web meshes are also much worn.

VEILINGS.

Absence of drooping brim has brought veilings in again.

Tendency to neat, small patterns and conventional designs.

Plain hexagon meshes very fashionable.

Sunburst, dragonfly and other effects featured.

Novelty Import Co

A Cordial Invitation

A cordial invitation is extended to millinery and lace department buyers to visit our showrooms during the openings, when they will be shown a very complete and up-to-date range of

Veilings, Laces, Malines, Chiffons, Nettings, Neckwear and Novelties

Our bill comprises the latest styles and includes all fashionable colors. A call will convince you that our showing is as good as the best and better than most.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg



Hand-run pattern in gold thread on fine Paris net ground. Shown by Thompson Lace & Veiling Co.

The beauty spot veiling is out for Spring. Dots are again featured and besides the popular butterfly, dragon flies, sunbursts and other effects that are new, are showing. The spacing is always so managed that there is one to every veil length. The novelties shown so far come in velvet and chenille dots, and in the appearance of narrow conventional borders.

Black is always staple, but the early call for white indicates how sales will go. Black and white is in high favor and complexions continue to sell. There are already indications that colors will be wanted later for already purple is beginning to sell. Predictions are heard in many directions of a purple Easter, and the demand for purple veils that is now coming to hand seem to be one indication pointing in this direction.

The high flaring brim referred to is affording a new opportunity for increasing the importance of the veil. The veil is adjusted so that the high brim is covered completely with the veiling. A few minutes study of any advance fashion book will show how this is done.

The collarless neck is still the vogue, and with an expanse of bare neck below it is extremely difficult to adjust the edge of the veil so that a neat finish is secured under the chin. A little device has been put out that utilizes the becomingness of a black velvet neck band and at the same time finishes the veil neatly under the chin. Also it is a help to easy adjustment. One yard is the length usually sold for a veil. A piece of narrow ribbon velvet from half to one inch wide that will just fit comfortably around the neck is cut off, and the centre of the band of velvet is caught to the centre of the veil. The veil is caught to the velvet by light stitches and is frilled a little onto the band and a tiny fastener makes all secure at the back.

Veils of this description might be made up in the department, as the idea is so practical that it would be a sure help to making sales.

Demand for Laces Broadening

Shadows Are Big Sellers at Present Time—Orientals and Net Laces Are Coming to the Front Again—Many New Uses Are Being Found for Laces.

DECEMBER and January have seen a very welcome increase in the demand for laces. Lace is being used in quantity for trimming many articles, and there is every indication that in certain directions there will be a large outlet for laces. So far the sale has been principally for shadow laces and a big business has been done both in Nottingham and French laces. One feature that promises a free use of lace is the vogue for the shadow lace and the net and lace corset cover. Corset cover laces or as they are termed, camisole laces come in various widths with a beading woven in top and bottom. They have only been on the market a few weeks but already there is a difficulty in keeping stocks in shape because of the frequency with which repeats are made. This is leading to the substituting of covers made of net and narrower laces and wide bandings, and is causing a demand all along the line. Light shadow laces of delicate pattern and of the most filmy nature are used for tunics, draperies and tiers of flounces and there is a tendency to use lace for millinery purposes.

When one form of lace is so strongly taken up as shadows are now, there is always a tendency to seek out a newer type for the better trade. The idea of transparency and filminess is so firmly fixed that only light laces at present can be considered. Novelty laces come in Orientals and net tops of the very sheer variety and craquele net laces. Filet laces have been taken to some extent, and for special purposes there is a steady demand for light Venise edgings and narrow bandings.

The demand for plain and fancy nets is increasing. Net is used for foundation purposes, and for waists, dresses and for neckwear. The present vogue for pleatings accounts for a large yardage. Nottingham manufacturers have things their own way at the present time and prices are all in sellers' favor.

Gold laces and metal laces worked on deep Paris net with the patterns run in in gold thread are very much used at the present time as many evening gowns are trimmed with metal laces, and they are also used in millinery to some extent. Some high class effects come with the pattern embroidered in color in soft Oriental and Chinese effects.



On left: Opera bag of hand-made silk Maltese lace. Shown by Novelty Import Co. On right: Flat collar of cotton crepe with Venise edge. The new shape that just comes over the shoulder. Shown by Phoenix Novelty Co.

The *"BELL"*

The "Popular Novelty" for this Parasol Season



Shown in the latest color combinations and popular plain shades.

The Brophey Umbrella Co., Limited

Manufacturers of Umbrellas and Sun Shades

266 King St. West, Cor. King and Duncan Sts.

TORONTO

Montreal Office: 214 King's Hall Bldg., St. Catherine St. *Percy C. Adair*

A Popular Seller for the Spring Season

CORTICELLI DAINTY LINGERIE BRAID

A beautiful soft, smooth Lingerie Braid washable
Made in four colors White, Sky, Pink, Mauve,
Each card of 10 yds. in Transparent Envelope.



Put up One dozen cards each color to box.

A Bodkin attached to each card.

A Dainty Article for lingerie use

Give our travellers a hearing, and look at our samples before purchasing. Extra good values.

Belding Paul Corticelli Limited

Sales Rooms: Montreal Toronto Winnipeg Vancouver and Sydney, Australia





LOOKS GOOD, MAKES GOOD AND KEEPS GOOD

Like its Sister line, SPHERE SUSPENDERS for ladies, quality of materials has gained for it a world wide reputation.
Both are fitted with the famous 'grip that grips and never slips.'
Don't lose the chance of good business, Mr. Dealer.

FAIRE BROS & CO., Limited, Leicester, Eng.

Why P.C. Corsets Excel!



Into the manufacture of **P.C. Corsets**, nothing but the finest material and best workmanship enter.

The **Style** being of primary importance we have always made a point of offering only the most up-to-date and progressive goods.

The **appearance** commands attention from the most particular customer, and from the Woman who Dresses Well

The **Wearing Quality** is unequalled. Remember, each individual steel is encased in **a Double Canvas Interlining** to prevent the protrusion of the steels through the cloth

In **P.C. Corsets** you have a line that will satisfy every customer from those who want a low-priced corset, but expect full value for their money, to those who are willing to pay for the very best

Samples expressed prepaid

PARISIAN CORSET MANUFACTURING COMPANY LIMITED

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A Tip for You

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will be in demand
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Are You Prepared

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Now is the Time

Get Ready

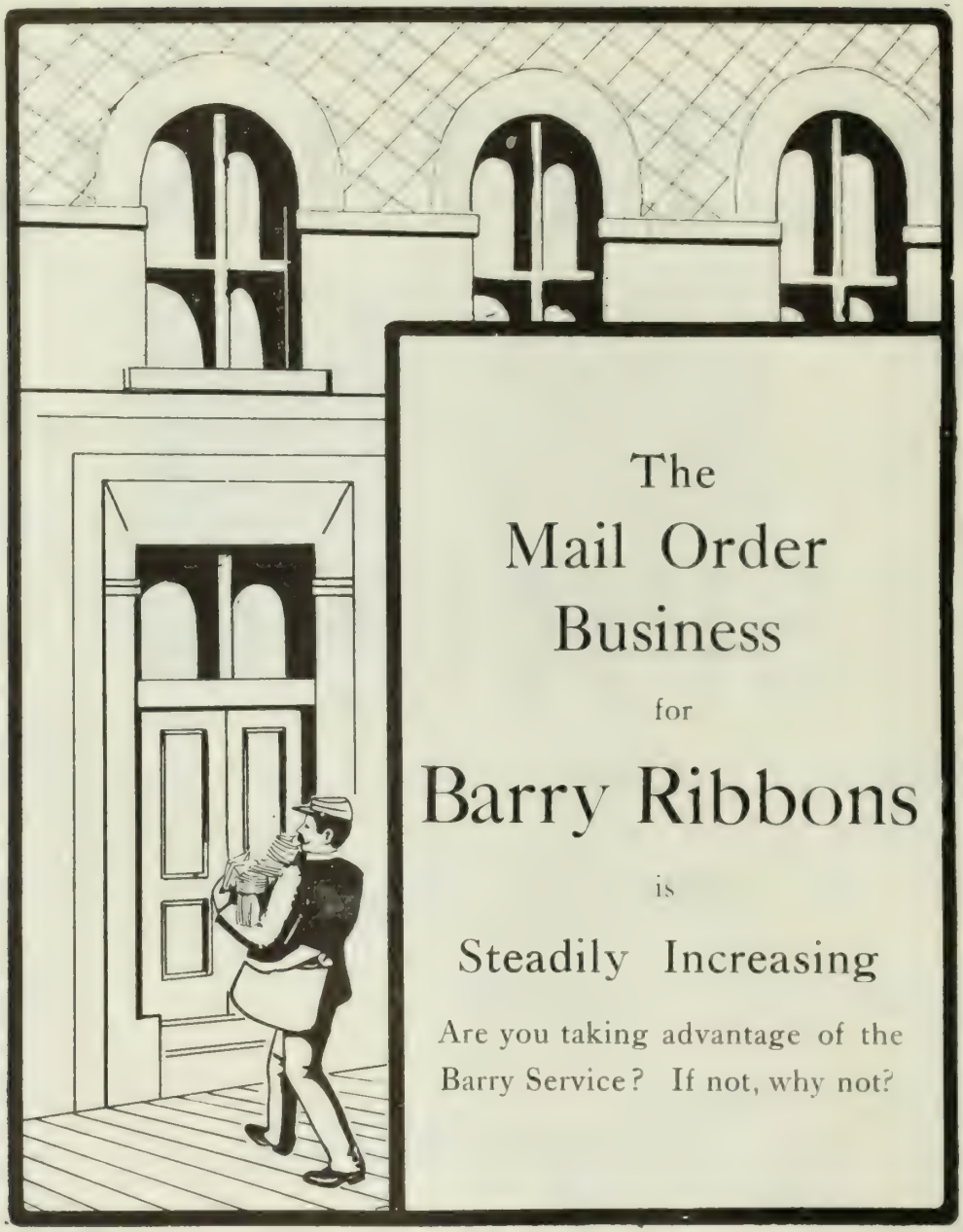
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The Barry Service not only gives you prompt shipment but it also affords you the advice of RIBBON EXPERTS on the class of goods to buy. **MAY WE SERVE YOU?**

Our new address is No. 6 St. Helen St.
Drop around and see us when in Montreal

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Winnipeg Branch: 222 McDermott Ave.

VAN RAALTE VEILS



New Floral Design

Dainty little leaf pattern on a fine single thread ground, all colors.
S/1243



Drooping Orchid

Endorsed by every fashionable New York Shop. All colors.
S/1368.

Again we show you two of our 1914 Models from our American Mills direct to you.

SAMPLES FORWARDED UPON REQUEST.

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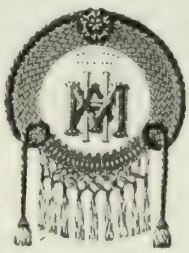
BEST SELLERS

Shadow Flouncings---Camisoles---Plain and Fancy Nets---Novelty Veilings and Laces, Fancy Collars, etc.

We extend a hearty invitation to Millinery and Department buyers to visit our showrooms when in the city.

The THOMPSON LACE & VEILING Company Limited

59 WELLINGTON ST. WEST., TORONTO. ONT.



Dress and Cloak TRIMMINGS

We do not hesitate to say that our new range of Frog Ornaments, Tassel Ornaments and other Silk Passamentarie, which will be extensively used the coming season, in beauty and effectiveness of design, surpass anything we have shown hitherto.

Quality of materials and workmanship guaranteed as usual.

We also show a nice collection of

BEADED TRIMMINGS

in Jet, Silver, Gold and Pastel shades.

The MOULTON MFG. CO., Limited
MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

CANADA VEILING CO.

Our Opening Display

will be of unusual interest. There will be on exhibition fifteen exact reproductions in miniature of the latest models in

Wedding Gowns
from le Maison Worth

Garden Party Frocks
from le Maison Paul Poiret

Afternoon Toilettes
from le Maison Doucet

IN addition (which will be of special interest to the millinery trade) will be in stock to choose from, all ready for delivery, assortment of horse-hair lace for the coronet finish of the "Kitty MacKay" Turban and rain-proof special **"Canvelco Brand,"** Velvet Finish, Wire mesh nets for millinery pleatings and ruchings.

OUR showing of Camisole, Flouncing and Pleating Laces is largest and best in Canada, and we have a complete range of Vanity Veiling in Cluster, Sunburst, Crossbar, Bow Knot, and other novelty designs, also the Perfect Frame Veil, in black and violet.

We cordially invite you to inspect our stock, which will be complete and on view

February 23rd to March 3rd inclusive

Canada Veiling Co.
KNOX BUILDING
84 and 86 Wellington St. W.
TORONTO

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

UP TO THE MINUTE



Fox and Wolf Sold Higher in January Sales

Muskrat and Skunk Were Lower — General Tendency Towards Lower Prices Continued — Shorter Coats, Contrasted Combinations—Will Every Coat Have Fur Trimming?

THE big fur sales in London which took place the end of January have shown, according to first reports, some declines in prices from those which ruled at previous sales in September and October.

Among those furs which have seen a decline from the earlier prices are skunk, coon and muskrat in which last a drop of 40 per cent. is reported. Mink and ermine held their own with no change, while advances occurred in fox and wolf, owing to the very strong demand there has been for these furs of late.

Some Certainties for Fall.

Furriers are now turning their attention to new styles for next Fall and while not many details can be given about these as yet, there are a few probable innovations that may be regarded as fairly certain. In the Spring Number of The Review it was pointed out that New York had declared for shorter coats, and this year many think shorter coats will be worn by Canadian women as well.

"The 42, 44 and 50-inch favorites of the past season will be replaced by 36 to 44-inch lengths this year. Anything longer than 45-inch will be a rarity," declares one Canadian buyer.

"Another change will be seen in collars. Last year shawl collars and collars and lapels were the thing; this year a Dutch collar that comes across the shoulders with no lapels, will be seen."

"The kimona sleeves which were in an experimental stage a year ago are now a fixture," said one up-to-date furrier to The Review. "With regard to color design," he continued, "coats will not be made of one fur alone, but furs of contrasting colors, lighter and darker will be used."

Long-haired furs will have the demand over others and black and blue shades of fox and wolf will have many supporters.

Fancy Neck Pieces.

Another certainty it is claimed will be fancy designs for neck pieces. While as yet detailed information is not to be had it is safe to say that there will be a change from last year's styles when stoles were made so that they could be worn only at the front. This year one device will be to make them with one side shorter than the other so as to necessitate the other being thrown over the shoulders, and other novelties will probably be developed. Muffs will be large in style and not smaller.

Many authorities say that in the coming season furs will be worn even more as trimmings on coats and dresses. One manufacturer even went so far as to say that every cloth coat that goes out next season will have a fur collar. This statement is supported by the fact that many of the leading dealers in women's furnishings are giving orders for fur-trimmed coats. Here as in the other garments long-haired furs will have the call. The very flashy, dyed stuff, however, that was brought out at the beginning of last year will not be shown at all this season. Even for dress trimmings, while light-colored stuff will be the proper thing, the ban will be placed on all startling effects. Certain lines of opossum and sable will be among the favorite varieties used here.

Meanwhile the work of making up trial sets goes on.

THE SUMMER GLOVES WILL BE LONG

(Continued from page 98.)

ment in the long run. White gloves are favored for Easter and early Spring wear with either black or self embroidery, and blacks embroidered with white, and a limited number of colors with black embroideries are also shown.

Children's gloves are selling in increasing quantities as proper attention is being paid to them by both the merchant and the manufacturer. Now that smart leather gloves can be had many mothers are buying them in preference to cheap woollen gloves and increased business has followed, for these children's gloves are properly cut, and made from good leather. Mothers seem to think that there is nothing too good for their children and make no objections to paying the price.

Up to Easter wrist length gloves will sell, but after that date, as the sleeves of Summer gowns are to be short, the big enquiry will come for 16-button lengths. Prices in some of the lower numbers have advanced, and as raw silks are high, the general tendency favors advances all round. This will not be felt in its full force for some time as big buyers and the jobbing houses have protected their interests by large orders placed before the advances matured.

The question of what length the sleeve will be for Spring and Summer wear always settles that of the glove selling. Styles are sufficiently advanced for assurance to be given that the sleeve reaching just a little above or just a little below the elbow will be the one worn. Therefore the bulk of the gloves will be needed in the longer lengths. Even in suit styles the sleeve is often ¾ and frequently ⅞ length so that longer gloves will be needed to complete the street toilette. Under present conditions wrist lengths will only sell to the very conservative and the staple trade.

THE GREAT FUR SALES

The famous "fur sales," as they are known the world over, are held four times a year, in January, March, June or the latter part of May, and October, in London, England, and Leipsic, Germany. The London sales, however, are by far the largest and most important. It is there that the Hudson's Bay Company hold their sales. These sales are attended by buyers from nearly every part of the world, but the German and American buyers greatly outnumber all the rest. The goods are now sold entirely by auction, the bids are quickly made, and quickly disposed of. At one time the skins were sold by the light of a candle. After the candle was lit, bids were received until the candle burned to a certain point, the parcel was then sold to the last bidder. This picturesque, but undoubtedly slow method, became obsolete with the modern demand for quick action.

A Basis for Strangers' Confidence.

OUR books contain the names of many respected Canadian customers. Many of them have dealt with us for years, invariably to their satisfaction and profit. As we think of the tremendous progress which our neighbor over the border is making, we feel that we want, as regular customers, all strangers whose business would be desirable.

In dealing with a concern—especially if it is to be their principal source of supply—strangers should make certain of the reliability of the people with whom they deal. It will interest dealers who have not handled The Shelton Looms' Products, to learn that our business has been conducted without interruption since 1854. We are conceded to be the leaders in everything capable of being manufactured on a Velvet or Pile loom. Sixty years have made us specialists in Velvet and Pile fabrics.

One of the important benefits in dealing with us is *the service you will have.* Altho the border separates us geographically, the separation really is invisible. *We can be of great helpfulness and value to each other.* The ability to receive shipments from us *very promptly* will often be worth much more to you than the preferential duty you must pay on shipments from the United States. So far as your relations with us are concerned, this duty is more or less of a "bogy man" and need not disturb you! If you compare the quality, condition and landed cost of *European* importations, with the same factors in shipments received from *us,* you will find it to your advantage to *order here.*

You know the great delays involved in shipments from Europe. You can get from us, *in a few days,* what would take *many weeks* before even "rush" orders could reach you from abroad! The gain in time over foreign importations will make you independent of *fashion changes.* You will not be caught with a stock of unsold goods. You will close out your Shelton purchases, or cut the fabrics into garments, before new styles threaten loss or left-over stock.

Particulars of our extensive line of fabrics will gladly be sent on request. *Our Synthetic (Artificial) woven Furs are indispensable for your winters.* We reproduce, with absolute fidelity, the skins of over thirty fur-bearing animals. Possessing all the advantages of real furs, our creations have added advantages peculiar to themselves. Learn about them!

Cloak and Garment manufacturers, the Cutting-up and Millinery trades will find here a large assortment, in the latest styles, of those things which will be the vogue. Also *Silk Velvet Ribbons.* You will not find any better quality elsewhere. We also make a line of exquisitely beautiful Plushes and other things which have never been successfully imitated, in Paris, Lyons or elsewhere in the world.

Shipments will be made to you direct from our looms at Shelton-on-the-Housatonic. They will reach you *weeks* before the swiftest liners sight the St. Lawrence. Moreover, unlike foreign importations, you can get our fabrics in *smaller lots* and *more frequently.*

We invite correspondence. Samples cheerfully sent on request. Earnestly do we solicit a personal call so that you may inspect the good things in our showrooms.

SIDNEY BLUMENTHAL & COMPANY, INC.

FOUNDED IN 1854

Sidney Blumenthal Pres't & Treas.

395-401 Fourth Ave., at 28th St. New York.

Predicting a Run of Blues In Wall Papers

Delft Coming Strong for Dining-room Decoration — Quaint Designs in Period Chintz Patterns — Papers Made in Greater Widths to Avoid Seams.

IN the Special Spring Number of The Review it was pointed out that some experts considered the whole trend in wall papers and mural and room decorations to be towards simplicity of design and softer tones. This opinion is borne out by many others who say that plain and "semi-plain" patterns will be much in vogue this Spring. On the other hand, there are a few who claim that small patterns, tapestries, cloth effects and striped patterns will be the thing rather than the plain. Paris is the authority for the latter view where some recent interior designs are brilliant in colorings.

"Fabric effects such as burlaps, crashes, and chambrays, of course, are always in vogue more or less," said one authority to The Review, "and leather effects, hide and ooze, both plain and blended, will be appreciated by a section of the public and sold to a greater or less extent."

While the consensus of opinion is that the "cut-out" borders and panels show no signs of waning, (and some say they will be more popular than ever) others again suggest trying to get away from the "cut out" borders to other designs, but as far as the writer can learn, these other designs to fill the place of the "cut out" do not seem to be coming forward and as there is nothing very striking to display in its place it is likely that the present borders will remain.

Quaint designs, according to many, are meeting with good demand. Many pretty and interesting Queene Anne and Early Victorian chintz patterns are to be seen showing traces of Chinese and East Indian influence on English life and art. In deference to this demand many merchants keep books showing period designs for complete rooms. These books are shown to patrons on request or where a suggestion of certain styles would be helpful.

Blue a Coming Color.

For dining-room decorations blue is declared to be the coming favorite; the shade being what is known as delft blue. For other rooms as well this will be a popular color. As a matter of fact one wholesale firm claimed that they have sold more blue papers and decorations in the last two months than they did in the three years previous to that time. Blue has been a fashionable color in the United States for some time but is comparatively new in the Canadian trade. It is now to a considerable extent replacing the brown so much used of late.

In drawing rooms, besides blue, greys and grey tans, soft grey colorings and grey and brown will be leaders. Some Chinese and Japanese papers of foliage designs are coming in as well and will no doubt have many followers. Light foliage backgrounds may be mentioned, particularly, as likely candidates for favor.

For halls and on plainer walls, tapestries and cloth effects will have good vogue, tweed and serge effects being aimed at. German styles are also expected to meet with approval. These are distinguished by neat little coloring touches of black, black and white, black and white and blue, and black and white and grey. Java canvas will also meet with good sales, it is believed.

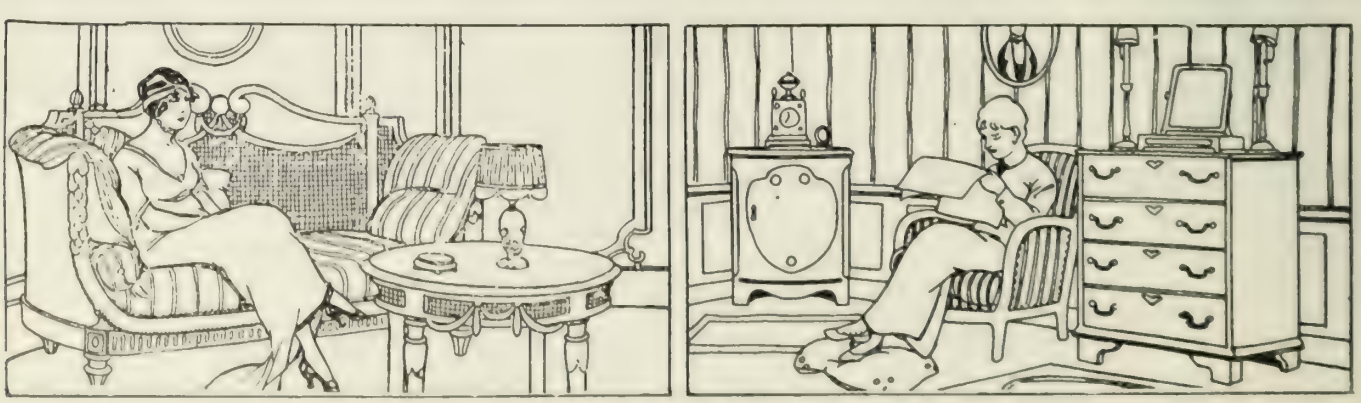
In bedroom decorations, floral patterns and pretty bright cretonnes are shown and it is here alone that bright colors are allowed any run. They will be seen particularly in the borders, as the body of the paper will tend toward the plainer patterns.

Demand for Matched Hangings.

This year a greater call than ever will be made for actual matches between draperies and papers, and draperies manufactured exactly to match the papers are expected to meet with good demand. Some dealers claim that matched decorations are not sold as much as they should be, and a special effort will be made to educate the public up to buying draperies with an eye to match wall papers exactly.

Distinctive Decorations.

"Of course," said one man to The Review, "the better class of people are looking for distinctive decorations and are not following any set style. We, for our part, do all we can to encourage them in this and try to suggest something



Parisian Adaptation of period styles.

ORIGINAL **CREX** **Grass Carpets and Rugs** TRADE MARK ENU NE

"A Square Deal in Every Square Yard"

Nature's Own Floor Covering
The Standard for Years

9 Reasons Why

1—**CREX** is the pioneer wire-grass floor covering and still maintains its supremacy.

2—**CREX** owns and controls practically all the choicest wire-grass fields.

3—**CREX** owns exclusive patented machinery which twists strands into cable-like rope.

4—**CREX** puts honest value in every yard. Note the weight—body—substance.

5—**CREX** designs are heavy—substantial. No skimping—no saving—anywhere.

6—**CREX** warp is highest grade obtainable. Has to stand severest tests—that means longer life.

7—**CREX** cord-edge binding—made for and used exclusively by us—makes best finished grass rug on market.

8—**CREX** trade-mark name woven almost invisibly in side binding on rounded edge—protects both dealer and consumer.

9—**CREX** original designs and color combinations in wide range of sizes make it possible to supply most any demand.

9 Points to Remember

1—**CREX** has imitators, but every imitation is easily recognizable. There's a vast difference.

2—**CREX** users have long realized its superiority as the original and genuine.

3—**CREX** users are satisfied. They make good customers because they always want more.

4—**CREX** is a household word. It means HIGHEST PERFECTION in grass floor coverings.

5—**CREX** needs no apology. It speaks for itself — stands alone—above comparison.

6—**CREX** sales are greater than all competitors combined. What's the answer? The public wants the best.

7—**CREX** advertising—to dealer and consumer—is straightforward—above-board. The trade-mark is pointed to with pride.

8—**CREX** has millions behind it—a world-wide reputation—and that reputation we propose to maintain and justify.

9—"**CREX**" woven in side binding means highest quality and genuineness. That is what the public wants and will insist on.

Our new HERRINGBONE weave—in rugs and runners—has already met with popular favor. They are decidedly heavier, most attractive in appearance, designed specially for porch and outdoor use. They are sure to please your customers. Testimonials from merchants everywhere are most gratifying.

Write for our 1914 color catalogues.

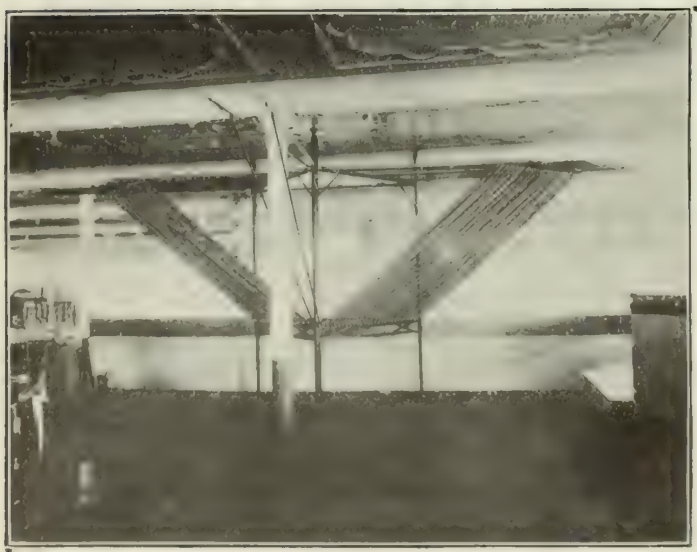
CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., New York

Originators of Wire-Grass Floor Coverings

STAUNTON
SUPERIOR
WALL PAPERS

A line that is crisp with new ideas, thought and finish.
NOT A FOLLOWER, BUT A PACE-MAKER

STAUNTONS LIMITED
Wall Paper Manufacturers
941 Yonge St.
TORONTO



Showing a Large Rack Holding 120 Rugs

The 20th Century Rug Rack

Invest in a Rug Rack now and it will reach you in good time for your Spring Rug Trade. You will be delighted with the machine and so will your customers. **The money spent is an investment that will pay you perpetual dividends.** Advise how many designs of Rugs you would wish to put on your Rack and we will quote you price. Write for catalog to-day.

The Steel Furnishing Co.
New Glasgow, N.S.

PREDICTING A RUN OF BLUES IN WALL PAPER

(Continued from page 112.)

new in some of the details of room decoration for nearly everybody. As a rule, we try to sell heavy patterns for rooms where heavy, solid furniture will be used, such as libraries, dining rooms, etc. Then for others, such as bedrooms, we try to sell something in curved, easy, graceful patterns. Personally," he continued, "we do not think that the "cut out" floral border is the best for dining rooms or libraries. We prefer for these rooms straight lines and sharp corners in the border instead of curved lines and round corners."

One more point that ought to be mentioned is that papers are coming now in much wider sizes than formerly. The idea is to avoid seams on the wall as much as possible. So widths now run from 30 to 35 or 36 inches and some still wider.

WITH THE MERCHANTS

Montreal.—The Brocton Manufacturing Company sustained a fire loss.

Edmonton, Alta. — J. Davies has opened a tailor shop for men and women at 7502 Alberta Ave.

ENGLISH MADE FURNITURE FOR CANADA

B. COHEN & SONS LTD

1-19 CURTAIN ROAD E.C.
LONDON ENGLAND
ARE OFFERING AN EXCLUSIVE RANGE OF MODELS REPRODUCED AND ADAPTED FROM ALL THE PERIOD STYLES
WITH
AN UNIQUE SELECTION OF CONTEMPORARY DAMASKS TAPESTRIES VELVETS ETC.,



PHOTOGRAPHS WITH PRICES MAILED ON APPLICATION.

Saskatoon Window Trimmer Won First Prize in Christmas Competition

Inviting Display of Christmas Toys in the MacMillan Store — Montreal Window Was Second in Larger Class—Fort William and Vancouver Figured in the Prize List.

FROM centres thousands of miles apart came entries for the first Christmas Window Dressing Competition of The Dry Goods Review, and the best of all, in the opinion of the judges, was that of Herbert Daniels, with F. R. MacMillan, Saskatoon. The photograph of this appears on the next page and its merits will be apparent at a glance.

The second prize for the larger class of windows was awarded to J. R. Coulombe, of Hamilton's, Montreal, and the third to H. F. Saunders, away at the other side of the Dominion, in Vancouver, B.C.

In the contest for the smaller windows, a Montreal entry headed the list, that of A. A. Davoust, with George G. Gales & Co. The Province of Ontario figured in the list with second prize, taken by B. Wright, with Rutledge & Jackson, Limited, Fort William, and W. R. Horner, of Granby, Quebec, was third.

The competition, which it is intended to make an annual affair, should call attention, if such were needed, to the excellent quality of window trimming that is being turned out in the West. But already the bright young men in charge of the display of these rapidly growing stores of the Prairie Provinces and the Pacific Coast have established reputations for themselves of turning out samples of windows that are quite in the van with the whole mercantile development of the newer portion of Canada. It may be interesting to note in this connection that Mr. Daniels' "chief" has built up his beautiful new store in a period of barely four years in business in Saskatoon, and that it is not so many years ago since he started in with a Toronto wholesale firm as an apprentice at a salary of one dollar a week. This is but one of the business romances of the West. In that same city, as The Review has pointed out before, another large departmental store has a business romance behind it, dating back to the pasing through of the Barr Colony in 1903, on their trek of over 200 miles to Lloydminster. So much for the city of Saskatoon, the stuff its dry goods men are made of, and its prize-winning window dresser, Herbert Daniels.

The window itself, as will be seen, holds a toy display, and a tempting one at that. It is meant simply to announce the nature of the "piles of toys" that are ready for the boys and girls inside, and a further description appears in connection with the illustration. The committee of judges, H. C. Macdonald, of Murray-Kay, president of the C.W.T.A. in 1912; Harry Hollinsworth, of the Robert Simpson Co., president of the C.W.T.A. in 1913, and the Editor of The Review, who is a member of the C.W.T.A. Executive, were unanimous in according this first place.

The second prize window of the larger class, the work of Mr. Coulombe, of Hamilton's, Montreal, is a ready-to-wear display, which is referred to where the reproduction appears. The third prize, to Mr. Moore, of Vancouver, B.C., had a descriptive card "An early showing of Christmas presents—Make your selection now. A small deposit secures it." This window, as would be evident, contained a considerable variety of merchandise, rather too much of a "mixture," in the opinion of the judges, in some cases fine goods appearing with ordinary comforters, etc. The central feature was a cot, with a "baby" lying in it, while near it were some toys.

The smaller window displays usually showed an excellent use of the space available and some skilful arrangements of the merchandise. The third prize window, in which a snow storm was depicted, might have been filled to advantage with a larger quantity of merchandise.

It will be noted that the price ticket played little part in these displays, and, in the opinion of the judges, this was usually justified. As a rule, they are not required in a toy window if it is regarded as merely a sample of a large assortment that is inside the store. Nor are they usually employed with a special line of the finer goods, such as is in Mr. Davoust's window. This does not contradict the theory that the price ticket is advisable for ordinary merchandise windows, but rather that several of these Christmas displays there were special reasons why they were not advisable. Three of the prize-winning windows appear in this issue.

The Review takes this opportunity of announcing the second annual Christmas competition for December, 1914.

WINNERS IN XMAS CONTEST.

The following are the winners of the prizes offered by The Review in its Christmas Window Display Competition.

Class 1.—*Windows of over* 9-*foot frontage*:

1.—*Herbert Daniels, of F. R. MacMillan, Saskatoon. Prize, five dollars.*

2.—*J. R. Coulombe, of The Hamilton Company, Montreal. Prize, three dollars.*

3.—*H. F. Saunders, with W. S. Moore, Vancouver, B.C. Prize, two dollars.*

Class 2.—*Windows nine feet frontage or under*:

1.—*A. A. Davoust, with Geo. G. Gales & Co., Montreal. Prize, five dollars.*

2.—*B. Wright, with Rutledge & Jackson, Ltd., Fort William, Ont. Prize, three dollars.*

3.—*W. R. Horner, Granby, Que. Prize, two dollars.*



No.—1003D

D. & P. DISPLAY FORMS

Are true to Life and Present-Day Styles

Attractive, sales-producing window displays—displays that will be a great factor in selling your Spring and Summer dresses, waists, etc.—are made possible with the use of charming, life-like D. & P. Forms. Built from the latest New York models, D. & P. Display Forms are well able to bring out the style effects embodied in your newest lines.

The *Wax Heads* represent a high type of sculpture modeling even to the smallest details of contour and expression. The refined features of the face, the delicate poise of the head and the charming coiffure all lend a touch of beauty to the dress that makes the display attractive and gives it a human touch.

Send for catalogue to-day.



No.—D. 52



DALE and PEARSALL, 106 Front St. E., TORONTO

MANUFACTURERS OF HIGH-CLASS FORMS AND FIGURES

First Prize in Christmas Competition



In this toy window of MacMillan's, Saskatoon, the Christmas idea is admirably carried out. The background with Santa Claus, the snow effect, the life-like hearth, and just enough holly and poinsettia to attract and keep up the Christmas atmosphere without detracting attention from the merchandise. The latter is artistically arranged; everything is built up so that it can be seen clearly, and yet not piled too high. Situated on a corner and sloping around as it does, and with its artistic display this window of Mr. Daniel's must have proved a profitable piece of work.

Is Your Ready-to-Wear Department Well Equipped?

If not see to it at once—it will pay you—If you want to sell goods you must keep them out in full view of the public—Our Revolving Racks and Garment Hangers are designed to accomplish this end —You cannot buy better goods, no matter where you try, and our prices are the lowest.

Mail us your "Spring" orders. Send for our large Catalogue at once—it is free for the asking.



No. 265C.

Our Revolving Racks are too well known to need explanation. Send us your orders at once. We have a good stock on hand.
PRICE, EACH
$13.50



The New Perfection Skirt Rack.

The Perfection Skirt Rack is going to be a big seller this Spring. It holds over 50 skirts; any style of hanger may be used.
Price, each $14.50



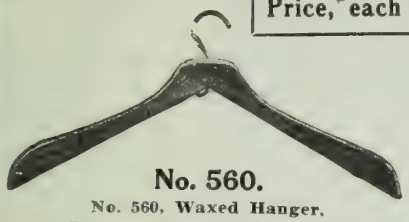
Showing Perfection Skirt Rack filled with skirts.



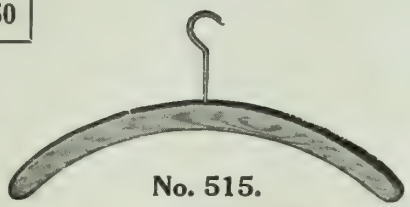
Mail Orders Promptly Filled.

Order at Once.

Showing how little space is occupied by No. 1 Dress Hangers.



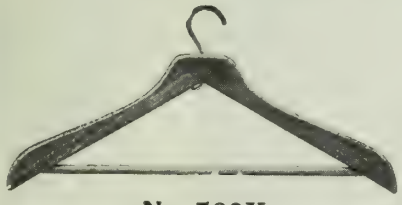
No. 560.
No. 560, Waxed Hanger.
Price, per 100, $6.00.



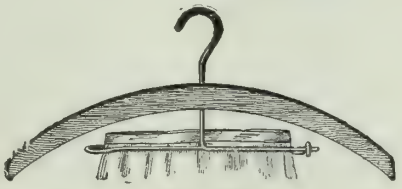
No. 515.
No. 515, Waxed finish.
Price, per 100, $3.00.



No. 1 Dress Hanger.



No. 560X.
No. 560X, Waxed Hanger.
Price, per 100, $7.50.



No. 92.
No. 92, Suit Hanger—holds skirt and coat.
Price, per 100, $6.00.

No. 1 Dress Hangers are unexcelled for light garments—the hangers are ⅜-inch thick, and in above cut we illustrate how 6 dresses may be hung on 4 inches of bar. 125 dresses may be displayed on one rack.
The hangers are made of hardwood, steamed and bent to shape.
Price, per 100, $3.00

CLATWORTHY & SON, Ltd.

"The Largest Makers of Display Fixtures in Canada"

161 King St. W.

TORONTO

Established 1896

Incorporated 1908

Winner of Second Prize in Competition



A window showing a good general line of ladies' wear, with light, and background, and an artistic arrangement of the accessories, shirts, collars, bags, etc. The drapes are neatly done, and the placing of the goods between the four figures retains a nice balance. Some might consider the window as a little crowded, but altogether the work of Mr. Coulombe, of Hamilton's, Montreal, is excellent.

First Prize For Smaller Windows



This window of fine hosiery and shoes is a dainty piece of work, and the show card, while perhaps a little large, is well placed in this case, and speaks for the window. The goods might have been raised slightly, but a study of the "front ground" will show that each piece, as it is, has been displayed to good effect. Trimmed by A. A. Davoust, of Geo. G. Gales & Co., Montreal.



Acazia Spray, finely veined leaves and beautiful flowers, all in natural colors.

Spring
Spring
Spring

Are you ready for your Spring Opening?

BUY IN CANADA

SAVE DUTY AND AVOID CUSTOMS DELAY

You will be just as pleased as the large stores which are buying from us.

SEND FOR OUR ILLUSTRATED CIRCULAR.

Canadian Flower Manufacturing Company

243-245 Bleury Street - - - - - - - - - MONTREAL



47 S.

Make Your Spring Displays Attractive

By Using Richardson Forms

Your Spring line of Dresses will be well displayed if they are shown on Richardson Forms. These forms will show off to the best possible advantage your very latest 1914 dresses because they are made to conform with those styles.

47 S gives a dainty and elegant effect to display. One of the charming features of this form is the half-arm. Another is that, instead of the regular iron base, No. 47 S has feet, which add greatly to the effect of the gown, especially when short-length skirts are displayed. No. 47 S, with Half-Wax Arms, $36.00; hobble skirt if desired, specially adapted for high-grade gowns. Each limb is adjusted separately, up and down, sideways, forward, etc.; made of flesh-colored wood for shoes and stockings. Deduct $6.00 if four-leg stand is required instead of feet.

37 E—Rich and dignified. White jersey covered, $9; white jersey sateen bust, $12.50; all-white sateen, satin bust, $15.00. Short leg base, rubber bumpers. Wooden base, if preferred (round, white).

Milliners are cordially invited to visit our showrooms when in the city.

Write for Catalogue.



37 E.

A. S. RICHARDSON & CO.

99 Ontario St., Toronto

For the February Hosiery Sale



Display of women's, misses' and children's hosiery assortments. A good stocky window, with price tickets attached to different lines. Arranged by E. G. Meadows, with McLaren & Co., Limited, St. Catharines.

AMONG KNIT GOODS MEN

(Continued from page 60.)

feet, and five storeys high. They value this for their Canadian trade as bringing them closely in touch with United States styles.

During the year the premises of R. M. Ballantyne, Limited, Stratford, have been painted and whitewashed. The former offices have been turned into a dining-room for the female employees, with tables, chairs, dishes, free sugar, gas, and cooking utensils. A sprinkler system has been installed throughout the office and mill.

General regret was felt at the recent death of George Henderson, manager of the Penman Company's mill at Coaticook, Quebec, in his fifty-first year. Mr. Henderson had been appointed superintendent of the mill in 1900 and manager in 1907.

The Cambridge Knitting Mills, Limited, Three Rivers, Que.; capital, $50,000. To construct, purchase, sell, lease, and operate cotton and woollen manufactories of every description.

A new company, the Toronto Cotton Mills Company, proposes to erect a new cotton mill at Welland, Ont. The company is capitalized at $350,000, of which $200,000 has been paid in and according to reports propose to erect a main building 108x640 feet, one storey high, of brick construction, also a warehouse 82x162 feet and a small office building. It is proposed to manufacture duck and yarn.

A. C. Marsh, formerly with the Mercury Mills, Limited of Hamilton, has been appointed manager of the Ypsilanti Underwear Company, Ypsilanti, Mich.

The new mill of the Sovereign Mitt, Glove and Robe Company at Delhi, Ont., to replace the one destroyed by fire last April, is about completed. The new plant is 100x33 feet, three storeys high and is double the size of the old one. The company have been operating in temporary quarters since the fire.

The Beaver Knitting Mills, Alton, Ont., have completed the additions to the plant. One set cards, one mule and ten knitting machines have been installed. Elastic rib goods and rubber linings will be manufactured; about 4,500 feet additional floor space has been added.

HINTS TO BUYERS

MARTIN SMITH & CO.'S SAMPLE ROOMS.

For the convenience of buyers in the Toronto market, Martin Smith & Co., 350 Sorauren Ave., have opened sample rooms at the Prince George, where their Spring line is on show. These rooms are now open, and will be maintained up to about February 25th. As they are produced, new numbers will be added to the line, so there will always be something new to interest buyers.

The Spring line put out by this firm is an exceptionally strong one, as the greatest care has been exercised not only in the selection and adaptation of the very latest expression of the New York and Paris modes to the needs of the Canadian trade, by a staff of skilled and competent designers, but special attention has been paid to the selection of the newest in materials and trimmings—a point that is becoming of the greatest importance.

Therefore, the waists and dresses shown are not only right as to style, but will be found to be produced in materials that fashion is busy with at the present moment. Duvetyn is one of them, and so is chiffon, taffeta, and there is also a wealth of new patterns in plain crepes embroidered crepes and other materials.



Free—Ten Display Managers Tell



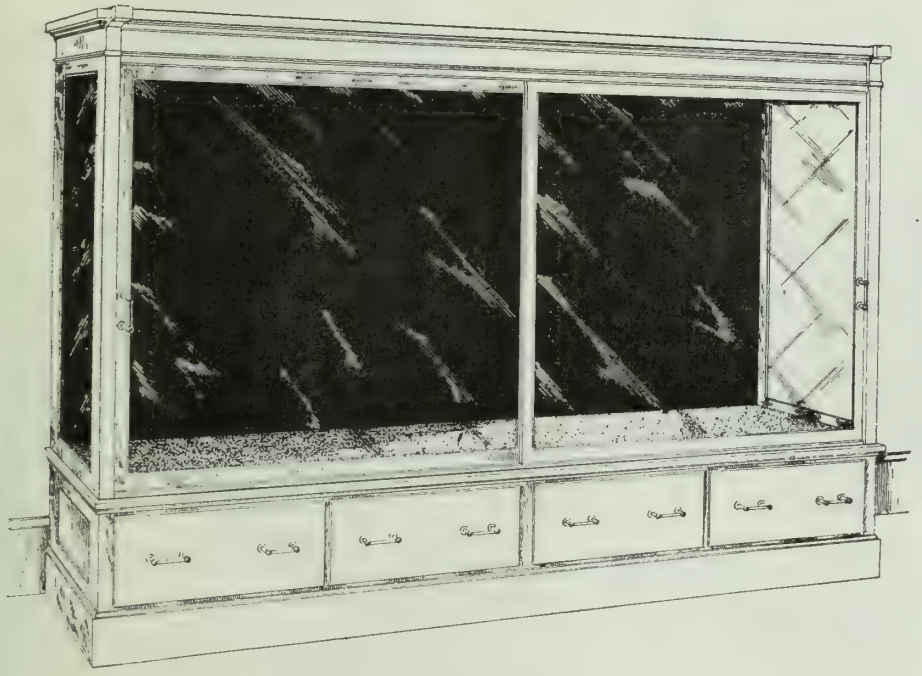
In order that you can become better acquainted with the Economist Training School instruction—the lecturing force of twenty-five experts—the methods of personal instruction, and the practical equipment in all of our branches

ADVERTISING
SHOW CARD WRITING
WINDOW TRIMMING
SALESMANSHIP

We will mail you, free, our new fifty cent book entitled "Ten Display Managers Tell How to Sell It."
Did you ever know of a man that could do retail advertising, window trimming, show card writing or instruct the sales force of the store that was ever out of a position?

ECONOMIST TRAINING SCHOOL
239-243 W. 39th St New York City
In writing be sure and mention The Dry Goods Review.

Our Handsome Wall Case—No. 125



Especially adapted for the display of millinery.

This is one of the many handsome business-getting store fixtures to be found in the H. L. Wood line for 1914.

It is a fixture which will pay for its installation many times over in increased sales and better service. Your millinery department will be the better for having at least one of these.

Our new catalog contains many excellent ideas in store fittings.

It's Yours for the Asking.

H. L. WOOD & CO. NOBLE AND STRICKLAND STS. **TORONTO**



Ladies' and Misses' Dress and Suit Forms

THE PRICE SELLS

Compare Our Prices with Other Makers'

SEND US A SAMPLE ORDER

SEND FOR OUR CATALOGUE

Ladies' and Misses' Dress and Suit Forms

Conforms with latest styles.

Heavily constructed of papier mache—mounted on four-claw base with brass top. Sizes 16 to 42. **$2.50** each.

This leg attachment will fit to any style or make of form, complete without shoes **$3.50.**



Revolving Cloak Rack

Oxidized copper standard and ring.

Ring 30 in. diameter and is 66 in. from floor.

Mounted on heavy smoothly-rolling base, with oxidized 1/4 sheet card frame, **$8.25** each.

Without card frame, **$7.50** each.



Revolving Cloak Rack

Make Your Old Figures Up-to-Date by Adding this Leg Attachment

ROYAL DISPLAY FIXTURE CO.

812 Broadway, NEW YORK

MAKERS OF UP-TO-DATE FIXTURES FOR WIDE-AWAKE MERCHANTS

The Menard Commercial



the car that reduces the cost of delivery.

It gives you better and quicker service than is possible with the old horse method. This car is especially adapted to the dry goods business, has a large reserve of power, carries at good speed a load up to 1,500 pounds. It will pay you to look into the Menard Commercial's possibilities.

Menard Commercial Motor Car Co.
WINDSOR, ONT.

LAMSON



Why Pay a Dollar, For a Dime's Worth of Work?

—That's what you do as long as you continue requiring your clerks to run back and forth for change after every transaction, big or little.

LAMSON CARRIERS are a practical economy, they insure fair distribution of labor, instant detection of mistakes, centralized cash or charges, and Quick Service! ASK YOUR NEIGHBOR!

Wire, Cable, Tube, Belt, Pickup Carriers.

The Lamson Company, Boston, U.S.A.
Representatives in all principal cities.

SERVICE



No 715. Shirtwaist bust on nickel stand, fine wax figure, $15.00.

Timely Suggestions in Delfosse Fixtures



Feather and flower stands in great variety.

DELFOSSE & CO.
COR. CRAIG & HERMINE STS. - - MONTREAL

Palmenberg NEW YORK

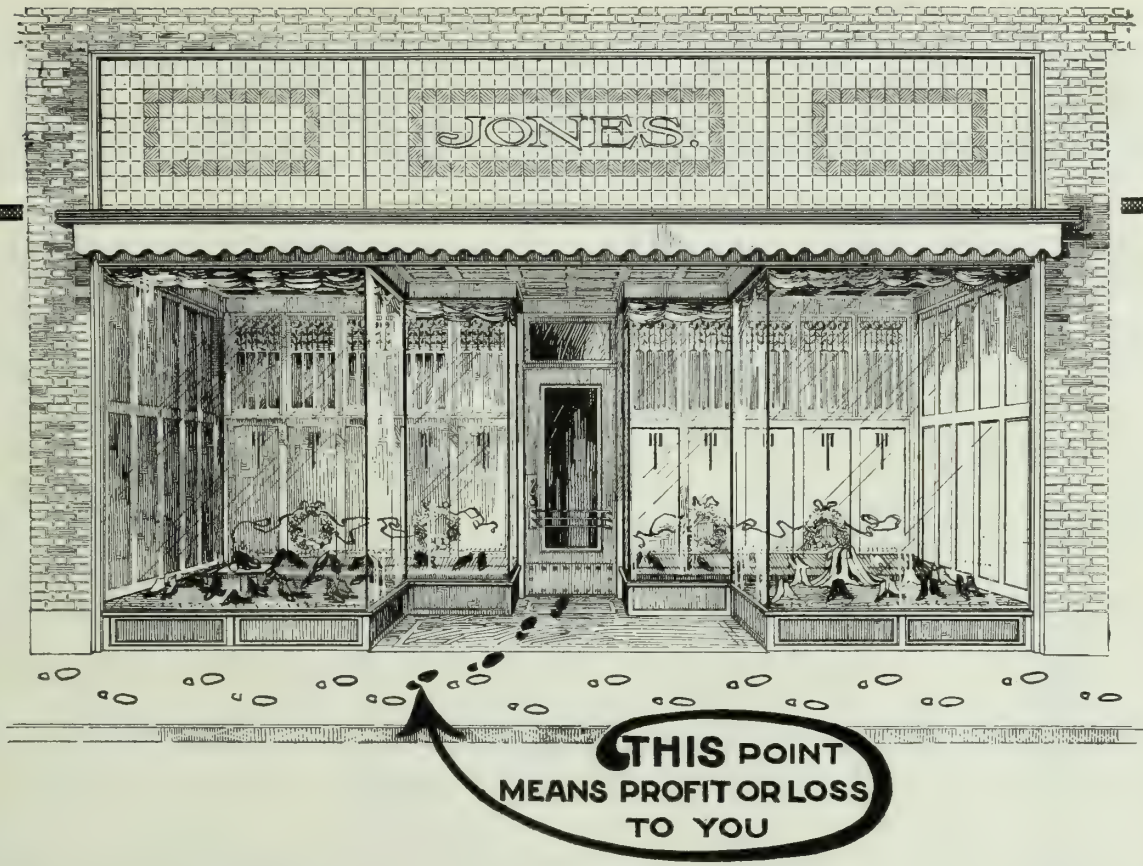
An entirely new catalogue with Palmenberg's latest ideas in display forms and fixtures is about to leave the press. We want you to own an early copy, and feel sure that you will be pleased when it reaches your hands.

Let us have your name and address and we'll send in return this interesting manual of our aids to your work in window dressing and display.

J. R. PALMENBERG'S SONS
Established 1852
710 Broadway, New York
Factory: 89 and 91 West 3rd St., New York

Boston Salesroom
30 Kingston St. 110 Bedford St.

Baltimore Salesroom
10 & 12 Hopkins Place



Every time a person *passes by* your Store without entering you *lose* — every time he *enters* you have the opportunity of making a sale—of making a profit.

There's a psychological point in the path of every passer-by that means a profit or loss to you—that's the point where he either *enters* or continues on his way.

Profitable "Points"

It's your ideal to cause every passer-by to pause and enter and can there be a more logical power to do that than a good Store Front?

No matter how much time and money you spend to make attractive displays it is literally wasted unless your Store Front is adequate—unless it allows the passers-by to actually *see* what you have for sale. A Store Front that merely keeps out the snow and rain never resulted in a good investment. *Sales* make profits—so let *sales* be your guide.

Kawneer STORE FRONTS

Other Merchants' Experiences

One Merchant debated for three years whether or not a KAWNEER STORE FRONT would increase his business. Finally he put one in and now he says, "Our Front is worth $5,000 a year"—and that in a city of 12,000 people. Another Merchant says, "There's no question but what our new KAWNEER STORE FRONT sells at least $10,000 worth of merchandise a year over what we could have possibly sold with the old Front. We are more than willing to recommend your Fronts because of the great satisfaction ours has given." Another says, "Our business increased 40% — the KAWNEER FRONT paid for itself in eight months." If you could only see the actual letters of recommendation that we have on file from Merchants you would not hesitate another day.

30,000 Fronts

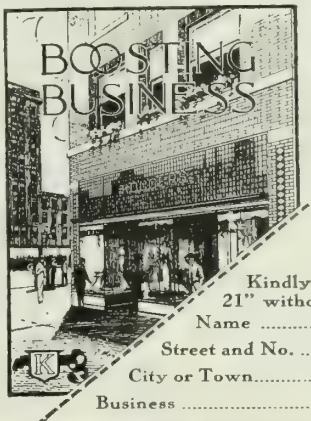
For eight years we've been building KAWNEER STORE FRONTS and 30,000 Merchants have adopted them. In big cities and little towns you will find KAWNEER producing sales, costing nothing for upkeep and giving complete 365-day-and-night satisfaction every year. We do not ask you to even consider a KAWNEER FRONT simply on our claims but we do feel that the actual experiences of 30,000 other Merchants reasonably justifies it.

When you get ready to buy a Store Front go into the subject thoroughly—consider it from your own view-point, then think what the passersby will say. *Their* opinion is the deciding one, if they are impressed and influenced into entering your Store, your Front is a success—if they *pass by*, your Front is a failure.

"Boosting Business No. 21"

There is such a multitude of different kinds of Store Fronts both big and little, that you must take care lest you choose one that will not fit your business. To be of greater help to you in making this important decision we've compiled "Boosting Business No. 21" which is undoubtedly the most complete and interesting Store Front book ever published. "Boosting Business No. 21" contains actual photographs of many of the best-paying large and small Store Fronts in the country — Fronts in all kinds of businesses — together with drawings of suggestions that will interest you.

Don't risk the amount of money it requires to install any kind of Front when a mere 2c stamp will bring to you this book of practical Store Front ideas. Your copy is in an envelope, stamped with a 5c stamp and ready for your address—don't delay—every day you conduct your business without a KAWNEER STORE FRONT the people are *passing* instead of *entering* your Store.



Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. 1193 Bathurst Street
TORONTO, ONT.

COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q 1193 Bathurst St.
Toronto, Ontario

Kindly send "Boosting Business No. 21" without obligation

Name .....
Street and No. .....
City or Town .....
Business .....

A QUESTION OF VALUE

Send this to-day



At the close of the last convention a trimmer was heard to say that the addresses and demonstrations were worth 50 times the price of his membership fees.

You may think that this trimmer in a moment of enthusiasm placed a monetary value on his membership in this association which he would perhaps not make in a calmer moment. However, the fact remains that membership in the C. W. T. A. is

Actually Worth Far More Than The Membership Fee

Nineteen fourteen programme will be bigger and better than ever

---

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

F. J. THOMPSON,
Secretary C.W.T.A.
52 Stanley Street,
St. Thomas, Ont.

Date..... .....

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by .....
..... have had..... ..... years' experience.

(Mark X on Diagram)

	AD MAN
	CARD WRITER
	WINDOW TRIMMER

Signed .....
.....
.....

Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

ONE inch space in this Department will cost you $25 for 12 insertions.

Bing Toy Makers to The World at Large

WE are the largest manufacturers of high-grad toys in the world, including Miniature Rail way Systems, Plush and Felt Animals, Movin Picture Machines, Mechanical Boats and Engines and many other all-year-round sellers
Bing Brothers A. G. Nuremburg
John Bing, Sole Representative
381 Fourth Avenue, New Yor

BROCK & PATERSON LIMITED
ST. JOHN N.B. HALIFAX N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

FOR SALE

FRESH, CLEAN STOCK OF SHOES AND men's clothing and furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CHEAP. FOUR PARCEL CARriers, complete, practically new, having been used for two months only. Apply E. B. Crompton & Co., Brantford, Ont.

POSITION WANTED

THOROUGHLY EXPERIENCED FOREIGN buyer and department manager, with trade connection, would make a change. At present with wholesale house. Would consider good retail proposition. Box 50, Dry Goods Review.

A MEN'S FURNISHING SPECIALTY SALESMAN, fourteen years' experience, aged twenty-seven, married, desires Toronto position with manufacturer or wholesaler of high-grade goods, shirts, neckwear or underwear preferred, as salesman. Salary or commission. Best of references. Box 51, Dry Goods Review.

The Condensed Ads in this Paper will bring good results

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

The new factory of H. L. Wood Co., Toronto, an illustration of which is shown on this page, is about three times the size of the former establishment. Its dimensions are 50 x 120 feet and it is three storeys high. It is supplied with plenty of light on all sides and is fitted up with new and up-to-date machinery. The firm will manufacture show cases and store and office fittings, counters, partitions and everything pertaining to store and office furnishings.

SPRING LINES IN PARASOLS.

The Brophey Umbrella Co., are presenting, through their travelers their line of parasols for the Spring and Summer. Among the many shapes shown the "bell" is promised the preference, as this shape is particularly graceful and is so shaped that it will not interfere with the high plumes and trimming on the Spring hat. Handles are long and stained to match, or to tone in with the cover, and are both carved and plain. Wide borders hemstitched to the body or bell of the cover is the new feature. When the bell is of plain silk the border is of fancy plaid in colors toning in with the plain silk, or of brilliant colored Roman striped or Oriental patterned paillette. When the bell is of fancy silk the border is of the plain, and two colors in plain silk are also combined. Thus champagne is combined with Paddy green, or black with Nell rose. Many parasols come in smart black and white combinations, and the black silk parasol satin striped, with the stripes forming the border is very much in evidence.



H. L. WOOD CO.'S NEW FACTORY.

THE LATE WILLIAM RAVEN.

Leicester, England.—The death occurred recently of Mr. William Raven, director and founder of the firm of William Raven & Co., Ltd.

"B.D.A." FINISHES.

The Bradford Dyers' Association have been giving special attention to producing dyes and finishes for fabrics. These include "P.N.C." finish for lustre, alpaca and mohair tuills; "marquise" finish for cotton, venetians, and "Lumena" finish for artificial silks. Patterns showing finishes can be had on application to the Bradford Dyers' Association, Ltd., Dept. 6, Well street, Bradford, and 128 Cheapside, London, E.C.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto, Ont.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto, Ont.
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
Goldhamer Coat & Suit Co., Spadina Ave., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto, Ont.
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto, Ont.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
Brophy Parsons & Rodden, Montreal, Que.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 158 Bay St., Toronto, Ont.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Brophy, Parsons & Rodden, Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Girdles.
Moulton Mfg. Co., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
A. Burritt & Co., Mitchell, Ont.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto.

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London. Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
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John S. Brown & Son, Ltd., Belfast, Ireland.
McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto,
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Horrockses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
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Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

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Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

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W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
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Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

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DRY GOODS REVIEW

VOL. XXVI No. 4



February 18th, 1914
Published Semi-Monthly

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The outside back cover on Canada's only semi-monthly dry goods paper is a position worth while.

Write for particulars.

Dry Goods Review

VOL. XXVI. FEBRUARY 18, 1914 No. 4

How Canadian Store Circularizes Buffalo at Midnight to Sell Knit Goods

Young Electrical Engineer, Charles Dalton, Draws Thousands Across the River to Fort Erie and Crystal Beach — Unique Systems of Getting Customers and Their Friends to Come Again —Woolens and Linens Ranged Opposite U.S. Tariff at Border.



IT'S A SIGN YOU see on the telegraph poles from the time you leave the station at Bridgeburg, across from Buffalo, until you reach the store in Fort Erie.

DALTON'S is what you read on a huge 40-foot electric sign above the store.

"Dalton's for sweaters" is the message that stands out from the pages of newspapers along both borders, for thirty miles, Buffalo and Niagara Falls, N.Y.; Niagara Falls, Ont.; Welland, St. Catharines—all along the line.

"Dalton's for your pennants" reaches the High School girls and boys in hundreds of circulars sent across the border to that city of half a million.

Dalton's for your bathing suits, somehow, is the "first aid" idea that comes into the minds of thousands who swarm over to the Canadian summer resort of Crystal Beach, twelve miles from Fort Erie.

Publicity, service—and the goods—have built up a flourishing business in a small Canadian village in the space of three years. The planning has been the work mainly of Mr. Charles Dalton, who at the start was only 19 years of age. This unique business recks little of financial conditions: it goes on growing, and every sale is for cash. And in all that time, with tens of thousands of a turnover, there has been only a single article returned, and that was taken away against the advice of the skilful young woman who is the chief saleswoman during the Summer months when the young manager is busy at Crystal Beach.

SERVICE AND VALUE.

"We are building up our business on the basis of people coming back. We take the best possible care we can of our customers. Often we send a letter out that does not mention our goods, in introducing our store to friends, say, of regular customers. We offer to look after them over in Canada; to supply them with information, and so forth. The mainstays of our business are service and value."
—Charles Dalton, manager of John Dalton & Son, Fort Erie, Ont., opposite Buffalo, N.Y.

The goods are there, all high-class woolens and linens, protected from any hot fire of American competition by the shelter of a tariff wall—inside that country. The sweaters run from $4.50 to $25, with children's at $3 and up. Blankets start at $6 and continue to $25. No "bargain prices" there, but good values for the money, and a window display sold out a large lot in a single day. "All wool and a yard wide," truly is the quality in the Dalton store.

His College Hobby—Department Stores.

The stock consists of woolens and linens, two lines that a high tariff in the United States, running close to 100 per cent., prevented from being imported except to sell at a steep figure. The graduate engineer, long before his graduation, grasped the chance that lay before him across the river from his home in Buffalo, in a duty that laid an impost on underwear of 60 per cent. ad valorem and a specific duty of 44 cents per pound. In his college days he had a hobby; one that he little knew he would apply to good purpose in a year or two—he spent his spare time visiting the great departmental stores of New York—Wanamaker's, Macy's, Altman's and the rest. He studied their stocks, their store systems, their advertising. It was the avocation of a student's holiday that he later turned into the vocation of his working day.

And so to-day the electrical engineer is selling sweater coats in the village of Fort Erie, and house-furnishings in the Summer resort of Crystal Beach. The latter store by the way was started five years ago in a 24 x 36 building. To-day it has 120 feet frontage and 80 feet depth.

"Monotonous?" you ask him. Don't you feel like getting back to your tables of logarithms, to your graphs, to your kilowatt hours—in fine, to those brain-teasers in electricity, or any other science that are a delight to the masterful engineer?"

RIGHT ON THE HEAD.

Recently an article in the Saturday Evening Post advertised a 5-lb., pure wool blanket, direct from a factory at $8.80, or $1.36 per lb. We can sell you a genuine wool blanket of the same weight at $4.50, or 90c. per lb.—A Dalton circular.

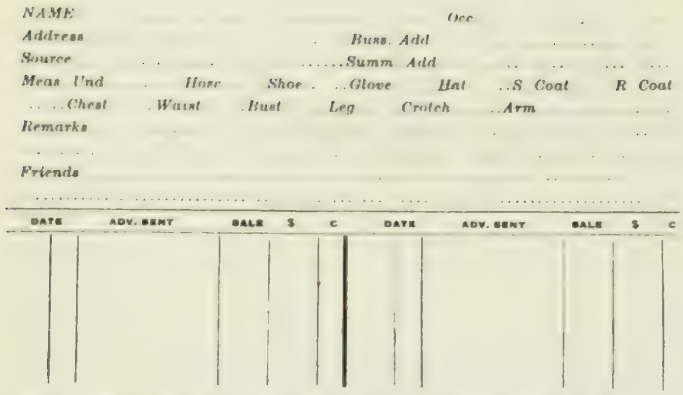


Fig. 1. Card for record of customers and their friends.



Fig. 2. Reverse of card for detail of purchases.

Profession of His Business.

"No, I don't," he answers you. "If I were selling goods here for the money I make out of it, if I became absorbed in the routine work and let myself rust away, I would be tired of it, and get out; but I am trying to make a profession of my business, and it is a profession quite as much as any other profession. I use as much thought in planning for my own business, in my buying, in selling, in studying the workings of the tariff laws, in transferring to diagrams the results of my business——"

He broke off to illustrate this last development in which his mathematically-trained mind exulted. He had cards on which he traced his sales, month by month, the lines telling the story at a glance—his progress or retrogression indicated by the "tendency curve," as he styled it. Not only month by month, but the totals as the year wore on, the "cumulative total," and the tendency curve of his purchases must run as did the tendency curve of his sales.

Perpetual Stock Record.

Out in back room of the store was a blackboard with a perpetual stock record, of sizes and colors, and as goods were sold, the amount of the sales, figured from the slips as they came in from the store, were erased. The sales of each department are analyzed; the stock of each department likewise. In this store, 40 feet by 30, the business is checked up with as much precision as in a large departmental store.

He loves it all, this young engineer. He is making it his profession. When he has a few days to spare from the rush of work he goes down and visits the big stores in Chicago and New York, and Philadelphia and Toronto and Montreal. At another time he sends in his card to the managers of the knit goods factories in Canada, and revels in the technicalities of the manufacturing end of his business.

When the heavy trade is over for the season, Mr. Dalton turns his brain and hands to store equipment. He planned the two stores at Fort Erie and Crystal Beach; and he makes his own show cases, and they are beauties! He is working at a system for lighting them, and his windows as well.

Following Up a Customer.

While the "graph" system—indicating figures by a curve, such as was done in last issue of The Review in the record of wool prices over a lengthy period—may not be as intelligible to those who have not been familiar with it, Mr. Dalton has a customer's card system that can be adapted to almost any business. The Review has, at various times, published accounts of "follow-up" methods adopted by stores to induce first customers to continue their patronage. The Dalton stores' system probably transcends all others in the minute detail with which it is operated.

Reproductions have been made in this article of both faces of a 3 by 5 card, one of thousands arranged in compact form in a cabinet. These cards contain records of names of customers who have actually dealt at either store, with address, home and business, occupation, etc. It also adds the "source" of the customer—that is, from some advertisement, circular, or perhaps a friend who has recommended the store. The "Summer address" is a handy point also in this particular section.

Next came the records of measurements for underwear, sweater coat, hose, shoes, gloves, etc., with bust, waist, arm, etc. "Remarks" may include any reference by a customer as to his likes or dislikes of any special garment, make, color, etc. This may seem like going into details with too much nicety; but these expressions of customers as to his stock furnish Mr. Dalton with most valuable in formation in deciding on new purchases. It keeps him, through accurate and systematic reports of his salesmen, in close tone with what the public want.

And what of "friends?" How many merchants consider as possible customers, a customer's friends—that is, in any direct way? How many ever try to find out in order to send them some kind of an invitation to buy? How many ever "strike while the iron is hot"—just after one pleased customer has given the firm a good word? This is just what the Dalton system aims to do. The clerks try to find out; never by direct questioning, for that might seem discourteous, but in various ways, from hearing the names of those accompanying purchases, etc. And once heard, they mark it down for future use. Often even the name of the customer is not learned until his second or third visit, but he is "marked," and the name filled in on the card when gained. The

Comparison With U. S. Prices

Extracts from the Dalton circulars:—

Below are selections from circulars sent out by Dalton's, emphasizing the lower prices in their Canadian store than in stores across the border.

"We sell you a $3.00 *U.S. value in Jerseys for* $1.75."

"Our $7.50 *Sweater Coat,* $12.50 *in U.S."*

"Fleecy coats, grey, maroon and brown, $7.75, *genuine English —— coats,* $12.50 *in U.S."*

"Our $7.50 *auto or traveling rugs,* $12.50 *in U.S."*

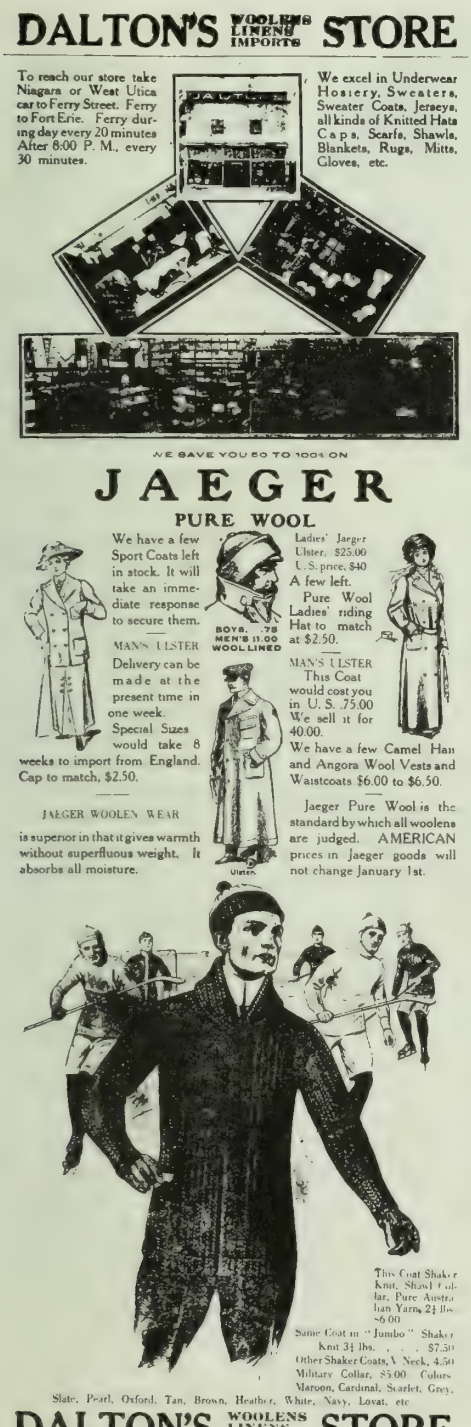
"Our doz. price on towels is less than any U.S. dealer can buy them."

"Our No. 103, *size* 40, *sells per suit,* $4.50. *Same suit in U.S.* $8.40."

"We have —— Jaeger Underwear $3.00 *suit up. U.S.,* $5.00 *up."*

"This coat, man's ulster, would cost you in U.S. $75.00. *We sell it for* $40.00."

BUFFALO READS



advantages of the recorded measurements, or preferences, are obvious, in case of repeat orders by mail, or even second visits, when the card is consulted. At the bottom of this card is a space for "advertising sent"—referring to circulars that are poured out—and sales that result from these. In this way the methods of advertising.

The opposite of the card is used for details as to purchases made.

The information from this card index is carried one step farther. On the top of the card which is of light yellow, a semi-circular mark may be seen, perhaps a quarter of an inch wide. If it is in white ink the person whose name is on it, has come in but bought nothing; if red, he is a "prospect;" if a black dot, he is a customer. Other simple marks indicate whether he lives in Canada during the summer; whether he owns his own house, etc. A blue dot indicates he is a policeman; a red, a fireman, and so forth. Details? Yes. Not applicable to all businesses? Probably not, but adaptable to some, and of distinct importance to these stores in a border village, with the chief customers resident in a city of half a million across the Niagara River, with a train and ferry service every little while.

Samples of the circulars that are distributed in Buffalo and elsewhere are shown in this article, and it will be noticed that a strong play is made on the fact that woolen and linen goods can be sold more cheaply in Canada than in the United States. Actual comparisons are given in a number of cases. These circulars are sent out not only to old customers, but to any names that can be secured of friends of customers.

Motorcyle in Buffalo.

A motorcycle is used for distributing circulars in Buffalo. It has a side car with a special seat in the back for the circulars. A couple of different ones are rolled up together in a small tube, or sometimes with a rubber band only, and 2,500 of these piled into the seat. As the motorcyclist passes house after house in the night, the man in the car shoots these packages up on the verandahs, and with the early morning papers they are scanned between bites of toast and sips of coffee by the breakfasting Buffalonians. As many as 90,000 circulars have been distributed in this city alone during a a campaign of John Dalton & Son, for their two stores across the river.

Special circulars are sent out to pupils of high schools, colleges, boating clubs, and other organizations, dealing especially with club sweaters, club pennants, etc., and scores of orders for special designs come in from these. Then there are the policemen, the firemen, and other bodies; the Dalton stores get their names and forthwith they are presented with a Dalton circular showing them how much cheaper it is to deal across the river than in their own city. And being intelligent men they follow the advice in large numbers.

There is advertising, of course, along the frontier, in newspapers on both sides, and in college and school paper. There are big bulletin boards at various

90,000 OF THESE



points where tourists pass. There is a "movie" in Crystal Beach, and the Daltons have the sole right to use it for advertising purposes. When one considers that at this Summer resort there are fully 10,000 people that may be termed inhabitants during Summer, and some 990,000 more who come and go, remaining from a few minutes to days at a time, the Crystal Beach field is seen to be a fairly populous stalking ground for trade.

Lest some chance conclusion may be

(Continued on page 11.)

Making Efficient Salesmen



What a Canadian department store does to help the clerks sell more goods.

IN large American and Canadian departmental stores where over a thousand clerks are sometimes required, it is not always possible to secure those who are experienced in the art of serving behind the counter. Resort is often made to the material coming to this continent and who are constantly applying for work of this kind. Such material is not always polished sufficiently to be trusted with the transaction of business, even with the sale of the simplest article.

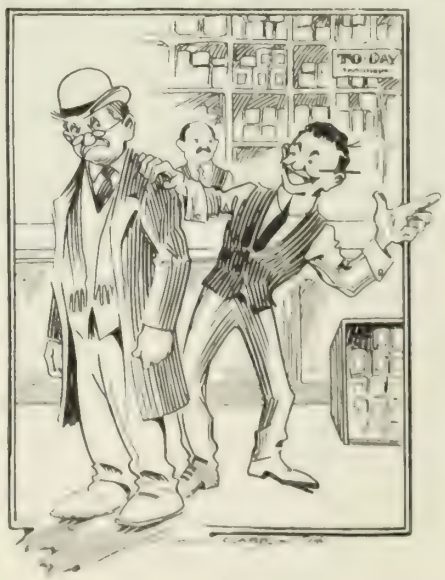
To turn these men and women into salesmen, some of the largest stores have introduced business colleges where their new clerks are taught the elements of salesmanship for two or three hours each day during the first week of their employment. From the points of view of economy and safety, this has been found necessary and profitable, and as some of the lessons imparted in these schools are those that should be learned by every salesman, a brief description is given of the system used by the T. Eaton Company, Toronto, for the benefit of dealers who consider their own clerks lacking in one or two points.

When the store is busy, and clerks are leaving and being taken on every day, these classes are held continuously. It can be imagined what a busy section of the work this is prior to the Christmas rush, when so many new and temporary hands are engaged. As each new clerk usually takes four or five afternoons or mornings to complete the course, and as the company is paying them all the while, it is easily seen that the T. Eaton Co. spends hundreds of dollars every year on the preparation of its clerks. And as this is one of the most skilfully operated stores in the world, it is obvious that smaller storekeepers might benefit by emulating some of their methods. If Eaton's find that it pays to spend a few dollars on each clerk in teaching him how to make out a complicated check the smaller tradesman might at least spend a few minutes for this purpose.

There is nothing very scientific or technical about the lessons. One could venture to say that if the training were carried a little further, along psychological lines, it would result in more efficient clerks. How many of them, when they have supplied the demands of a customer, attempt to create further demands by asking a negative question? A customer will invariably reply "no" to the query, "You'll not be wanting any eggs, will you?" whereas she will think and act if informed that a consignment of fresh eggs arrived that morning. She is so often "sold" with fresh eggs, that she will grasp at the chance to take some.

The Psychology of Delivery Service.

The only suggestion of psychology in this class is in the instructions given regarding the delivery of parcels. While the T. Eaton Co. have one of the most efficient and rapid delivery systems of any store in the world, they take care not to deliver a parcel if the customer will take it with her. For that reason, new clerks are taught after taking an order to suggest that the customer carry it herself by putting the simple question, "Will you take it with you?" In a large percentage of cases, if the parcel is not a large one, the customer will say "yes," whereas if the question, "Shall we send it?" had been put, she certainly would have relieved herself of the burden. How necessary this tuition is can be judged from the number of clerks, even in Eaton's, who ask the second question, and not the first.



The Class-room Used.

The class-room is arranged like any other class-room in a school, except that the blackboards, of which there are several, are ruled permanently in a manner that will allow lessons on the making of sales checks, invoices, etc., to be made easily. In fact, facsimiles of checks are printed on the board, allowing the teacher to fill in typical examples of sales, which can quickly be erased.

The clerks-to-be are seated at ordinary school desks and tables, and at the front stands the teacher. She or he is a person who has spent many years with the firm, and is familiar with the work in every detail. During the greater part of the day, she is pursuing her duties as head of some department, but usually finds time for two hours, either in the morning or the afternoon, to give this lesson.

The T. Eaton Company run their business on a strictly cash basis, so that it is unnecessary to train clerks how to deal with credit customers, but there is an enormous amount to be taught in dealing with cash slips, returned goods, and deposit slips. When a person applies for a position, and is accepted, he is given a card, and told to be in a certain class-room at a certain hour. Before the lesson begins, the teacher delivers a little speech explaining how long he or she has been with the firm, how necessary it is to be accurate to succeed, and so on. Then check-books similar to those used in the store are handed around.

First lessons are given on how to address customers. Instead of leaving to the new clerk to say, "And what do you want?" he or she is instructed to say, "Is anyone waiting on you, madam?" The term "lady" is strictly forbidden by this company when clerks are addressing customers. Care is taken to instruct the pupil not to worry people who are standing near their counter, and yet by

(Continued on page 11.)

Merchants Involved in Labyrinth of Rising Costs

Problem as it Confronts Them in Small Towns and Cities as Well as Large — Women's Knowledge of Latest Styles and Idiosyncrasies of Fashion Blamed by One—Careful Buying and Keeping Tab, Suggests Another—Sharing Up Delivery.

SEVERAL communications have been received by The Review bearing on the problem of the rise in selling costs, an inquiry into which was begun in the Spring Special. A number of merchants in Canada are making up figures for The Review based on the result of their stock-taking and these, when received, will be tabulated and announced in due time.

That the question is attracting widespread interest, especially following upon the concrete examples given in the first article, is quite evident from comments made to staff members.

BLAMES WOMEN FOR IT

A merchant, in business over 20 years, in a medium-sized Canadian town, contributes the following to the discussion:

"I have not figured out the costs of doing business in detail under different heads, so that at present I have only a general view as to the actual extent of the increase. But here is one phase where it strikes me a tremendous change has taken place that adds to the cost of doing business, and I see no way of getting out of it, the rapid changes in styles.

"Styles change so quickly that often before you get your goods in, a new one is announced that is bound to affect the sale of these new—old goods. The great trouble is that every woman nowadays is posted on styles; they follow them closely in the magazines, and are right up to the minute. Fifteen or eighteen years ago when we got our new Fall dress goods in, it was simply a question of buying them; or rather it was not that, it was up to the dreessmaker to make them. People accepted what we had as the right thing and bought it. But now! 'Have you this shade?'—mentioning one she has seen referred to somewhere. If we have not, there is no sale.

Wouldn't Take It After All.

"I remember one time we were asked for hop sacking. It was new then, and we had decided not to put any in stock. When the women asked for it we said, 'No, we haven't any. If you saw it you wouldn't buy it.' But they were not satisfied and told us they would have to go out of town for it.

"Well, the upstart was that against our own judgment we bought some. They still came for it. 'Is that hop sacking? I wouldn't wear it; it's too coarse.' So it went, until in the end we got rid of it by marking it at 25 cents a yard—it cost us 75 cents.

"Then there are gloves. Will they be long or short? If we buy long, months in advance, waist sleeves may come in long and gloves will be short, and we'll be caught.

"The only solution I can see is to buy in small lots except in staple lines, and then the ceaseless changes in styles may not catch us. Then, I suppose, people will tell us we run the risk of slow delivery or the jobbers being cleaned out before our turn comes.

"I give it up."

IN A SMALL CITY

"Careful buying and keeping in close touch with stocks on hand in each department—knowing just where one is at every week or month, and making regular comparisons with the previous year—this seems to me the only way to beat the rising costs," declares the head of a large firm, who has put these principles into practice with unusual success. He adds that increasing the turnover steadily is a necessity for a fair share of profits even when extreme care is experienced along the other lines.

He has succeeded in keeping expenses down to 15 per cent. of his sales, but at that has increased nearly 3 per cent. in less than ten years. His salary costs run between 5 and 7½ per cent. In a very few departments they go up to 10 but at that point action is started towards a descent.

This merchant keeps tab on each department and sees that unless there is an abnormal increase in business, stocks do not pile up. He knows each month what stock he has in each of a dozen departments; what he had one year ago, and whether sales justify the larger quantity. If not, purchases are cut down, reductions made, and the lower level of safety reached.

"I look carefully after the weak departments: you cannot do business in a haphazard way these days."

FROM 10 to 17 PER CENT.

A merchant in a town of about 5,000 makes the following statement:

"I am taking home the Special Number of The Review to study the article on 'The Problem of Rising Costs.' I have not gone into the same detail in my own business but my chief item in the near future in rising costs will be rent. I have this store on a five-year lease that soon expires and I am told an advance of 25 to 30 per cent. will be made. My rent figures out to 1½ per cent. of my turnover so that the new rent will be close to 2 per cent.

"My salaries have advanced 25 to 50 per cent. in 10 years.

Using Delivery in Common.

"My delivery expenses are not up as much as some stores you mention for a number of us hire a general man who charges us so much per week or month. He delivers different lines to the same district at once, and thus saves money. I don't know the size of the places you have reference to, but I should think in lots of towns and even cities, dry goods men could save money by combining with merchants in other lines.

"Our total selling costs here are naturally smaller than in the large cities, but they have gone up almost proportionately. I used to do business on 10 per cent. of my turnover; less than ten years ago it ran between 12 and 13; now it is from 15 to 17.

"Of course we have advanced prices to meet it, although in some lines we could not do so. In staples, our average marking-up has increased from 25 to 33 1-3 per cent., and we tack on 50 per cent. on special purchases. In mantles, furs and some fancy goods we can get as high as 100 per cent.

"But more and more the cost of selling is mounting up, and I do not see yet how we can clear up the situation."



Clean Up The Books

The Relationship a Man's Methods of Collection Bear to His Credit Standing — Laxness in Collecting Leads to Slowness in Meeting Obligations.

Written for Dry Goods Review by Byron J. Morrow

A RETAIL merchant's credit is his most valuable asset. It represents his borrowing power and defines his capacity for business expansion.

If there is one thing a merchant must keep unimpaired it is his credit. If the jobber or manufacturer finds reason to put a question mark after a merchant's name, the latter can count upon a certain amount of difficulty thereafter from which he had previously been exempt. If he has occasion to ask for an extension of credit at any future time, it will become necessary for him to satisfy the jobber on a number of salient points. If his record had been clear and spotless, the extension would doubtless have been granted without any question.

It should be borne in mind that the balance a man is able to show is not the only factor in establishing his credit. Character, habits, past records, social connections, and, in fact, everything pertaining to a man's life are entered into the account. The credit man of a large manufacturing or jobbing house does not guide himself solely by the actual figures which make up a customer's account. He tries to get all the information available about the customer from many sources, unsuspected sources in many cases. He has his lines out here, there and everywhere and facts come to him which the customer "wots not of." To illustrate the point, a case may be cited, which shows how closely some credit men keep tab on matters pertaining to their department. A certain merchant in a small town was down on the books of a jobbing firm for a larger amount than the credit man cared to see there. His payments had been slow and scanty for the previous six months. One day the salesman who handled this account dropped in to see the credit man.

"I want to enlist your good services on behalf of Jones of A——," he said. "I know his account is heavy and that he has shown little ability to clear it off but I feel as sure as I am standing here that Jones will weather the storm and pay us up every cent on the dollar within the next six months. He is straight and decent and is thought highly of in A——. The only reason for his being hard up has been because he has had family troubles."

"I know. I have no intention of making serious trouble for Jones—yet," said the credit man. "His wife has been in the hospital for some months and he has been forced to support the family of his son, I hear. He lost on an investment in land somewhere. However, as you say, Jones is honest. I've watched him for ten years and have never found one thing that he has done that would lead me to doubt his worthiness."

"You know more about him than I do," said the traveller. He took it as a matter of course, however. The credit man had an almost uncanny way of learning facts about customers, which had impressed the members of the sales' staff with the idea that they had a system behind them almost occult in its far-reaching power.

Settling Accounts.

Of course, there is one thing that has the most direct effect on a man's credit and that is his method of settling his bills. If he pays promptly, takes his discounts regularly and shows in a business like light, his credit will rank high. There is no getting away from the argument of hard cash. If he delays in his

payments, asks continually for extensions, makes objections and enters technical claims—as so many do—his credit standing will be low.

As a writer in a well-known periodical said recently: "A man is judged first by his business methods." Promptitude in answering correspondence, business-like attention to details and the ability to treat all business relations in a business-like way are the qualities which go the farthest in establishing a man's good name with the firms he is buying from. What is more exasperating than to wait days for a reply to an important letter which should have been attended to by return mail? Can anything arouse prejudice and critical estimate of characters more surely than laxness in a correspondent?

Continual negligence and carelessness will often weigh more heavily against a man than an attack of acute financial troubles.

Tennyson has said: "the sin that practice burns into the blood, and not the one dark hour which brings remorse, shall brand us after of whose fold we be."

This thought can be applied to the relationship existing between jobber and customer. There are always times when a retailer finds it necessary to ask a favor or an indulgence from the jobber, just as the jobber must sometimes throw himself on the indulgence of the retailer. Relations should be conducted on a basis taking this ever possible contingency into consideration.

It is, therefore, highly essential that the retailer should be prompt and business-like in all his dealings. Careful attention to such matters now will establish relations on a basis which will be highly satisfactory to the merchant in the future.

Keep the Books Cleared.

Back of it all is another essential matter, the most essential of all. The retail merchant must keep his own accounts up to the mark so that he can meet his obligations. If he can do this, he need never worry about his credit standing.

The credit man of a large wholesale hardware house once said to the writer: "In the course of my experience as a credit man, I have investigated the affairs of many hundred merchants at one time or another. In at least ninety-five per cent. of cases the trouble has been that the merchant has been too easy with his customers in the matter of collections. He had allowed people to run accounts and hold back payment to such an extent that he himself was unable to meet his own obligations."

It has been the custom for merchants to regard the slow-pay customer as one who was robbing them (the merchants) of their legitimate profit, As a matter of fact, the obduracy of the customer hits the pocket of the retailer first and through him that of the jobber and the manufacturer. The loss and inconvenience runs the gamut of the whole trade, inasmuch as through it, the retailer is very frequently compelled to defer payments and secure extensions of credit.

In approaching the subject of collections, therefore, the merchant should consider that it is inextricably involved with the maintenance of his own credit standing; and he will thereafter regard it in a different light. He will realize that the future expansion of his business, perhaps even its very existence, will depend largely on the success that he achieves in the matter of making collections.

Clean up the books!

Only a comparatively small number of retailers do business on a cash basis. With the remainder the problem of regulating credits and making collections is an ever present one, involving close attention and vigorous application.

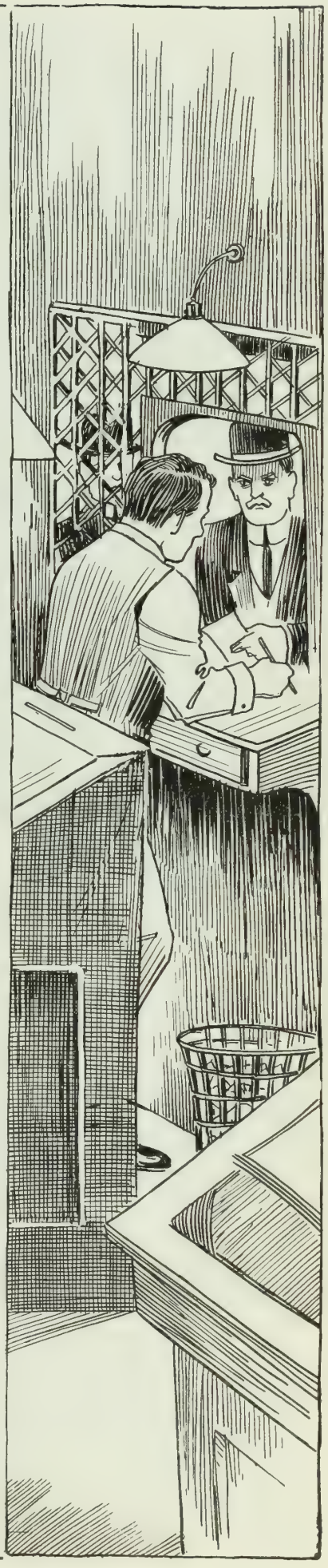
Keeps Debts Down.

A certain hardwareman, whose name need not be stated, has followed the plan for years for keeping the amount of his credit sales down to a certain percentage of his cash sales. He has found by experience that a certain amount of ready cash is necessary to keep the business running smoothly and to enable him to take his discounts regularly. He has, therefore, made his rule iron-bound, immutable. When the accounts on his books get close to the danger line, he begins to hammer away unceasingly until collections restore the balance. At such times, his salesmen are warned to give additional credit sparingly and only to old customers.

Regulation is Necessary.

Cleaning up the books is not entirely a matter of active collection. The proper regulation of credits is a phase which must not be overlooked. A firm's books can be kept clean by careful regulation. In fact, where discrimination is shown in the giving of credit, there is seldom much difficulty found in making collections.

A strong effort to clean up the books is particularly expedient toward the end of each year. Not only is it desirable to start the new year with as few old debts carried over as possible, but the practical impossibility of getting money in during the first months of the year in any volume is an impelling reason.



Fighting Mail Order Houses at Their Own Prices

What Has Been and is Being Accomplished by a Western Ontario General Merchant in This Regard — How the Wants of His Farmer Customers Are Looked After — The Importance of Personal Service and of Knowing Thoroughly Characteristics of Every Customer.

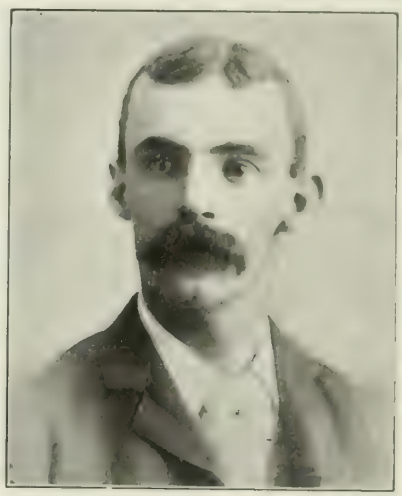
SIXTY years ago in the spring the general store business now operated in Lambeth, Ont., by James A. Kelley, was established. Lambeth is a little hamlet nestling in the centre of a fine farming district a few miles from London. Here, back in 1854, Mr. Kelley's father founded a small store which, under his and his son's direction, has prospered throughout the intervening years.

The general reason for this prosperity is the fact that the Kelleys have been able to keep the farmer's trade at home. Had their business methods been of such a character that farmers found it more convenient to go to London or send to distant mail order houses for their goods, there might have been a different story to tell. But more about that presently.

Jas. A. Kelley has been a general merchant ever since he was big enough to look over the top of the counter. For 33 years the present store has been occupied, the first having long since been razed to the ground. For the past 12 years the present proprietor has been supply it.

Raises Standard of Goods.

Shortly after Mr. Kelley assumed control of the business 12 years ago, he decided on an important policy which he claims has been one of the chief factors in carrying him through all competition, outside or otherwise. He decided on raising the standard of the goods to his customers.



JAS. A. KELLEY, Lambeth, Ont.

This was not accomplished all in a day. Step by step, gradually but surely, his trade was taught to appreciate high quality goods in every line.

"For instance," remarked Mr. Kelley to the writer, "when a customer asks me for a pair of boots, I always show the higher priced ones first. In most cases I sell them. If they are too high, then I show cheaper lines and even at that it is, in a majority of cases, easy by contrast to sell the better boots.

"Besides making some 80 cents margin on the superior goods as compared with about 40 on the others, we give better satisfaction and have more pleased customers."

This method of Mr. Kelley's has done much to keep the trade of his neighborhood at home. His customers have learned that they cannot do any better than adopt his suggestions in the matter of quality comparisons, and as he is careful not to charge prices higher than distant mail order houses or London merchants, the difficulties in the way of holding the money at home are not so great.

Studies Mail Order Catalogues.

"The mail order houses? Oh, they do not give me any bother," said Mr. Kelley in answer to a question. "There are a few catalogues coming into the district and I get one of them myself. This I study carefully to find out just where are the catch prices. In wall-paper, for instance, I long ago discovered that the catalogue houses sold the wall-paper itself rather low, but they made up on the border what was lost on the paper. I adopted the same policy and my customers know that wall-paper is just as cheap and as good here as any place else."

Has Department Store Himself.

In the opinion of this general merchant, many dealers lose trade by not having the goods the farmer wants and not making any effort to get them.

"I always get a farmer what he asks for if it is not in stock," he declared. "It makes no difference what it is (from a needle up to a piano) I get it for him."

This is surely one of the chief obstacles preventing the mail order houses from getting a footing in country districts. When a man asks for a certain article he usually wants it and is going to get it somewhere. It is up to the merchant to make his best endeavor to supply it.

A trip through Mr. Kelley's general store reveals a wide range of goods.

THE TRIUMPH OF PERSONAL SERVICE

This article runs along the line of "Keeping the Home Trade at Home." It illustrates the methods of a progressive country general merchant who has to deal principally with farmers. But what is of more importance, it shows that the man who succeeds in holding the trade of his community against the mail order and nearby city trade currents, must give a service which has no competition. Where there exists a live, aggressive dealer—one who gives thought to the problem of modern service — there is little chance for the mail order houses to get a footing in his community. The flesh and blood power of proper personal service always triumphs.

PERSONALITY IN THE CALENDAR.

The 1914 calendar issued by Mr. Kelley this season is one in which is contained his own personality. As referred to in the accompanying article he is this year celebrating the completion of 60 years in business of his father and himself. Symbolical of the past and present, the illustration of the calendar shows a hesitating maid attempting to choose between two appealing swains, one with the horse and buggy and the other with the modern automobile. The subject of the sketch is "The Old and the New." Below is reproduced a cut of the Kelley store as it appears to-day, and the wording: "1854—1914: Compliments of the season on the occasion of the 60th Anniversary of our Business."

There are dry goods of many kinds, hardware, boots and shoes, harness, whips, wallpaper, robes, paints, garden tools, screen doors, and all kinds of other hardware. A vacuum cleaner was also observed in stock. But if the farmer does not find what he wants among such a varied list, Mr. Kelley takes his order on the spot and gets it. He finds he can in the majority of cases sell such goods cheaper than the larger stores in any of the surrounding towns. In other cases prices are usually the same.

Rural Phones a Help.

The rural phone has been quite an acquisition to business in the vicinity of Lambeth. Some 300 rural phones are distributed throughout the district and the owners of probably half of these are customers of the Kelley store. "Often after the husband leaves for the village," explained Mr. Kelley, "his wife thinks of something she has forgotten to order. If she has the phone she uses it Sometimes, too, when certain goods come in which I think will be appreciated by certain customers, I call them up on the phone and suggest that they be sent along with Mr. So-and-so who happens to be in the village."

Asked if he thought Parcel Post would be a help to a merchant situated as he is, he replied that it would depend considerably on the rate. If the rate for the first 20-mile zone were low enough, small goods might frequently be sent. In country districts, of course, such goods as sugar and flour are bought generally by the sack.

Little Lost in Bad Debts.

The fact that Mr. Kelley finds very few, if any, losses, during the year from bad debts, emphasizes the advisability of the merchant knowing personally the character, likes and dislikes of each individual credit customer. During the past twelve years particularly, he has educated many of his customers to either paying cash or to pay accounts more promptly. Twelve years ago when he assumed the proprietorship, due-bills circulated freely in Lambeth. Whenever farmers brought in some produce, the merchants gave them due-bills for any balance there happened to be. The result, in Mr. Kelley's experience, was that so many of these were in circulation that they became somewhat of a nuisance. Farmers didn't have the money to pay the blacksmith or the barber. There was no "ready" money on tap.

On taking over the business, Jas. A. Kelley immediately discontinued the due-bill system. If there was a balance due a farmer, he paid him cash. The blacksmith and the barber then often secured cash and in turn they paid more cash for their goods. But the greatest benefit to Mr. Kelley in this move was the fact that it increased his trade. The news quickly spread around that he was paying cash for all produce that wasn't taken out in trade.

"Trade began to pick up," he stated to the writer, "and in three months' time I had a good many new customers many of whom are with me yet."

This policy together with the tendencies towards more mixed farming, have helped payments in the Lambeth district. It taught many of the farmers promptness and although there are cases where some settle up but once a year yet the percentage of cash and short-term credit has greatly increased.

Mr. Kelley, as aforementioned, knows his customers, having lived among them close to half a century. That probably explains why he loses so little in bad accounts. He has no difficulty in getting his money in. For some accounts he has to wait a year. When October comes around he sends out the account in full—not itemized. If a customer would like to see the items he has them in a loose-leaf book and just as soon as the account is paid, he tears out the leaf and gives it to him. If any are a little tardy about paying accounts, he suggests to them that he "would like a little money," etc., etc., and has no trouble in getting it.

To only one farmer does he refrain from sending out an invoice. "I did it once," he said, 'and he was insulted. I know he is good so I wait and I get my money once a year and lose nothing."

Saves Much In Discounts.

A strict policy is pursued in buying. Cash is paid for everything and all discounts are taken. "While I could not say definitely I think I save probably $500 a year by taking all discounts." In twelve years that would amount to a tidy sum.

While this store has considerable warehouse room, Mr. Kelley feels that there should be more display space. Wall-papers, boots and shoes and other goods now have to be kept upstairs. In the spring he intends expanding. The front of the store will be remodeled to make way for more windows. So this year will be Expansion Year as well as the 60th anniversary of the founding of the business.

Stock is turned over in the Kelley store an average of three times a year. Expenses are about 12 per cent. of turnover.



The store of Jas. A. Kelley, Lambeth, Ont., typical of many of the general stores throughout old Ontario. It will be remodelled in the Spring to permit of greater display space in the front. The business has been conducted for 60 years by Mr. Kelley and his father before him.

Inauguration of the Parcels Post System

For First Time Three Months Weight Limit of 6 Pounds—After Three Months, Limit Will be Increased to Eleven Pounds—Ordinary Stamps Being Used — Additional Charge in Some Districts.

A SOUVENIR mail-bag sent by Postmaster-General Pelletier to the Duke of Connaught inaugurated Canada's Parcels Post system at midnight on Monday. The first deliveries took place Tuesday morning, Feb. 10.

To what extent parcels post will be used is still problematical. For the first three months parcels up to 6 lbs. only will be accepted. After the first three months parcels up to 11 lbs. will be accepted.

Retail dry goods merchants will receive a certain amount of protection from the mail order houses by making use of the local zone, which gives him a low rate for twenty miles in each direction from the town in which his store is located.

It will no doubt take some time to get the new system working smoothly.

Mail order houses are already sending out adveritising matter regarding parcels post, and will, no doubt, make a huge effort to boost sales by featuring parcels post.

Retail merchants should begin immediately to make use of the new system, especially the local zone.

Dry Goods Review has published several articles pointing out how the new system could be used.

In the near future a number of articles will appear showing how American merchants have made use of parcels post, and pointing out how Canadian merchants can also use methods that will make the new system work to their advantage.

The accompanying panels show the information that has so far been issued by the Postal Department regarding rates, stickers, etc.

What May Be Sent.

Articles of mail matter acceptable at parcels post rates include farm and factory products, merchandise of all descriptions, such as dry goods, groceries, hardware, confectionery, stationery, blank books, etc., seeds, cuttings, bulbs, roots, bedding plants, scions or grafts, and all other matter not included in the first class, and not excluded from the mails by the general prohibitory regulations with respect to objectionable matter.

CANADA—PARCEL POST
PERISHABLE
HANDLE WITH CARE
This gummed label is to be attached to parcels containing perishable articles, such as meat, fish, butter, fruit, etc., also to the back of the "fragile" tag, which is to be used when articles of a perishable nature are being forwarded.

This label to be used only when sacks contain fragile articles.
CANADA—PARCEL POST
FRAGILE
HANDLE WITH CARE
REMOVE TAG CAREFULLY AND USE AGAIN.
P.P.2 500,000-15|1|14.

Parcels consisting of third-class matter may be mailed at parcel post rates, or third-class matter rate at the option of the sender.

Parcels containing intoxicating liquors or explosives are expressly prohibited.

Sender's Address.

It is desirable that the sender's address should appear either inside the parcel or on the cover, and this must be kept distinct from the address proper.

A parcel may contain invoices and accounts provided they relate exclusively to the contents of such parcel; it is also permitted to enclose a card or slip of directions for the identification or treatment of the article or articles contained in the parcel. Care must be taken not to paper giving in a brief manner necessary abuse this privilege by converting such notes or marks, designed solely for the facilitation of business between the sender and addressee, into what might properly be called correspondence. A parcel containing a letter or any writing intended to serve the purpose of a letter in the ordinary sense will become liable to letter postage.

Limit Is Six Pounds.

During the organization period, which includes the months of February, March and April, the limit of weight is six pounds, but after that it will be eleven pounds. In the same period there will be no insurance, but parcels may be registered. In addition to the regular rates of postage an additional fee of five cents, prepaid by postage stamps, is required for each parcel mailed for local delivery in places where the letter carrier system is in operation.

How to Pack Goods.

In the regulations for the parcels post the Postmaster-General has given specific suggestions how the various articles should be packed for safe transit through the mails.

For instance, in regard to eggs, it is recommended that a papier mache, wooden or other box of a rigid material with a tight-fitting lid be used; that each egg be wrapped separately in newspaper or other protecting material and fill up the vacant spaces carefully. In addition, the parcel is to be clearly marked as containing eggs.

Specific regulations are given as to the

(Continued on next page.)

Postal Rates By Parcel Post

	1st lb.	2nd lb.	3rd lb.	4th lb.	5th lb.	6th lb.	7th lb.	8th lb.	9th lb.	10th lb.	11th lb.
Within 20-mile zone	.05	.06	.07	.08	.10	.12	.14	.16	.18	.20	.22
Within each provincial zone	.10	.14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Ontario rate to Quebec or Manitoba	.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	.70
Ont. rate to Saskatchewan or Maritime Prov's.	.12	.20	.28	.36	.44	.52	.60	.68	.76	.84	.92
Ontario rate to Alberta	.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1 14
Ontario rate to British Columbia	.12	.24	.36	.48	.60	.72	.84	.96	1.08	1.20	1 32

Law effective Feb. 10, 1914.
Weight limit, 11 pounds.
Weight limit first 3 months, 6 pounds.
Size limit, 2 feet 6 in. long; 12 in. wide or deep.

Place this table in your hat—it will come in handy. It shows parcels post rates for each post office in Canada for the 20-mile zone and the provincial zone, and the Ontario rates to other provinces.

HOW CANADIAN STORE CIRCULARIZES

(Continued from page 3.)

drawn that this firm's large business has been built up on a tacit acknowledgment and encouragement of evasion of customs duties on the part of purchasers, let it be distinctly stated that this is not the case. The great majority of the customers are those who come over to Crystal Beach, and other resorts for visits of days' or weeks' duration. There is a clause permitting goods purchased in a foreign country to be taken over free, if for one's comfort or convenience up to the value of $100. No one is allowed to buy for the purpose of selling again; nor a wife for her husband even; all is for personal use only.

At Crystal Beach, on the other hand, there is a clause applicable to the extent of many thousands of dollars in a season. The $100 purchases that go over duty free may include household effects. These of course cannot be bought for immediate shipment across, but are used in cottages for various lengths of time during the season between May and November.

It was the high duty on imported woollens and linens charged by the United States, often reaching nearly 90 per cent., that first gave Mr. Dalton and his son the idea of establishing a store in Canada where under more favorable conditions these lines could be sold to American tourists at big reductions on U.S. prices. The tariff changes became operative on the first of January, whereby the duties were lowered considerably, but so far as can be judged at present the Dalton stores still can undersell U.S. firms to a degree that will not weaken their advantageous position.

THE FORT ERIE STORE

The store is forty feet wide and only thirty deep, with the entrance in the centre. This gives ample window display and the space is skilfully used. The background and indeed all the woodwork of the window is of mahogany. In a late Summer display, a line of white sweaters were arranged high up at the back. In pleasing and effective groupings in front were 21 different styles of sweaters: grey, slate, blue, black, scarlet, maroon, natural, camel's hair, with a couple of blazers, while pennants distributed here and there gave a summery and an "outing" atmosphere to the whole. At the forefront on the floor were thrown carelessly two or three skeins of fingering yarn, suggestive of the "pure wool" quality of the manufactured goods.

In the opposite window were shawls of wool, tastily draped.

The store itself is lined with ivory beaver board, paneled, but the fittings are of a rich mahogany shade. The show cases at once attract the eye: they are so different from the usual. These were designed by the young proprietor and fitted togetther as well. They are of heavy plate glass, and the only wood is the bottom. There are hanging shelves inside, and these too are of glass. When filled up with maroon-colored sweaters, the effect is very handsome. The walls are shelved and filled with goods to the ceiling, all in orderly array, some still in cases.

The completeness of the stock may be noted from the following extensive range of goods:

All kinds of sweaters, men's and ladies' knitted coats, motor hoods, toques, mittens, underwear, stockings, woolen ulsters, woolen shirts, jerseys, automobile coats, shawls, blankets, rugs, bathing suits, fingering yarn, etc. As special lines there are pennants, cut letters, bathing caps, water wings and so on.

The linen goods have a section to themselves and include table cloths, handkerchiefs, napkins, towels, etc.

MAKING EFFICIENT SALESMEN

(Continued from page 4.)

using tact, to catch people who would otherwise pass away without purchasing. In large departmental stores one often notices clerks who stand behind the counter mute, while others are too aggressive, and by their zeal drive customers away; the T. Eaton Company teach their clerks to adopt tactics between these two.

In order that each pupil will know how to handle cash and the check-book, the teacher describes typical sales on the blackboard, each pupil being required to copy them into his or her book of slips. Following that, the teacher goes around to each desk pretending to be a customer, the clerks selling her imaginary goods, and making out the necessary checks. At one desk she will order something C. O. D.; at the next she will be returning goods, and making a further purchase, and at another desk a pupil will be required to supply her with goods on which she intends to make a deposit.

When this has all been gone through, three other afternoons are usually required, at which the pupils are given papers containing about twenty-five questions, covering every conceivable kind of complicated sale. Each paper is more difficult than the preceding one, and the pupils are kept at these until they have supplied satisfactory answers, and are considered sufficiently proficient to act as clerks in the T. Eaton Company's store.

It should be pointed out that while these lessons are being given, a portion of the day is spent by the novice in the store, where he or she has an opportunity of putting what has been learned into practice, and is able to obtain advice in the class-room on any difficulties met with behind the counter.

INAUGURATION OF THE PARCELS POST SYSTEMS

(Continued from page 10.)

methods in which liquids, oils, or fatty substances must be packed in order to be sent through the mails. Strong wooden or heavy cardboard blocks or tubes are necessary, with a cushion of some absorbent material to take up the liquid in case the container should break. Further, every precaution must be taken to make the block or tube water-tight. Manufacturers or dealers who intend to send such articles in quantities are recommended to submit a sample package to the officials, so that the conditions are seen to be observed.

Further all parcels have to be prepared in such a way that the contents can be easily examined, and the sender's name and address should appear on the cover of the parcel.

Note A.—During the organization period, covering the months of February, March and April, 1914, an additional fee of 5 cents, to be prepaid by postage stamps, will be charged on each parcel mailed for local delivery in places where the letter carrier system is in operation.

Note B.—During the months of February, March and April, 1914, no packet will be accepted for transmission by parcel post weighing more than six pounds.

Note C.—An additional charge to meet the extra cost of transportation will be made on parcels addressed to or posted at offices in certain outlying districts when such parcels have to be conveyed more than 100 miles by a continuous stage service, such districts to be designated by the Postmaster-General.

For fragile articles, an official tag has been provided. For perishable goods, a gummed label of similar design is provided. When the article in a parcel is both fragile and perishable, the label is to be stuck on the back of the tag.

No parcels will be collected for postage.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, FEBRUARY 18, 1914 No. 4

THE YOUNGER, AS THE ELDER

SERVICE and value! How often the combination stands out as the invariable cause and accompaniment of success. This was the basis for half a century of steady progress illustrated in the last issue of The Review. It was told in different words, of careful buying, of nothing inferior or shoddy; of keeping faith; of making of a store a family institution, and a place desirable to visit as one generation passed on its active trading to another; a store where Public Confidence lodged. In the Fort Erie store, and in that of Crystal Beach, a man nearly fifty years younger, is achieving a remarkable success for the one has grown twelve times its size in five years, and another is piling up annual increases, and a third, of like design, is soon to be established. But the same keynote is sounded in the young man's analysis as the elder's, Service and Value, twin-seeds whence spring public confidence, that grows on and on, solving almost automatically the recurring problems of "hard times," or higher costs, or unseasonable seasons, or the siren voices of the illustrated catalogue.

ON HANDLING CUSTOMERS

MANY a sale is lost in approaching a prospective customer the wrong way. Many an order too could have been extended if the salesman had gone about the matter by the proper method.

In the article in this issue on "Making Efficient Salesmen," there is shown what one large Canadian firm does to promote more effective selling methods among the clerks. Schoolroom classes are held, each being attended by a section of the sales staff. Scientific methods of approaching customers are discussed and clerks are taught how to and how not to attempt to make extra sales. They are instructed on the art of taking advantage of human nature from the standpoint of deliveries. For instance, a customer buying a small parcel is not asked, "Shall I send this for you?" but "Will you take it with you?" In the majority of cases "Yes" would be the answer to each question. The former would mean extra expense, the latter a saving.

While all merchants cannot, of course, conduct the system on the same scale as the T. Eaton Co., they can use the same policy in a smaller way. These are all things a clerk should know. In fact it might be a good idea if retail grocers and merchants' associations were to arrange some system to carry on a similar educative campaign among the clerks.

THE BUSINESS SITUATION

THE Business procession is moving forward and making steady progress each day. It is not going ahead by leaps and bounds; it is slow, but sure. Depression and pessimism are falling behind, and there is a general movement toward normal conditions.

Canadian business men have great faith in the future of Canada, and believe that the recent stringency will not pass without leaving a beneficial effect. There is no doubt but that we will have a general improvement in business from now on, in all hardware and kindred lines. Since the first of the year, and especially during the past few weeks there has been a steady improvement in the metal markets. For a considerable length of time, caution and conservatism reigned supreme, and very little buying took place. There has been a general buying movement during the past two or three weeks, and a general all-round better feeling is exhibited. Quotations are in nearly all cases. very firm, and several recent advances have taken place.

That American business men are cheerful is evidenced by a letter issued by the National Association of Credit Men. It says: "The first month of the new year has clearly given a new note to business. Uncertainty as to what was going to happen next has been giving way during the month to definiteness. Instead of pursuing a policy of self-protection, as business men have thought necessary for several years, they may look forward, in lines where stocks have not been carried over on account of unseasonable weather, with genuine confidence, working aggressively and expansively for business.

"There is a world-wide ease in the money market, a condition almost novel, so long is it since we have been free from financial stress and strain in one or more of the world's centres.

"This note of cheer does not mean that we need be less vigilant in keeping receivables well under control, for no matter how favorable business prospects may be, anything but a close collection policy is bad business.

THE EXCEPTIONAL SALESMAN

SALESMANSHIP has become a most potent force. Business to-day is focused on the selling end more strongly than on any other branch of industry. To market his product: that is the problem that the manufacturer is bending his energies upon. The best product that the ingenuity of man could conceive and engineering skill produce would be offered on an unresponsive market if the selling campaign were not aggressively handled.

Salesmanship has become the dominant factor in the retail store. Perhaps it would be better to define this phase

There's no WAITING for "rush"
orders sent to our

LETTER ORDER DEPARTMENT

We "railroad" them through the house and you have our assurance that you will get your dry goods by return.

They are packed and SHIPPED
the day the order reaches us.

May we show you?

The W. R. Brock Company, (Limited)
MONTREAL

of merchandising in a more general and comprehensive way by making use of the word "service." After all, salesmanship is service just as surely as service is salesmanship in the broadest sense. It is incumbent on the merchant who would succeed to offer the public the best possible service—the best stock, the fairest prices, the most attractive store, the most courteous of attention, the most compelling advertising. All these points are summed up under the word service and are, as a result, salesmanship in the fullest sense.

The efficient man will, therefore, be an Exceptional Salesman. To be exceptional he must possess more than the mere ability to make the sale of a specific article. He must be capable of establishing friendly relations with the customer. He must interest customers in goods other than what is asked for. In addition, he must understand the goods thoroughly and be in a position to explain how to use them; he must understand the value of proper arrangement and display; he must appreciate the importance of prompt delivery and courteous attention to complaints. In brief, he must understand service in its every phase and be prepared to follow out the idea of service in every particular.

Are YOU an Exceptional Salesman?

"MAKE MONEY AND GO FISHING"

JOHN Carruthers writes the editor as follows:—I have been reading men's ideas about how to arrange sales. Some are very good, but to my thinking it is not good business to have too many sales. In the first place you get people educated only to buy when sales are on, and to travel around where the sales are held. Secondly, you get all the merchants in the town cutting each other's heads off. Now, are there any other persons, manufacturers or even bankers, that are doing this? I think not. The day laborer has his wages, the mechanics are organized, but I fail to see much organization about retail merchants. They are afraid to get together, and some are so jealous if an opposing merchant should get a customer. Surely there is enough for all if a man knows how to run a store and get a profit on what he sells. It will pay him better than continuing slashing and price-cutting to get volume of business. It is better to turn the stock once and make money than to turn it three times and not be able to pay your creditors. Just last Fall we had organizers to form a retail association. I joined, but that is about all that was done. Now, I say, let us get together, do business as business men, make some money and then go fishing and have a good time. I would like to read of how a fellow could run his business and make some money.

THE DEBTOR'S HIDING PLACE

THERE is a phase of the Dominion postal regulations which might receive the attention of the retail merchants to their mutual profit. Postmasters are not permitted to disclose the forwarding addresses of people who have left "for parts unknown." So far as the dry goods merchant is concerned; the grocer, the hardwareman and the coal dealer who have carried them on their books for months, they "have folded their tents like the Arab," and silently stolen—hundreds of dollars worth of merchandize. Yet the postmaster and his clerks have a monopoly in the knowledge of their addresses and the creditors are helpless. All their mail may be forwarded, including the demands for payment of the merchants, but these are powerless if the delinquents ignore the bills, and no attempt can be made to enforce payment by process of law through ignorance of the new abode. In support of existing conditions it will be claimed that every man has a right to live where he pleases without divulging the fact to "the whole town," and that it would be a delicate matter for a postmaster to make public something that the public as a whole have no business to know. On the other hand it should be possible to place it in the discretion of postmasters to give such information where it is for the purpose of securing the payment of legitimate accounts and preventing the escape of liabilities through inability to get into personal touch with the defaulter who would laugh at a paper request for settlement. To avoid the misuse of such information it easily could be arranged for action through a committee of retailers as a guarantee of good faith. As the law stands, many consider that it works out unfairly to business men, and at once accords a privilege to a dishonest man and shields him in his dishonest escape from his indebtedness.

There is one device which The Review has discovered as a remedy that will work in the majority of cases, pending some Government action. Send a registered letter to the delinquent debtor and add five cents for an "acknowledgement of receipt." Your registered letter will be forwarded and you will learn from your receipt the new address of the man who has disappeared. Where letter carriers operate you are likely to get even his street address.

Try this out.

EDITORIAL NOTES

What are termed "times of business depression" are really only periods of preparation for greater and more pronounced commercial success.

• • •

The salesman who assimilates all possible knowledge bearing upon the things he has for sale will never be placed in the position where his customer will know more than he does.

• • •

It is not an uncommon thing to see the merchant whose time is worth two or three thousand dollars a year, doing work that should properly come within the scope of a ten-dollar-a-week clerk or a five-dollar-a-week apprentice or errand boy.

After that coldest-snap-in-28-years we must hand it to the Weather Man as the greatest fur and clothing salesman on earth.

• • •

Encourage your shop assistants to offer suggestions. They will come forward with good ones and every time you adopt one, the assistant who made it will be all the more enthusiastic in the business.

• • •

Ask the traveling men to tell you of any new schemes successfully adopted by the merchants whom he calls upon in other towns. You cannot over-estimate the value of the co-operation you can get by having the right relationships with the road men.

The Optimist's Creed

We believe in our country—the Dominion of Canada. We believe in her Constitution, her laws, her institutions, and the principles for which she stands. We believe in her future—the past is secure. We believe in her vast resources, her great possibilities — yes, more, her wonderful certainties.

We believe in the Canadian people, their genius, their brain, and their brawn. We believe in their honesty, their integrity, and dependability. We believe that nothing can stand in the way of their commercial advancement and prosperity.

We believe that what are termed "times of business depression" are but periods of preparation for greater and more pronounced commercial successes.

And we believe that in our country are being worked out great problems, the solution of which will be for the benefit of all mankind.

Dry Goods Review

FANCY GOODS

Another Big Season in Beads Necklaces and Pendants

Pearl Necklaces Still the Best Sellers—Amber Ones Featured in Paris — Strings of Indian Beads and Jade Necklaces—Cameo Effects in Buttons.

TURKISH towels in guest sizes are among the new features in fancy goods. These are embroidered across the ends, the patterns being carried out principally in cross-stitch and French knots.

The new millinery will do much to force along a change in favor of the high dressing of the hair. The hair is waved and drawn back from the face and piled high at the back in casque or turban shape. This style has already been adopted for evening wear, and must become general if the small hat is to be becomingly worn. Already there has been felt a greater demand for switches as it is impossible to do the hair in the new way without some artificial aid. Very extreme styles show the use of little bunches of curls placed in front of the ears, and it is said that flat curls on the forehead are to follow. Bandeaux and high mounts are not suitable to this style of hair-dressing and will be replaced by casque pins, barrettes and high combs. The feeling is for small pins and also for small barrettes. New patterns come in carved patterns rather than in the much worn bar effects. Rhinestones are favored as women never seem to tire of their sparkle when set in hair ornaments. The high 1830 shell comb has been introduced, but up to date has made little popular progress, and it remains to be seen as to whether it will be generally taken up.

Bags promise to be a big item for Easter business as the smart woman will own a collection of bags from which she will make choice of the one best suited to the gown she is wearing. The latest novelties in bags come in Chinese embroidery and satin, moire or velvet. Moire bags in various shapes are in decided favor and mesh bags are also good. Lace bags are to the fore for wear with the dressy gown. Very handsome bags are shown made of real silk maltese lace. These bags are to be lined with colored silks and have a beading worked in the top through which a ribbon is threaded.

Small flat fancy leather bags are selling to the popular trade particularly in high-colored and novelty leathers. No matter of what fabric or leather the bag is made of, one feature present is the provision for vanity fittings. Sometimes there is only the mirror, but as a rule, there is the case for the powder puff as well. Ribbed silks and moires in colors, matching or contrasting with the material of the bag, form the best-liked linings.

Because the fashion of wearing the neck bare continues, another big season in beads, necklaces and pendants is assured. Pearl necklaces are the best sellers and come in a big variety of prices to retail from 25c up. Paris is featuring amber and clear and clouded amber necklaces with the beads in graduated sizes are shown. Turquoise, amethyst, scarlet, pink and white coral bead necklaces are included in the line shown. Among the novelties are strings of Indian beads, and necklaces of jade. Rose beads made of rose-leaves or the leaves of other fragrant flowers and perfumed to match, are new. These beads are usually threaded with several small gold or silver beads between the floral bead, as otherwise the perfume would present the only attraction. The handsomest pendants come in bronze set with mock stones. These pendants are copies from more expensive "new art" effects and are highly attractive. Also attractive line but not so new are the brilliants set in white metal. Both the bronze and the white metal pendants are attached to fine chains. There is a practically limitless demand for bar pins and anything new in design is instantly taken up. Endless designs in enamel are brought out, some of which have floral and others conventional patterns. The patterns shown for Spring show much bright blue and emerald green combined with white and the newest shape comes in a perfect square ended bar.



Antique leather bag, flat shape, lined with moire to match, and with pockets for change purse and mirror. Shown by Flett, Lowndes & Co.

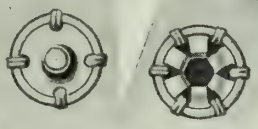
Dainty buttons are used both for trimming purposes and for fastening the new vests, and for the fronts of blouses, chemisettes, etc. Many of these buttons are in cameo effects, the cameo being formed of porcelain on coral, amber or turquoise grounds. Other small buttons come in French pearl with a bar of color across the centre, the button being in half-ball olive or square shape. Other buttons are of clear crystal with the back painted with a butterfly with outspread wings on a white or pale tinted ground. Tiny porcelain buttons have bunches of flowers painted on them, and there are many buttons imitating Easter beads, or flecked in bright Oriental colors. Tiny and medium-sized brass buttons are used to decorate vests and for other trimming purposes.

For trimming the new Balmacaan coats large flat buttons with leather centres and rimmed with colored galalith or brass are showing. Generally speaking, there is a tendency towards wider use of covered buttons, and many of the new suits have half-ball buttons covered with the material. When these buttons are used the accompanying trimming is made of cord covered with the suit material and some very effective trimming effects are of this nature. Right up to Lent fur and marabout trimmings will be big sellers as they are used for edging tunics of evening gowns, and around the hem of the skirt of reception and afternoon gowns. Fur trimmings appear on all kinds of unlikely garments—underwear is trimmed with fur and so are the tops of shoes and slippers. Tango caps are made of metal nets and trimmed with marabout or fur.

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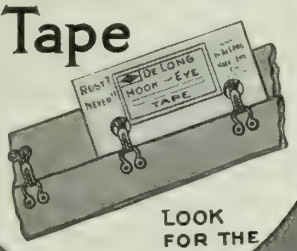
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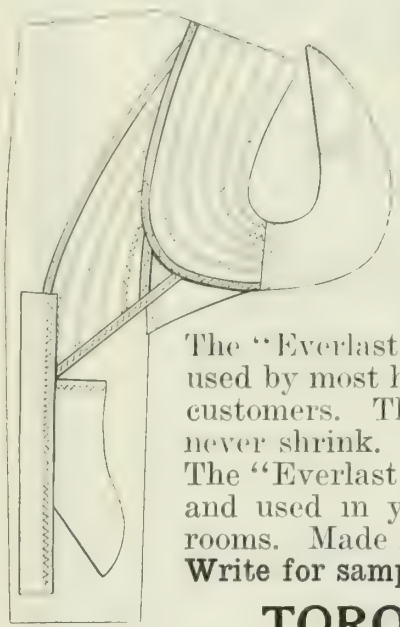


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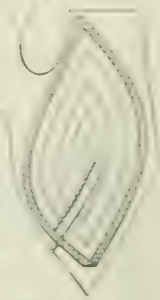
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Instruction in Art Needlework Increases Sales

Skilled Needle-Woman Used in Some Stores to Give Instruction Free—Increasing Inquiry for Stitches—Necklets and Bar-Pins Important Items—Cameo Effects in Buttons.

THE very good showing made in the past few years in the art needle work department is responsible for the increasing attention paid to the placing this line as attractively as possible before the buying public. Though the Fall season with the pre-holiday selling is still the best part of the year for business in this department there is a rapidly increasing general trade, and the Summer season is becoming of greater importance. Most women when out of town at their Summer homes, or when sitting on porch or verandah, while away the time by doing fancy work, hence the increasing Summer business.

Now that the holiday interest in novelties is past, and the January clean-up sale has been held, merchants are on the lookout for new numbers in such staple sellers as cushions and pillows, for the pillow shape is now better liked than the square runners, table scarfs, centre-pieces, bags for laundry and other uses. Lingerie articles and children's and infants' wear are always in big demand.

Somebody at the head of the department that is capable of holding a needlework class, or if the business warrants it, a teacher that will give her whole time or will spend so many hours during the week holding classes, forms the best method of advertising this department and of bringing customers into the store. The lessons are always free, the only stipulation being that all materials are to be bought in the store.

Not only is an accomplished needlewoman of use as a teacher, but her spare time can be utilized to advantage in working finished pieces to show in the department. The majority of customers cannot form a good idea of what an article is going to look like when worked. Therefore, she must be shown it in finished form, hence worked and made up pieces are necessary to the doing of a proper business in the art needlework department, and cushion centre-piece, or runner is always shown with the stamped goods.

Besides adding to the attractiveness of the display made, these finished pieces have a direct use as a much more satisfactory business can be done when the salespeople are in a position to show customers how the article looks when worked and made up. The finished piece of work shows definitely the color blendings and the artistic value of that particular piece of work.

There is always a search going on for patterns that are both simple and effective. Patterns worked out in Coronation braid have these qualities, and the braid is used for crochet work and for working out patterns on white linen. The use of colored Coronation braid is new. Centre-pieces, runners, 't'ween meals cloths, pillow tops and other like pieces show baskets or roses worked out in pink Coronation braid. This idea is entirely new, and the effect is good, and very little effort is needed to produce the pattern. This pattern is worked on tan linen.

Another effective Coronation braid pattern shows a wheat design on white linen. The braid is white and the pattern is heightened by touches of yellow silk. Very dainty is a basket of roses and foliage worked out in pink, yellow and green Coronation braid. Other floral effects show baskets of flowers in the above shades combined with violet and blue. Conventionalized daisies done in double rows of the braid are combined with punch work effects. Other stitches that are favored are cross-stitch, French knot, and lazy daisy stitch.

Bungalow sets are something new. Many of them consist of centre-piece and different sized doylies. A totally new idea is the combination of centre-piece and runners in one. The centre-piece has four runner ends attached, all cut out of the one piece of cloth. The circle forming the centre-piece is embroidered as one, and the runner ends are worked to match and there are small doilies similarly embroidered to complete the set. Bungalow sets are particularly well liked in the willow and china patterns that are expected to take so well this season. As a rule these sets come in natural or brown linen.

TASSELS AND PENDANTS.

JUST at present fur is the trimming that is attracting most attention, and fur is used to trim everything from the boudoir cap to the tango pantalon. Fur is used on neckwear, and edges the new vests that are becoming so fashionable and a border of fur edges the hem of many of the new skirts. Nearly all the shorter haired furs are used and so are skunk, fox and fitch. Marabout too is in great demand and is dyed in pastel and all the leading new colors. Fur will undoubtedly be used up to Easter.

Spring ideas are slow in coming to hand but tassels particularly in silk will be largely used to trim dresses, suits and waists, and pendant ornaments are shown for finishing stole ends and collars, the ends of sashes and for holding folds of drapery and weighting flounces.

Beads are revived in new forms as they coincide with Oriental ideas in trimming effects. Cascades and festoons of pearl and crystal, and jet or satin beads are used to trim evening gowns. The butterfly motif is again appearing and will be put to many trimming uses.

STORE HOURS IN BUFFALO.

All of the large department stores in Buffalo have adopted an eight-hour day, the store opening at 9 a.m. and closing at 6 p.m., with an hour for lunch. It will be recalled that the eight-hour day was adopted in May of last year by Hamlin's, the successors of the Sweeney Co. The hours then adopted by that concern were 8.30 to 5.30. In the latter part of November Hamlin's changed their hours from 9 a.m. to 6 p.m. The same has now been generally adopted in Buffalo.

A STOCKKEEPING AID.

To lessen the losses created by the soiling of fine dresses through handling in the retail department, there has been put on the market a bag, made of cretonne, in which such delicate garments can be inserted and hung on the racks in the cabinet or stockroom.

These bags are made in two lengths, 58 and 62 inches, with a width of 24 inches. At top and bottom is a tube, nearly an inch in diameter and in part composed of wire net, in which moth balls may be inserted for the further protection of the goods. The bag opens all the way down, and is closed by buttons.

Within the bag is the usual hanger on which the garment is placed, and there is a wire hook for hanging up the bag.

Edmonton.—Geo. L. Smellie has left for Fernie, B.C., where he will be manager and buyer for the Trites-Wood Co., dry goods department.

Making Parasols High to Clear the Skyscraper

Tub or Dome, With High Lines, but Straight Ribs, Are Alternatives—Gilt Ribs in the Better-Priced Lines.

THE old idea of the use of the parasol was to shade the face and eyes from the sun. The new idea is that of a dainty accessory worn to complete the toilette, and one which is incidentally of use for the purpose of affording shade.

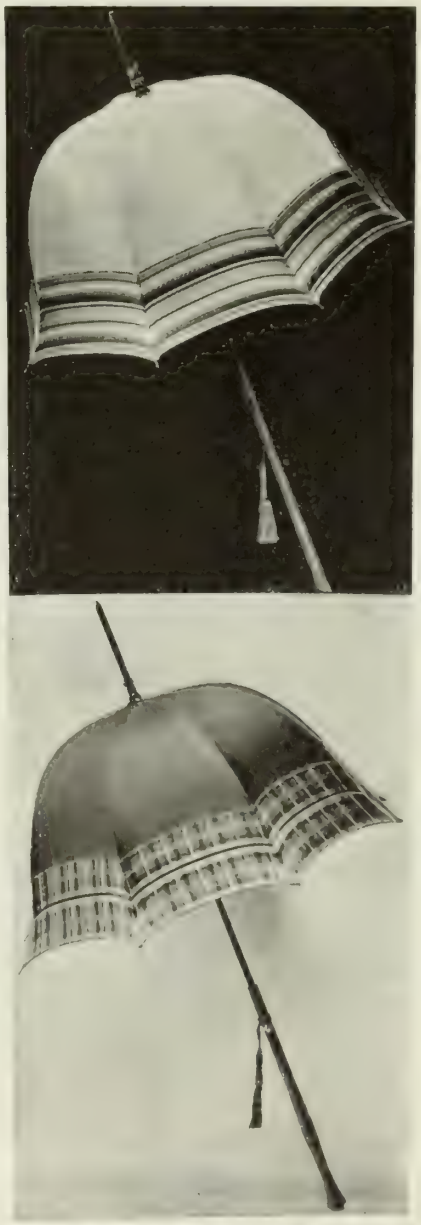
As in all other lines, manufacturers are not putting all their eggs in just one basket, and are not pinning their faith to one shape alone. Shapes vary, but because of the very high mounts worn in the new hats, and because height is such a feature in millinery, shapes showing a distinctly high line are selected as the best sellers for the coming Spring; bell shapes, tub shapes, domes, canopy shapes and the new India shape, which is deeper than the one put out last Summer.

The shapes showing the high line are those most favored, and the "bell," because of its accordance with the Oriental idea in fashions, is expected to be of the best seller. Where the "bell" is considered too extreme, the tub or dome will be selected, as it has the high line, with the straight ribs.

Borders are the feature. Wide borders of fancy plaid, or of Roman striped silk, are used with the dome of plain silk in matching color. Thus a plain green dome will have the border in plaid, in which green is the dominant color, or if the border is of Roman stripe the ground color will be green. Persian patterned silks in soft colorings are also used for borders, and white borders are combined with the dome of all black or black and white silk. Narrow borders of velvet or satin ribbon edged with fancy braids, or veiled with silk fringe, are showing, and the popular Dresden patterns are again selling.

Handles are long, 15 and 16-in. being the length most featured, and come in natural wood, plain, carved and acid eaten, and also stained or enameled to match, or to tone in with the cover. Gilt ribs are also a feature in the better-priced parasols.

Tans, golden browns and champagne are leading colors. Blues are selling well, with sapphire, virgin's blue, royal and navy as the leading shades. Paddy or Kelly green and hunter's green are good, and grey green, grey blue, purple and amethyst and the new petunia shades, which take the place of cerise, are leading colors.



Upper, Plain dome with Roman stripe border. Lower, Plain dome with plaid border. Shown by Brophey Umbrella Co.

Black and white and all black parasols are always big sellers. Buyers should watch carefully for a move in favor of the black parasol. Black is making a gain in other lines, and should do so in parasols.

Leading Shapes Show High Lines—Border Effects a Big Feature—Long Handles Also to Help Clear High Hat.

Imported models come in unique shapes, many of which show the high lines, some of which feature fluffy trimmings of shirred chiffon. One model having a Dresden canopy had a border of shirred chiffon with a wreath of satin rosebuds. Another parasol was of spangled and flower-printed chiffon over a gilt-ribbed frame. A beautiful parasol had the dome part of the cover of black chiffon with the border of silk brocaded in colors to represent the tail feathers of the peacock.

Other models are of faille silk in the new Parisian colors, edged with black velvet ribbon or band of black satin, above which is placed a galoon of metal lace, gold, gold with some colors, and gold and platinum with others.

More Laces Selling

Flouncings the Principal Item —The Better Trade Favors Craqueles, Sheer-Net-Tops and Orientals—Camisole Laces a Big Item— Nets Scarce.

DURING the past month there has been a steady increase in the demand for light laces. This has come chiefly from the sale of flouncings, from 12 to 27 inches. These flouncings are used for tunics, and for the flounced skirts. When once lace gets a firm hold, other uses are quickly found, and the camisole is only another added example. Camisole laces form a very important item at the present time, and not only are camisole laces selling, but narrower laces that can be joined together are being taken in increasing quantity for the purpose of making up into camisoles and corset covers. Lace pleatings and laces in suitable widths for rufflings for forming the finish of the sleeve are promising items. It should be remembered in this connection that there is a ten-

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(From American Styles Number of "Dry Goods Economist" New York, Jan. 17th.)

Large Use of Ribbons

There will be liberal use of ribbons, in millinery and for sashes and girdles.

Belting and grosgrain ribbons in narrow widths will be profusely employed for bandings, and for entire hats, as also will tall loops of failles, wide moirés, and satins. **Thin, soft satins** with very high lustre in a wide range of **sweet-pea** shades will be much employed as novel sashes and girdles.

Novelty **metal** effects will remain in use chiefly for the decoration of evening gowns, and to form simulated vestees.

Warp prints, especially of the faille weave, and **velours** in field-flower and in Chinese designs will be prominent.

The **bayadère** idea in combination with jacquard floral patterns, moiré stripes and velour designs will be represented.

Some interest will be manifested in plaids.

Both plaids and bayadères will find favor in **millinery** during the earlier part of the season.

Sashes in Evidence

An extensive use of odd **sash arrangements** is noted in the new dresses. This has extended even to the tailor-mades, which often have sashes in the back of the coats.

(From "Dry Goods Review," Jan. 21st Number)

A Big Ribbon Season

Japs and Chinese furnish manufacturers with designs and colors—for girdles as well as hats. This is to be a big ribbon season, etc., etc.

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Upper, new India parasol; plain silk with inlets of stripe. Lower, bell-shaped in plain silk with narrow stripe border. Shown by Irving Umbrella Co.

dency to sleeves that are on the bell order, and, therefore, more lace is needed. At the present moment, and up to Easter, long tight-fitting sleeves rule for day wear, but these sleeves all show the pleated finish of net or lace.

Laces promise to be used extensively for trimming lingerie, and in this connection the Summer business should see an increase in the sale of Cluny laces. This is because there is promise of a large use of crepe for underwear purposes, and Cluny is the most appropriate trimming lace for cotton crepe.

The increasing vogue of shadows and the number of seasons in which they have been the leading lace are inducing buyers, who cater to the more exclusive business, to look around for some other lace to take their place. The whole tendency is to filmy, transparent, soft effects, and lace must follow the general lead, and the novelty laces shown come in Orientals, sheer net tops and craquele effects.

Spring Neckwear Flares Away From the Head

New Ideas in Medici-Fichu Styles—Flat Collars Good—Vests in Cotton Velvets, Printed Plaid and Roman Striped Silks.

NECKWEAR manufacturers are well pleased with the outlook for the coming season, for not only are fluffy styles in ladies' neckwear on deck again, but there is a wealth of other novelties in allied lines that promise to swell greatly the sales during the coming season. It is still the fichu and the Medici collar, but the new form in which they are now presented gives the old combination all the force of a novelty.

The sheerest of shadows and net laces are used and the patterns presented are of the greatest importance, for the lace is used flat and there is a marked absence of folds and pleatings employed. The Medici is so cut and boned that it flares and rolls softly over away from the neck and the face, and in this new form it is receiving added favor as it is extremely becoming. The fichu part comes low down at the back often ending in a point, and comes well over the shoulders and is caught up and draped lightly on the bust or at the waist. Favor has turned again from colored trimmings and all lace is best liked.

Gladstone collars with points that flare away from the face on either side are put out in sheer batiste, fine lawn or white taffeta. These collars are completed by a collar that lies flat around the neck and ends in a more or less pronounced V. Very fine lace edges on the Arabian order or just a picot finish are given to this collar and the hems are finished with a line of hemstitching.

Flat collars are going to be good and the best shapes are moderate in size, coming to a point at the back, and reaching just over the shoulder in front. Buyers should note that many of the new collars do not meet in front, and that models of this kind are purposely short in the neck band and are not small as to size.

These collars are best liked in plain and novelty crepes trimmed with flat Venise edges, many of which are specially designed with points upward for this very purpose. Fine pique, novelty and brocaded ratines and new ribbed cotton velvets are some of the materials used for these collars. Flat collars are good in real laces such as linen, cluny and silk Maltese, and also are selling in sheer embroidered organdie, and for popular priced trade in flat Venise.

Guimpes, chimisettes and sleeves are selling in even greater profusion than before Christmas and a new development is the wearing of a guimpe with sleeves with a vest in place of a regular shirt waist.

This leads to waistcoats, vestees and vests. Neckwear houses are showing these articles made in a big variety of materials and in numberless new designs. Many of these vests are of tucked white chiffon and it is whispered that batiste will be used later. The new cotton velvets are used, and so are printed plaid and Roman striped silks. Many of these vests have a bell effect and tabs or points coming over the skirt.

Neckwear houses are showing camisoles of net and lace, shadow lace and good quality satin ribbon that will wash and lace. A new idea that is being well taken up is to thread an elastic through the bottom of the cover so that the difference in the waist line may easily be taken care of.



Waistcoat of printed silk, with belt of violet velvet with gilt ball buttons. Shown by Ladies' Wear, Limited.





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With Shortage in Ribbons Prices May Go Higher

Advices from Europe Indicate a Tremendous Demand—Manufacturers Astonished at Profuse Displays in Paris—Retailers Should Take Better Class of Goods—Review of the Situation.

By a Staff Correspondent of The Review.

MONTREAL, Feb. 17—(Special).—With the price of raw silk steadily advancing it would seem to be almost a certainty that the prices of ribbons will be higher for Fall.

The demand for wide ribbon both for millinery purposes and for dress trimming continues very strong, and it would appear to be a wise move on the part of the retailer to order these goods early in order to get a good assortment, and to avoid disappointment.

If sashes and girdles are to be fashionable, as all authorities seem to say they will, wide ribbons are bound to be scarce, just as any other article for which there is a sharp demand, and in which the manufacture is limited to the facilities at the disposal of the makers.

Facing a Shortage.

At the present time the manufacturers in Europe are so filled up with orders, that they are asking six months' delivery time, where ordinarily three months would be ample. It is of course, difficult for buyers to foresee so far ahead the extreme demand—which all know to-day is bound to be on, especially for sashes and girdles, within the next few months to come. Importers who placed what they thought were very generous orders for these goods some months ago, now find that they are facing a shortage, and frantic efforts are being made to replenish the rapidly decreasing stock.

One of the large manufacturers in Basle, Switzerland, in writing to a promenent Canadian importer of ribbons says in the course of his letter:—"Of course you will be in the middle of business now, and if it is anything like I hear from London you will be in for a lively time. Everybody seems to be afraid not to have bought enough the way the season is opening out. If only I had 50 to 100 fancy looms at my disposal for April delivery! I have had several inquiries of late for our autumn collection. All the buyers seem very anxious to see it early and place their orders accordingly."

Marvelous Displays in Paris.

Another manufacturer in telling of his visit to Paris says:—"I went to see some of the prominent milliners and was very much surprised and agreeably astonished at the marvelous display of ribbons which adorned most of the hats. In fact it was a rare thing to find a hat without an adornment of ribbon, large or small.

"Lots of moires, taffetas or satin envers moire are seen, also taffetas with tinsel borders. Even a lot of picots taffeta ribbons are shown; almost every milliner has picots ribbons. Artificial silk is also seen. Wide ribbons and narrow ones are used.

"The forms of the hats are small or medium; no large hats. The few I saw were destined for Biarritz and were of light straw with velvet ribbons and flowers.

"For the dresses, you can see all kinds of wide fancy ribbon, warp prints, stripes, plaids and tinsel brochés.

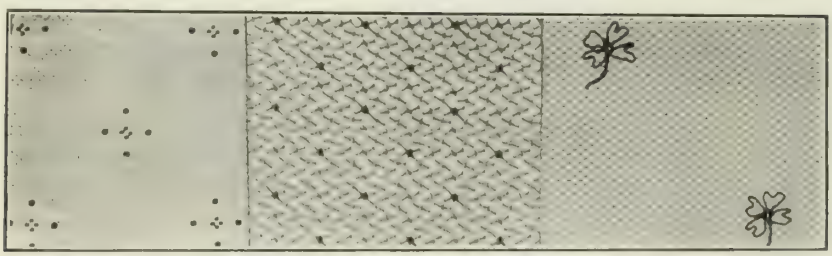
"The vogue for sashes is still going on, and it is astonishing to see the manifold way these sashes are trimmed, always a newer turn, giving to the frock a new and smart appearance.

Prominent in Ladies' Underwear.

"Ribbons will play a prominent part in ladies' underwear this coming season on account of the fullness of the skirts round the body. This will bring back the use of more underwear, and I have seen some pretty creations for this purpose, all enhanced with narrow ribbons.

"The new law in the United States prohibiting the use of certain kinds of plumage has done an immense lot of good. All the collections now shown to American buyers are without feathers. Ribbons are the principal adornment, to which are added a few very small flowers, simply to add a lively note to the effect."

As these manufacturers were not writing for publication, but simply to keep the importer informed of conditions on the other side, they are well worth the study of the retail buyer.



Veiling novelties from Spring line of Canada Veiling Co.

Good Advance Business in Veilings

Small Hat Helps Selling of Veils—Fine Meshes, Neat Patterns and Soft Finishes Rule—Purple Veils Indicated for Easter Wear.

BUYERS are beginning to show interest in veilings at an early date this year. At the present time the call is for soft-finished Shetlands, and white is being asked for in increasing quantities. The weather up to date is of the kind that always fosters the sale of veilings as a protection to the skin from the cold winds and bright sun of the early Spring days.

The new millinery is particularly suited to a big selling of veilings, for not only is the hat small, but the very high flare of the brim of the face points to the necessity of a veil, not just to keep the hair in place, but to soften both the lines of the hat and the face. Sailor shapes are shown for Summer wear, and veils and sailors have always gone hand-in-hand. The sailors are to be daintily trimmed, but as the veil follows the fashions in other lines and is filmy and transparent, its presence adds to rather than hides the pretty trimming.



Veiling novelties from Spring line of Canada Veiling Co.



Will Muslins and Ginghams Return to Favor?

Interest Taken in Organdies and in Checks and Plaids Suggests This—Crepes Will Hold First Place for Summer.

THE call for fine goods and for novelty fabrics dominates the cotton goods situation. During the past three or four seasons retailers have found that good business could be done with goods of this kind, and that excellent profits were obtainable. This has led to something like a change in the manner of doing business that is not altogether to the liking of manufacturers who depend upon a big run for their profits. Buyers of novelty goods as a rule go slow when it comes to the placing of big orders. When one novelty is sold they are in the market for something different to take its place, and therefore are always interested in goods of different construction and made up from novelty yarns.

When orders are small, and the variety of cloths asked for large, the variety of yarns and the different construction of the cloths greatly increases the expense of manufacturing. This craze for novelties has meant loss of profits in many cases. The mills, however, see that business is changing, and that in the long run adaptations to the new conditions will have to come. Buyers, it has been proved, will pay for novelty and originality because they find they can make good profit on such goods.

Though novelty goods are the big sellers one feature is quite encouraging and that is that ever since the selling for the present season opened the class of goods that would be taken has been clearly defined and the only development that has taken place has been the establishment of the sheerer classes of materials in a better position than that occupied by the coarser heavier weaves. Crepes are in first place and because of the beauty and variety of the cloths shown these fabrics will undoubtedly retain this position all through the summer season.

Nevertheless ratines will be in big demand and for many purposes will retain their hold on the public fancy. Many crepes are decorated with ratine yarns, nub yarns, and also with lines of pile fabric thus giving a dual character to these cloths. Because of their ground they are sheer and have the draping effect of sheer fabrics, but the patterns in heavy yarns also put them in the heavier class. Great use is being made of this class of fabrics. Crepes come embroidered and printed and also in plain colors. Novelty colors promise to be a big development because dyers can now produce soft shades in cottons almost as easily as they can be produced in silk or wool fabrics. Colors even when they are novelty colors are more frequently both sun-proof and will stand washing.

Cotton goods houses are watching with interest the present trend in favor of transparent materials, and are speculating as to whether it is going to lead back to muslins. There is considerable interest taken in organdies, and organdie embroideries are good sellers at the present time. The organdie that is shown is different from the stiff fabric that used to sell. Though it has considerable body it is soft and chiffon-like in texture and finish and admirably suited to making up into gowns with panniers, flounces and frills.

Another matter for speculation is as to whether the strong vogue of checks and plaids will not lead to a revival in ginghams. Very high-priced ginghams are on the market in soft novelty plaids and new stripe effects, and have been fairly well taken up in some quarters.

YOUNG GIRLS' DESIGNS.

New York is having its craving for novelty satisfied now by designs of printed silks turned out by young girls of 14 or 15 from Poiret Mortine school in Paris; often crude, but always original. One is a splash of red, green and black.

Printed Silks in New York

Poiret's Novel Ideas Attract Great Attention — Striped Grounds a Big Feature.

LATE advices from Paris state that a soft finish is essential in all the materials used at the present time. This means the continuance in vogue of soft silks and such silk and wool materials as silk and wool duvetyn and velour. This means that there is an active market for raw silks, and there is a larger scale of consumption at the mills than for a long period of time. The raw silk market is active and prices are becoming higher. Certain kinds of Canton filatures, and China ts-atlees are becoming scarce, and their supply for the balance of the season promises to be limited.

The Milan market has an upward trend and Italian reelers are shy about making forward contracts as cocoons are becoming scarce and high. The supply of Japanese re-reels is entirely exhausted, and nothing more can be expected for the beginning of the season. Canton reports a steady demand both from Europe and America. Shanghai reports further advances in sympathy with the higher quotations for Japan and Italian silks.

Printed silks are in a very good position for the coming season, and additional attention is being drawn to them on this continent by the showing of silks in the United States printed from designs made in Paul Poiret's school of design in Paris. These designs are produced under peculiar conditions as the majority are created by young girls 14 or 15 years old, who have had no instruction in designing. These girls have a brush and the primary colors given to them and are allowed to copy any flower form that they may fancy. The results are often crude but the result is original, and there are often bold blendings of color that are very striking. In short these designs are different and satisfy the craving for novelty that is one of the leading merchandising developments at the present day.

These silks are the production of an American firm, only the designs being made in Paris. One pattern comes in black, white and navy stripes worked over in a series of palm leaves in green, and with an allover effect of small cubist flowers in many colors. A plain silk in dark colors has scattered over an allover conventional floral pattern in three colors.

Forms Close February 25 For Easter Special

Much more unusual is a new silk pattern splashed over with green, red and black representing foliage and flowers. This silk is intended for making up in combination with black. Perhaps the most pleasing pattern yet shown has a dark background with pencil stripes in vivid colors and the pattern is of field flowers and ferns in charming coloring. Another striped fabric has an allover pattern of clusters of small cubist flowers and bright green foliage. Awning stripes and Pekin stripes form the background of other patterns.

Besides these novel printed silks, silk and wool matelasses and broche satins are showing in New York, and many of the new colorings are decidedly bright.

Novelty Plaids and Roman Stripes Open the Season

Novelty Plaids and Roman Stripes Open the Season—Crepes the Big Sellers—Gabardines Well Taken—Serge the Staple Fabric—Color Growing More Important—Ready for the Openings.

CREPES have been the best selling materials for the Spring season, and when the openings are held a big display of crepe fabrics in all the new colors is promised.

The initial sale has been large and it is many seasons since any one material has been so freely taken. As usual when there is a run on any one fabric a shortage is developing, and the trade is glad to accept such deliveries as it can obtain. With one material in the first place as is natural the question of color becomes of importance. Black is in high favor, and is followed by blue. Dark navy, petrole, Virgin's blue, sapphire and peacock are leading shades. Just at present mahogany and rust shades are strong. Tango is on the wane, but pigskin, caramel, honey, dollar, seal and tete de neige are favored shades. Purple, amethyst, bottle and myrtle greens are other good shades, and Burgundy is good in reds.

Gabardine is another new material that has been well taken up. Gabardine comes in all colors but sells best in blue. Paris is featuring this material at the present time trimmed with plaid or Roman striped silk. Coteles, particularly in velour effects, are strong with the better trade. Serge is still the staple material and comes in all the leading colors.

For early season wear soft wool materials in fancy checks and Roman stripes form the high novelty. Though a costume here and there will be wholly of plaid or stripe, these materials will sell best for combination purposes. Checks are strong but here black and white effects are strongest, and a new note comes from the combination of black and white check with colored serge of wooled fabric for the coat.

The position of plaids and checks is best understood when it is reported that extensive lines are being shown by the mills for the Fall of 1914-15. The plaids now showing are only suitable for early Spring wear, but are sure to come up strongly again in the Fall. The plaids now showing though not in the proper tartan patterns are in Scotch colorings with plenty of red and orange subdued by a dark ground. Fancy plaids in subdued shades are also shown. For Fall there is promise that this tendency will advance and that plaids and checks showing color and black and monotone effects will sell.

THE NEW PARASOLS.

Bell, tub, dome, canopy and new India shapes.

Wide borders of fancy plaid or Roman-striped silk.

Handles, 15 or 16 inches long, in natural wood or stained or enameled or in color to match cover.

Tans, golden browns and champagne the leading colors of materials.

Black is gaining.

Preparations are going steadily forward for the opening of the millinery season for Spring and Summer, 1914.

Higher Prices for Gloves

A FEATURE of the 1913 business was the demand for better grades of heavy gloves, especially for unlined gauntlets, says the Glovers' Review. There has been a tendency toward the better grades for some time, but during 1913 the demand was notably heavy. The days of the 25-cent and 50-cent leather glove are fast passing, say the manufacturers, and the one dollar quality is now the popular thing, with the $1.50 sort gaining steadily in favor. Another feature was the big demand for leather gloves from telephone and electric railroad linemen. The call from this source is now a goodly part of the business and is growing rapidly.

Between the closing days of Winter and passing of Easter with the coming of silks, of course the glace lamb and kid will have their demand, chiefly in wrist-length this season.

Prices Will be Higher.

Prices are going to be higher during 1914 than they have ever been. Some of the lines are going out this year with advances of from five to ten per cent. The $9.00 glove, for instance, is now offered by most houses at $9.50 or more. This increase is due, of course, to the advance in leather prices. Labor has gone up some in the last half dozen years, but leather, as everybody knows, has been climbing steadily. Split leather, sheepskin, cowhide kept going up, but it was not until horsehide began to climb that glove prices had to go up. The indications are, say the manufacturers, that other advances will follow. Attempts to meet the advance by cutting down the quality here or there in order to hold to their old scale of prices has been the policy of some.

Whatever the condition of the glove business may be there is no chance for reduction in the cost of glove leather. Instead there is every likelihood of further advances. Said a leading dealer in glove leathers: "Manufacturers cannot expect to buy leather any cheaper than at present. The scarcity of the raw material makes this certain. The past year showed a steady increase in prices. The last of these came in November when horsehide went up from $4.50 to $5.50. This advance came too late to amount to much, on account of weather conditions, but horsehide is still keeping up. Splits are as high and as scarce as ever. Sheepskins are still on the upgrade. Demand or no demand for glove leather will not cut any figure in the leather market. The glove manufacturing end is the small end of the business. Its wants are small and cannot be considered as capable of influencing the price situation."



Novelties in Easter Waists With Crepe Leading

Transparency and Fullness the Main Features —New Ideas in Middies—Fancy Cuffs in Place of Hem, and New Shapes in Collars.

MAKERS of blouses are already fussy on waists intended for the Easter trade. The coming Spring promises strongly to be a waist season, and manufacturers of waists are backing up the change by showing a big variety of smart styles in high, medium and popular-priced waists. Next to transparency, looseness and fullness form the chief feature. Kimona cut and butterfly and raglan effects are all freely used. The V-shaped opening in front and the collarless neck is retained, but there are any number of new collar effects many of which roll back away from the neck and some of which leave a considerable part of the nape of the neck bare. Turnover collars come in shapes that point at the back. Others show the new Gladstone roll or the Normandy collar, and again there are collars standing straight up and ending in flaring points just above the shoulder line.

The Easter showing is by no means confined to the white waist. Cream-colored embroidered net is used to veil flesh-colored chiffon. There is a tiny vestee of plain net trimmed with tiny French pearl ball buttons, and a pleated frill of lace, centred with a tie of black satin, ending with jet and amber drops forms the collar, the frill outlining the fronts to the waist. The embroidered net sleeve finishes with a band of Oriental lace from under which is a net puff ending in frills of net. Flesh colored chiffon is also veiled with chiffon in black and various colors as Nattier blue, mauve or apricot. There is a deep yoke into which the material is gathered. The sleeves are elbow length and gathered to form a frill and there is a vestee with rolling collar attached which fastens down the front with crystal buttons. Another novelty shows a blouse of plain net trimmed with Cluny lace medallions and with collar cravat and cuffs of Roman striped silk.

Tailored or sports blouses come in crepe de chine or Habutai silk and while they follow the general outline and are full and blousy are tailored in effect. Blouses of this kind are shown with long shirt sleeves.

The popular material for the lingerie waist this season is crepe. Sheer cotton crepes, and crepes decorated with new yarn stripes and checks are in high favor. Venise edgings and bandings are much used trimmings Some of the more advanced models have collar and cuffs of duvetyn in rose pink tango, French olive, and hunter's green. Very sheer voile is combined with embroidered organdy.

A delightful little waist of these materials is trimmed with shadow lace and Venise bands There is a high standing collar just reaching to the turn of the V-fronted neck. The vest is of the shadow lace and is closed with fancy buttons. Waists of white voile are trimmed with voile embroideries and with set-in lace medallions.

Tailored taffeta waists come in plain and shot silk. A new model had the roi de Rome collar of the same silk and the neck cut V in front. The sleeves were raglan and the blouse fastened with four tiny tabs or straps, each decorated with a button. The sleeves were long and plain and had turndown cuffs drawn in at the wrist by a strap of the silk. Plain tailored blouses are shown in soft satin fabrics for Spring selling.

Middy blouses have a settled place among outing garments and besides the low-belted models there are many new ideas in the straight-cut garment. Very few of this season's middies show the regulation collar. Some come to a point at the back, others just cover the turn of the shoulder while others come to a point on each side of the front, and finish with a button. Fancy cuffs in place of the hem, set-in pockets on the front and laced and buttoned fronts are a feature. Sleeves are three-quarter length. One model is on jacket lines and the collar and front piece is laid on to the garment and stitched down. This garment is something like the shirt the Chinaman wears. A new idea is to develop the middy in Habutai or pongee silk.



Elora, Ont.—Damage to the extent of $3,500 was done to the factory of the Elora Textile Company by fire.

Flare in New Coats

Balmacaan the New Outing Coat—Coats Come in Light Cloths and Many of Them Have Printed Silk Linings.

WITH dresses of light transparent fabrics free sellers and an increasing favor showing daily for the very sheer waist and the separate skirt, the only logical conclusion comes in favor of a good coat season. The spring separate coat is a gay little affair, and comes in decidedly bright colors and in light-weight cloths. So much is this the case that many high-priced coats have a silk lining and printed silk in high colors is favored for this purpose. The new coats flare at the lower edge though for the more conservative trade the straight-cut cut-away model is better liked, but both the cut-away effect and the coat that is tight at the bottom is giving way before tunics and peg-top skirts. Many of the new coats have a flaring godet frill and instead of the low belt there is some sash arrangement. These coats are very smart in velour cloths and ribbed velours and cotton velvets. These cloths are in line with golfine, a fabric that Paris is featuring this Spring for coat purposes.

The new outing coat is the Balmacaan. This coat is exaggeratedly mannish and is built on Burberry lines with wide ripple skirt and Raglan sleeves. Checks and plaids, some of which are decidedly loud, are the favored materials for this coat.

Smart little coatees and short coats with flaring skirts in silk fabrics are promised later.



Montreal.—The millinery store of Gravel & Company, was damaged by fire.

Fort Frances, Ont.—Fire gutted the "Square 88" store occupied by J. A. Tullock, clothier.

St. Catharines, Ont.—Burglars stole a quantity of clothing from the men's furnishing store of George B. Darker.

Montreal.—Fire did considerable damage to the dry goods stores of L. Crown, J. D. Millard, and Laufer Bros., on St. Catherine street.

Silk and Cotton Underwear

Crepe Materials Coming to the Front—Raglan Sleeve on Gowns—Combinations With Square Neck and Shoulder Straps of Ribbon.

THERE have been few seasons when the garments have been more attractive or where the novelty has been greater. Among the many new ideas the strong showing made of garments in pink and blue was a feature. Many high-class lines were in crepe de chine, and in this material pale pink or pale blue keep their color even better than white.

Cotton crepe is following in the wake of silk crepe for underwear purposes, and when once the buying public become alive to the merits of cotton crepes for lingerie purposes the sale will assume large proportions. Buyers who are putting in crepe garments will do well to test the material, for there are crepes on the market that wash out. It is the crepe that is woven in that is wanted. So far this material has been taken for gowns only, but chemises, drawers and combinations are all being put out in this fabric.

Novelties in corset covers are a big feature. Corset covers have to be dainty, as the waist is so transparent. Covers made of shadows laces and of net and lace and elaborately ribbon-trimmed are to be a big feature, and as soon as the Summer dresses can be worn the sale will reach large dimensions. Even at the present time they are going well and repeats are numerous.

Novelties in combinations include Empire corset covers and skirt effects. One of the new models has the front opened on each side and fastened with buttons, and the insertion is run down and forms a butterfly on the skirt. Similar butterflies are placed at the sides, and the skirt is finished with a row of lace above a fine batiste embroidery insertion, ending with a lace with a beading in the head, through which a ribbon is run, which draws the skirt in slightly at the lower edge. The neck is square, and straps of ribbon run over the shoulders.

The fact that this style of strap and square neck is replacing the curved cut shoulder should be noted. The French term is "forme bal," and its use is the outcome of the rage for transparent fashions in dressing the waist. This idea is not favored yet by many Canadian buyers, and even shadow lace corset covers are asked for cut in the old manner. Both, of course, are on sale.

The newest in cut nightgowns is the Raglan sleeve. This sleeve is very roomy, and forms a point over the shoulder, ending at the neck. This idea is likely to take well, as it forms a new point for the use of ornamentation.

The cottons used are very sheer, and the same may be said of the nainsooks and batistes. Crepes, as has been said, are coming to the front, and there is a chiffon-like crepe that is being used in the production of high-grade white wear.



Dressy outing coat with ripple flare and sash in delft blue corded velour, with collar and cuffs of duvetyn.

Silk garments are big sellers, the silks used being crepe de chine, Milanese silk, which is a knitted fabric, China and Japan silks and pongee. Lingerie is also made of plain and fancy nets. The laces used are shadows, Valenciennes, Cluny, Maltese and filet, and the new embroideries are worked on very sheer ground with lace eyelet, blind and Madeira patterns the best sellers. Square and battlement edges are very well liked, and beading and eyelet-holes, through which ribbons may be threaded, is the best-liked feature in lingerie embroideries. Ribbon trimmings are going to be a conspicuous feature in underwear trimming this Summer.

Many Dresses are Costumes

Coat Dress Predominates — Taffeta Leading for Better Trade—Smart Little Dresses of Silk Crepe and Soft Satin.

MANY of the dresses are in reality costumes for they seem to be specially designed for outdoor wear. The big majority are on the compose order with the coat of one material and skirt of another. The coat is often one with the dress. These coats are smart bolero effects with a peplum, postilion or some form of tail-effect at the back. They are straight cut but are often held in a little so as to define the figure by a cord or ornament, half-belt or sash. The front rounds up to show the blouse front and fastens with a single button at the breast. The collars come in various shapes, but are dominated by the frill of lace or net that finishes the inside and stands up round the neck in Medici fashion.

A dress of this kind of rose pink cotton crepe had coatee and skirt of the same, while the blouse portion was of very sheer white crepe with a heavy rib yarn stripe. The skirt was draped by means of slanting tucks running from a front panel. Another of these compose dresses had the coat of tango ratine brocaded crepe, with a skirt of striped crepe and tunic of crepe embroidered in black and white. Another form in which many dresses appear is the jumper. The waist and skirt is of plain crepe over which comes a jumper and single or double tunic of embroidered or printed crepe.

Though dresses made of piece materials are selling best when the style is new and fresh embroidery dresses are selling. The embroideries that are taking best show very little pattern and the designs are very simple. Therefore the working up of the stock of embroideries is, this season, largely a matter of suitable buying and intelligent use. Crepe

(Continued on page 32.)

Our 1914 Spring Showing of

Patrician Garments

Trade Patrician Garments Mark

This trade-mark label attached to any garment is your and your patrons best guarantee of perfect satisfaction in style, fit, finish and workmanship in suits and coats.

Trade Patrician Garments Mark

presents a big money-making opportunity.

We are this season showing a range of Patrician suits and coats that is second to none in exclusiveness of style, in extensiveness, and in real value.

The range is most interesting in view of the fact that every garment stands on its own legs, presenting an individuality which is most pronounced, and which makes selecting an easy matter for both merchant and customer.

If you have not seen the Spring samples, we invite an early inspection at our showrooms or a request for samples to be sent.

The Patrician Cloak & Suit Co.

SAMUEL BUILDING (KING AND SPADINA), TORONTO



TAFFETA is the accepted fabric for Spring, and shot or moire taffeta is just a degree smarter than plain. This dress embodies a number of new style features, but is both simple and wearable. Blue and black shot taffeta is used for the skirt, while the modish tunic shows the Godet frills piped one on to the other. The full kimona waist is of printed taffeta, showing splashes of bright color. The sleeves are bell-shaped, and are finished with ruffles of black lace. The vest, collar, cuffs and girdle are of the shot silk. Buttons reproduce the colors of the printed silk. Note the long chain of Oriental pearl, amber and jet beads.



Defy the Weather

The new convertible collar permits of these stylish raincoats being worn as shown, 90% of the time; yet, when the necessity arises, they are immediately convertible into military collar raincoats that give real protection from showers and sudden changes, *as well as dust.*

A Kenyon Kenreign Slip-on Raincoat will not become stiff or hard, nor will it have an odor of decomposition. Moreover, the seams will not separate.

The Kenreign label protects you.

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Fifth Avenue Building, 23d Street and 5th Avenue
NEW YORK

New Chicago Salesrooms
Congress and Franklin Streets

Boston
501 Washington Street

Some Phases of Ready-to-Wear Fashions

Cotton crepe becoming popular for lingerie purposes.
Combinations have square neck with straps of ribbon running over the shoulders.
Silk underwear big sellers.
Many dresses are costumes on compose order.
Collars stand up around neck in Medici fashion.
Embroideries used show very little pattern.
Organdy embroideries replacing Swiss.
Pannier tunic new idea in drapery.
New development favors bustle arrangement.
Flounce of lace hanging from edge replacing split skirt.
Short coats predominate.
Greater tendency for covered buttons.

Short Coats the Best Sellers

Change in Line of Skirt and Peg-top Tunic, and Draped Effects Responsible—Increasing Tendency for Covered Buttons—Tunics on Skirts.

THERE has been no very general showing of Spring suits so far. Merchants have been devoting energies to getting clear of Winter stock of ready-to-wear garments, and have been busy with planning sales rather than arranging to show new goods.

Fashion has done her utmost to help a brisk trade, for there is a total change in style. Though the plain-tailored garment is a back number, there is a good deal of simplicity about the cut of the suit. The change in the line of the skirt and the rapid way in which peg-top, tunic and draped effects have come to the front have assured the success of the short coat. With a totally new figure outline to work from and a complete change in coat lengths, manufacturers have had full scope for originality in presenting their ideas. Coats generally are shorter in front than at the back, and many take the form of an Eton or bolero in front, but are elongated in many styles from the under arm seam back. Many coats hang straight and loose at the back, and form with the tunic a double tunic or three-tier effect. Sashes passed through slashes and hanging loose and knotted at the back decorate many suits. Some of these sashes are of braid, and others of the same material as the trimmings.

Collars assume many shapes, and are of moire or fancy printed silk, and also of Roman striped or fancy plaid silk. Newer numbers feature lingerie and net collars. Buttons tone in with the material of the suit or match the colors of the trimmings, but there is an increasing tendency to use covered buttons.

Tunics are in the majority, the skirt proper being joined to a yoke of silk or some lining material that is hidden under the tunic. Some tunics are simulated by means of bands and flounces. The low part of the skirt is narrow. Slits are still a feature, but there is a disposition either to hide them or fill them up with pleated panels. The slit is often placed at the middle of the back.

Crepe, gabardine, serge, crepe-finished worsteds and cord weaves are leading cloths, but there is more variety to the colors than the cloths this season. All the blues are good. Navy, Copenhagen, and Nattier blues are strong, and all tan, apricot and champagne shades. Tango attracts some attention, and mahogany is a good selling shade for the early season.

Attractive Lines for Children

Hats and Bonnets Trimmed with Rosettes of Lace—All White for Dresses and Rompers.

CHILDREN'S garments promise to be a great success simply because they are so attractive. Some of the most effective lines are the children's hats and bonnets of white pique or mercerized cord. The hats have drooping brims scalloped at the edges and soft crowns also scalloped and tied to the brim with colored ribbons. Both the hats and the bonnets are trimmed with rosettes of lace about six inches in diameter with the centres filled in with small colored silk apples or tiny ribbon roses. Smaller rosettes are used on the children's bonnets.

Children's dresses and rompers come in many designs, but those in all white are best liked. Collars, belts, cuffs and pockets are button-holed round and some simple design is worked in raised pattern for additional ornaments. Many of the new dresses are perfectly straight cut in kimona style and the use of the belt is a matter of individual taste. The front is cut down, and has worked eyelet holes through which a ribbon or a cord is threaded, and the sleeves may be slashed up through the centre and laced to match.

MANY DRESSES ARE COSTUMES.

(Continued from page 28.)

embroideries are the best sellers and some lovely dresses are made up of the new organdy embroideries, but there is very little call for the lingerie gown made of the regulation Swiss embroidery.

Any embroidery that has a new touch or which lends itself to some new idea in designing will sell.

Taffeta is the most talked-of of the silk materials and for the better trade the future of the chiffon taffeta gown looks decidedly promising. With taffeta pannier drapery has been revived and what may be termed a pannier tunic is a happy new idea. That is, the drapery is caught in at the lower edge and there is the further added decoration of a ruche or a frill. Tunics finished with two or three frills and skirts cut in peg-top fashion without the tunic, but finished with frills arranged at the hips are worn, but the new development favors the bustle arrangement which is really a drapery back. With this style comes the apron tunic.



To Garment Buyers

You will find the **"Something Different"** you are looking for in the samples of these manufacturers, for which I have the sole Canadian Agency:

Andrew Ryan, Inc., New York—Silk Petticoats and Bathing Suits.

The Eagle Skirt Co., New York—All kinds of Petticoats, also the celebrated "Snugfit" Brand.

Triangle Waist Co., New York.

Riviera Waist Co., New York.

Reliance Waist Co., New York.

Trueville Waist Co., New York.

Marcus Roman
Jacobs Building,
MONTREAL

Miller Choir Gowns
Make You Profits With No Investment



Are the choirs of your town ungowned? If they are, you have a good opportunity of increasing your profits and adding prestige to your store. This can easily be done by using your influence in securing the orders for choir gowns from these choirs.

Miller Choir Gowns have embodied many exclusive features which make them the most serviceable and popular gown that could be produced.

The ample fulness allowed everywhere in correct proportions gives that hang and drape, so much admired. The full skirt; the deep-hanging, full-pointed cathedral sleeves, and the snugly-fitting collar are some of the strong selling points that will appeal to every choir.

The special discount we give the trade will make your efforts highly profitable for you. Write for new booklet and samples of material. Please give name of church.

The Miller Mfg. Co., Limited
251-3 Mutual Street, Toronto

EQUIPMENT AND DISPLAY

Making Plans For the First Millinery Opening

This and the Mantle and Dress Goods Openings Are Being Arranged for Last Week in February—Setting of Window Must Harmonize With Small Hats This Year—Avoid Many Vertical Lines—An Orchard in Your Store.

EASTER comes late this season, not until April 12, and the majority of stores and special millinery establishments will figure upon the possibility of selling an "early season," as well as an Easter hat. Therefore, there will be no delay in the holding of millinery, as well as mantle and dress goods openings. Many stores will make their first opening during the last week in February or during the first half of March, so that there will be a full month almost in the majority of cases of retail selling before the Easter trade arrives.

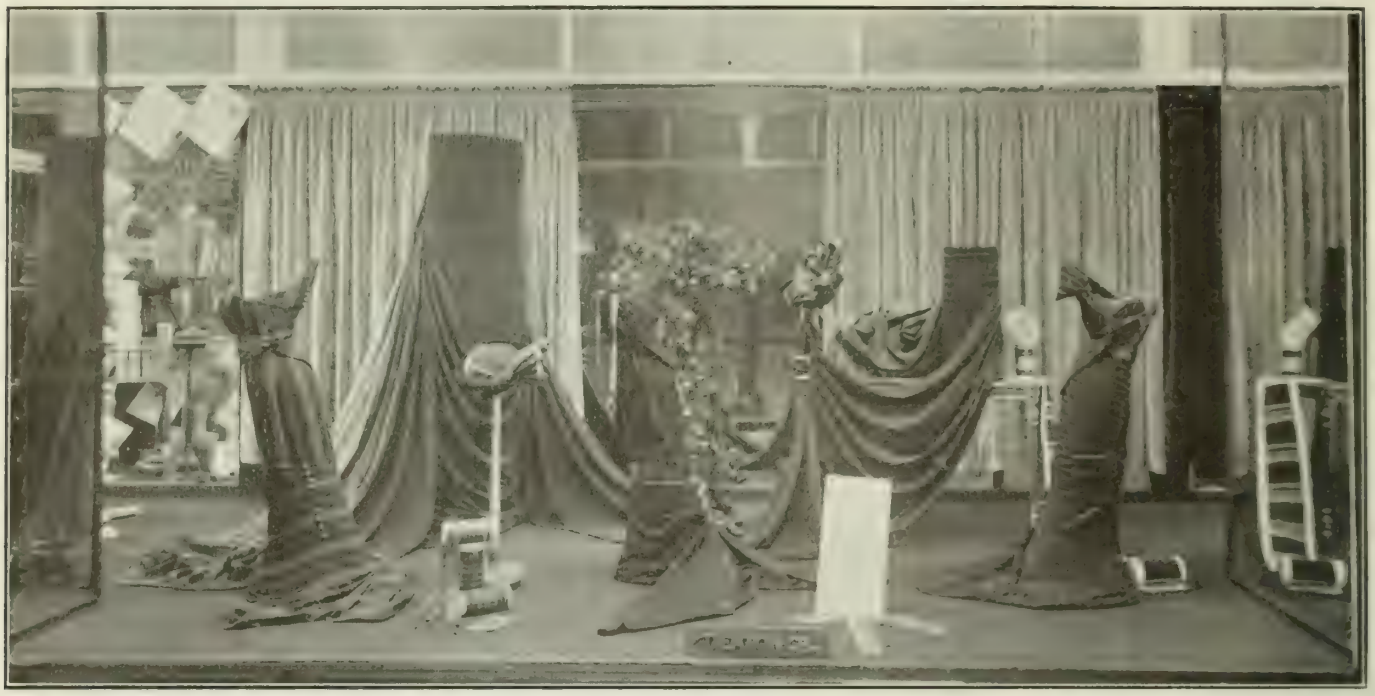
When openings are held so early, and come before winter has fully commenced to relax his grip, extra efforts have to be made to impart the feeling of the near approach of Spring that the weather so oft denies. It is not enough to prepare a setting that will show up the hats, mantles, etc., to perfection, but the background of your window, and of your interior display must tell plainly and clearly of the nearness of Spring time.

An Orchard of Blooming Trees.

This is an effect that store decorators are familiar with, and should know to the full how to use. One very backward Spring a few years ago when the weather refused to behave and sent snow, ice, sleet and bitter winds in the place of running waters, blue skies and golden sunshine, a departmental store decorator started Spring selling in departments that were full of new goods, and only waiting for seasonable weather, by turning the store into orchard of bloom-laden trees.

Though the snow was flying outside, when once you passed the door, the thought that Spring was not far away, and that it was wise to begin and prepare was irresistible. This is the idea you must aim to give your visitors at opening times, and if you get the people into the right vein, buying is sure to follow.

Early Spring Display of Plain and Roman Stripes



AN early February window put in by the decorating staff of the T. Eaton Co., Toronto, featured Roman stripes and novelty plaids. The class of colors seen in these materials are on the order of the Balkan colors so much en evidence last Spring—only they are not so bright nor so crude in tone. The brightness is further modified by the very dark browns, greens, navys and garnets that are used for the ground color for both stripes and plaids.

The materials used in dressing this window are fancy plaids and Roman stripes in soft woolen fabrics, striped moires and paillettes and other soft satins in fancy plaid and Roman striped patterns.

Drapes are shown on figure forms with the material arranged so as to give the effect of the complicated cutting and the tier and tunic effects of the skirt. The waist drapery simulates boleros or Etons and plaid silk is used to suggest blouse or waistcoat. Novelty buttons in Chinese effect showing the colors of the stripes are used as trimmings and are also shown on cards. A novelty in the way of a necklet of narrow silk in such colors as tango, Chinese yellow, Kelly green, and bright blue put together with Oriental, amber, pearl and jet beads and with drop ornaments finishing the ends is also shown.

The high drape at the back of Roman striped velour is drawn tightly over a high cardboard drum, and the flowing drape at the side is of Roman striped moire. The accessories and background are very appropriate, and while exceedingly simple, are perfectly calculated to set off the warm rich coloring of the materials shown. The woodwork of the background is white and there is a large mirror in the centre on each side of which hang in straight set folds curtains of grey blue corduroy velvet. The central figure in the window is a wicker vase in copper gold holding a sheaf of long-stemmed red roses and foliage.

First Year in Small Hats.

After many seasons in which large picturesque hats have reigned supreme, the first season when the really small hat is being featured has arrived. There is a very decided character to the new hats, and no decorator should presume to put in a display, until he has made an exhaustive study of the new millinery, and decided how best to plan his decorations to bring out the beauty of the hats, and emphasize their best lines. Trimmers must remember there will be the first opening, the Easter millinery display, and the showing of the Summer models to plan for.

Many Black Models in First Display.

Early models will include many black hats, and hats of black and color, and there will be the glitter of jet also. Height is another feature which needs to be emphasized, and there is softness, transparency, and rounding crown lines. To show up millinery of this kind backgrounds will need to be light, and while vertical lines should be used, they must not be made too prominent.

Chinese and Japanese influence is strong in Spring fashions, and while there are others no one of which dominates, there is sufficient of the former in both form and coloring, for the use of Chinese and Japanese decorative ideas in the preparation of display features. When this class of decoration is talked of, the mind naturally turns to flowering cherry and plum branches, and to flowers and foliage. Happily these all give the idea of Spring. Spring flowers: daffodills, tulips, narcissi, rambler roses and other flowers both natural and arti-

(Continued on page 39)



One Merchant Stayed—The Other Left

Ever see a "Cut Price Sale", "Bankrupt" or "Receiver's Sale" sign nailed to a KAWNEER FRONT? No, your mind picture of KAWNEER FRONTS is one of *action*—one which shows prosperity and big business.

And there is a logical reason for that. KAWNEER FRONTS create interest on the part of the passers-by—they make the people stop, then enter. After all, that's the true work of a good Store Front—to make people *enter.*

Almost every day we see just such a condition as is shown in this illustration—the Merchant with the old, back-number Store Front going out of business and the Merchant with the attractive, business-producing KAWNEER FRONT constantly building up his business—It's a lesson that shows failure and prosperity—not an exception but an every-day occurrence. Most people do not enter a Store and make purchases simply because of the large stock carried, or the cheapness in price—they buy because they believe they will be satisfied—they have been favorably impressed. How can that feeling of satisfaction and favorable impression be produced in a more logical and business-like way than by a modern, clean-cut KAWNEER STORE FRONT?

30,000 Merchants have staked their belief in KAWNEER by installing it in their Stores—and those same 30,000 Stores are today pointed out as the most successful. They are the leaders—patronized by *most* of the people.

The type of KAWNEER FRONT shown here may not be adequate for your business, nevertheless the underlying principles are exactly the same. This front was designed to make *sales*—to keep out the snow and rain, to let daylight into the Store, to cost nothing for upkeep and to last indefinitely. It's one of the 30,000 that's doing it. In the largest trade centers the streets are lined with KAWNEER FRONTS and in the smallest hamlets, even down to 150 people, you will find KAWNEER FRONTS making money for the Merchants behind them.

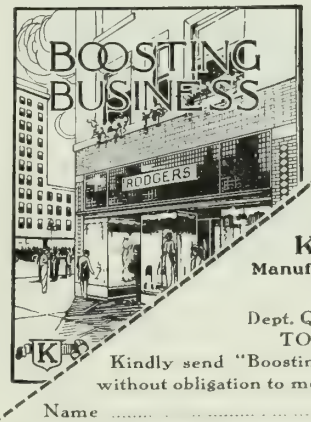
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q
1193 Bathurst Street
TORONTO, CAN.

Let the experience of this multitude of the most successful Merchants guide you—don't think this universal adoption of KAWNEER is a fad—it's founded upon the business judgment of the keenest and most conservative Merchants in the country.

A Particular Type For Your Business

Every one of you million Merchants need a KAWNEER FRONT—not merely because it will save money in repairs and paint bills or act as a protection to your displays, but because of the sales—the profits—it will make. The type of Front your business requires can only be determined by an intelligent analysis and to help you in your first step we've compiled and printed "Boosting Business No. 21." It's without question the most instructive and interesting Store Front book ever published. Send for it and see the actual photographs of many of the best-paying Store Fronts (big and little) in the country—see what other successful Merchants have adopted to increase business—see photographs of some of the Fronts that paid for themselves in eight, ten and twelve months. The book also contains drawings of suggestions that will help you. Fill in and mail this coupon today—no matter where you are located. The countrywide KAWNEER organization enables us to help you. The coupon will not obligate you in the least.

Kawneer
STORE FRONTS



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst St.
TORONTO, CAN.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....
Street and No. .....
City or Town .....
Business .....

Easter Display of Millinery and Ladies' Ready-to-wear



THIS handsome and effective trim was the work of E. G. Meadows, with the McLaren Co., St. Catharines, a C.W.T.A. prize-winner. The decoration of the window includes three panels of Easter lilies, one at each end, and the other in the centre. A large lily stands in the centre of each of the four panels at the back, an effective feature of the display. Writing of the setting he planned for the full length costumes and waists, Mr. Meadows says: "The permanent background was of quarter-cut oak, stained with cherry. Size of window 35 x 10 x 10. Square iron pillar in centre, stained same as back, banked with Easter lilies and barberry sprays. Temporary background cut from beaver board covered with a soft shade of tan felt, decorated with clematis vines, shaded in tan, blending with background. Floor covering of pure white flannelette with fluffing of light tan silk. Cost of display, $20.00."

Advertising Spring Goods First Week February

In Spite of Lateness of Easter Firms All Over Canada Are Pushing Spring Lines of Dress Fabrics, Mantles, Millinery, Skirts, etc.—Many Stores Going into Fashion Talks in Their Ads.

LAST year Easter came before the ments of the "first" and "second" end of March and the announce- openings were scarcely a fortnight apart. This year Easter is unusually late, Good Friday not arriving until April 10. But for all that dry goods stores all over the Dominion rushed into the papers—as well as their windows —with spring showings. It is only in the last year or so that the date on which Easter falls has not determined the period the merchant has chosen for pushing his Spring goods. Now it is the calendar, irrespective altogether of Easter, and the tendency is to bring back the date gradually to near the first of February. It would almost seem as if the February sales of furniture and hosiery and the left-overs of the January sales did not satisfy the energetic desires of the buyers, the ad-men and the trimmers; they must try themselves out on absolutely new lines, even if it does mean a form of "rushing the season."

The argument as it has been advanced this year to The Review—and the keen weather of early February made "Spring" anouncements all the more noticeable—was that the earlier Spring goods are placed before the public, the greater the opportunities for displaying a variety of lines and the more chance of selling them. It has been argued that there will be a double sale, an early and a late, especially in millinery. The early February display man, however, does not count much on this. He feels it is time to start the new stuff going and rather welcomes the longer period in which to get in his work of persuading the public to buy his offerings.

Instruct Public in Styles.

A study of the ads. that are being drawn up shows in nearly every case an attempt to instruct the public in details of Spring styles. In some the whole ad. is devoted to this to the exclusion of special items and prices; others have a general introductory talk on Spring styles, and take up individual ones farther on. Few feel Spring-like enough to devote the whole space to the Spring goods, feeling that tag-end sales cannot be neglected entirely yet. The T. Eaton Co. on February 11 disdained Spring announcements altogether, and the most the Robert Simpson Co. would do was a four-inch single column corner in a full-page ad.

In Moose Jaw, Sask.

Out in Moose Jaw, Robinson, MacBean, Limited, "The Store of The Economist," in a five-column ad. give Spring goods the most prominent place, with a panel on each side of the firm name, one reading, "Every lady visitor should see the new Ready-to-Wears on the Fourth Floor," and in the other, "The Pretty Spring Wash Fabrics are here in great variety—First Floor." Two lines of large type follow, the full width, "The Arrival of New Goods, Plus Some Special Values Should Make a Busy Week." In the body of the ad. below one reads, "Spring is asserting it-



No. 1003 D

Your Spring Displays

will be more attractive and bring you greater results if you use a few D.&P. Display Forms. Your dainty Spring dresses will appear to the best possible advantage when shown on one of these fine, modern forms because they are true to life and conform to the very latest 1914 styles.

We make and have in stock one of the largest and finest range of high-grade forms in Canada. Your order will receive prompt attention.

Write for catalogue to-day.

DALE & PEARSALL

106 Front St. E. TORONTO



No. 1001 K

Special Spring Offer

to introduce this Form

Manufacturer's and Display Model
1914 Model No. 40 HB

Sizes 32, 34, 36, 38, 40, 42, 44

In canvas, with leather shoulder or a dozen armpiece reinforced skirt, $8.00

(You cannot duplicate this form anywhere for less than $12.00)

In canvas, without leather shoulders, $7.00

In Black Jersey Cloth, $4.50



We also manufacture the famous Hall-Borchert Adjustable Dress Forms

We specialize in Dress Forms and can save you 25 to 30%

Hall-Borchert Dress Form Co.
41-45 Lombard St., Toronto

LAMSON



ECONOMY **EFFICIENCY**

LAMSON CARRIERS improve your service by common-sense centralization and equal distribution of labor. They cut out lost motion, reduce the payroll, speed up the work, and ensure correct records.

They double check every sale, whether it be "cash," "charge," or "C.O.D." ASK YOUR NEIGHBOR!
Wire—Cable—Tube—Belt and Pickup Carriers.

The Lamson Company, Boston, U.S.A.
Representatives in all principal cities.

SERVICE

One of our Famous French Wax Models

This figure was draped and rich gown supplied through the courtesy of Goodwin's, Ltd., Montreal.



We have Wax Figures at prices starting from $13.00.

We will illustrate a series of these fine French Wax Figures in different poses.

They will make your windows unusually attractive for the Spring displays. The life-like pose and expression of the face make them stand out from other wax figures like a masterpiece painting alongside of a cheap imitation.

You might think that these models would be very expensive, but Delfosse & Co. can furnish them at prices that will astonish you.

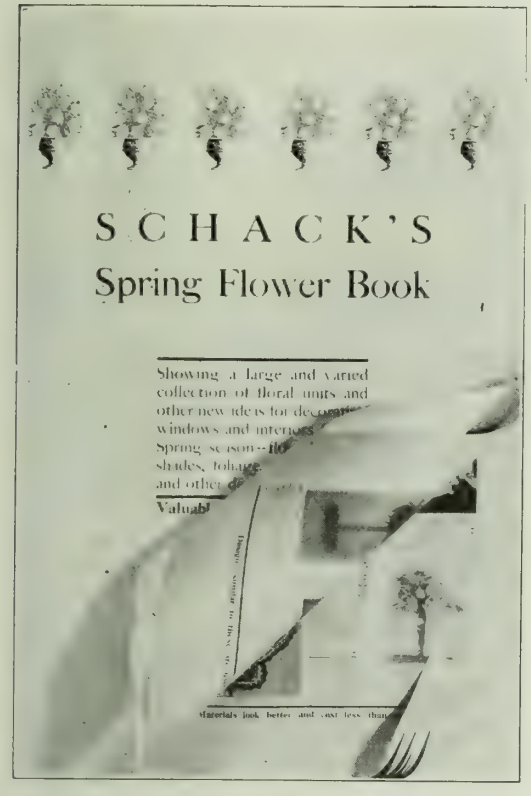
Write at once and ask for full particulars.

DELFOSSE & CO.

Office and sample rooms—247, 249 Craig Street West. Factory—1, 3, 5, 7 Hermine Street

MONTREAL, QUE.

Get This Book Before Planning Your Spring Windows



If you have seen our other Flower Books, you will know what it means when we say **Schack's Spring Flower Book** is the best we have ever issued. We consider it the best book that has ever been published on Spring Window decoration.

Schack's Spring Flower Book contains hundreds of new ideas that have never before been published. These splendid designs have been worked out in the Schack studios by our special designers. You will find them wonderfully attractive and you will be surprised to discover how easily they can be carried out in your own windows.

YOU CERTAINLY NEED THIS BOOK

The ideas it contains are the best that can be produced, and you will find them a big help in designing your Spring windows. Our special designers are working constantly to develop new and attractive ways for using Schack products, and the illustrations in this book show you exactly how our flowers will appear in your own windows. Send in your name now for Schack's Spring Flower Book No. DW50.

SCHACK ARTIFICIAL FLOWER CO.

1739-41 MILWAUKEE AVENUE, CHICAGO, ILL.

self in every department of the store, the shelves on the main floor are being taxed to their full capacity with the new Silks, new Dress Goods, and lovely Wash Fabrics of every description."

"Silk Waists in the Newest Styles" have a section of the ad. to themselves.

Full Space to Spring in Victoria.

Gordon Drysdale Limited, of Victoria, just after February started devoted their full space to "New Suits For Spring," shown in a variety of Attractive Styles. Then after a short introduction comes the following style notes:

The Coats feature the new short lengths (24 to 26 inches) and in most cases are of the fancy types. Cutaway fronts are much in evidence in the new models, while the Chinese effect at the back and the kimona sleeves are features of special note. Then again, some of the coats are carried out in Eton and bloused effects with belted backs. These are decided changes and while novel in design are particularly good style.

The Skirts in a great many instances are of the "peg top" variety and drapes are strongly featured. Even in the plainer skirts folds of the material indicates the popularity of the more fancy styles.

PLANS FOR FIRST MILLINERY OPENING

(Continued from page 34.)

ficial should be used in both department and window. Canaries in cages are easy to obtain and are a good adjunct as no music gives the spirit of Spring like the song of a bird. Other music should supplement this if possible. Possibly some trimmer may say that these ideas are not new, and to these objectors it may be replied that Spring, flowers and birds and the re-birth of greenery is ever old and ever new, but it is up to the decorator to give it an individual and original interpretation.

Work That Falls to Sales Staff.

There is much of the decorative work in the millinery department, that of right falls to the lot of the selling staff. This work includes the trimming up of the wax heads, and half-figures, the preparing of the show cases, and the filling of the fancy baskets that no modern millinery department is now without, and the arranging of stock on stands, etc. The decorator and the head of the department should act together in the arranging of this part of the display, so that no clashing of effects should show.

Exclusive Stock in Boxes.

Though there is always necessary room for the hat stock, in cases and drawers, the something different that makes sales, can be added at little cost. During the opening period, keep the show pieces, and high-priced millinery, in cardboard hat-boxes, which have been covered with floral paper imitating tapestry or chintz. This will enable the saleswoman to bring out models that the customer has not had the opportunity of seeing previously, and will impart that air of exclusiveness, that often makes the sale with a wealthy customer. Any good stock of wall-papers can supply suitable patterns and it should not be hard to find help to cover the boxes.

Trying-on Rooms.

According to the size of the department, and the class of trade the store draws, there should be two or more trying on rooms, where a particular customer can be waited upon, free from the interruptions that must occur in the open department. These rooms need not be permanent but can be arranged by pulling out cases, and by arranging rods and curtains. The light should be good, but it should be deftly screened so that it is not too glaring. Mirrors, tables and comfortable chairs should be provided.

MILLINERY

Good Guarantee for Profitable Millinery Season

Fashion Favorable to Use of So Many Lines of Trimming a Bright Factor — Pressed Hats Will Have Good Sale — Smart Turban First, but Sailors Later—Many Ostrich Effects.

PREPARATIONS are going steadily forward for the opening up of the Spring and Summer millinery season for 1914. Stocks in all departments will be full of novelties, and both imported models and the models produced in Canadian workrooms were ready for buyers in time for the openings. The millinery trade is decidedly optimistic as to the prospects for the new season—for conditions are improving, and though conservative buying is expected, the fact that fashion is favorable to the use of so many lines of trimming and that it is no longer just a shape and a plume that is worn will in itself form a good guarantee for a profitable season.

The season that is opening up promises to be a general one, one in which almost the whole gamut of millinery materials will be wanted. Jet is experiencing a strong revival, and if, as some authorities point out, jet seldom continues as a Summer article, there is little doubt but that it will again come to the front in the Fall. The jet that is used is really not jet at all but a mixture of wood silk and gelatine that has all the brightness and glitter of jet and the lightness of a feather. The jet favored comes in the form of tiny beads and sequins in close set, not very well defined patterns, and is used both for crowns and brims. Ornaments come in many forms such as long pins cabochons, mounts for clasping around the base of the high feather effects, cords, girdles, drops and tassels. Jet, maline, and taffeta or jet maline and moire form the most favored of the early season combinations and in addition straw is also freely used.

Pressed hats will have a good sale, but as a rule either the brim or the crown will be used in making up the hat. If the brim is of straw the crown will be of flowers or some material, and it is the brim that is oftenest used. Straw bands, muffs, cones, plateaux, and what are known as bias cones will all be used. The crown is either of satin, taffeta or some of the many printed materials. Many crowns are of maline and are so transparent that they show the hair through. The demand is all for fine braids with hemp and Milan or moire tagal as the most important item. The very high-class trade is taking Belgian split, and Italian Milan, and there is some cheaper demand for chip. Crin is much used but comes chiefly in the form of bands and plateaux, etc., and is combined with lace and maline.

For the early season there is a wealth of smart turban shapes, but the tendency is for sailors later—not banded sailors, but fancy sailors that will be trimmed



Sailor shape of Belgian split straw. The hat is slashed, allowing the crown to come through and form a bandeaux. Moire ribbon, wreath and bunch of mixed flowers and jet ornament form the trimming.

with lace ribbons, fancy feathers and last, but by no means least, with flowers. For those who like something different there are the double deckers which look as though two hats were being worn at once. Many of the sailors have the high bandeaux effect at the side or towards the back and some of them have the hat slashed at the brim line and the crown pushed through to give this bandeaux effect. Hats of this kind are apt to have the brim much wider on the side that is elevated. Crowns as a rule are round, but there are the regulation sailor crowns, and crowns that exhibit considerable height, and some of them have the creases in them that one looks for in hats for masculine wear.

There are many hats this season that are wholly milliner made, and many shapes that are not seen in the straw department, though in the majority of models straw is used for the brim. Many of these shapes are on the Watteau order, and there are many bicornes, tricornes and four cornered hats in this class.

Paradise and osprey will still be used for the expensive hat for it is strong in Europe if forbidden in New York. One result of the American plumage laws is seen in the manipulation of ostrich and other feathers into beautiful fancies to take the place of the forbidden plumes. Burnt ostrich effects are particularly good, and are being featured by the best Paris houses in place of paradise, numidi and goura. Novelties made from the plumage of the rhea bird and from vulture are also good.

There seems to be no limit placed upon the new effects in ostrich. The flues are manipulated in all sorts of ways and even flowers and foliage are imitated. Among the best sellers will be the various pom-pom and military plumes made of clipped ostrich. Palm tree and bird mounts form one of the most distinctive features of the season. There is some talk of coque but very little is shown so far. Wings are small and pointed, and are generally used in pairs perched on the very edge of the brim. Many quills are used and they are often crossed.

Now that the season is opening up there is increasing confidence in the use of flowers. Flowers this season show more than ever the wonderful ingenuity and inventiveness of the Parisian mind. The new flowers are wonderfully alike in color and design, and what is more wonderful still are distinctly new in arrangement and coloring. This will be a great season for mixed flowers, and pansies, roses, lily-of-the-valley and forget-me-nots enter into every combination. Some unusual flowers are introduced such as cylamen, zynnias, asters

(Continued on page 47.)

The D. McCall Company, Ltd.
TORONTO

The new and clever things in millinery



Every week adds new interest to the already large and exclusive McCall Spring range — new ideas, clever productions.

With our six convenient distributing centres you need never be out of touch with "what's doing" in the millinery world. Our service is for you.

A call at any of our warerooms at any time will pay you well. For quick and satisfactory service try the McCall people.

Keep in touch with us for new ideas

Warerooms to give you service at:

TORONTO

WINNIPEG OTTAWA MONTREAL

QUEBEC VANCOUVER

Parisian Mandate on Spring Millinery

Higher but no larger shapes.
Latest hats with jet are small, round sailors.
Many brims of ribbon as well as the trimming.
Unusual range of floral novelties. Roses and pansies blended. Some made of oilcloth.
New straw, Belgian or satin split.
Many varieties of turbans and toques, and sailor shapes.
Double-deckers the newest.
Red is leading color.

Edict of Paris is Added Height, But Small Shapes

Double-Deckers the Latest—Belgian Split the High Novelty—Red the Leading Color — Many Hats Are Ribbon-Trimmed — Descriptions of Creations of Famous Parisian Milliners.

PARIS, Jan. 17. (Special.) – The new hats made for the Riviera trade have all been small, and the models that the Parisian modistes are preparing for the Spring openings show no signs that would indicate any present tendency to larger shapes. The real change seems to favor added height and most milliners seem to emphasize high models. Not only are trimmings high, but shapes themselves are being drawn up, and the proportion of high crowns and extremely high flaring brims is increasing. And this effect of height is made all the higher by the very high mounts and fancies that are being used. Coque is coming back here and jet is as popular as ever.

Paris is still fascinated with jet, and the latest hats showing this development are small round sailors with very narrow straight brims. The brim and about two inches up the crown is covered with the new sequined jet while the crown is formed of pleatings of maline and there is a high jet ornament placed right in the centre of the front.

Black maline hats are very generally adopted. Many of these are shirred and a very high velvet ribbon bow is placed against the crown to give the high trimming. Maline and hemp is becoming a most popular combination, either the brim or the crown being of straw and the rest of the hat of maline. Two, three and four cornered hats and turban shapes or toques come with the brim of hemp, or Milan tagel with crown of maline and drapery of taffeta or moire. Fancy ostrich, ostrich feather banding outlining the edge and the top of the crown, quills of ostrich banding and black shadow lace, goura, imitation numidi and coque feathers as well as a variety of ribbon bows are the favored modes for trimming the small early hats.

Quantities of ribbon are used on the new hats and many of them have ribbons as their sole trimming. Again there are hats that are almost all of ribbon, for the brim will be of ribbon and the hemp crown will be almost hidden under the ribbon trimming. Pressed shapes are lavishly trimmed with ribbons, and ribbons in many cases give both the line and the high note of color.



Four cornered shape of Milan tagel. Soft crown of taffeta with pleating of the same silk around the crown. The high mount is of burnt ostrich.

The manufacturers of flowers have been quick to see the possibilities before flowers for the coming season. They started in early to show flowers and are elated up to the results of their campaign. Not only did they show early but they put out an unusual range of floral novelties in mixed colors and mixed blooms. Roses are shown in natural and unusual shades, and pansies and roses are shown together, the colors of which blend and run into each other. Lilies-of-the-valley, forget-me-nots, small roses and other flowers are combined with velvet foliage in both natural and fancy shades.

Flowers in the new petunia shades and in yellows, tango and warm browns are in high favor.

In distinctly novel effects are shown medium large roses with the centres of silk and the outer petals of plaited straw. The foliage that goes with these roses is made of dyed cork very thinly sliced. Flowers made of oilcloth very stiff and set are new. Some flowers have both stem and roots attached. Flowers are being used for the crown with brims of hemp or other straws, flat roses and combinations of small flowers being best liked for this purpose.

Beside paradise and aigrette there are many fancies in burnt ostrich and there is an aigrette idea made of scorched ostrich that closely imitates heron that will be good.

The new straw is Belgian split or satin split. Hemp, tagel and moire or Milan tagel just about complete the list. Paris is also favoring horse hair or crin, as well as horse hair and straw laces. Some of these are crocheted or tatted, but simple Cluny patterns are very popular. All kinds of turbans and toques are showing. Some are high at the back and low in front others are reversed. Many are round and fit snugly, and others are oval. Newer than the turbans are the numer-

(Continued on page 47.)

Plan That Dominating Advertisement For the Easter Number Now

STYLE **LIDS *for* KIDS** QUALITY



DESIGNED AND MANUFACTURED BY

S. MAYER & SONS

BABY BONNETS CHILDRENS & MISSES MILLINERY

SOLE MAKERS FAMOUS LITTLE CHERUB ALL WASHABLE HATS (patented)

SAMPLE ROOMS 584 to 590 B'WAY NEW YORK FACTORY 114 to 120 CROSBY ST.

COPYRIGHT 1914 S.M.& SONS

This is a particularly attractive proposition because

"LIDS for KIDS"—Attract the Children—Attract the Women.
—Sell Easily and Quickly—Produce Fine Profits.

All the smart Styles for Spring are included in this line at prices from $4.50 to $18.00 per doz.

Send open order for assortment, Fashion Plate C and Price List upon request.

An Advance View of Parisian Models

Among advance shipments of Parisian hats the following striking and representative models have been selected for a detailed description, as giving milliners an accurate idea of the new shapes, materials and the manner in which they are to be used.

Courtesy of Debenhams, Limited.

A LONG oval turban, a Germaine model, had the brim made of a band of grey green straw, the shade being very similiar to the one named "concumbre," which is 2806 on the Claude Freres Co. color card for Spring 1914. The straw is mitered at each end, and passes around the crown forming two points in front. The crown is of maline and has a cock's-comb arrangement of straw lace to match the color of the brim worked in a simple Cluny pattern. The rest of the crown is covered with shaded grey green foliage and along the base of the lace arrangement on either side a row of medium-sized half blown roses in tango, gold and pink, is placed.

* * *

ANOTHER model, also a turban, is of Virgin's blue moire tagel, that has a brim formed of a straight piece of the same straw in black. The upper edge is outlined with a pleating of narrow moire ribbon, and is draped up in front to show the blue straw beneath. The trimming of this hat is placed right in the centre of the front and consists of a drooping military pom-pom, blue underneath and black on top.

* * *

A SMALL white moire tagel pressed hat in a high crowned narrow brim rolling slightly up at one side in a style very reminiscent of the hats worn in the early '80s, was simply trimmed with a drape of wide sapphire blue ribbon around the crown and a group of double wheels of the same ribbon on the turned-up side. To make these wheels the ribbon had a cord run through a tuck placed in the centre, and a shirring drawn tight on the inner edge. Two wheels were placed together and two ends of ribbon were knotted and drawn through the hole.

* * *

A NAPOLEON shape had the brim of black split satin straw ending in shaped points on either side like the lip of a jug, in which the trimming is laid. The soft crown placed between the two upturned brims was of Virgin's blue brocade and pom poms formed of shaded velvet cowslips in the same blue were laid in the lips above spoken of. Out of the largest sprang two black Mephisto stripped quills.

A PERFECTLY round shape somewhat on the sailor order had both crown and narrow straight brim covered with jet sequins. A narrow band of moire ribbon was folded around the crown and an ostrich pom-pom was placed on the brim on each side. This hat was all black.

* * *

TRIMMED sailors are strongly indicated and a very good example of how they will be treated was given by a model of black satin finished split straw. The brim was in double tubular effect that needed no lining and just about two inches above the brim the crown was cut away, and a transparent crown inserted. Standing high above was a beretta effect of pleated tulle showing between the pleats medium sized garnet and tango shaded roses, crushed flat to the transparent crown. At one side was placed a pleated arrangement of wide garnet moire ribbon pinned down to the hat by jet pins with long heads.

* * *

TWO picturesque models of the Watteau order have been very much admired. One is very transparent and shows black net lace of a very sheer and light character over the same lace in white. The crown is round and moderately low and the brim droops slightly on the narrow side and flares high on the other where it is cut to allow the round crown to appear through. This part of the crown is white and the brim is double and slashed into battlements. A girdle of small jet sequins goes around the crown where it droops and coming through where the brim is slashed is knotted over the crown and ends in two jetted tassels.

The other hat is a coolie shape raised high on one side by a deep bandeaux. The hat is of black hemp, and the bandeaux is almost hidden under a number of ruchings of narrow taffeta ribbon. The crown was covered with black taffeta ribbon pleated and spread out in fan shape. The join between crown and brim was hidden under a narrow ruching broken at stated intervals with boutonnieres of small roses with coral pink centres and mysotes blue petals. At the low side of hat and slanting over the brim was placed a drenched ostrich quill. Save for the brilliant colored roses this hat was all black.

To the Millinery Trade

Vyse, Sons & Co.

Limited

of London, England

The largest exclusive Millinery Specialty House in Europe

announce the Opening of their Canadian Showrooms and Warehouse at

229 Notre Dame St. W.
MONTREAL

Where they will carry in stock at all times a comprehensive assortment of

Ladies' and Children's Headwear

Ready for the

Spring Millinery Opening, March 2nd

with an unusually attractive array of European Pattern Hats, Trimmed and Untrimmed Straw Hats, Flowers, Feathers, Fancy Trimmings and all in Millinery Materials.

You are cordially invited to visit our new Showrooms when in Montreal.

H. J. Lelièvre and R. de Grandpré

Canadian Managers

229 Notre Dame Street West, MONTREAL

Barred from Plumage, New York Turns to Trimmings

Jet and Sequin Goods Lead—Flowers of Small Variety for Spring and Summer — Metallic Effects in Ostrich—Braids of Finer Kinds.



Semi-mushroom shape, silk braid brim, velvet crown, trimmed with mixed wreath of pansies and dahlias. Shown by Debenham's, Limited.

NEW YORK, Feb. 17. (Special.)—New York styles are evidently to be swayed by the clause in the new tariff bill prohibiting the importation of the plumage of certain birds. This condition is leading to the offering of a great profusion of millinery trimmings. Almost every article that can be used is pressed into service. First and foremost comes jet, both black and colored. The material featured under the name of jet is a compound formed of gelatine and wood silk. This material is almost feather-weight. Tiny sequins like small beads are worked into allover patterns on tulles and nets, and jet is also made up into a vast variety of ornaments in new and unique designs. Besides black, these jet and sequin goods come in the new blues, greens, pinks and reds, and the bands and crowns made of them are very handsome, and have the added merit of being very light in weight, in spite of the fact that the patterns are fine and close set. Scotch plaids are shown in these colored sequins in combinations of red, green and blue, and there are also large pins of colored jet to match. Among other high novelties may be mentioned bands of straw and crin, as well as muffs and other fancy scarfs, and some of these bands, etc., have fancy crowns in the same straw, only they are not of the same color. Black and white is in immense vogue, and so is black and color, that is, if the band is of black the crown is white or colored, or vice versa.

Flowers promise to have their wonted place in Spring and Summer millinery. The flowers showing are mostly of the small variety in montures and high mountings in Watteau colorings, and with the American beauty and La France roses featured.

Vogue in Ostrich Feathers.

Ostrich feathers are to have a great vogue, and the ingenuity of the trade has been directed to producing through the process of burning, many of the prohibited effects and designs. These effects it is expected will fill the gap caused by new tariff laws. Ostrich is also clipped and formed into pom-poms, bands, fringes, and innumerable fancy mounts, and as well there are full-headed mounts and tips. Another ostrich novelty is

Fancy Hats

are the latest report from the Millinery fashion centres. We have the newest things out, in all the leading brands — something you cannot obtain elsewhere.

Order a sample line to brighten your season opening. Our prices are the lowest.

Satisfaction guaranteed.

Net shapes - - $2.50 per dozen
Wire shapes - $1.50 per dozen

Montreal Hat & Frame Co.

388 Notre Dame St. West

MONTREAL

Ostrich Feather Co.



MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birks Building

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

formed by the metalizing of ostrich feathers. These metallic effects come in various colors and are much favored for trimming high-class millinery.

Besides flowers, Japanese berries, fruits, cherries, apples, plums, limes and other miniature fruits are shown in big variety.

Finer Kind of Braids.

The braids are all of the finer kind. Belgian split and real Italian Milan have the call for the very finest trade, while for moderate-priced selling hemp and picot or Milan tagel are all that there is to it in the straw business.

So strong are these fine straws at the present time that it is leading to the prediction that the exclusive trade will turn to rough braids later. Yeddos and what are known as "oyster braids" are being shown by one or two Paris houses at the present time.

EDICT OF PARIS ADDED HEIGHT

(Continued from page 42.)

ous sailor shapes. Some are quite small and perfectly round with the tiniest of narrow brims. Some have soft round crowns and brims rolling up on one side. Still newer are the sailors with the round crown projecting through the brim and forming a sort of bandeaux that rests upon the hair. The latest shapes of all are the double deckers having the appearance of two shapes placed one over the other. Many models come in the Watteau style and these hats which are worn high on the left side and tilted so that they come down on the right, reveal the hair in a manner that is very new.

The principal colors in straws are mordore, and all tan shades, serpent green, peacock blue, and all the reds ranging from cardinal to Bordeaux. Red is decidedly the leading color in Paris at the present moment.

Maire & Annie is a new house that is making a specialty of tailored hats. One of their most striking models is a polo turban of tete-de-negre Milan tagel having small Mercury wings of the same color standing out from the brim on each side. All the houses practically are showing Watteau hats with the trimming schemes worked out in small flowers and ribbon. French blues and coral and rose pinks are effectively combined with black. Many of these hats are made of plateaux of Leghorn or hemp with the back turned up high and filled in under the brim with rosettes of velvet ribbon. Wreathes of flowers are placed around the brim or are massed on the bandeaux.

Reboux is showing many small sailors. One of these was very small and was of royal purple hemp with a band of evique velvet ribbon around the crown which served to hold in place small fantastically curled tips that were placed at intervals all round the crown. A high turban shown by this house was in Belgian split straw, with the brim raised high and slashed at each corner

Suggestions of the Spring-Time



C.W.T.A. PRIZE-WINNING CARDS, BY ROY N. THEOBALD, ST. THOMAS.

No. 1 is a dainty card, hand-painted, with floral design in natural colors, giving a beautiful effect. The lettering is a combination of pen and brush work. The arrangement is very neat, and the inscription stands out well, being black on a white coated cardboard.

No. 2 is an attractive card for a Spring opening. The decorative scheme is worked out with an air brush, as is the lettering, which is in white with relief shading.

Mr. Theobald's prize-winning display included some attractive Fall Opening Cards.

PROFITABLE MILLINERY

(Continued from page 40.)

in the new petunia and garnet and tango shades. Not only are flowers to be used but this promises to be a big season for grasses, and wheat which it is said will take the place of osprey on the Summer hat. Boutonnieres of mixed flowers, trails and wreaths are used in many wonderful ways on the new pattern hats. Besides flowers there are berries, apples, cherries, limes, strawberries, thistles and buds in unique and elaborate colorings. Floral hat pins matching the small tight trimming bunches are also new.

The high novelty in lace comes in the horse-hair and straw laces. These laces are used for brims often in double effect. Their most striking use is for forming the comb effect across the crown of the new Cocorico models. Ribbons and ostrich tips are also used for this purpose. Fine shadow and very sheer net laces are extensively used, white lace being veiled with black.

Almost every hat has ribbon trimming in some form or other, and what should encourage the sale of ribbons is that nearly every hat shows a different way of using ribbon. Narrow ribbons and ribbons up to six inches are the big sellers—when wider widths are wanted the milliner joins two or more widths and often gains variety by so doing. Moire ribbon is used extensively at present, but later on in the season the demand will come more heavily on taffetas, faille and cords. Roman stripes and plaids lead in fancies and there are Chinese and weird new "Art" patterns and color effects shown in warp prints and printed ribbons. Metal brocaded ribbons form one of the opening novelties. Metal patterns are thrown onto grounds of velvet or gauze, and some beautiful color effects are shown. Velvet ribbons are particularly well liked and a novelty make that has a coarse ribbed back that gives a faint ribbed effect to the velvet has caught the fancy of the trade.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

VYSE SONS & CO. OPEN BRANCH AT MONTREAL.

It will be of interest to buyers of millinery goods to learn that Vyse Sons & Company, Limited, one of the oldest established millinery specialty houses in London, England, have opened a Canadian branch at 229 Notre Dame street, west, Montreal. The Canadian business is in charge of H. J. Lelievre, formerly with Debenham's (Canada) Limited, and R. de Grandpre, until recently with Farrell, Belisle & Company. Both are young men of experience with many friends and they will no doubt make a decided success of the new venture. Their travelers will cover every province of the dominion in due course.

The firm of Vyse Sons & Co., Limited, is already well known to Canadian buyers as they have been doing business direct from their London offices for some years past. The establishment of a Canadian warehouse and showrooms marks a step forward in their policy of giving the Canadian trade an even better service than in the past. With the large stock they will carry at all times and their large manufacturing output, they will be enabled to fill orders promptly and to offer new goods as they are received from the fashion centres of the world.

An idea of the size and importance of the business of Vyse Sons & Co., Limited, may be gathered from the fact that they own and operate five factories in London, St. Albans, Luton and Redbourne, England, and have branch offices and warehouses in Paris, Brussels, Buenos Ayres, Cardiff, Manchester, etc.

The new showrooms in Montreal will be in readiness for the Spring opening, March 2nd, with a very fine array of model hats, trimmed and untrimmed straw hats, flowers, feathers and everything in millinery accessories.

LARGER P. C. CORSET WAREROOMS

Owing to the increased demand for the famous P. C. Corset and the encouragement received from time to time in regard to the Toronto warehouse on Wellington Street W., the Parisian Corset Manufacturing Company have been persuaded to move their office and stock-room to a more commodious and spacious warehouse, situated at 77 York Street. There has been a steady and decided increase from Toronto for some time past, and now that the business warrants a larger room and the firm are settled therein, they are in better shape to serve their many clients in a most satisfactory and pleasing manner. Mr. Logie, the manager, would be pleased to meet any merchant when in Toronto, and his time and services will be at their disposal. Not only has the fame of P. C. Corsets been so in Ontario, but in Western Canada the services of Mr. F. J. McFadden have been secured. He will, therefore, look after the company's interests in Manitoba and Saskatchewan, while Mr. T. H. Adams, who has represented them previously, will devote his time to British Columbia and Alberta.

OLYMPIC MANUFACTURING CO.

A fully live and up-to-date concern which reports meeting with good success both during the past season and the present is the Olympic Manufacturing Company, 64 Colborne St., Toronto. The personnel of this company are practical knitters who are old in experience while they aim at the same time to have their machinery and appliances of the latest and most up-to-date type. They are now devoting their energies to the production of hand finished goods made of quality imported woollen, silk and camel's hair yarns. Their goods are full-fashioned throughout and are designed specially to keep their shape. parts are all hand selvaged before being joined to guard against ravelling of the edges.

MARCUS ROMAN'S SHOWROOMS.

Buyers of ladies' garments will be interested to learn that through the establishment of showrooms in the Jacobs Building, Montreal, by Marcus Roman, they will be able to see from time to time the latest creations of New York designers and manufacturers in waists, petticoats and bathing suits. Mr. Roman has secured the sole Canadian agency for Andrew Ryan, Inc., of New York, manufacturers of silk petticoats and bathing suits; the Eagle Skirt Co., New York, makers of all kinds of petticoats, including the celebrated "Snugfit" brand. This latter has a patented adjustable waistband that makes it fit without a wrinkle. Mr. Roman is specializing on voile waists of every description, and petticoats and Princess slips in high-class novelty designs in messaline, crepe de chine and jerseys. Among the waist manufacturers whose lines he is showing are: Triangle Waist Co., Riviera Waist Co., Reliance Waist Co. and Trueville Waist Co., of New York. Buyers in search of something different would do well to see this line of samples.

HENDERSON & SMYTH CO.'S JOIN.

Robert Henderson & Company and H. L. Smyth & Company, who have been in business in Montreal for about forty years, as manufacturers' agents and commission merchants, have joined forces, and have offices and warerooms at No. 507 Read Building, Montreal. They will continue to handle the lines carried by these firms in former years.

Condensed Advertisements

FOR SALE

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CHEAP, FOUR PARCEL CARriers, complete, practically new, having been used for two months only. Apply E. E. Crampton & Co., Brantford, Ont.

WE ARE OPEN FOR DEMONSTRATIONS of all lines of toilet goods. Big store, good positions, skilled and white aides. Communicate with the G. W. Robinson Co., Ltd., Hamilton.

AGENTS WANTED

AGENT WANTED BY LARGE ENGLISH Manufacturers of Ladies' Skirts, Overalls and Children's Dresses who is open for the wholesale trade. Separate agents required for Eastern Canada and Western Canada. Manufacturers are already conversant with the Canadian trade and have a connection. Please state fullest particulars. First-class references required. Box 52, Dry Goods Review.

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MEN'S WEAR SECTION

Features of This Number

New Western Editor for The Review.

Adapting Display Fronts to New Conditions.

Novel Advertising in Y.M.C.A. Locker-Room.

Two Special Articles From Expert Accountant.

Parcel Post Advertising.

Basis for Advance Buying of Clothing.

Special Designs for Easter Cards.

New Lines in Ties and Shirts.

Trims Showing Monogram Shirt, and New Spring Shirtings.

Clothing for Next Fall.



These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.



Have You A Sufficient Stock of KUMFORTS

to meet the demands of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada

MEN'S WEAR SECTION

Ingersoll Merchant uses Axiom of Euclid to Increase Sales of Men's and Boys' Wear

Seven Display Fronts in Place of Two — Combines Men's and Boys' Clothing and Furs on One Side of Store — Carries Out Advertisements to the Letter.

A STORY of a men's wear store in Woodstock, Moore & Doherty's, where the single window had been transformed to two with oval curves at the front corners because they would be "the only oval windows in town," was told in the last issue of The Review. In this article, an Ingersoll store is mentioned, that of George Naylon, that has windows that are in a class with few others in the province, as will be seen by referring to the accompanying illustration.

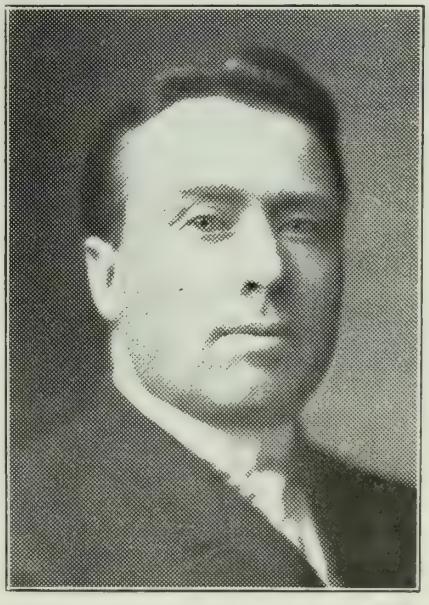
Both these—as others already described—indicate a feature in present day methods in connection with men's stores,—the development, to the utmost, of the possibilities of window display.

Windows Their Best Ads.

Many leading men's furnishers hold that their windows are their best advertisements; that the taste and originality in trimming and the quality of the goods set forth, are more than any printed word can be, an index of the character of the goods within. There has come to be so little, comparatively speaking, of the stock in a men's store that can be classed as staple lines, such as any merchant, good or poor, can be relied on to keep. Time was when all collars looked alike, and there was a sameness in ties, in shape, fabric and design that enabled a man to pick one out with his eyes shut, provided only the color was told him. There was the regulation dress tie, so much so that a man who was ordinarily careful and tucked it away in its little box in his drawer, could pull it out next winter and be quite in style. Chances are he repeated the performance three or four years before—or after. Season after season the hats were identical, the bands, and crowns and brims were the same shape and height and width, and there were no velvet trimmings or back bows or cute little feathers to proclaim a man who wore last year's vintage as behind the times. And for clothing a similar word might be said.

Bigger Opportunities Now, If—

The revolution that has decreed yearly changes in styles has in the main been all for the good of the men who are "on the inside looking out." There is the disquieting risk, ever existent, that stocks may be held over and deteriorate



GEORGE NAYLON INGERSOLL.

into a pile of junk within a six-month. But that is a necessary and universal evil of the style system. What it has done in men's wear, as in half a dozen lines of a dry goods business, is to create a new selling constituency, far more extended than before, and inclusive of a large percentage of "repeats." That is, men are buying more and buying oftener, and such a condition automatially quickens trade.

More Study on Merchant's Part.

But, this removal of the men's wear business from the level of mechanical trading, has thrown upon the merchant a more difficult proposition in meeting the desires of the public. Those who have been equal to the task, have prospered more abundantly, and others have fallen by the wayside. A keener discernment is required in buying; a thorough knowledge of styles and tendencies; a more accurate and more frequent analysis of stocks on hand, and the conditions under which they are moving; and a more educated skill in the display of the choicer, more varied merchandise, by means of window trims, silent salesmen and the other inside artifices that win custom from the man who has entered your store. The possibilities of gains are immeasurably greater, and the risks—for the man who would rely on the antique methods—also immeasurably increased.

The window displays of a men's wear store have been forced to reflect the greater variety of the goods within. This has thrown a problem upon the merchant, for window space in such a case usually is at a premium. The obvious device, now widespread, was to subdivide the existing window space, and put separate trims in each, ties, shirts, hosiery, sweater coats, clothing, and so forth. This is succeeding admirably in many cases, particularly where transient trade is depended on, for in the greater variety of goods displayed, the greater the chances of successful appeals. But, the revolt against this crowding together of goods, especially if these are of a high class, has begun, and these partitions have been removed in many windows and the store has reverted to the single,



A transformation in Ingersoll store front that brings business.

well-spaced unit, such as have been shown from Canadian stores by The Review, and in the New York trims of Budd's in last issue and in this. Probably the most successful solution of all has been the adoption of devices for increasing the glass front area securing the variety of display, and avoiding the crowding that might detract from the pulling power of that display.

Three Divisions on Each Side.

The windows of George Naylon, of Ingersoll, have been adapted admirably to these requirments. As will be seen there are three divisions of the glass on each side on entering the store, each coming to an angular point like the serrated edges of a saw. The result is that the glass surface presented represents two long sides of a triangle instead of the "third" side, which we do not need Euclid's proof to recognize as longer, and preferable. Mr. Naylon has in addition a display "window" or virtually one in the centre of the wide front, a high showcase that is used generally for shoes, while the windows on either side contain the other lines. Viewed from the other side of the street these triplicate windows reinforced by the central battery give an impression of fully three times the frontage of the former windows arranged on ordinary lines.

A single day's display of clothing in the one side will indicate the variety at Mr. Naylon's disposal: boy's clothing, men's odd trousers, men's overcoats. All this, without interfering with the space at the other side, devoted to ties, shirts, gloves, and so forth. A variation of this form of arrangement, but one that could be carried out in a men's wear store also to good effect is shown in a view of another store, not a men's wear, but one that depended almost equally on display facilities to build up a business.

The Interior of the Store.

The interior of Mr. Naylon's store, as may be judged from the front, is roomy and arranged in a practical manner. On the left side are the men's furnishings, shirts, ties, underwear, etc. These are shown in a number of silent salesmen, and the ties and gloves have a number of holders for themselves. A special silent salesman is used for children's hats, for in children's and boys' clothing this store has a large business. Boys' suits are piled upon tables on the right-hand side at the front of the store, and the prominence given here and in window displays, as well as in advertising, is a big factor in building up a substantial business with the mothers. Mr. Naylon has not felt any force in an objection raised once or twice to The Review that women do not like going into a men's wear store for children's clothes. This certainly is not the case in Ingersoll.

The men's clothing is hung on racks, suits and overcoats along the right-hand side, giving a good display, and keeping the suits and coats in fine order.

Keeps Furs for Men.

A feature of this store not found in many exclusive men's wear establishments is a stock of furs for men. These are on view along the ledging above the men's suits, and, as no firm in town specializes on fur goods, Mr. Naylon has a good chance for business along this line, and finds in Ingersoll that furs work in with the other lines as well as boys' clothing.

The proprietor is a firm believer in keeping his stock cleaned out. He has two seasons for sales of surplus or threatened left-over goods, in July and January, and pushes both vigorously.

Keeps to Letter of His Ad.

In referring to the "dragging on" of some sales this year Mr. Naylon declared that when he started a sale, a two-weeks' one, or three, as the case might be, or only a week in some lines,



Another form of double display front as seen at Remick store, Toronto.

he took care to have the sale end at the time the advertisement stated.

"I carry out the advertisement in this respect as in all others to the letter. When I say a sale will stop on a certain day it stops then, and the public know from past experience that this is final. This induces them to come in good time, and keeps the sale moving briskly."

"No juggling with prices," is another of Mr. Naylon's practices. He would not advertise clothing at $17.98, instead of $18. He does not think men are influenced by a "two-cent bargain," however well this works in a dry goods store when the customers are women.

No "Marking-up."

Another principle is in refusing to "mark-up" goods beyond their usual selling prices, in order to make the public think they are getting a specially big bargain.

"This exaggeration may work all right in large cities where there is so much transient business, and where people will go into a store once and the proprietor never expects to see them again; but in a town where one is known, you cannot fool the public and expect to succeed."

Such are the principles on which a large business has been built up in Ingersoll.

Among the Men's Furnishers

Markham, Ont.—Joseph Urquhart, merchant tailor, is dead.

Edmonton, Alta.—E. G. Ranton is enlarging his clothing store.

Winnipeg.—A burglary took place at the tailor shop of Henry Presch.

Calgary, Alta. — Mendelson Bros.' clothing establishment was destroyed by fire.

Windsor, Ont.—Ex-alderman John S. McConnell, a tailor here for many years, is dead.

Sarnia, Ont.—The Watson Clothing Company are remodeling the front of their store.

Milton, Ont.—Burglars took some clothing from the dry goods store of F. Hemstreet & Co.

New Waterford, N.S.—J. H. Holmes has taken over the tailoring business of Morrison & Holmes.

Windsor, Ont.—J. W. Peddie, of J. W. Peddie & Son, dry goods merchants, one of the oldest business men in Windsor, is dead.

Edmonton.—Fire did nearly $100,000 damage in the quarters of the Canadian Fur Co., Ltd., and Ross Bros., Ltd., furriers.

Quebec, P.Q.—At a staff banquet of L'Heureux & Gauvin, dry goods, M. L'Heureux, who is leaving the firm, was presented with a splendid deer's head.

Wingham, Ont.—Orvay Taylor has sold his tailoring business to P. A. Taylor.

Toronto, Ont.—Fire destroyed over $1,500 worth of furs in Morris Hochman's fur store.

Montreal, Que.—Waugh-Boulter, Limited, is registered as a wholesale dealer in hats and furs.

Hamilton, Ont.—The Dominion House Furnishing Company's establishment was visited by thieves.

Bowmanville, Ont.—J. T. Allen has moved his tailor shop to the Mason block over Anderson Clothing Co.'s store.

St. John, N.B.—Scovil Bros., Limited, men's furnishings and trunks, had building and stock damaged by fire.

Montreal, Que.—The premises of the Merchants' Clothing Company were destroyed by a fire, which also destroyed the stocks of S. A. Delorimier and Samuel May & Co.

Dartmouth, N.S.—Henry C. Walker, who died here recently, was one of the veteran clothiers and men's furnishers of Dartmouth, having been in business for upwards of thirty years.

Advertising Men's Wear on Mirrors in Dressing Rooms of Y.M.C.A.

Aggregate of 2,400 Reached Every Week by This Method—Good Results, Says Men's Furnisher—Idea Applicable to all Places Where Crowds Gather.

MAKING advertising capital out of masculine vanity, by installing "publicity" mirrors in places where large numbers of young men congregate, is the original idea of W. A. Kenney, a men's furnisher, near the corner of College street and Ossington avenue, Toronto.

Or if this statement of the case is a slander on the young athletes, let it be said that the plan of Mr. Kenney is this: In the dressing rooms of the West End Y.M.C.A. he has placed a number of mirrors, each bearing in chipped gold leaf letters his name and the name of some of the goods he carries. These rooms are used by about 1,200 members who visit the rooms on an average twice every week. Thus during that time the advertiser's name is brought before the public approximately 2,400 times. Nor are members the only ones who enter these rooms. There are very few of the members who do not occasionally take a friend with them and hence a larger number are reached. At the least, 95% of those who enter the rooms will not leave without looking at the mirrors for some purpose or other. Not only the man from the swimming pool who must perforce arrange his "back hair" and tie his neckwear, but every man who passes is tempted to stop to have a look at himself, and will read the ads. at the same time.

Another point is that the people reached in this way are just the ones that the store wishes to get into connection with.



Y.M.C.A. dressing room with men's wear ads. on mirrors.

Supplies Mirrors for the Ads.

Mr. Kenney says he is very well satisfied with the results of the plan. By agreement with the Y.M.C.A. authorities the maxim has been adopted that "fair exchange is no robbery," and Mr Kenney gets his advertising and the Association get their mirrors, and both are satisfied.

"Many men," said Mr Kenney to The Review, "see those ads. ten or twelve times before they come in, but they generally do come finally, and I often have new customers tell me that it was in the Y.M.C.A. they saw my ad. Those mirrors are a good medium, all right."

Could Be Used in Other Places.

There is no reason why the same idea would not work well in any public or semi-public place, particularly in cities where the daily papers are not used for men's wear advertising so much as the weeklies in smaller places. And even in the smaller centres this plan could be used to good advantage. Club rooms, lodge rooms, theatre dressing or sitting rooms, railway station waiting rooms and hotel offices and sitting rooms might all be utilized for this purpose. It is a scheme by which the eye is readily caught and in the case of regular frequenters of the places where the mirrors are put, the ad. is constantly before their notice.

CONVICT FAKE ADVERTISERS.

What is said to be the first conviction under the Illinois fraudulent advertising act was obtained recently by Assistant State's Attorney J. K. Murphy in Judge Fake's branch of the Municipal Court, Chicago. Frank Nerad and Otto Nerad, his son, both were charged with selling goods as "bankrupt stock," which were not. Oscar M. Wolf, representing the defendants, contended that they had sold goods worth $2,000, of which $1,200 worth was bankrupt stock.

"If any portion of the goods sold actually is bankrupt stock, these men legally have a right to advertise their sale as a bankrupt sale," he said. "Such sales take place on State street every day."

"When men advertise a bankrupt sale everything sold in that sale must be a piece of bankrupt stock," declared Mr Murphy. "These men buy a few fixtures at a bankruptcy sale, throw in a few hairpins and whatnots, and all of it doesn't cost them more than $25, and then they advertise a bankrupt sale, at which they sell $2,500 worth of goods that never caught a glimpse of a receiver."

The case will probably be tried again and there is considerable interest among merchants and ad-men as to whether or not this decision will stand.

Better late than never, but better never late.

• • •

Live within your means. A gentleman should have more in his pocket than on his back.

• • •

Benjamin Franklin once said that by observing and planning before you come to a definite decision you will be better prepared to meet and overcome any obstacle that may confront you.



Merchants who grasped possibilities of Parcels Post for pushing men's wear.



Used in center of full page ad.

Grasped Parcels Post as New Mode to Sell Men's Wear

Response Was Slow Until After System Went Into Operation—Combining Rural 'Phone, Rural Mail Delivery and Parcels Post.

ADVERTISING of the parcel post system has been very meagre so far. The accompanying reproduction was the single attempt the departmental stores appear to have made up to the middle of February. This was set in the centre of a seven-column ad. which had the appearance of an illustrated page out of a catalogue. As it was not followed up by the firm, it is probable that it was not intended so much to increase business at the moment, as to secure attention by dealing with a topic of live public interest, especially as this firm at present prepays its parcels. The first day some 5,000 parcels were sent out of Toronto from two mail-order houses, mainly, it is believed, through the firms shifting from express to parcel post on the smaller parcels. So far as can be learned the 20-mile zone limit will not be of much assistance to Canadian mail order houses, as many of them cover this area pretty well now by their ordinary delivery routes. What they are expecting is that a larger zone, intermediate between the 20 and the provincial will be established, say 50, or 100 miles. For the longer distances, as a rule, express charges are lower on the larger parcels. By all, the regulations that came into effect on Feb. 10, are looked upon as an experiment, and the extension of the service in the matter of weight, and in a lowering of some of the schedules is awaited in a few months.

But for the present the 20-mile zone affords an excellent opportunity for the retail merchant, and, as in everything else where publicity would increase sales, the advertising of the store's readiness to handle business on the new parcel post basis is eminently advisable.

More After February 10.

Following February 10 there were more signs that merchants were awakening to the new field opened by Parcels Post, and by February 12 several Canadian firms were bidding for new trade.

One of the best seen was Mitchell's, of Kincardine, Ont., who used a four-column display, part of which is reproduced. A form of expression advocated by The Review was made use of: "Try the new combination," and a definite announcement of the hours as follows:—

"Your rural mail leaves the post office here each day—R. R. No. 1 at 6.30 a.m., R. R. No. 2 at 7 a.m., and any order reaching us by 6.15 in the evening will reach you the following morning.

"If you have a 'phone, just call up No. 48, Kincardine, or write us, it matters not. Mitchell's store and the new parcel post system are at your service.

"The Government have arranged a specially low rate within a 20-mile zone (which includes you and ourselves), commencing at 5c per lb. and going up to 22c for eleven pounds."

Sutcliffe & Sons, of Lindsay, made parcels post the feature of a full-page announcement, and Brown's, of Brigden, used good space with this as one of the leaders.

Samples of sections of these ads. are reproduced.

Salaries depend on what one does do; not what he is going to do. In other words, you must catch the bear before you sell his skin.

Oriental and Flower Designs for the Easter Trade

Butterflies, Peacocks and Other Similar Designs Among the Most Popular in All-over Effects—Small Plaids, Both in Four-in-Hands and Bows.



Printed faille, shown in 20 different designs, in all combinations, with Paisley, Egyptian and Oriental effects. Courtesy of E. & S. Currie.

TIES for Easter trade will be shown in various all-over designs, which, as has been noted before, are dividing attention with border ends, and in many centres, robbing them of the selling strength they have enjoyed for the past year or two. Figures of butterflies, peacocks, birds of paradise, and other Oriental and flower designs will be very strong and will be among the best sellers. Panel borders, too, will command the favor of a large section of the public. This style shows no sign, whatever, of waning in popularity in any range. Here the "handkerchief tie" will have a very strong vogue. These are ties made from silk bandana handkerchief squares in navy blue and white polka dots and ancient madder and Oriental patterns on English foulards. Many of the larger haberdashers say that these will have the chief run for Easter wear.

All soft materials will be popular, fancy poplins and bengalines will be among the stuffs most shown and plain colors will not be among the least worn.

In batwings large widths will be shown, 2-inch, $2\frac{1}{4}$-inch and $2\frac{1}{2}$-inch being common. In the States samples shown as wide as 3 inches will not be out of the way.

In the opinion of many, knitted ties are going to be exceptionally popular in the pure silk hand frame knitted goods in bright colors. Old gold, orange, among the colors shown.

Ties of the all-over designs will also be shown in rich colorings of two and three tones.

Some novelties in braided plaids and stripes to tie up in small knots attract considerable attention and will, no doubt meet with a fair demand.

Among the pretty ties being shown for Spring wear are many in printed faille cloths. They are shown in figured effects of Paisley, Egyptian and Oriental designs in all combinations of colors. Similar to these is a butterfly design in silk crepe in all pastel shades, the butterflies being in two-tone effects. Both of these styles are said to be very strong favorites and as pointed out in a previous issue of The Review, have gained a very considerable part of the popularity enjoyed by the border ends.

A small shepherd's plaid also makes a very neat tie, and some are so designed that when properly made up a black satin stripe runs diagonally across the knot. This fits in with the growing popularity of black and white in clothing, as well as ties.

Brocades are also shown in black and white silk and are said to be good sellers.

Wide stripes, too, are on display, some rather brilliant colors appearing in combination such as cerise and black.

In paddle ends a very pretty thing being displayed is a fine shepherd's check so designed that it shows a small edging of black satin on the end of the loops. This is a particularly neat and dressy tie.

A NEW DRESS TIE.

One of the assistants at Budds, in the Piccadilly Arcade, London, is about to patent a new evening tie, under the name of the "Bill," from his own name. The tie has no loops and the essential part is that it must be made to measure or sold to fit the size of the collar. To get the effect, two hard knots are just tied in front and the bats pulled out to stand forward, as it were. From the manufacturer's point of view it has an advantage as it takes but 22 inches of silk for a size 15 collar; that is ten inches less than heretofore. The band of the tie may be one inch in width; the length of the bat from where it starts at the shoulder $2\frac{1}{2}$ inches, and the width across $2\frac{1}{4}$ inches. The shape made up in black barathea has been much admired.

TANGO SQUARES FOR TIES.

In a London store some wonderful silk squares for ties in what are called the "Tango" shades were shown. The grounds were of ice or crystal in shot

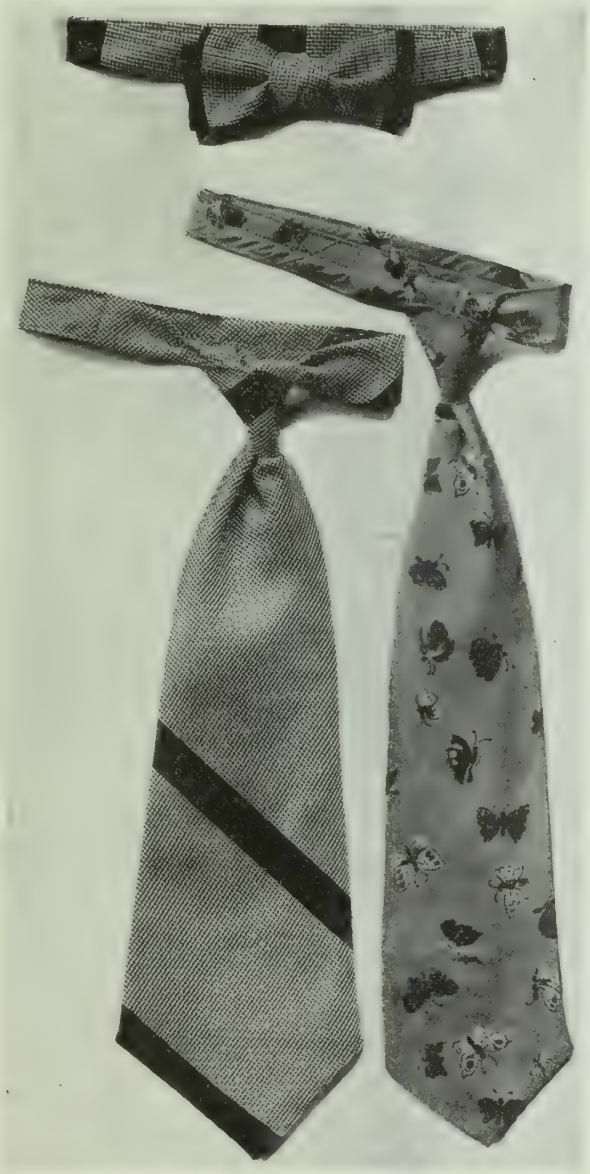


The upper tie is a new line with unusually wide stripes, which is being featured for early Spring. The tie illustrated here is a cerise and black combination.

The lower one is a brocaded silk in grey and black, wider than usual below the knot.

Both ties are well suited to the wider collars that are going strong for Spring. Courtesy of Hickey & Pascoe, Toronto.

shades of gold and purple, gold and mauve, gold and pale blue, and over these were heavy mogador stripes in contrasting shades. Shot reps in the above shades with neat pin stripes of purple blue, and brown on gold grounds were also displayed. These shot reps were very popular at the moment. Another design which had a large sale at the same shop was an indistinct check, shot purple and black, white and black, and blue and black.



Attractive types of Spring neckwear. The upper bow tie is of fine shepherd's check with edging of black on the ends. Below is a similar four-in-hand, with two black bias stripes. The one on the right is of grey background, with all-over figured effect in butterfly pattern. These are made in all pastel shades in contrasting colors and two-tone effects. Shown by Sword Neckwear Co.

Fort Frances, Ont.—Fire destroyed J. A. Tullock's clothing store.

PARISIAN NECKWEAR

Moire is a much favored material for neckwear among the retailers of Paris. One shop was noticed displaying an assortment of black bow ties for evening wear, made up in this fabric. At the Louvre where they have one of the most extensive collections of neckwear in the city, they have been showing a large and beautiful line of changeable moire ties, among which was one having a striking changeable effect in blue and green shades.

In the shops on the Boulevard there has been an unusual display of satin ties with blue and black grounds, ornamented with little brocaded patterns consisting of figures and flowers in gold, red and white, etc. Green shades, too, have recently come to the front and are being pushed extensively. Printed moires and printed taffetas are seen in many handsome combinations. In silks the "matted" grounds woven to show a kind of diamond pattern in the weave have been shown in the best shops. All-over designs in "rough stone" effects, as well as in flower and leaf patterns continue popular.

A NEW STOCKING FOOT.

A new feature in hosiery has been patented in the United States. The improvement has to do with the fact of the stocking. This is so attached to the leg as to perfectly follow the human anatomy. In the ordinary stocking the foot is attached to the leg obliquely, whereas in the human body it is apparent enough that the foot joins the leg at right angles or very nearly so. In stockings as at present constructed this failure to carefully follow the form of the foot causes a stretching at the heel and a consequent wrinkling at the instep, resulting in undue wear and strain at the former point and discomfort to the wearer at the latter. Just how great this stretching at the heel and resulting fullness at the instep is may be better appreciated when it is mentioned that the measurement from any point at the back of the leg around the heel to the large toe exceeds the measurement from a similar point at the front of the leg over the instep to the large toe by 6 to 6½ inches. In the ordinary stocking the measurement at the back exceeds the measurement in the front by but three inches, and the stocking is made to adjust itself to the foot by stretching the fabric at the heel and wrinkling it over the instep at the front. The new Hirner stocking is made to conform accurately to the measurement and shape of the foot which is accomplished by inserting by a new method an additional piece of fabric running from the instep to the bottom of the foot. This allows the foot to slip naturally into the stocking without causing any unnecessary strain on and stretching of the fabric at the heel and without any uncomfortable fullness at the instep.

It is claimed for the new stocking that it is many more times serviceable than the old; that it is decidedly more comfortable, and that it is more sightly, a feature that will be especially appreciated when low shoes are worn, as the fabric over the instep is always certain to appear snug and unwrinkled.

Knit Goods Men Offer Many New Lines For Fall

Classes Filled Out More Than Before and Splendid Assortment Available to Stimulate Trade—Higher Price of Yarn Reflected Compared with Last Year's Values—Better Quality Demanded.

THE knit goods manufacturers have sent their Fall samples broadcast among the retail men and the numerous new lines that have been developed within the year are giving general satisfaction as likely to stimulate selling through the novelties that have been added to the good assortment of last year

While there is no radical departure in the direction of weave or shade or even the designs of garments, the choice in different classes has been extended considerably and several improvements brought into effect in the direction of greater comfort, through the elimination of rough seams. Many firms have installed machinery that will permit of fashioning in one piece what before required a seam. This applies to shoulder pieces in underwear as well as sweater coats and particularly to knitted skirts for children and boys' overalls. In the last mentioned there has been a development by many firms in the way of turning out complete costumes, including the caps, jerseys, or sweaters, sashes, mitts and overalls, or pants. For the men's wear stores that go into boy's clothing this will prove a great convenience, as in many cases before it was difficult to stock a variety of these complete overall suits.



The heavyweight champion of sweater coats in a Jumbo stitch, weighing 4 lbs. A novelty shown by F. W. Robinson, Ltd.

A One-piece Bathing Suit

Among the knit goods novelties intended for summer, though being shown in the Fall trips, is a one-piece bathing suit having exactly the effect of a two piece, where the upper falls over the trunks, reaching well to the knee. The advantage, however, is that there is no draw-string at the waist to bind the wearer, as the trunk part is attached to the upper portion. This is being made up in navy, cardinal, maroon, and white. Canadian manufacturers are still fighting shy of the heavier sweater style of bathing suit, such as is seen in the United States, and was shown in a few stores in Canada last year, but without much success so far as sales were concerned.

How Higher Prices Work Out.

In weight the sweater coats show little difference from last year. In one respect, indeed, they may be expected to average slightly less, but this is not the fault of the public, and indicates nothing as to their fondness for heavy weights, mediums or lights. It is a question of price entirely. As was forecast several months ago, the Fall samples of sweater coats show an advance in prices. With most firms this has taken the form of raising the figures for one class to the one higher: $24 to 27; $30 to $33; $33 to $36; $39 to $42; $42 to $48, and so on. This has been done in order to keep to what the manufacturer and jobber claim the retail trade want, even prices. It is not that wool has advanced to that extent, especially in the lighter weight lines but if the increase amounted exactly to the actual extra cost, a new series of "uneven" figures would be introduced. The latter is an English custom. At this stage The Review will not discuss "uneven prices"; they have not been adopted except by one or two firms. The average increase in the cost of wool has been five cents per pound, compared with one year ago and the theory of the manufacturers has been that as the public were used to $3 or $4 or $5 or $7.50 coats, a new scale would be hurtful, and would retard selling, even if it represented somewhat lower figures than are being charged.

(Continued on next page)

Appointment of Western Canada Editor

Chas. W. Byers to be Western Canada Editor of Dry Goods Review—Rapid Growth of the West Necessitates an Addition to Staff of Western Representatives.

THE growth of the Western Canadian provinces has been so rapid, and of such importance, that The Review has recognized the necessity of making additions to the western staff, In addition to the present Vancouver and Winnipeg representatives, The Review will, from now on, have a Western Canada editor, in the person of Chas. W. Byers, with headquarters in Winnipeg.

Mr. Byers will tour the West in the interests of The Review and will keep closely in touch with the progressive men's furnishers there who are working out their problems on original lines. Mr. Byers will describe how they are doing this, and will furnish readers of The Review with illustrations of their window displays and store interiors, and describe their systems of buying, stock-keeping, etc.

The appointment of a Western Canada editor will demonstrate to our many readers in the West, that The Review is not slow to recognize any improved service which can be instituted for the benefit of the readers of this paper.

Mr. Byers turns naturally to the problems of salesmanship in dry goods and men's wear stores, having been born in the work. He comes of an old established firm of dry goods merchants,



CHAS. W. BYERS.

tailors and haberdashers and one of his earliest recollections was of his father reading the Drapers' Record. At the age of twelve he went behind the counter and engaged in selling goods for the next five years, and even spent some of his school vacations in this work. Since that time Mr. Byers has had a thorough college, journalistic and trade paper experience.

Mr. Byers studied engineering under Professor William Robinson at Nottingham University, winning two scholarships there and graduating in 1906, after a wide experience in engineering in Claremont, N.H., Cincinnati, Bellows Falls, Vt., and Detroit. Mr. Byers in 1909 decided to enter the journalistic field.

He went to Ottawa and secured a position on the Evening Journal. In August 1910, he received an offer to join the staff of the Hamilton Spectator and accepted, remaining with the latter paper until the following year when he went to England for the coronation and returned to Canada just prior to the general elections. Because of his knowledge of the French language he was given a position on the editorial staff of the "Daily Witness," before long being appointed telegraph editor. He later became assistant to the city editor. After spending eighteen months with the "Witness" Mr. Byers joined the editorial staff of the MacLean Publishing Company, on the trade and technical papers, with headquarters at the Toronto office, where he has since been engaged.

KNIT GOODS.

(Continued from page 58.)

In this way the public will not get quite as heavy a sweater at $5 as they did last year; the $5 line of last year will be selling for more in the Fall of 1914. Where a certain price has become popular at a men's wear store, it is probable the lighter sweater coat will be sold at that figure again, but it is noticeable, so far, that in large placing orders most retail firms are asking for better class and higher-priced goods than last year, following improved requirements on the part of the public in nearly every line of merchandise. How far a cautious tone in buying will restrict such a cause among most buyers, the records do not yet show.

In the heavier coats, the Jumbo stitch, considered by many as the most substantial looking (as well as "substantial weighing"), shows no signs of lessened favor, and it is continued impartially in ladies' as well as men's.

Norfolks hold a strong place, but it is too early yet to figure out whether they have gained or lost in the past year. One firm is showing a Norfolk without the separate pleats that have distinguished it so long in cloth, as well as knit goods. The portion taking the part of the "pleat" is of a different weave, but part of the body of the coat. The belt is worn as usual, and the pockets are finished with a turned-over edge like an ordinary flap.

Another firm is featuring a cashmere coat for men, with a soft-fleeced effect. The collar is a roll in one piece with the rest of the coat. The weave is unusually elastic, permitting of a close but easy fit.

Jerseys Opening at Neck.

In jerseys one firm is departing from the opening along the top of the shoulder, and is using a high collar and slitting it down, and fitting it with dome fasteners. The opening continues slightly below the neck. The collar can be turned over and worn with a tie, as in the style of negligee shirts.

In shades for men cardinal seems to be in the lead, with slates, greys, whites, and scarlets among the runners-up. Several new shades of blue particularly cadet, are being pushed by one or two firms.

Set-in Piece in Underwear.

In underwear the movement continues towards medium weight and the use of combinations, the closed crotch ones being particularly strong. Little fear is expressed of legal complications following a settlement of the bushel of suits now being tried in the United States courts.

One firm has made an innovation in the shoulder by which a piece is let in, and the seam is found below the shoulder on either side. This, it is claimed, adds room and strength, and the neat stitch over the seam in front and back improves the appearance.

In the fine class trade there is a cream cashmere suit that is meeting with acceptance, a very light garment, weighing less than twelve ounces each.

The natural wool garments, of course, still lead in total sales, and their popularity shows no signs of waning.

The demand for white socks in cashmere and silk for dress wear continues, and sales promise to be better next Fall. A heavy line of ribbed socks are being made in wool, and are likely to be popular for hunting and late camping.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

ANALYZE YOUR SALES

TWO distinct values accruing from an analysis of the work of the salesman in men's wear stores, as indeed in every kind of business, are emphasized in special articles in this issue, one dealing with the personal side, the other with its relation to the stocking of goods for the season that follows. So far as the salesman is concerned the proprietor is enabled to keep tab on the real value of his work, whether it is of the stereotyped nature that disposes of goods of the "least resistance," the new or otherwise popular lines that almost move of their own accord, or whether he is of far superior merit in helping to keep stocks cleaned up by moving the older and more slow-selling articles. This knowledge on the part of the manager not only enables him with impartiality to arrange for proper dispositions of salaries, but acts as a spur to the whole staff.

In another direction this analysis is of advantage. A clothier of wide experience sets down as a basis for advance stock buying the number of suits in each line that were sold at full prices—without reductions—the previous season. This is a record that the great majority of men's furnishers would find it impossible to supply at the end of any season. With it on hand as a guide, the merchant is at least in an intelligent position to proceed with his advance buying, whether he duplicates it, as is recommended in the article, or not.

FUR ON TWEEDS AND FRIEZES

IN the new range of samples sent out by fur manufacturers it is interesting to note that among the men's coats with fur collars are a number of tweed coats. For some time past it has been taken for granted that all coats with fur collars had to be of black cloth, but it is predicted that for the coming season tweeds and friezes, mainly in plain, solid colors, diagonals and plain stripe effects, will be popular. The samples shown are mostly in brown shades, though some have a touch of grey or are somewhat on the heather mixture design. The collars are of beaver, persian lamb and otter. Beaver collars seem to be very popular, as the color matches the brown cloths to best advantage. Quite a number of these coats were sold during the past season, and it is claimed that they will be in high favor for next year.

THE TRUTH IN ADVERTISING

NOWADAYS it is the new idea that counts for most. The merchant who can show his customers a new reason why they should purchase certain goods, or an exaggerated touch to them are not appealing to the reader. The time has evidently come when "best on the market," "greatest of all sales," "wonderful values," and a legion of other such phrases, produce some such results as drops of water falling on a duck's back.

It must be understood that advertising is a science. It becomes effective in proportion to the power it has to show the reader a real reason why certain goods should be purchased. The public is beginning to appreciate the fact that each of two separate things going under the same name cannot be the "best" on the market. There can only be one "best" and if it is one it certainly cannot be the other—and the reader is placed in a quandary. This sort of publicity undoubtedly has the effect of lessening generally the faith in all advertising.

At a dinner of ad-men in Toronto a short time ago, the famous Dr. Harvey Wylie, United States pure food expert, gave an address on the question of honesty in advertising, in which he pointed to flaring examples of the disregard for the plain truth. He maintained, however, that the day of exaggeration in advertising was passing, that plain common sense talks were succeeding, but that there was still great opportunity for reform.

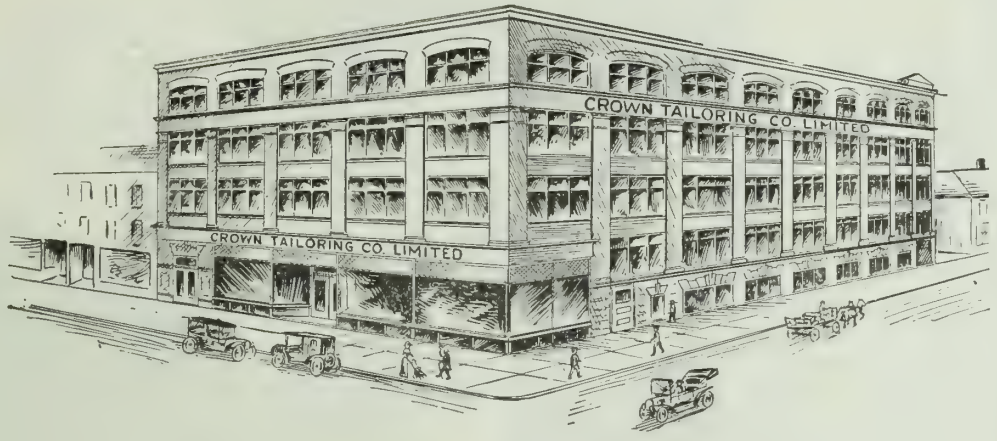
It is time, therefore, that many merchants discarded many of the old phrases used in their advertising which are not the whole truth. For instance "freshly churned," on storage butter; "eggs, direct from the farm," that haven't seen a farm for six months; "No. 1 standard granulated sugar," out of a second grade barrel, etc., etc., are all little deceptions that the fair and conscientious dealer will not tolerate.

Let the truth be told in advertising or do not advertise at all.

SARTORIAL NOTES

"THE predominating styles in Men's Neckwear for the coming season are stripes, figures and plaids in contrasting colorings, such as blue, red, purple, emerald, orange, mandarin, flaming gold, absinthe, tuscan and firefly," says a prominent tie manufacturer. Sounds almost like a fashion writer on dress goods, doesn't it?

That "the East and the West are One" will be appreciated better by readers of The Review after our new Western editor, Mr. Byers, reaches his field of operations.



EVERY customer you turn away from your clothing department either without selling him at all or selling him something he is not exactly pleased with, is a black mark for your store.

When a customer comes to your store and asks to see goods, a man especially, you can bank on it that he is interested to the extent of buying, nine times out of ten.

If you cannot sell him a stock suit you should have the highest grade of made-to-measure tailoring to offer him—Crown Tailoring.

WITH this service at your command you are as amply prepared to go after the smartest tailoring business in your town as the high-class custom tailor. You can give a service with the

Crown Tailoring Outfit

that he cannot give—a service that satisfies every customer or we want to know the reason why.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

This service is yours without a cent of outlay. Our styles are the very latest, our workmanship is without a rival. **Write for full particulars. The agency for your town may not be taken yet.**

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO



The Review is able again this issue to show a couple more trims of the well-known, New York, tinctive from a showing of the monogram shirt, aFifth Avenue store of Budds. The one above is dis ff, but sometimes on the bosom. The shirting, a self-design embroidered usually in silk above the left cu two drapes. The stockings are two-tone silk em-striped linen, is shown in a rather unusual form, in ripe. Gloves complete a very tasty and original trim.broidered, and the muffler of plackard and white st

No Public Glimpses "Behind the Window Trim"

The Display Man Must Make His Work Complete to the Last Detail—The Construction of a Display is a Determining Factor in the Business-getting Qualities of a Trim—A Suggestion for a Motion Device Suitable to the Season.

THE big thing behind the modern play is its realism. To the audience on the other side of the footlights, what happens on the stage seems real because it simulates the real thing to the last detail. A stage courtroom is a courtroom in miniature without a detail missing; a stage forest is as much like a real forest as man can copy the work of nature. The action is carried on openly and realistically without any of the mechanical devices obtruding. When Peter Pan floats from the stage on wings, to the audience he actually flies; there is no outward evidence of the clever mechanical device by which the flying is accomplished.

If the transformation scene in Faust were carried on in full view of the audience, the awe which greets the sudden change from a crippled greybeard to a handsome gallant would be lacking entirely. The scene would be robbed of its reality and shorn of its effect.

Suppose the audience could see the stage "supe" beating a metallic sheet at the wings to produce the sound of thunder! It would not sound like thunder to them, if they saw how it was accomplished.

The rule which thus applies to the stage—that the public must see only the finished effect and not anything of how it is done—applies with equal force to window decorating. The display man aims at a certain effect but in achieving it, he must be careful that the critical passing public sees only the effect and not the means by which it has been obtained. The devices adopted to arrange materials in a certain position and to make them stay as arranged, if discovered, would ruin the whole effect.

Nothing is more unattractive than a display which lets the onlooker see "behind the trim." Some little time ago a clerk in a certain city store planned a window display on an unusually elaborate scale. He carried out the idea, although he found himself sadly cramped for time before he had finished it. On that account he scrimped things a little here and there, failing to entirely conceal the forms, with which he had built

Merchants carefully read

MAGOG Magog Indigo Drill MAGOG

None Better---None as Good

The purpose of this pure Indigo Drill is for a garment to be worn where heavy work is required, whether in the field, on the engine, or by the builder.

Therefore the wearing quality of the cloth itself is the most important feature. The color is also important, but any dyer having an up-to-date Indigo plant (such as we have), and men who know how to dye cloth, can produce a pure Indigo-dyed cloth, which in fastness of color and other qualities is equal to the best produced the world over.

Therefore the merchant need only assure himself that cloth is pure Indigo-dyed and can then dismiss the color question.

But how about the cloth itself? This is the most important part. We manufacture every yard of grey cloth that goes into our 250 and 285 pure Indigo Drill. From the purchasing of the raw cotton to the finished cloth, every operation of carding and spinning the yarn and of weaving this yarn into cloth, is watched over by competent operators and inspectors, with the one idea of producing a cloth of great tensile strength and durability, that will stand the wear and tear that the garments made of these cloths are subjected to.

No other drill cloths on the market can stand the wear and tear of service as well as ours, as no other is made under the same favorable conditions, to insure the maximum of strength in each and every piece.

Each piece is thoroughly tested before going to our Print Works to be dyed and printed, which insures each and every merchant, that garments made from MAGOG INDIGO DRILL will give absolute uniformity of wear, and better wear, than if we only dyed and printed cloths which we had purchased from many different sources.

Remember we produce every piece of MAGOG INDIGO DRILL from the raw cotton to the finished goods. Is it not reasonable that we can guarantee our goods with more assurance than if we only dyed and printed them?

DOMINION TEXTILE CO, Limited

MONTREAL



An extremely neat trim arranged for The Review by C. Norman Beaton of Score & Son, Toronto, showing new Spring shirting and ties. The former is a Zephyr, with purple stripes and the latter the fashionable Roman stripes. Note the single line of each, retaining the effect of uniformity.

up the window, in several places and making a number of other errors of omission on the same order. The finished result was a distinct disappointment to him.

After it had been in a few days, the trimmer's disappointment became acutely confirmed. The window had failed to create much interest. People stopped, looked at it for a moment or so and then passed on. So he got a brother window trimmer, engaged in the largest dry goods store in town, to look it over and see what was wrong.

"Your idea was good," said the latter, "but you carried it out in most slovenly style. See here: several inches of bare, rough board are sticking out in that corner. The nails show everywhere. I suppose you think that safety pin in the folds of the bunting does not show. It fairly hits you in the eye. A coat of varnish on the edges of the background would have made a great improvement.

"As I said before, your idea is great, but your execution is very bad. Let me tell you the neat working out of details is the most important part of window trimming. A brilliantly original idea, worked out carelessly, is far less effective than a commonplace one artistically executed."

Planning the Display

Inasmuch as it is so highly necessary that the public should not be allowed to see "behind the trim," the work on a display which does not show is of double importance. A trim must be so planned and carried out that no difficulty will be experienced from that source. Many a trim is spoiled because it is not entirely practical. The idea had been adopted before the display man had figured whether he could work out the details properly or not.

It follows that each display must be figured out well in advance. The successful window trimmer knows just exactly what he is going to do before he starts the actual work; how the decorative effects are to be placed and where each article is to go.

This result can be brought about by the use of a space similar to the store window in size and shape for the planning out of trims. Some men arrange their displays roughly in this way before touching the store windows. Thus they know exactly what they have to do and practically all difficulties have been met and solved before the window trim is attempted.

Still another successful display man has a miniature of each window in the store he serves. By means of these he plans his display and arranges considerable of the detail. It is interesting to note that many playwrights follow the plan of using miniature stages with dummy figures in the preparation of their scenes.

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.
TORONTO 14 Manchester Bldg.
MONTREAL 100 Anderson St.
BALTIMORE 114 W. Fayette St.
ST. LOUIS 426 Victoria Bldg.
PHILADELPHIA 839 Market St.
BOSTON 68 Chauncy St.
CHICAGO 223 W. Jackson Blvd.
SAN FRANCISCO Postal Telegraph Bldg.
ST. JOSEPH 201 Saxton Bank Bldg.
KANSAS CITY 205 De Graw Bldg.
ST. PAUL 242 Endicott Bldg.
WINNIPEG 400-02 Hammond Bldg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



Budds, New York. —Photo taken for The Review.

Preparing Fixtures.

Whenever some special feature, mechanical or otherwise, is being introduced, it is advisable to prepare it before placing it in the window. For instance, if a windmill is to be used, it should be built, painted and made complete in every way before being placed in the window. One recalls the case of the young merchant in an Albertan city who took the reverse plan and built a windmill in the window itself. When he came to take it out, he found that he had miscalculated and made it too large! And so it had to be taken to pieces in the window before any other trim could be arranged.

Use More Fixtures.

Do most window trimmers make as much use of manufactured display fixtures as they should?

The proper utilization of fixtures is an important part of the display man's work, one of the very most important. The fact that store fixtures sell goods is something that the retail world has wakened to a sudden realization of the last few years. What the silent salesman and the cabinet does in the store, the window fixture does in the window. It helps to show the goods to such advantage that they arouse the desire of possession.

The introduction of display fixtures has revolutionized the art of window trimming. The display men of to-day secure effects with the greatest ease which were quite impossible not so many years ago. Thus the necessity of studying the use of fixtures is one of prime importance.

The initial cost will not seem large when it is considered that a fixture will be used for years, adding an appreciable percentage to the sales force of the store displays during that time.

—❁—

Every man should have his field of usefulness but it isn't necessary to put a barbed wire fence around

TWINS! CONGRATULATIONS!!

On Feb. 11, 1914, to Mr. and Mrs. E. P. Burns, Toronto, twins, a boy and a girl.

Mr. Burns was the winner of The Review's silver cup at the C.W.T.A. convention in 1913, and his clever and artistic work for the Robert Simpson Co. has been the subject of frequent comment.

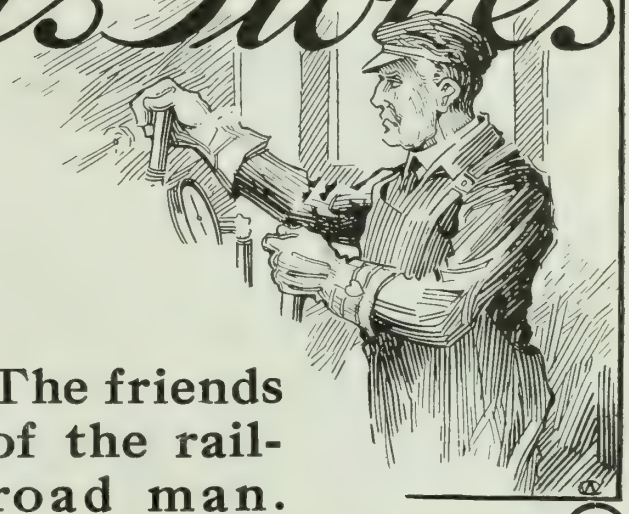
—❁—

The Nova Scotia Underwear Company, Montreal, Canada, finds it necessary to install additional machinery, the cost of which will be met by an additional issue of 7 per cent. cumulative preferred stock of the company which is being issued at $9.

—❁—

Montreal.—The express companies say they have no intention of cutting rates to compete with the parcel post unless ordered to do so by the Railway Commission, which they do not believe is probable.

Carhartt's Gloves



The friends of the railroad man.

Few men appreciate the value of good gloves as much as the railroad man. His work puts gloves to a severe test, whether he be a section man or engineer, whether a brakeman or fireman. No railroad employment ever proved Carhartt gloves anything but satisfactory to the last degree.

They have stood the test.

The glove that stands railroading will stand the wear that your patrons will give them whether they are laborers, draymen, machinists, or employees of the railroad. You can guarantee every pair and we will back you up.

Carhartt Gloves are the friends of the railroad man and every working man in your town. Send to-day for our sixty-day approval assortment of gloves and overall uniforms. Show them to your trade. If they are not up to your expectations send them or any part of them back, charges collect. Write for the agency to-day.



Note the reinforcement

Hamilton Carhartt M'f'r Limited

TORONTO DETROIT

Prize List Prepared for Annual C.W.T.A. Convention

Eighteen Valuable Prizes, Including Handsome Silver Loving Cup Presented by The Review—Fourteen Gold and Silver Medals — New Regulations in Force for Third Annual Convention in August.

"BOYS, Number Yourselves Among the Progressive, and Make 1914 a Banner Year," is the foreword of the President, Secretary and Executive of the Canadian Window Trimmers' Association in presenting in this issue of The Review the list of prizes offered for competition at the August convention for window display, card-writing and advertising. The official staff have completed this portion of their work in good time, and the members of the Association and others who are planning to join will be ready to begin getting their exhibits in shape at once. The events at the first and second conventions were keenly contested and this year promises to exceed the rest, as the standard of the display men is advancing steadily in all three departments.

There are several modifications noticeable this year in the conditions governing the contest, as decided upon at the last meeting of the executive, that should meet with general approval. Heretofore it has been customary for entries to be received up to the time of judging. This year all photographs must be forwarded to the secretary by July 1, 1914. The purpose of this is to allow of the entries being judged before the convention instead of during it, thus obviating delays and enabling the members the very first day to look over the entries and consider the points taken into consideration by the judges.

No Means of Identification.

Each contestant must give a description of the windows, color scheme, general plan, cost, etc., upon the back of the photograph. The name, however, must be sent in separately to the secretary, who will number each photograph, so that there will be no marks of identification. This is a recognized rule in leading competitions everywhere, and will remove any conscious or unconscious influence that a personal consideration can hardly fail to exert under some conditions, even in the most stoical of judges.

It is provided also that each photograph shall be taken since the last convention, and must not have been submitted in any other contest.

Some changes have been made this year in the nature of the classes for the window dressing competitions. The first five remain as last year; Class 1 being The Review's silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant, the cup to become the permanent property of the winning decorator. Class 2 is for original windows in cities of over 100,000 inhabitants, which this year will include Montreal, Toronto, Winnipeg, Vancouver and the latest entrants, Hamilton and Ottawa. Class 3, Holiday or Opening Windows, up to 100,000; Class 4, Merchandising Windows, under 50,000; each class having gold and silver medals as prizes; Class 5, for men's wear trimmers, with two medals also as rewards.

SOME NEW RULES.

Photographs, cards and advertising copy must be in Secretary's hands by July 1, 1914.

Committees of judges,—outside the C.W.T.A. organization—will have reports ready by opening day.

Prizes will be presented by a prominent citizen of Toronto.

Eight classes for window trims, two for cards, and one for advertising.

Class 6 has been changed from floral decorations to medals for the "best effective window arrangement of Women's Ready to Wear Garments," prizes being donated by the Dry Goods Record. Class 7, as before, best Grouping of Drapes; and Class 8, for the best Backgrounds.

In the card writing contest there are two classes this year instead of seven. Class 1 is "for the most artistic pen or brush lettered card, used for opening or special announcement"; and Class 2, "for the best plain lettered price card used to indicate the price of merchandise." The terms are similar to those for window dressing as to being in the secretary's hands by July 1 and being free from identification marks.

Two prizes are offered for advertising, "for the best all-round advertising, including general publicity, opening and sale announcements." All entries in these also must be forwarded to the secretary by July 1.

Honoring the Winners.

The executive are planning on making the presentation of prizes one of the features of the convention. The announcements of winners, as has been said, will be made at the opening, and the judges' reports will go into the merits—and demerits—of the exhibits in some detail. The presentation of the prizes will be made by the Mayor or some other prominent citizen of Toronto, to add to the distinction of the victories.

The programme is being worked out and a number of valuable papers are promised. Particulars of these may be looked for at an early date.

PARCELS POST AND EXPRESS.

Some idea of the way in which the proposed parcels post rates will work out will be found in the subjoined table, showing the cost of sending a ten-pound parcel to the places mentioned. The distance from Toronto by rail is given, the proposed Canadian rate, the express rate, and the rate which would be paid for a similar distance in the States.

	Distance from Toronto	Proposed Canadian Parcel Post rate	Express rate	Rate for similar distance in U.S.
Agincourt	13	20	30	14
Allandale	62	46	65	14
Alliston	42	46	60	14
Almonte	265	46	50	24
Arthur	79	46	55	14
Athelstan	86	46	40	14
Aurora	30	20	30	14
Ayimer	114	46	40	14
Ayr	68	46	55	14
Barrie	64	46	55	14
Beamsville	60	46	30	14
Beleeygeon	86	46	55	14
Bowmanville	44	46	40	14
Bradford	41	46	30	14
Brampton	25	46	30	14
Brantford	81	46	50	14
Brighton	91	46		14
Brockville	200	46	40	26
Cheltingham	78	46	55	14
Chesley	122	46	40	14
Clarksons	20	20	30	14
Cobourg	70	46	55	14
Goderich	193	46	40	14
Oshawa	36	46	30	14
Wiiffax	30	46	30	14
Workerton	129	46	40	14
Peterboro	77	46	55	14
Lindsay	69	46	50	14
Petrolia	197	46	40	14
Ottawa	300	46	40	24
Montreal	331	64	45	48
Hamilton	36	46	30	14
St. John, N.B.	814	84	75	82
Halifax	1090	84	85	81
Winnipeg	1428	64	1 05	81
Saskatoon	1713	84	1 20	1 01
Calgary	2129	1 04	1 20	1 20
Edmonton	2062	1 04	1 20	1 20
Vancouver	2709	1 20	1 35	1 20
Victoria	2709	1 20	1 35	1 20

Fall and Winter 1914-15

?

If you only knew just how many suits and overcoats you are going to sell next Fall and Winter, it would be a simple matter to place your order—but you **don't** know and you don't want to "take chances."

The Answer

You can buy just the number of suits and overcoats in —

ART CLOTHES
COOK BROS. & ALLEN LIMITED

that you are practically sure of selling and use our Special Order Department for the overflow and for the better class of trade you cannot get in any other way.

The ART CLOTHES men will soon be on the road with a most exclusive range of models and fabrics, and an advertising proposition that will appeal to you. A postal, and you can be the first in your town, if we are not already represented.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES



The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Dry Goods Record.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

Using Photographs to Reduce Bulky Sample Cases

Omaha Firm Adopts System That Saves Big Expense and is Beneficial to the Merchants—In Some Cases Weight of Samples Only One-twentieth.

THE sampling of dry goods by means of photographs and swatches, rather than by using the different garments, was the subject of a paper at the Jobbers' Association of Knit Goods Buyers in New York, by C. E. Hutchinson of M. E. Smith & Co., Omaha, Nebraska.

After declaring that it was spreading all over the country, he added:—It is, I believe, the first radical improvement to be made in the method of sampling dry goods, in the last quarter of a century.

The advantages are very great. In the first place, the conservation of the salesman's time is one of the greatest benefits. It is no little task to pack and unpack from ten to fourteen trunks once or twice a day. Frequently our own salesmen each carried 1,700 pounds of samples in the general line. To handle these requires not only much time, but no little strength. To inspect them, a merchant frequently was required to visit the sample room in the evening, after a hard day in the store. The result was that he bought indifferently he was tired and wished to get through with the job of selecting stocks as soon as possible. The salesman was tired too —and it is only human nature to lose enthusiasm as one takes on fatigue.

Reduces Number of Trunks.

With the new system of sampling, we have reduced our trunks to not more than seven, as against ten to fourteen. The men are selling more goods from the photos than they did from the actual samples. They are covering more territory, and averaging at least one town more per week. This is an increase in efficiency of 16 per cent. in time saving alone. But best of all, the men are not tired out with handling a ton or two of samples and being fresher, they attack their problems more vigorously, with the result that sales are increased.

The merchant, on the other hand, seems to be as well pleased as the salesman. It is much easier to buy from photos than from samples.

How It Works in Each Case.

Suspenders. Two years ago, each man carried about 150 styles of suspenders, weighing sixty pounds, or more. To-day, by means of a book, in which a short section of the web and the ends and mount-

HOW IT WORKS OUT.

Sixty pounds of suspenders reduced to twenty.

Sixty pounds of neckwear reduced to fifteen.

In duck and sheep coats 240 *pounds reduced to* 10.

Big saving in cost of samples.

Saves three-fourths the time of the merchant and visits to the showrooms.

ings are shown, he displays his line in a few minutes and to better advantage and carries only 20 pounds. A few actual suspenders show the models—the balance are all in the book.

Neckwear. The neckwear line weighed 60 pounds; to-day it is swatched and shown in a book weighing about 15 pounds.

Shirt Waists. Shirt waists formerly required an entire trunk; to-day, by means of photographs and a half dozen or so actual garments, the retailer finds the line put before him in better condition and in a little 24-lb. package which requires one-eighth of the space formerly needed.

Muslin Underwear. Muslin underwear also required an entire trunk. Photos have reduced the samples of this line to a 24-lb. portfolio. The garments photographed on living models give a better idea of the line than the actual samples.

Notions, etc. Salesmen formerly carried 120 lbs. of house dresses, 120 lbs. of children's dresses, 60 lbs. of boys' wash suits and 240 lbs. of notions. Photos and swatches have reduced all these samples from 540 lbs. to 300. The apparent reduction here is only one-half; but it must be remembered that we now show all the notion line where formerly only little more than half was sampled.

Duck and sheep coats required a 240-pound trunk. To-day 48 styles are shown in a 10-pound swatch book, and a few actual models.

Dress Shirts. Dress shirts required a 200-pound trunk. To-day 10 pounds of swatches and a few models show the line.

Wash Goods. Formerly required about 60 pounds of samples made up in miscellaneous, odd size folders, without uniformity in either size or make-up. To-day everything is swatched and bound in one standard loose leaf book, weighing about 15 pounds.

All these various books, portfolios, etc., have been worked out to meet the requirements of a standard unit. They fit the sample trunks and are capable of expansion or contraction as the necessity may require.

From 360 Pounds to 30.

In my own department, sweater garments formerly took up a trunk and one-half, and weighed about 360 pounds. Photos, mostly colored, with the garments shown on living models, reduced this mass of samples to a thirty-pound portfolio. The sales last season were more than the previous year. Underwear is sampled in the same way with the garments shown on living models so far as possible. This reduces the sample line from 360 pounds to about 30 also.

There is, of course, a great saving to the jobber who samples his lines in this way. The photos are inexpensive. The samples cost money, and have to be sold at a reduction when the men are through with their trip. There is a lot of difference between supplying our traveling force of 60 men with a 15c. photograph each, and giving them a wool sweater which cost say, $3.00. Multiply this instance by the number of sweaters in the line, and you will see what it amounts to.

Another great saving is in the excess baggage charges. This is no small item. I believe we have at least 300 less trunks on the road to-day than we did a year or so ago, and figuring each at 240 lbs., it will be seen that there is 72,000 pounds of excess which formerly had to be moved each day, as a rule, on which charges are now saved.

To-day a salesman can walk into the store of the busiest merchant and, with his photographs, show his line in one-fourth the time formerly required. The merchant can examine 50 photographs in the time he required to look at 10 samples, and the labor of looking over a line has been reduced to almost nothing.

It seems not too much, to predict that before many years this method of sampl-

(Continued on page 78.)



ROB-ROY

A Ballantyne Result-Getter

BEAVER BRAND "ROB-ROY"

This coat is taking exceptionally well with the men in all parts of Canada. It is a real live model with true manly lines, heavy hand-spun worsted yarn and massive ribbed stitch.

The Rob-Roy Coat has every quality mark of Beaver Brand—fine workmanship, perfect fit and high-grade finish.

Write for a trial half dozen of these coats to-day. If they're not what you want—send them back.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

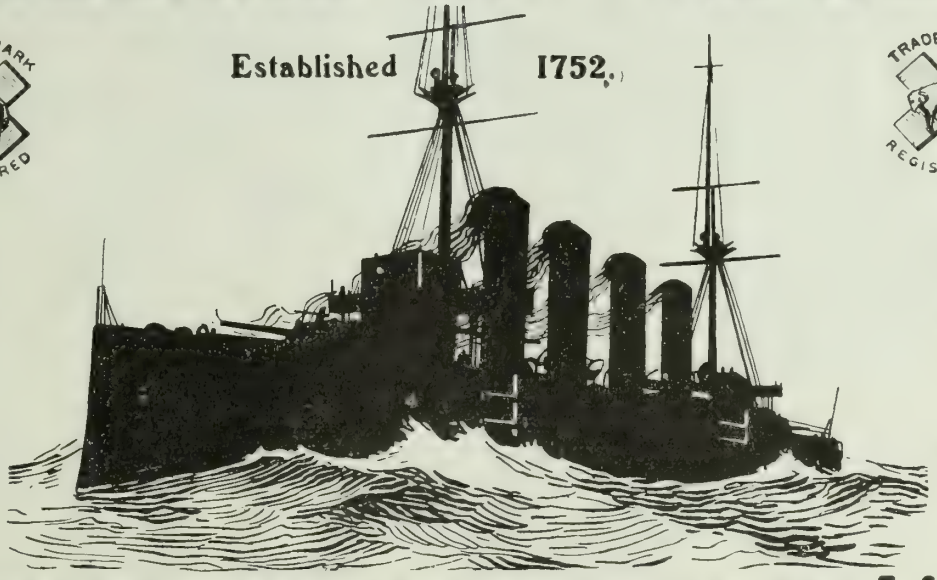
STRATFORD, ONTARIO

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

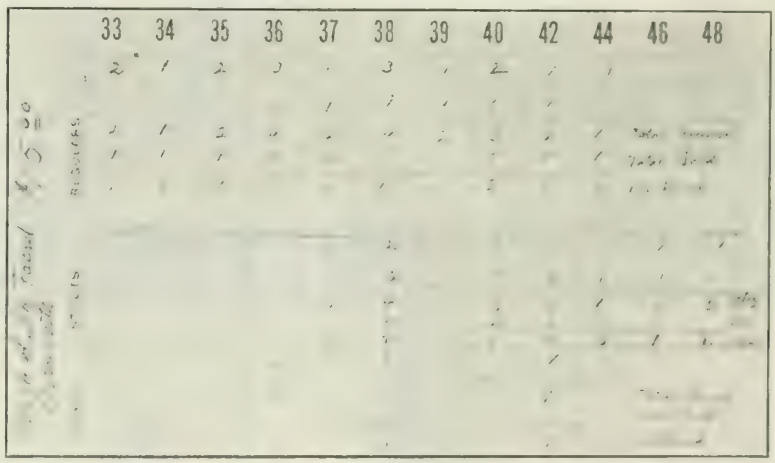
How the Clothier Can Win Out in Early Buying

Advantages of This System Best Secured by Accurate Record of Sales in Each Size and Style During Previous Season—Position of the Manufacturer—How One Firm Has Solved Difficulty.

"THE early bird catches the worm," or at least his chance should be the best, writes a clothier in Men's Wear, New York. When the Armours were practically the only people of any size in the packing business their first competitor was Nelson Morris. Phillip Armour wasted little time in those days, and he was generally on the job at pretty near daylight, buying pigs from the pens as they had been brought in by the farmers.

One morning, much to his chagrin, he found the pens entirely empty. Morris had been there at four o'clock in the morning and gotten the jump on his larger competitor. Armour was a hard man to beat, and the following week, upon his arrival at the stock yards, Morris found the pens empty at daylight. Armour's men had been there with lanterns, bought their pigs, and this time left Morris the empty pens. Morris took the laugh good-naturedly, but next week the pigs came into Chicago consigned direct for Morris. His men had bought them from the farmers and shipped them direct into Chicago.

Early buying seemed to be a requisite in the packing business at that time. It has long been considered so in the men's retail clothing game. Let us consider it from the different angles, and see just what the clever merchants are doing to-day along these lines.



Competition has made volume take the place of high profits, with the natural result that the methods of doing business have changed. To-day the retailer must fit every shaped man, and fit him as well or better than the tailor. The manufacturer must design his patterns so that they will compare favorably with the models of the latest London and New York custom tailors. He must adapt them to fit the regular, the stout, the long stout, the short stout, the long and the short.

He must select his woolens, and in such variety that every section of the country may be supplied with their individual needs. He must to a great extent gamble on these woolens, for the tremendous demands from an industry that figures third in the country's business makes it impossible, except in rare instances, to reorder with a promise of delivery under six weeks, and then with a strong possibility of being unable to get the goods at all.

The labor situation to-day is one that is so uncertain that the manufacturer feels he must allow himself some leeway, so that he may be sure not to disappoint his customers who are depending on him for delivery at a certain date, and such a condition as developed in New York last season only goes to prove the necessity of such a precaution. These are the manufacturers' difficulties, and they seem to prove conclusively that there is a necessity for buying far in advance of actual needs and long before the season is in progress.

But the retailer. Where does he "get off" on this "Early Buying" game? Let's take a glance at his peculiar situation and where the evolution of the clothing business has left him.

It is only a trifle over one hundred years that someone discovered that most men were made along the same general lines, and that started the clothing game. To-day it is the third largest industry in the United States. Forty years ago ready-made clothing was a different proposition. The man whose purse allowed him the leeway went to the tailor if he wanted anything but a decidedly ordinary suit of clothes. In the old days all men were regulars or stouts, and someone who could not do anything else changed last year's patterns as little as possible and the suits were cut. To-day the designer of ready-to-wear clothes gets $5,000, $10,000 or $20,000 if he can produce what the trade demands. If a suit was of attractive fabric and would hold together it was desirable, and even in the small towns a merchant could sell twenty or thirty of one pattern if he could get the village Beau Brummell to buy the first one.

To-day clothes must not only fit, but they must have character and distinctiveness, and, moreover, there must not be many of a pattern. Then the manufacturer relied on his judgment of the fabrics that would sell, estimated how much he could sell in a season, made the clothes and carried the stock for the retailer, who went into market and purchased his season's stock about two weeks before he actually needed the goods. If unfavorable conditions prevented their sale their value was not very heavily impaired for their disposal on the following season.

Not very long ago the writer of this article had an opportunity to see the books of a clothing manufacturer of thirty years ago. They had made a net profit of 25 per cent. on their business. No greater evolution in any business in the world has taken place since that time than in the clothing industry.

For example, the small merchant in the town of 75,000 or 100,000 inhabitants must be in active competition with his big brothers in the metropolitan cities. Under the conditions as they exist to-day he must select his clothing, furnishings and hats somewhere in the neighborhood of six months in advance of the time his season opens. Of course, his possibilities of keeping in close touch with the ever-changing conditions are more or less limited, where he assumes the active management of his business, particularly if he is at any distance from the manufacturing centres. With his list of stock on hand, he goes into the market in March to buy the merchandise he knows will not begin to sell until the following October. He buys $1,000 here and $5,000 there, and when he figures it all up on the train he finds he has bought several hundred dollars more than he thought he would, but what's the odds, next year should be better than last, anyway, or so, he figures.

But in the meantime there is a strike in the lamp works that wipes $75,000 a week off the payroll, business conditions in general are none too good, and his season starts slow. Not so slow, however, but that he sees that there is a big demand for, say, chinchillas; in fact, they are the only overcoats that are selling at all. Well, it so chances that that is the one kind of which he bought lightly, and so, regardless of his already heavy stock, he hustles into market and buys the chinchillas that he must have.

This means one thing: when the time to clear his stock comes he must take a loss that may wipe out his entire season's profits. It seems clear that this is not the best arrangement for him, but what can he do? His demands for better made merchandise all the time have made it impossible for the manufacturer to give him what he wants unless he has his orders well in advance. And, of course, that is true, and although more strongly applicable to the manufacturer of hand-tailored clothing, to a greater or less degree it fits the case of producers of every kind of men's apparel.

There must be a happy medium somewhere, and the solution seems in carefully-kept stock records. At least that is how the large stores are solving the problem. An example of the exactness with which one New York house keeps lists, from which they finally make up their minds how much and what to buy, will serve as an example.

A card system like the one shown on these pages is in operation. At the beginning of every season a list is taken of everything in the clothing department. It is then placed on the front of the card in sizes (Fig. 1), and on the back of the same card (Fig. 2) is shown the lot, date, quantity and price. The top row of figures on the front of the card show the $15 silk-faced overcoats carried over from the previous season. Each line under that represents the coats subsequently received during the season.

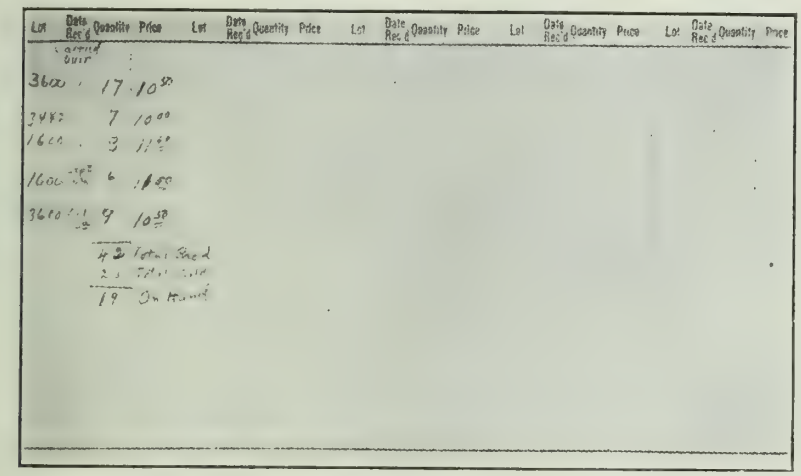
On the back of the card (Fig. 2) you find the lot of the coats in stock, the number in each lot and their prices. As any lot is received during the season it is added to the front in sizes, and to the back in the same method in which the coats carried over are listed, and the date of their receipt noted. At the end of the season the stockman again takes a list of everything on hand, and places it on the front of the card, under the totaled list of the coats on hand at the beginning of the season and those subsequently received.

The subtraction of the coats then on hand from the totaled list will give the number of coats actually sold and the exact sizes. If at any time any part of the clothing stock is reduced in price a record is kept of it. Then, before the buyer goes to market, he notes, for example, the number of garments sold in every grade and how many of a size. Their method is to buy the actual number of garments in the exact sizes that have been sold at a regular price.

Of course that system requires a great amount of detail, and in so complete a form is hardly suitable for the small or medium-sized store, but it could readily be adapted to the needs of the individual merchant, and, moreover, anyone who has some such system cannot go very far wrong with overstocking his store. This method, carefully adhered to, would give the merchant an opportunity for frequent reorders, under normal conditions, and would work to the advantage of both manufacturer and retailer, although the early orders would probably suffer to some extent.

The retailer must supply the consumer at the time he demands his clothes, and in like manner the manufacturer must meet the demands of the retailer and deliver his merchandise when the latter wants it, regardless of when the purchase is made. For the manufacturer to produce his garments in the period of perhaps a two-month interval between their selection and their delivery would mean an increased number of employees in the factories during the rush periods, and months when practically there would be no employment for tailors. This, of course, means less uniformity in the making of the garments themselves, and probably an increased cost. It would eventually necessitate a different arrangement with the mills in reference to the delivery of woolens.

Late buying would, of course, solve some of the difficulties of the retailer, leave less to guess and reduce his chances of overstocking through his inability to forecast future conditions. It would, however, tend to decrease the grade and raise the cost of his merchandise. With these conditions of manufacturer and retailer as they are, it seems imperative that the retailer should give the manufacturer his support by buying as early as possible such merchandise as he feels sure that he may dispose of, and the manufacturer should assist the retailer by every means in his power to reorder, with an assurance of quick delivery and workmanship up to the standard.



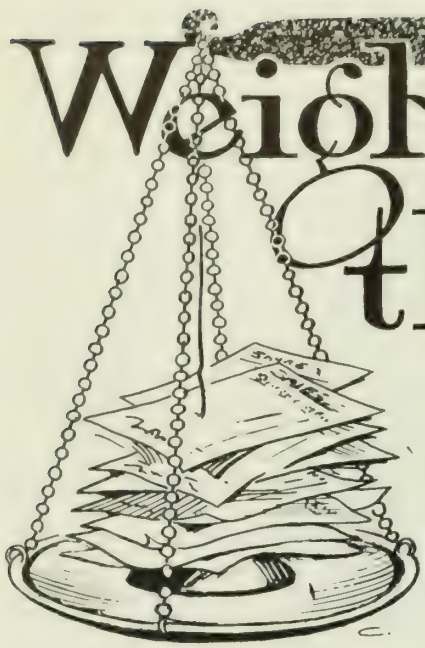
VENTILATED CLOSED CROTCH.

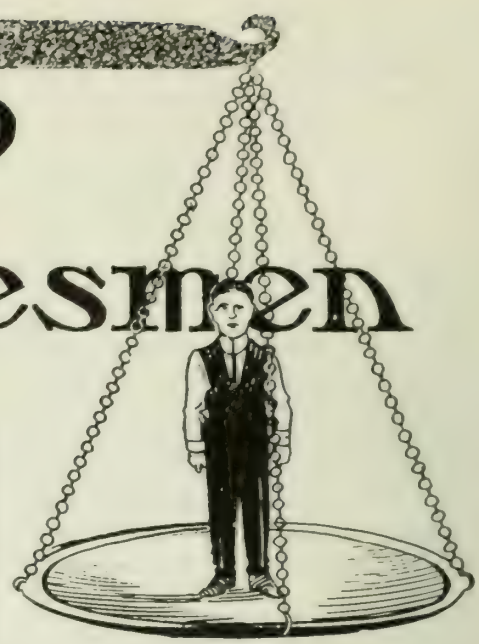
A feature of a new union suit that will be placed on the market by a United States manufacturer is a ventilated closed crotch. This is a radical and new idea in union suit construction. The gusset is a perforated insert of double and elastic texture, the perforations of which are not directly opposite each other, thus preventing a draft upon the wearer. The particular benefit of the ventilated crotch, it is explained, is a practical provision whereby the confined heat of the body and the resulting accumulation of moisture, to the discomfort of the wearer, is avoided without interfering with the appearance or fit of the garment. The double ventilated fabric of this style closed crotch acts as a bellows, and, while the wearer is in motion, draws a steady stream of air through the crotch, thus allowing perfect circulation and avoiding moisture and consequent chafing.

ADJUSTABLE NECKTIE.

A necktie that can be lengthened or shortened is the invention of John Calvin Stanford, of Atlanta, Ga. The tie has a strip of rigid material secured by a single transverse line of stitching between the ends of the tie, so that the material of the tie may be folded over the strip in different directions to effect different adjustments in the length of the tie.

Weighing up the Salesmen





By William Cambell

In this article prepared for The Review Mr. Cambell, expert accountant, deals with the necessity of operating the business on a systematic basis. He maintains that the individual work of each salesman should be definitely known. In this way only can the dealer judge, with any degree of accuracy, who are the most valuable salesmen, and how this knowledge can be used to get the best results from the entire staff.

SOME years ago a business of comparatively small size changed hands.

The first owner had not made much headway with it. He was the kind of man who makes a splendid employee but a poor employer. When working under direction he proved himself capable, aggressive, careful in detail—a brilliant salesman. On launching a business on his own account, he found new responsibilities saddled upon him which bewildered him. The detail and careful planning ahead which falls to the lot of an executive head were beyond him. He let matters slide, devoting his time to superintending sales. In other words, he worked *in the present* as the average employee does and let the future provide for itself.

Needless to state, poor Dempsey's experience as proprietor of a retail store was a short one and if not exactly disastrous was in a sense very inglorious. It took less than a year to run the business into a bad hole from which Dempsey extricated himself by selling out. The savings he had invested in the business were partly wiped out, but he was lucky in escaping with anything left at all. He secured his old position back and I understand is there to day. He is doing as well as ever and each year adds to his neat pile of savings. He is, I may say, in his proper element.

System, His Cardinal Creed.

The man who bought out the business was a hard-headed fellow who had been in the commission business for some years. Harding, we will call him. He did not know anything about running a retail store but he did know the primary elements of successful business. He was the stamp of man who could take hold of any kind of a business, carefully get down to the roots of it and find out how that business needed to be run to get the best results out of it. He had a keen instinct for essentials and he believed in system as the cardinal creed of the business man.

Immediately on completing the deal whereby he secured the almost defunct Dempsey store, he came to me.

"This business," he explained, "is in bad shape. I am prepared to put in enough cash at the start to get it on a right basis. After that it has got to be put on a paying basis at once. We'll have to go through it with a dark lantern, you and me, and find exactly what's needed."

We went at it; and needless to state, found the business to be in a water-logged condition. The systems Dempsey had put in were hopelessly inadequate and the details had been loosely arranged. We worked at it hard for some time and finally succeeded in putting in a system which seemed to fit the requirements of that class of business. A thoroughly experienced merchandising man was put in charge of the sales campaign. Harding, himself, camped on the system end of the business. He had it working like a well-greased machine in no time.

The business has grown many times over. A huge business oak has grown from the acorn that Dempsey planted. It must almost make him dizzy when he contemplates the store that has been built up and thinks of the wobbling little concern it was at the start.

Of all the systems we put in, there was one that I believe paid us best of all. This, at any rate, is the firm belief of Harding himself. It was a plan for keeping track of the work of the sales staff, which enabled him to judge accurately the worth of each employee. By means of this system he kept his sales staff as close to efficient as it is possible to do.

Weigh Up the Clerks.

When a man buys goods for his store he takes care to get good value; he tries to get articles that will yield a good margin of profit. Do you weigh up your clerks in the same way? Large departmental stores do this, in addition to dividing their store into departments. Your business may not yet be large enough to divide into departments, but there is no reason why you should not make every clerk a *Department*, and find out what clerk gives you the largest profit. Try it, and you will probably be surprised at the difference shown when you find that one or two salesmen are far ahead of their fellows. Study their methods and get others like them.

In teams playing for sport they weed out the weak men and so build up a team that wins the coveted trophy. Surely a business is at least as worthy of being built up as a baseball team. Yet how few businesses are run on such keen lines as a successful baseball team?

Do you take an analysis of your salesmen every week or month? Probably you know that it would be a good thing to do but are not sure of the best way to do it and so let the matter slide.

In order to check the men's sales, you will require either a cash register or to furnish each one with a duplicate counter book, one copy of sale to be handed in or filed as the sale is made out. Have a stock file for each salesman's slips, add them up every day and enter them in a record book. You will then soon find out who is selling the most goods.

Profit Margin Analysis.

You can go *further than this* and find out who is selling the goods that are bringing you the *best margins of profit.* The man who is selling just advertised goods at a small margin and at a minimum amount of trouble to himself is not the man who is going to help you to build up a big profitable business. When you find you have a good salesman it should be both a pleasure and a profit for you to give him an advance. It is surprising how good salesmen help a business and how poor ones let it down. Study the methods of your salesmen: it will pay you.

Encourage a steady, reliable man; don't be afraid of giving him a word of praise, let him see that he is appreciated. Now that rents are higher and nearly all expenses growing, you must look to the increase of your sales to keep down the percentage of your expenses and one very good way is to dive down into each man's sales and weigh them up. You will find a great deal can be gained in this way, so even if you have a cash register, have counter check books as well, keeping each clerk's sales separate and checking one against the other.

Lessons That Are Learned from the Inventory

The Need of Taking Stock at Least Annually is Emphasized—Too Many Merchants Think They Are Better Off Than Actual Conditions Show—Special Instances Cited.

Third of series written for The Review by William Cambell.

It is my intention in this article to go thoroughly into some phases of stock-taking. The subject will perhaps seem a little untimely, as most retail merchants take their inventory during the first few weeks of the new year. In many respects, however, the present is the most suitable time possible. I venture to say that a large proportion of the merchants who have finished up their stock-taking either did not carry out the work on the most thorough basis or failed to comprehend all that their inventory had to teach them. Perhaps, therefore, the facts which I desire to present are likely to impress themselves thoroughly when the work of stock-taking is still fresh on the mind.

What Inventory Shows.

The first point to be brought out is the importance of the annual inventory. In the first place, it lets you know for certain what your stock is, and by including it in your assets your balance sheet when prepared by an accountant will show you how you stand. Secondly, if you took stock a year before, the difference in the amount of your surplus item will show your net gain during that period. Thirdly, if you have kept a purchase and sale journal and know the amount of your total purchases and total sales, it will show your gross profit—a most important point, because it will show you for certain what percentage of profit you have made, not what you think you are making. For instance, if you have put 40 per cent. on to your cost your stock-taking should show that your gross profits have been 28½ per cent.

Stock-taking tests your profits and determines if there is any leakage, so that at least stock should be taken once a year for that reason alone. The biggest and most progressive stores keep stock systems to tell them what their stock should be at any time, and if anyone could say with reason: "Oh, I take stock only once in about three or four years, because I have a good idea of what I have," it would be them. Yet, we find that the firms with the best records take stock the most frequently. Why? Because it pays them to do it, and they are in business, and they have big business because they have the right methods and know every detail of their business.

The writer knows men conducting large stores and enjoying the reputation of aggressiveness who have not taken stock for three years or more. They claim they have a good idea of what their stock is. I have tested this knowledge on several occasions and I would not risk a nickel on it.

A man starts in business and does $5,000 a year; he has five-thousand-dollar ideas, and possibly knows the amount of stock he is carrying; his business grows and he is doing three or four times that amount. That man's stock will have outgrown that man's ideas, and if he takes stock he will find that he has a great deal larger stock than he thought he had.

The Man Who Thought He Knew.

I was consulted by such a man once, and he wanted his business put in order. He confided to me that he knew all about it himself, but that he wanted to show it to a partner who was to get a share. I asked him how much stock he had, and he told me confidently that he could tell any leakage directly, and he almost apologized to me for his weakness in allowing an inventory of his stock to be made. It showed $6,000 more stock than he thought he had. I do not think he has quite forgiven me yet, but he increased his insurance, fired the man who kept his stock and put fresh energy into his sales department.

How to Go About It.

The next phase to be considered is the proper method of procedure in taking stock. It is a fact that many retailers who take stock out of a sense of duty carry out the work in such an incomplete way that it is really useless; worse than useless, for the merchant accepts the totals at their face value and believes he knows how his business stands. An incomplete inventory will often give a merchant an entirely erroneous idea of his standing and lead to the adoption of suicidal methods.

I remember one instance where a certain merchant had been carrying out his stock-taking each year quite regularly, but doing so on a slipshod basis that amounted in reality to guessing at what he had in stock. To make it worse, he based each succeeding year's inventory to a great extent on that of the previous year, with the result that each year he got further away from the truth. When the time of readjustment came—as it must come in all such cases—the difference between the real value of the stock and the figures on the books was almost unbelievable. It was great enough to create a suspicion of dishonesty in some minds, but I knew that the whole difficulty had cropped up through sheer carelessness.

System for Recording Stock.

Now, how is stock to be taken so that every article shall be taken down for certain and a prominent record kept, one that can be referred to and any article traced at once—a list that anyone can go over and check quickly? For this you need sheets numbered 00 to 99, and as it is generally sufficient to have 50 on a sheet, you need two sets of sheets, one set numbered 00 to 49 and the other 50 to 99. The reason for this is that you only need two lots of printing, even if you require hundreds of

sheets; after you get to 99 you add the figure 1 to the 00 and you have 100.

Previous to taking stock a ticket must be placed on each article or package to be taken, and, as it is taken down, the number on the list is marked on the article or package; the first article will be numbered 00, the second 1, and so on. The articles must be taken down in exactly the same order as they are arranged, so that a package numbered 40 would be between articles numbered 39 and 41.

If this system is thoroughly followed out you will get all your stock down and nothing down twice .

These sheets should be filed in a post binder and then you have a permanent and reliable list of your stock.

The experience of the writer extending over twenty years devoted to a study of business methods has shown him the necessity of taking stock frequently. Profit by this and you will never regret it. It is simple but it is comprehensive. It enables the merchant to cover the ground and to thoroughly estimate the stock.

USING PHOTOGRAPHS TO REDUCE BULKY SAMPLE CASES.

(Continued from page 72.)

ing will have become standard with most of the large houses of the country.

Practically all of our sweaters, knit goods, and knit underwear are now sold from photos; so are the notions, furnishings, muslin underwear, etc. We are expanding the idea in every department of the house, as rapidly as possible; and it will not be long before the sample trunk will be a rather small affair.

These results have not been accomplished in a day or a year, and the end is not yet, and to the merchant the benefits are just as great as to the road man.

SPRING SHAPES IN COLLARS.

In Spring collars there are three shapes which look likely to meet with popular favor. The double fold collar is one, with the V opening at the top instead of the lock top. The long point, too, will be a good seller especially in striped patterns and Madras cloths. These will be extremely good. Another big selling shape will be the double fold collar with the cutaway front in both plain and striped patterns.

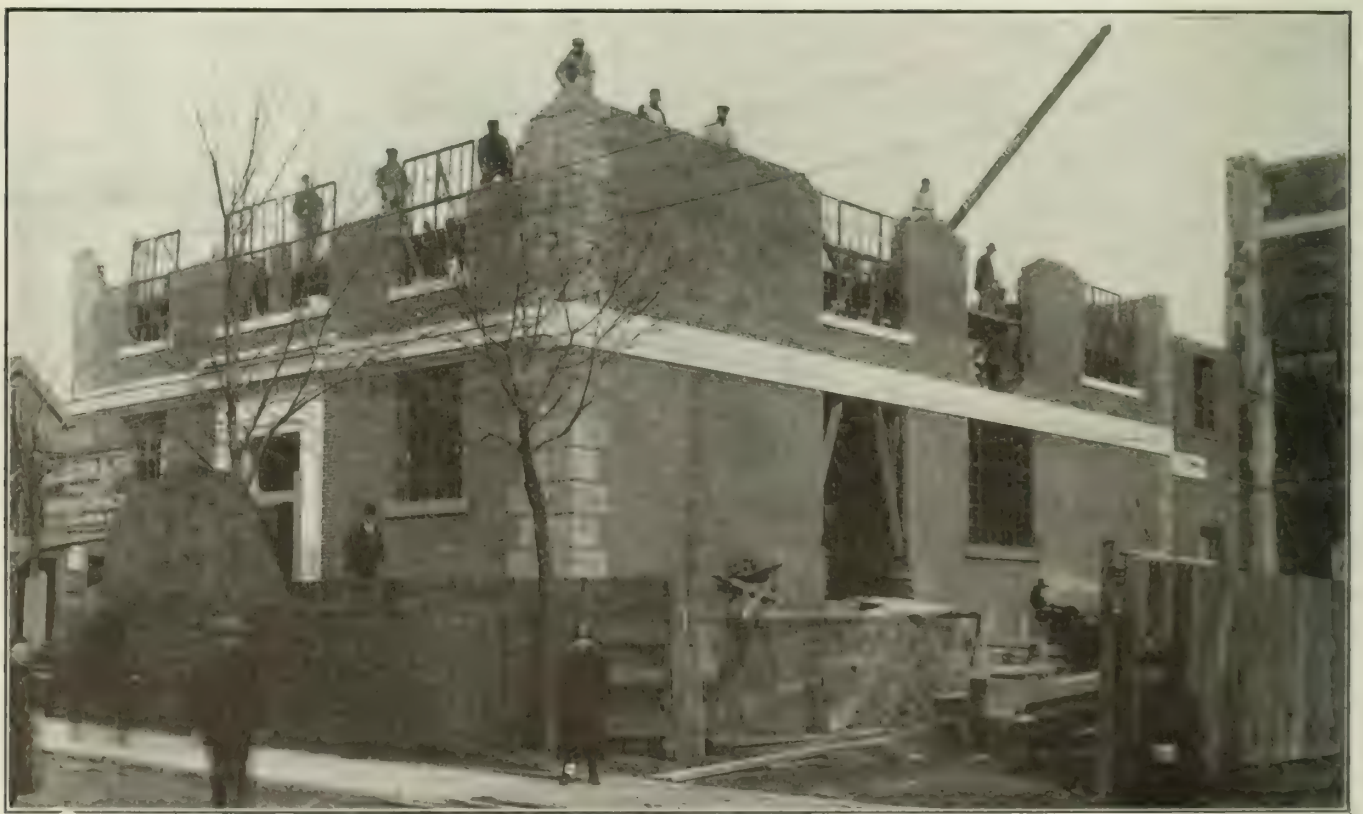
Montreal.—Fire gutted the store of Brennan Bros., men's furnishers.

St. John, N.B.—For the third time in seven weeks, burglars visited the tailor shop of A. Gilmour.

Weyburn, Sask.—W. T. McConachie, formerly of Symes & McConachie, has opened a tailor shop here.

Pembroke, Ont.—Luxenburgs' men's furnishing store has been taken over by N. & D. B. Cohen, of Montreal.

London, Ont.—M. Fishbein has sold his business at 638 Dundas St. and will devote his whole time to his London "ready-to-wear" store at 256 Dundas street.



The above picture shows the progress being made on the five-storey 50 x 100 addition to the MacLean Publishing Co.'s building on University Avenue, Toronto, proprietors of this paper.

This building will provide space that has been urgently required for the last year or two for the editorial and business staffs of their various publications. That we have great faith in the future of Canada is shown by the fact that we have acquired the whole block on University Avenue, running from Edward to Agnes Street. As the business develops and as Canada develops, the next building will be erected on the southern corner of the property, bordering on Agnes Street. The old building on the right of the picture—and it is only four years old—is one of the most substantially built brick, steel and reinforced concrete buildings in Canada. It will be devoted exclusively to the printing presses eventually. It runs through to Centre Avenue.



Designed for The Review by Paul O'Neal.

Window Cards for Advanced Spring Showings

St. Patrick's Day a Time for Special Line of Decoration and Show Cards—For Hats, Ties or Clothing—Wallpaper Effects and Harps in Reverse Designs.

Written for The Review by Paul O'Neal

NO matter what the weather conditions are, lamb or lion-like, the first of March should see every progressive merchant alive to the fact that he should be pushing his Spring lines. It may be a little in advance to show straw hats, but "Advance Showings" always create talk, and talk is advertising. The young man who is particular about his wearing apparel is always pleased to see the coming modes for the Spring season. So the merchant who is out early with his Spring displays will be the one to attract trade, for it will be seen he is alive and up-to-date.

No Price-Cutting in March.

January and February should have seen all the winter lines well cleared, so that the Spring goods may have all the attention of advertising and pushing. There should be no necessity for special sales, price-cutting, or extra inducements during the month of March. Regular Spring lines should be in sufficient demand to keep business at a brisk point. This will be particularly true in ordered clothing. Orders should begin to come in promptly now, if a little extra advertising, display and decorating has been attended to.

It is important that some attention be given to decorating during the Spring season. Artificial flowers, garlands, a few singing birds, attractive cards here and there through the store will give an air of Springtime that will be attractive, effective and produce a buying feeling in your customers. The extra attractiveness will alone repay for all the expense and trouble. The public admire progressiveness in this direction and will talk and advertise your business enough to pay many times the cost of the work. In a western Ontario town, a men's furnisher spent considerable time in putting attractive window displays. It was only a short time after his arrival until he was known all over the town as the man with the "pretty windows." Rather odd, but it was powerfully good advertising—and he did business.



Design of Paul O'Neal.

The cards for your interior decorations should be about 6 x 10 inches, neatly lettered with pen or small brush. Have direct personal appeals on each, such as:

"Have you thought about your new Spring suit?"

"We have the tie that is specially suited for you."

"Try on one of our new mode hats—it will look well on you."

On each card have a YOU. Try this once and see the result.

For St. Patrick's Day.

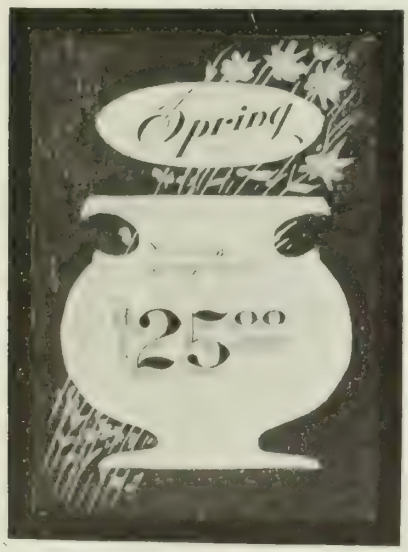
March offers one day that will furnish a basis for decorating. That is St. Patrick's Day. The dominating color, of course, must be green. Harps, pipes, hats, shamrocks, etc., may enter into the decorative features. Crepe tissue paper may be had at moderate cost and used effectively for decorative purposes. Shamrocks in green card, and harps in gilt may be purchased or made at trifling expense.

The Sample Window Cards.

The cards presented this month are somewhat unique in design. They are merely suggestive and may be elaborated upon and adapted to any line of merchandise. The 75c card may be used for

ties, shirts or other similar lines. The price may be made to suit the article and the wording for gloves could be changed to "a pair" instead of "one." The card is a wall paper design. A piece of small pattern wall paper should be chosen. Mount this on a white or grey card and letter in white.

The one dollar and twenty-five dollar cards are wall paper effects showing a reverse design or how to kill two birds with one brick. Dark paper is chosen, and care exercised in cutting out design so as to preserve the "cut out" as well as the background. Mount each of these on separate cards and letter to suit the articles chosen. On the card with the



Design of Paul O'Neal.

background card a few flowers may be painted of the "splash" type, which are always attractive. The lettering on this card may be in black shaded in a color to harmonize with the paper.

Reverse Pattern Type.

The two harp cards are of the "reverse" pattern type. They are air brush designs made from the same pattern, using the background in one case and the "cut out" in the other. They may be gilded first and air brushed on top. Or they may be done in dark green color. The effect of passing the harp through the scroll or ribbon is easily accomplished. In fact, the design will show how it is done better than a word description. Notice the scroll on the dark harp is shown entirely on the face side, the harp being behind it. The lettering may be done in black and the figures in dark green, shaded with light green. But care should be taken to keep the colors in harmony, and free from strong contrasts.

These card suggestions should be of help to the enterprising card-writer or window trimmer and may be enlarged upon to suit the circumstances.

Programme of Ontario Branch, R.M.A. Convention

This will be held in the Temple Building, Toronto, on Wednesday and Thursday February 25 and 26.

Wednesday Morning:—

Morning session opens at 10.30 a.m., when the usual preliminaries of registration, reception of delegates, and receiving resolutions will be in order.

Wednesday Afternoon:—

Address of welcome—President J. C. VanCamp of the Toronto Branch.
Response—B. W. Ziemann, Esq., Dominion Past President, Preston, Ont.
President E. C. Matthews' address.
Report of the Executive Officers.
Receiving and considering resolutions and reports. Some interesting subjects will come up under this order of business.

Thursday, February 26th (10 a.m.):—

Considering resolutions continued.
Secretary's report.
Treasurer and Auditor's report.

Thursday Afternoon (2 p.m.):—

The election of officers.
The election of representatives on the Dominion Board.
Arrange the date and place of next meeting.
Joint conference with leading wholesale merchants and manufacturers.

On Thursday evening at 8 o'clock a banquet will be given in the Assembly Hall when an address will be heard from A. F. Sheldon, proprietor of The Sheldon School, of Chicago, Ill., on "The Science of Building a Retail Business."

In sending out the programme Secretary E. M. Trowern adds several suggestions and hints regarding some of the questions to be considered. Among them are the following:—

"Please be in attendance promptly at every session. If you do not put something into the world, you cannot expect to get anything out of it."

"If you ask for a Convention Certificate, you will secure reduced rates on all railroads."

"Consideration of the report of the Special Committee who waited upon the members of the Ontario Government, to reduce the rate of our Business Tax throughout the Province."

"Consideration of the plan proposed by our Special Committee to accomplish the purpose desired by the wholesalers and manufacturers, and for which they asked legislation known as the 'Bulk Sales Act.'"

"The new Parcels Post legislation and what effect it will have on the retailers throughout the Province."

"What effect the proposed Workmen's Compensation Act, which we have vigorously opposed, will have on the retail merchants if provision is left in the Act whereby the Board which will be appointed to administer it, can bring us into it without our consent."

"To what extent the large mail order catalogue houses are injuring the local trade of the cities, towns and villages of Ontario, and if they should pay their fair share of the up-keep of the various municipalities out of which they secure trade."

"The advisability of securing an amendment to the Transient Traders and Pedlars Act, so that it will be administered by the Ontario Government, who will license all pedlars and collect a fee and pay a portion of it to the municipality."

"The proposed Fire Marshal's Bill, which if it becomes law will place into the hands of a Fire Marshal the power to order certain changes in our premises, and we will have no opportunity to appeal, if the proposed changes are unfair to us."

"Consideration of what action we should take to discontinue the paying of freight cartage charges at both ends and what effect the recent arrangement between the railways and the cartage companies will have on the retail trade."

"Some practical plan to save trouble and delay in tracing parcels and securing payments for claims from express and freight companies."

"The appointment of committees from every section of our Association, to take up simultaneously the question of wholesalers and manufacturers selling direct to our customers."

"What further steps we should take to oppose Co-operative Society Legislation and Co-operative Society Stores."

"Consideration of further changes in the Weights and Measures Act, and especially the abolition of the fees for their inspection."

"A definite plan to develop and retain the retail trade of the home town and urge upon retailers to see that their importance collectively, as a class, is not omitted on any literature that is put out, advertising their town."

"A plan whereby our members will be protected against unreliable rating and collecting associations and agencies."

"The advisability of amending the Shops Regulating Act regarding the hours of employment for females."

"The question of retail markets and the municipality going into the retail trade and showing why we should not be charged with being the cause of the high cost of living."

"The question of receiving credit notes from wholesalers and manufacturers which were not ordered, or not according to order."

"Consideration of what further means can be adopted to regulate or control severe price-cutters and trade demoralizers."

"Taking further steps to secure an amendment to the Criminal Code, to make false advertising a crime."

"Taking further steps to press our amendments to the Division Court Act regarding garnishees and simplifying the collection of small debts."

"A report will be submitted of the excellent results our members are meeting with in collecting their old over-due accounts, through our Credit Reporting Department."

Bad Debt Problems Were Discussed

Retail Merchants of British Columbia Get Together in Annual Convention on the Question of Improving Collection Facilities —Deputation Waits upon Hon. Mr. Bowser.

By Special Wire.

Victoria, B.C., Feb. 10.—The two-day convention of the British Columbia Retail Merchants' Association adjourned this evening after consecutive and spirited sessions. A number of important resolutions were passed, dealing with problems facing the trade.

The convention opened on Monday with a large attendance of retail merchants from all parts of the province, and representatives of all trades. A significant feature was the unanimity shown on many points, all the trades represented displaying a willingness to co-operate to secure better conditions.

Many of the points taken up and debated at greatest length had to do with proposed amendments to the provincial statutes, giving the merchant more adequate protection against the "dead beat." Statistics were introduced which showed that during the year 1912 the money lost by the retail merchants of the Province of British Columbia through bad debts amounted to one million dollars. This staggering total had not been improved upon during 1913, which was a bad year in the matter of collections. The unfairness of laws which permitted so serious a condition to develop was most pointedly brought out.

The present Capias Act fixes the amount at $50 for which a man can be prosecuted. Anyone owing less than that amount cannot be reached effectively. This phase of the question was debated at some length, and the consensus of opinion was that the minimum amount should be changed from $50 to $10.

The Loan Act, which allows farmers' money at 4 per cent. for co-operative societies, was criticized.

Changes were advocated in the Garnishee Act.

It was thought that there should be provisions making wives jointly responsible for goods sold for maintenance of the household.

In fact the "bad debt" problem bulked very largely in the proceedings, and the greater amount of the time was taken up in discussing the many phases of it. Resolutions covering the points above were carried.

To-day a strong delegation waited upon Attorney-General Bowser and laid the resolutions before him. The speakers gave a strong presentation of their case and showed the extent to which losses from bad debts had grown, demonstrating that it constituted a severe menace to business.

Hon. Mr. Bowser gave attention to the arguments presented and promised that the question would be given full consideration.

A number of routine matters were taken up at the convention, including election of officers and making arrangements for convention next year. The 1915 convention will be at Victoria.

The above brief synopsis of the proceedings at the convention of the British Columbia Retail Merchants' Association held at Victoria on Monday and Tuesday was secured by wire from our editorial representative in the City of Victoria. A complete report is being sent on, giving full particulars and a resume of the discussions. This will appear in next issue.—Editor.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

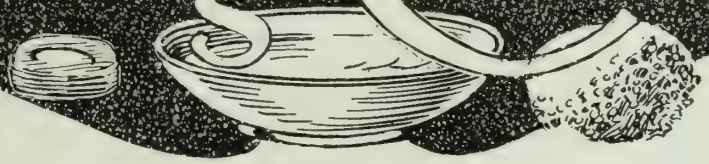
Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, dull facings. Blue occasionally worn.	Single breasted, white semi-V-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with dull facing.	Same material as coat or as facing of coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys	Single breasted like jacket, or fancy to harmonize	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or need, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s b ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W J Levy, of Levy Bros ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review

Challenge Collars



Selling Point Number One

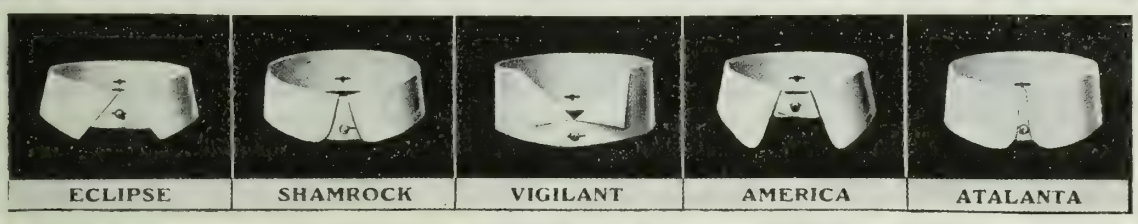
They're Water-proof

These famous collars lack nothing in appearance found in the regular linen collar, but have features which place them infinitely higher in point of service and appearance. Being water-proof they are easily cleaned with soap, water and sponge, thereby eliminating the laundry expense and ensuring a clean collar at a moment's notice. Arlington Collars are made in six grades, ranging in price from 70c to $2 dozen, each a third heavier in weight than other water-proof collars at a corresponding price.

A trial order of Challenge Collars will prove our statements. Five styles shown below.

The ARLINGTON CO. of Canada, Limited, Toronto

Western Agent: R. J. Quigley, Winnipeg. Eastern Agent: Duncan Bell, Limited, Montreal.
Ontario Agent: John A. Chantler & Co., Toronto.



Lion Brand Clothing

Correct and Exclusive Styles for Boys



We make nothing but boys' clothes. Into them we put every ounce of tailoring and designing skill that we possess. We give them elegance and exclusiveness, and the little touch which cannot be found in clothes that do not bear the Lion Brand label.

If you would capture the boys' clothing business of your town, get in a stock of these popular clothes.

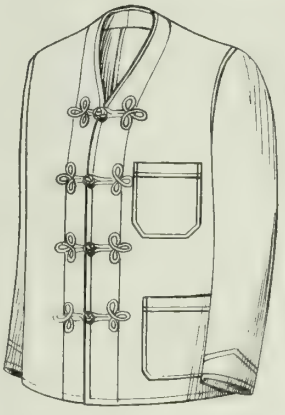
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Haugh BRAND



Duck Trousers—
$9.00, $10.50,
$12.00, $15.00

Duck Coats—
$9.00, $11.50,
$12.75, $13.50

As Illustration—
$13.00, $14.00,
$15.00.

Duck Vests—
$9.00, $11.25,
$12.00, $12.75,
$13.50.

Aprons-Carpenters'-
$2.25, $2.50.

Aprons—Butchers'--
$2.50, $2.75,
$3.00, $3.50.

Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd

College & Bathurst Streets
TORONTO

Brown Tweeds are a Rival to Chinchillas is Fall Clothing Prophecy

Many Predict a Return to Brown After a Weak Spring—Worsteds Very High in Price—Meltons and Other Soft Cloths Will Come Back Again in Overcoats.

REPORTS of placing orders for Fall suitings state that black and white patterns are not being taken up quite as freely as for Spring. One manufacturer gives as an explanation that these patterns are made in so many qualities and the white is so often cotton or partly cotton that the trade are not quite so keen as they were. There is great buying, however, being done in small checks other than black and white.

The predominating colors for Fall, one Canadian authority declared to The Review, will be brown and gray. While many people thought that brown was done with, and it has been rather weak for Spring there seems no doubt that it will be stronger for Fall and Winter wear and may resume its old place as a standard color.

Navy blue of course is always good. Wholesalers report lately, a slight decrease for Spring in the sale of blues, but this can easily be accounted for by the tremendous sale last year while prices were jumping and in many cases merchants covered themselves at the low prices. But with the ever increasing demand for blues there is not much doubt that at the end of the year 1914, the actual yardage of blues used will be greater than that of 1913, in spite of the fact that there was considerable speculation in this color.

High Prices May Hurt Worsteds.

While many people feel that tweeds have received a set-back, it would not be a surprise if, owing to the very high price of worsteds, we should see tweeds take a very strong hold, especially for next Winter season. The price of worsteds is very high and it is almost impossible to get decent worsteds unless you pay a good figure for them, whereas a much more sightly tweed that will give equally good wear can be obtained at less money. Large sales of the latter, therefore, may be regarded as a strong possibility.

Chinchillas Will Have Rivals.

While overcoatings for next Winter will still be of the soft materials used last season, there will be a very much larger sale of smoother cloths such as meltons and cloths of the melton order. Chinchillas and Whitneys are undoubtedly going to be very strong and the showings of that class of stuff will be quite extensive. With regard to color, black, blues and grays as well as a great variety of mixture colorings will be shown.

TROUSERS IN ROTATION.

A cable from Nice, France, says:—One of the best dressed men in Nice has appeared with a strip of braid running down the side of his evening-dress trousers. He explains that the innovation is the idea of his tailor, who says a well-dressed man must possess at least four pairs of evening trousers in order not to wear any pair too frequently.

To make it certain that his customer wears his four pairs of trousers in rotation, he has made one pair stripeless, the second pair with a single stripe, the third with a double stripe, and the fourth with a triple stripe.

GLIMPSES OF NEW YORK

At the Ritz-Carlton, New York, says Men's Wear, a well-dressed young man was seen wearing a plain blue double-breasted suit, a blue shirt which had white cuffs, a white wing collar and a blue and white polka dot tie. A pair of light brown cloth topped boots completed a very quiet yet smart costume.

The same observer noticed also a well-known polo player and an equally well known dilettante, both recognized as men of position. "I want your attention," says he, "for their boots—good looking button boots. There was no exaggeration as to extension of sole. The shape is not new with them, a long vamped boot with a blunt toe and plain tips."

The dilettante wore a costume of black and white. A black two-button jacket and double-breasted waistcoat looked nice over black and white shepherd's check trousers. He had on a double collar, the inverted V showing a space at the top, and a grenadine silk sailor's knot tie.

This style of collar and tie will be seen during the coming Spring in New York.

The polo player wore a smart assembling of brown and green. Rich dull brown suits with indistinct green stripes are well liked and this man added to his a low cut double breasted waistcoat and pale brown silk shirt and green bow tie and white double collar. He had lately returned from Europe and the colors he wore may be regarded as forecasts, as well as an odd shade of blue flannel, almost a peacock blue which another man had on.

The same afternoon at the Castle House, the dansant house, it was noticed that among the men and women of consequence and others there was little or no attempt at formal evening dress, especially with the men; they wearing their most informal town apparel.

SLASHED TROUSERS.

American Idea is Ridiculed in England.

Some of us remember Mr. Walter Passmore's exultant exclamation in "The Earl and the Girl"—"It ain't the coat wot makes the man; why, demme, it's the trousers," says a writer in the London, Eng. Daily Telegraph. So evidently, think certain sartorial experts in America, when they suggest that fashion is about to prescribe to the "nuts" on the other side, neither garments that shall be "slashed" or "slit," just as women's skirts are, accepting to the prevailing vogue. Of course, the prospect of "slashed" trousers excites us—as it were—endless possibilities, even to the average male mind. We seem to see visions of openwork socks vastly more elaborately embroidered than they are now. Also do there seem to loom up enchantingly dreams of fairy footwear, bejewelled shoe-strings, and dainty garters—with, perhaps, a bit of airy frilling thrown in. For, once you open the floodgates of fashion at the trousers seams from the knee downwards—that is, assuming that the innovation is to be confined to the line betwixt the knee and the ankle—where are you to stop? But, after all, why dally with the modern trousers at all? Why not hark back to the knee-breeches of our forefathers? Or if the desire be to exploit the grace of the male calf and ankle what is wrong with the kilt? But, perhaps, the kilt might reveal too much the poverty of the prospect, as it were, from below the knee. It

"Harvey" Knitted Coats

for men, women and children

Combined with the latest decrees of Dame Fashion is our own individuality—our own exclusive characteristics which have made Harvey Brand popular.

We are showing for Spring a wide range of coats in the new brushed **Angora** effect with reinforced iron-clad seams.

Harvey men's and ladies' fine Botany Wool underwear with the new style necks and drop seat ladies' combinations (Entirely new, absolutely closed and with the advantages of ordinary drawers) should be of interest to you. Be sure you see our range before placing order. Sold direct.



Harvey Knitting Co., Limited

WOODSTOCK, ONTARIO

Agents:—B.C. and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver, B.C.
Man. and Sask.—Harvey Bros., 53 Scott Block, Winnipeg, Man.
Ontario—J. E. McClung, 33 Melinda St., Toronto.
Quebec—P. DeGruchy & Son, 207 St. James St., Montreal.
Maritime—F. S. White, St. Stephen, N.B.

Imperial Pure Wool Underwear



The same high-grade quality of pure worsted wool that has made Imperial Brand Men's Underwear the most popular and profitable line on the market for the last 34 years is still being knit into comfortable, durable Imperial Brand under-garments for men.

We specialize in **Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.**

With these rapid-selling lines stocked in your knit-goods department, your profits for 1914 will be greatly increased.

Your wholesale will supply you with Imperial for your Spring and Summer trade.



KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

Clothing Designers' Style Forecast For 1914

AT the annual three-day convention of the National Association of Clothing Designers, Baltimore, one of the important features was the fashion exhibit and the issuing of a "Style Forecast for 1914." This forecast read as follows:

"Three-button, conservative men's sack; natural shoulder, with a straight scye line; length 31 inches, centre vent 9 inches; sleeve, 3-inch vent, two buttons; slightly form fitting, regular pockets.

"Young men's sack: Three-button, soft front, narrow shoulder, no pads, small sleeves, finished with cuffs; extreme form fitting, 29-inch, no vent; with or without patch pockets.

"Double-breasted, same type coat; 3 buttons; soft front; length, 29 inches; no vent.

"One-button cutaway coat; edge bound half and half with galoon braid, 3-16-inch wide; peaked lapel; low gorge, short-waisted; skirts extremely cutaway; 37 inches long.

"Dinner coat, satin faced to edge; collar and cuffs bound with satin; outside breast pocket; no vent; link button on front; 30 inches long.

"Dress coat, short waisted, low gorge, 39 inches long; 3 jet buttons on front; collar and cuffs bound with satin; outside breast pocket optional; extreme narrow skirts at bottom. Staple overcoat, single-breasted, fly front, slightly form fitting, 44 inches long.

"Young men's 3-button single-breasted button through overcoat; patch pockets, no outside breast pocket; narrow shoulders; small sleeves; extreme form fitting; 40 inches; no belt.

"Young men's double-breasted overcoat; 3 buttons, soft front; skeleton lined; made as above; bellows pockets; no belt.

"Balmacaan for the city trade; Five-button, button through, button to neck; one-piece sleeve; vertical pockets; skeleton lined; Prussian collar; 44 inches long; 90 inches sweep.

"Balmacaan; single-breasted, button through; convertible collar; two-piece sleeve; vertical pockets; skeleton lined; 48 inches long; 90-inch sweep.

"Box overcoat: Single-breasted fly front; 42 inches long.

"Vests: To go with conservative men's sack; 6-button; medium high cut, athletic scye. Trousers to go with conservative men's coat, 20 knee, 16 bottom.

"Trousers to go with young men's sack: 18½ knee, 15 bottom cuff."

takes a shapely man to wear the kilt properly.

English Experts Contemptuous.

"Slashed trousers!" said a leading London tailor, when the subject was broached to him. "Why," he exclaimed, "the thing is simply absurd!" More strongly than that, indeed, did the gentleman in question express himself, but that, perhaps, is besides the point. What matters is that this authority and others to whom the subject of "slashed" trousers was mooted, regarded it with unqualified contempt. They could scarcely find words in which to express their derision of the very idea. Said one of these men rather pithily: "Slashed trousers might appeal to the East-end coster, but not to the average Englishman. Anybody who suggests 'slashed' trousers for English gentlemen knows nothing of English male taste in the matter of clothing. You have only to look around you," he said, "in order to appreciate that what the Englishman desires above everything in his clothes is 'quietness' in style. In dress he utterly deplores 'loudness.' To wear 'striking' clothes is the last thing he wishes. What he really aims at is being 'well' dressed. And to think of an Englishman—whose sole desire, as I say, is for 'quietness' in his costume—wearing 'slashed' trousers! Why, the thing is positively unthinkable!" And the expert almost purpled with indignation as he spoke. It was as if his professional tastes were being gratuitously insulted. "Another American freak!" he seemed to say.

—⚙—

SPRING SHIRTINGS.

The trend in Spring shirtings is strongly towards bordered zephyrs and Oxford materials. Silks, too, are strengthening their hold more than ever, as also are silk and wool combinations. More highly-colored stuff is continually becoming stronger, the novelty effects showing tones of yellow, pink, green and purple. Striped designs of larger patterns in bright colors are being shown, salmon and blue, purple and helio on a white ground being some of the combinations.

Attention, Manufacturers' Agents!

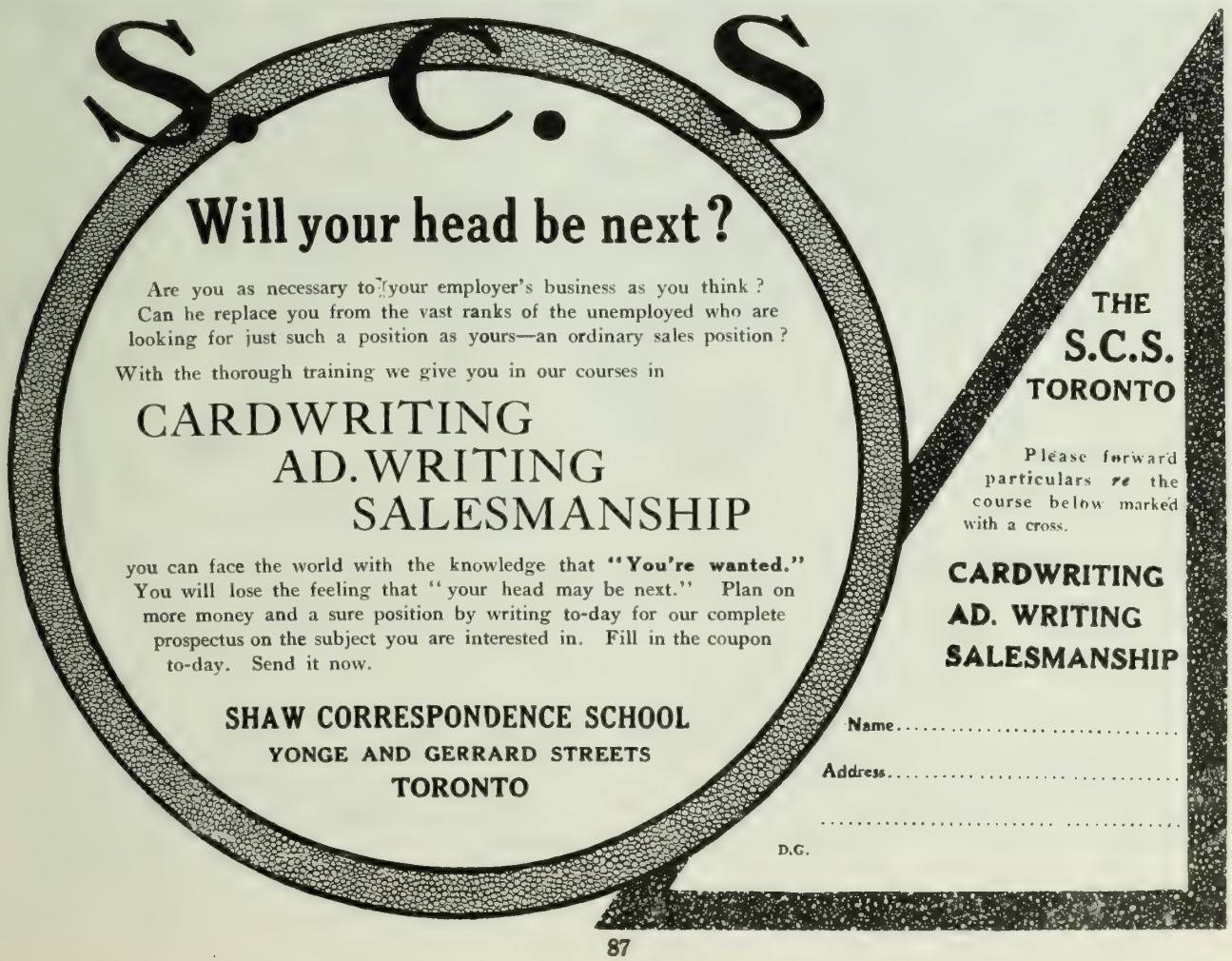
We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario


KANT KRACK
COATED LINEN
COLLARS
There are more KANT KRACK collars sold to-day than ever before
——Not because they are KANT KRACK collars, but because they give a service that has never been equalled. You can't get away from the fact that KANT KRACK exclusive features—the long slit over the back button-hole and the flexible flap, etc., prolong the life of the collar. KANT KRACK saves collar bills as well as laundry bills. Made in "One Grade only and that the best."
Made in Canada. Sold direct to the trade by
The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO


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Will your head be next?
Are you as necessary to your employer's business as you think? Can he replace you from the vast ranks of the unemployed who are looking for just such a position as yours—an ordinary sales position?
With the thorough training we give you in our courses in
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you can face the world with the knowledge that "You're wanted." You will lose the feeling that "your head may be next." Plan on more money and a sure position by writing to-day for our complete prospectus on the subject you are interested in. Fill in the coupon to-day. Send it now.
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Please forward particulars re the course below marked with a cross.
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CLOTHING IN LONDON AND PARIS

IN Paris it appears that double-breasted overcoats are leading in the demand of the well-dressed men this Winter, and the two-button model with form-fitting back is a favorite. In the single-breasted garments the conservatively cut, slightly form-fitting, style continues to hold its own. The skirts do not flare but are wide enough to allow perfect freedom in walking and the sleeves in many cases are finished with narrow cuffs.

A recent fad is to leave the top button of this garment unfastened, and in a number of the models the pocket openings and flaps are cut in curved lines.

In fabrics, the gray Shetland is favored and there are also a large number of blue mixtures.

Peculiar Pockets.

A very peculiar arrangement of pockets and pocket flaps was noticed on a form-fitting frock overcoat. The large side pockets were set on a slant towards the rear and the flap of the small "ticket pocket" was fixed on the waistline and overlapped slightly the flap of the slanting side pocket.

An elderly gentleman not long ago was seen in Paris wearing a striking double-breasted model. The coat followed the lines of the figure at the waist and a raised seam ran down the centre of the back. On either side of the seam starting just below the waist were two inverted pleats.

Attractive Golf Jacket.

"Bobby" Hale, of "Revue" fame, was seen playing golf the other day in an attractive jacket, says Men's Wear, London correspondent. By the addition of four short seams, placed on either side of the centre seam, the material is gathered into the waist without the addition of a belt. The result is one gets a business-like garment with a great deal of style and comfort. The front of this coat was like the ordinary single-breasted style with three buttons and two patch pockets.

"It seems to me," says the writer, "that this particular kind of coat will be a popular style for country sports during the coming year."

New Lease for Belted Overcoat.

It would appear from the notes of a London writer that the belted overcoat is in for another lease of life. At the beginning of the present Winter it was predicted that this fashion was finished, yet in Hyde Park one Sunday morning recently it may safely be said that six out of every twelve men were wearing belted overcoats. There were many ideas but the most popular seemed to be a straight back with belt from which the inverted pleat falls. This year's belted coats are being made double-breasted more often than single.

Next in popularity seem to be single-breasted Chesterfields of black vicuna, hopsac and barathea cloths. Every one of these have double-breasted lapels, faced with black corded silk and fly fronts—very plain English looking garments. Among the wearers of this latter syle was seen Lord Vivian while

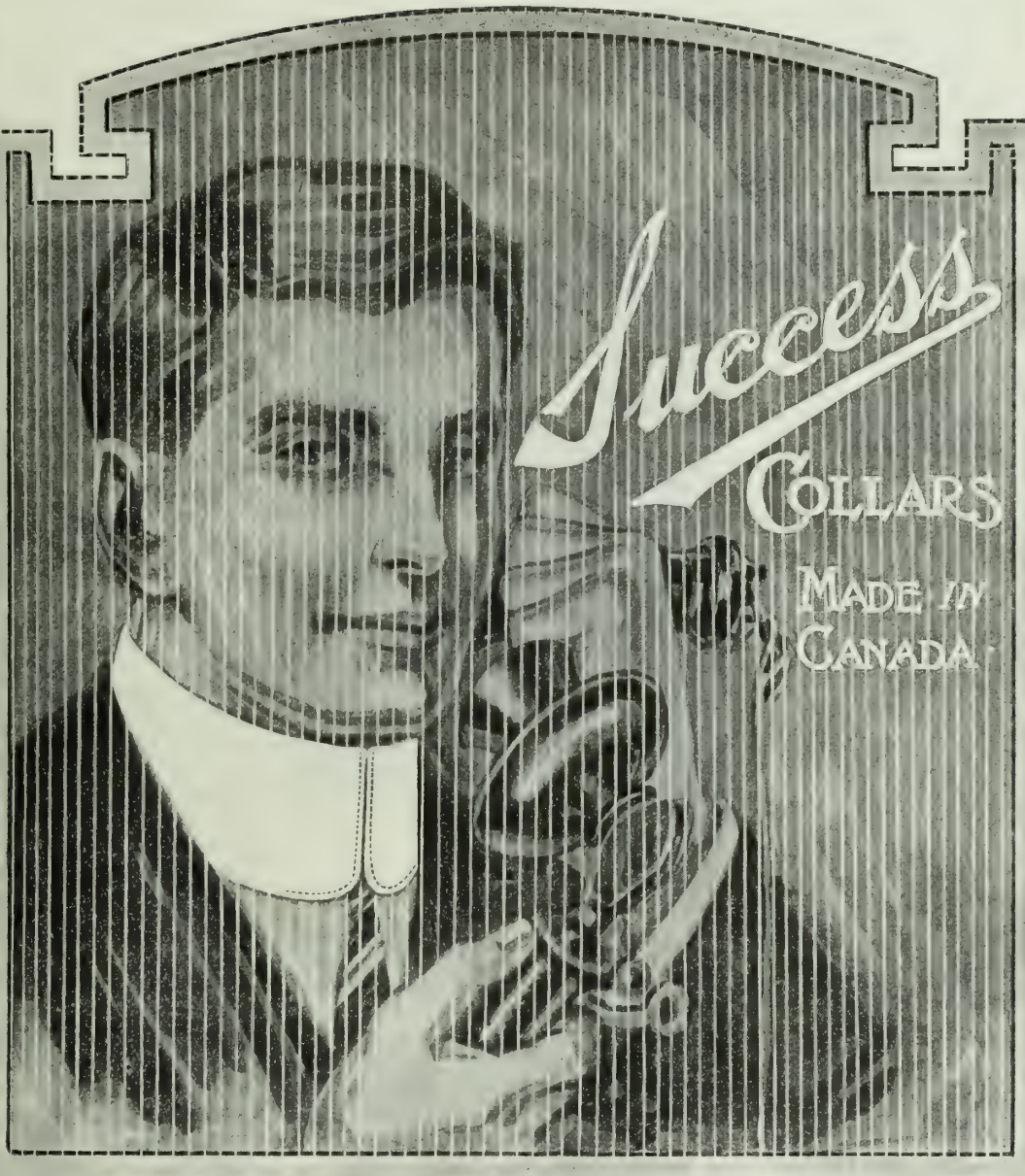
Artists Alarmed at Men's Spring Fashions



According to the National Association of Clothing Designers, man must wear his clothes as tight to his figure as possible.

No padding will be used, and the man with the thirty-six-inch shoulder can no longer masquerade as the coming middleweight champion.

Quiet colors and little cloth will be the rule except for overcoats. Then every man can indulge his fancy to the fullest extent. Horse blanket effects, fattening sleeves and loud colors will be the mode.



Remember, in Success you get a first-class collar, well made, accurate as to size, a genuine hand-turned collar—which will hold its shape through the most severe laundry work.

The shape illustrated is the Success "Angus," a close-front model which is a steady big-seller. At the retail price, 2 for 25 cents, Success offers the best value on the market. Ask your wholesaler.

The Canadian Converters Co. Limited
Montreal

young Lord Edward Hay favored the former.

The black Chesterfield coats seem the most popular for evening wear at the moment. At the Empire Theatre, on the occasion of the Oxford and Cambridge varsity Rugby football match, the young bloods flocked up in thousands, and on this occasion again were seen many of the above-mentioned coats. Many of these boys favor the white silk tubular woven mufflers, which are wound round the neck and are tied in a big, flat knot at the coat opening. Otherwise these young men were not responsible for anything startling in the way of clothes.

A Waterproof for Riding.

At the meet of the Quorn hounds not long ago, says a London writer, Count Arco was noticed wearing a very excellent waterproof for riding which had many good points but the most important of all was the attached apron fastened on the side, which absolutely shuts out any rain and completely protects the horseman from the waist to the calf of the leg. When the apron is not in use it can be put out of sight inside the coat and the garment can be used for everyday wear.

"Best Dresser's" Costume.

Mr. Mallaby-Decley of London, who is said to be one of the four best dressed men in the British House of Commons, according to the London correspondent of Men's Wear, always wears perfectly cut trousers of some light gray material and a superbly cut black lounge coat and waistcoat—the coat braided at the edges. His collar and shirt are generally of blue with narrow white stripes; his necktie a dark blue with white spots and with this unusual get-up he dons a silk hat. He has been seen in Hyde Park on Sunday mornings wearing colored collars with a silk hat, he being in favor of such a Bohemian addition to town clothes.

When on the links he is said to wear golfing suits of cream or very pale biscuit-colored homespun.

CHANGE FOR EASTERN BUYER.

Ralph Bonnell, of St. John, N.B., Joins Selling Staff in Truro.

Ralph H. Bonnell, of St. John, N.B., who for the past twelve years has occupied the position of buyer for the furnishings department of Scovil Bros., Limited, retail clothing and men's furnishings dealers, has severed his connection with that firm to accept a position on the selling staff of the Eastern Hat & Cap Manufacturing Co., of Truro, N.S. Mr. Bonnell has been remarkably successful as a retail salesman and he will no doubt "make good" in his new work. He has a wide acquaintance all over the Maritime Provinces and also in Upper Canadian cities.

It is interesting to note that the Truro concern have recently organized another big industry under the name of Eastern Shirts, Limited. A big new factory has been built and samples of the new lines of high grade shirts are now being shown to the trade. It is understood that the company will cover every province of the Dominion with their sales force.



RALPH BONNELL.

FROCK COAT DOOMED?

A despatch from Cleveland says that "The frock coat is doomed. Next autumn any one wearing one of these time-honored, long-beloved, flowing frock coats will be chalked up as out of style. The International Association of Customs Cutters of America, fifteen hundred strong, is opposed to it. It indicated as much when it met for the thirty-fourth annual convention here."

To use the words of one of the leading members of the committee lecelted to draw up a set of resolutions on what men shall and shall not wear hereafter the frock coat will be "utterly abolished."

"The long-tailed cutaway will be in vogue for an indefinite and lengthy period," he said.

It will also be perfectly impossible, according to the tailors, for any one to wear an evening coat that has not a plain silk or satin facing and satin cuffs to match. Waistcoats for evening wear must be of white silk, with white ball pearl buttons, four of them, close together. And, besides, there must be broad braid on the trousers.

"Silver suitings" are to be the thing Their effect, it is said, will be, at a distance, like a shining piece of silver They may be plain or of black and white mixtures.

All the coats are to be a little longer than in previous years. The waistcoats will be high buttoned, without collars. The trousers are to be narrow, with cuffs.

CLOSED CROTCH SUIT IN U.S.

At the annual meeting of the Jobbers' Association of Knit Goods Buyers in New York. The closed crotch union suit situation was touched upon by F. H. Burgher, of Bliss-Fabyan & Co. Mr. Burgher said that in his belief the situation would be cleared up and that the 25 manufacturers he represented would defend any suit brought against members of the association in regard to the closed crotch union suit. He commented upon the phenomenal growth of sales in this particular line and stated that the value of union suits sold in 1899 was $800,000 and had increased in 1909 to $9,000,000.

THE NECKWEAR MARKET.

At the present time all varieties of scarfs seem to be selling well, with no particular leaders, says "Men's Wear" of New York. The tendency toward better grades is growing, the result of which is in favor of the dollar scarf. The salesmen behind the counter, noting this, are inspired with the courage to show the one-dollar grade first, instead of the fifty-cent scarf. Manufacturers who have found it difficult to make a fifty-cent scarf that would yield a profit to themselves, to the retailer and give satisfaction to the wearer, welcome the change and hope that it will become stronger as the season advances.

The larger designs are still in the lead, and a diversity of colors are called for, though some furnishers are of the opinion that more conservative colorings will follow, probably after Easter.

There is considerable comment upon the status of knit neckwear, some believing it will be in improved demand, basing this opinion upon the favorable experience wearers had with knit scarfs two seasons ago. Returning to the silk scarf for a season, they find that the wearing qualities of the knit tie surpass does not show pin holes is another argument in its favor. On the other hand, the wonderful array of patterns in the cut silk variety is strongly in the latter's toe later, and the fact that the former favor.

There is said to be a good demand for printed crepes for Easter, and they are expected to be a popular summer scarf, competing for favor with wash ties.

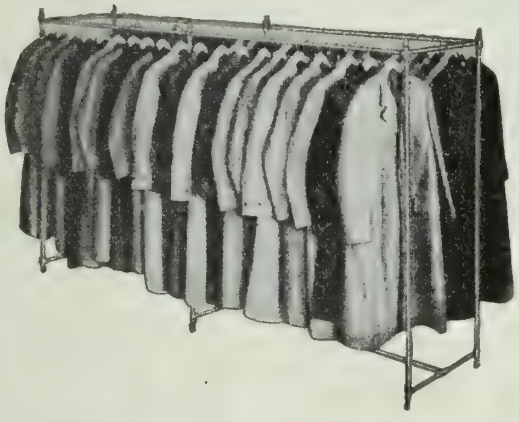
That bias stripes and patterns are favored is admitted, and this fact, some makers say, it not altogether to their liking, nor to the entire satisfaction of

(Continued on page 94.)

Are you listening?

All the extra-size talk and silk-lined sentences about Garment Hangers wont convince you half as quickly as to the correct shape and finish of the Taylor Hangers, as the sample you will receive by writing us, stating the style best suited to your requirements.

Store and display your clothing in such a manner that the public can come into your establishment and see the wide range of shades and fabrics carried in stock. Permit them to examine the stock and satisfy themselves as to style, quality of fabric, workmanship, and special details by displaying your clothing on Taylor-made racks. The customer will enjoy looking over the line, and your salesmen's time will be saved, and the coats will "try on" without pressing. Don't wait until your Spring Clothing arrives, but order today. Racks and Hangers for "right-a-way" shipment.



Made of Polished Steel Tubing.

No paint, no rust, no tools or trouble to set up.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Suit racks, 5 feet high, 26 ins. wide.

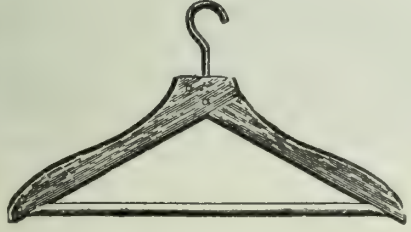
Made of Oxidized Steel Tubing.

Shipped crated. K. D. Ball Socket Rollers.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Overcoat and ladies' garments, 6 feet high.

Additional for side rod, $1.25 each.



No. 331B.

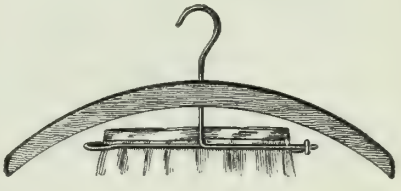
Men's combination hanger with inserted bar to hold trousers, $7.50 per 100.

Made in boys' size, only 15 inches long, $7.50 per 100. With wire attachment, $8.50 per 100.



No. 74B.

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100. With wire attachment, $16.00.



No. 92.

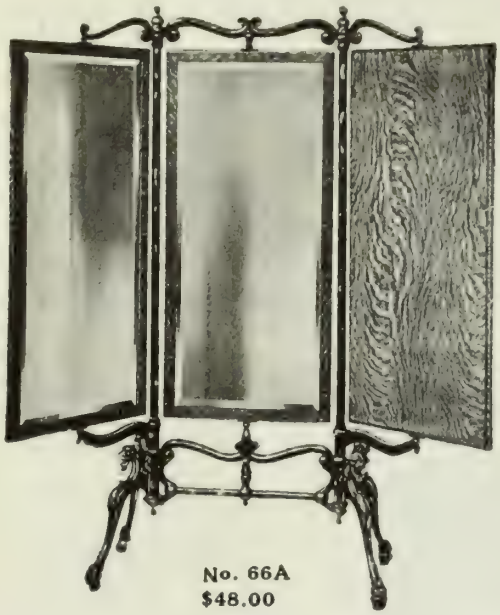
Combination skirt and coat hanger, $6.00 per 100

The Taylor Manufacturing Co.

82 Queen Street North HAMILTON, ONT. John D. Moser, Manager

A new moderate-priced Triplicate Mirror

—a selling help no store should be without in the clothing and ready-to-wear departments



No. 66A
$48.00

There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on—but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak, handsomely marked, mounted on ball-bearing casters, easily moved about. **Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.**

CLATWORTHY & SON, LIMITED

"The largest makers of Display Fixtures in Canada"

Established 1896 — 161 King St. W., TORONTO — Incorporated 1908

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford

22 Back Piccadilly
MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID
GIRDLES, FROGS,
LOOPS, TASSELS,
BUTTONS, TAPES, etc.

CEETEE

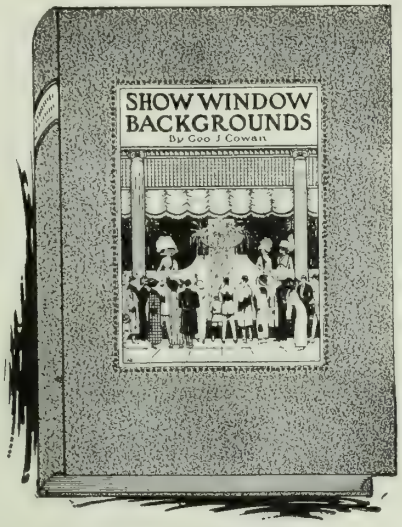
Worn by the Best People Sold by the Best Dealers.

UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

The C. Turnbull Co. of Galt, Limited
Galt, Ont., Can.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed. thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.	Period Decorations in backgrounds, showing examples of
White Goods Windows.	
St. Valentine's Day Windows.	
Spring Opening Windows.	*Greek, Moorish,*
Easter Windows.	*Roman, Italian,*
Summer Windows.	*Gothic, French,*
Horse Show Windows.	*German, Empire,*
Fall Opening Windows.	*Japanese, Colonial,*
Carnival Windows.	*Egyptian, Mission, etc.*
Hallowe'en Windows.	Sale Windows,
Thanksgiving Windows	Bas Relief Backgrounds.
Christmas Windows.	Stencil Backgrounds.

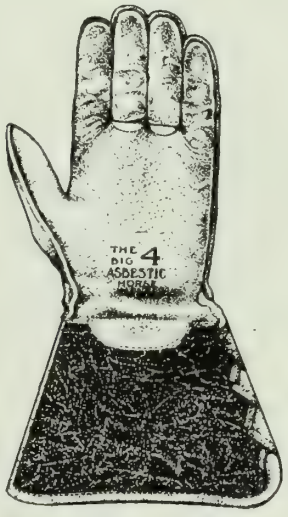
and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.70.

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Montreal - Toronto - Winnipeg - Vancouver
Book Department
143-149 University Avenue, - TORONTO

The Glove That Made The "Big Four" Famous



No. 542. $11.00 Doz. Pair

The only engineer's glove made in Canada with a seamless thumb—

This is, without a doubt, the best engineer's glove made in Canada. It is absolutely steam and scorch-proof, being made of chrome-tanned leather only. When dirty it can be washed in gasoline and will dry out as soft and pliable as new. It is made with welted thumb and hand outseam—Union made and fully guaranteed.

THE BIG 4
TRADE MARK REGISTERED

A trial order will convince.

The Durham Glove Co., Limited
BOWMANVILLE, ONTARIO

R. D. Fairbairn
President

Thos. D. Kerr
Managing Director

retailers, as the bias goods are apt to stretch out of shape the first time they are worn, a fault not found with the straight silk. No matter how carefully the bias tie is made it is bound to bound to stretch, and the excessive strain used in pulling it through the fold collar almost invariably rips or tears the lining, with consequent complaints from purchasers. The call for the bias scarf makes it imperative that they be supplied, however, and there are numerous dealers who maintain that very few complaints are heard or claims made.

—⚙—

BOYS' SWEATER SIZES.

The National Wholesale Dry Goods Association announces that the first statement of the scale of sweater sizes submitted by a special committee to the Jobbers' Association of Knit Goods Buyers, contained a slight inaccuracy. The corrected scale for boys' sweater coats is as follows:

Boys' Sweater Coats.

Chest.	Width.	Length.	Sleeve.
24	11	18	13
26	12½	19	13½
28	13½	20	14
30	14½	21	16
32	15	23	19
34	16	24	20

This report is tentative and will be acted on at the July meeting.

—⚙—

NEW BRANCH R. M. A.

Branches of the Retail Merchants' Association have ben formed at Fort William, Port Arthur, Kingston, Fort Francis, Port Perry, S. S. Marie, Sudbury, Uxbridge, and Hamilton. Where returns of officers have been received containing names of men in the dry goods trade, these are noted below:—

Kingston.—E. H. Steacy, president; John Laidlaw, first vice-president.

Port Perry.—F. W. McIntyre, president.

S. S. Marie and Steelton. — Second vice-president. H. Bryans; secretary, F. Gorman.

Uxbridge.—N. Alexander, secretary

Among the Merchants Over Canada

Galt, Ont.—Miss M. Cowan, milliner, has sold out her business.

Sydney, N.S.—Mr. Bonaviski, sustained a loss of $9,000 by fire.

Princeville, Que.—Mrs. Albert Bussiere is registered as a general merchant.

Kipling, Sask.—Louie Kresey has succeeded Geo. Maskell, general merchant.

Brantford, Ont.—The Slingsby Woolen Manufacturing Co. sustained $500 loss by fire.

Sheho, Sask.—M. Cremer has succeeded Soloway & Cremer, general merchants.

Blind River, Ont.—P. J. Kenny, general merchant, is moving to Algoma Mills.

Howell, Sask.—Chas. Mossen & Son succeeded Marcott & Mossen, general merchants.

Montreal. — The premises of H. Garght, cloth manufacturer, were damaged by fire.

Hawarden, Sask.—M. W. Perry, men's furnishings, has been succeeded by E. S. Fligg.

St. Thomas, Ont.—S. Chant, dry goods merchant, will commence improvements to his store shortly.

Montreal, Que.—The Harris Company, manufacturers of celluloid goods, sustained a fire loss.

Bethune, Sask.—Jennings & Slater have succeeded Jennings & Winterstein, general merchants.

Cornwall, Ont. — A branch of the Dominion Retail Merchants' Association has been organized here.

Wiarton, Ont.—Damage to the extent of $2,500 was done to the dry goods stock of the Levine store here.

Edmonton, Alta. — Thieves stole $1,500 worth of furs from the fur store of Alexander & Hilpert. The furs were found afterwards hidden in an adjoining barn.

Toronto.—John C. Green & Co., Ltd., wholesale milliners, have purchased Nos. 291 and 293 Spadiana avenue.

Alton, Ont.—Wm. Algie, proprietor of the Beaver Mills, who recently purchased the machinery of the Waterloo Knitting Co., of Carleton Place, died early in February.

Waterous, Sask.—The firm of Steen & Bretz has dissolved partnership. Mr Bretz leaves for an extended eastern trip shortly. W. J. G. Steen has taken over the business.

Edmonton, Alta.—At a meeting of all the employees of the Hudson Bay store, M. S. Booth, the retiring general manager, was presented with a solid silver combination tea and coffee set.

Hamilton, Ont.—The W. E. Sandford Manufacturing Company entertained their employees at their annual banquet, supplemented by a musical programme and later by dancing. Superintendent George Sweet occupied the chair. Speeches were given by J. J. Green, D. Kapple, R. McHaffie and H. Dodds.

New Liskeard, Ont.—Capling & Hickling are holding a thirty days' cash sale. To every purchaser of $2.00 worth of stock a coupon is given, one out of every 50 coupon holders wins a $10 prize free.

Melfort, Sask. — McCallum's Haberdashery is offering a $400 piano free to the person getting the key that will fit the lock. Keys are supplied with every $2 purchase.

Alton, Ont.—Wm. Algie, head of the Beaver Woolen Mills here, whose death was noted in a recent issue, was well known as "the man who invented the Drummers' Snack"—a combined concert and picnic held annually for commercial travelers ever since Mr. Algie established it twenty-five years ago. The earlier celebrations were usually held at Mr. Algie's home in Alton.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The March number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE **TORONTO, CANADA**

Let the breezes blow—
The Cooper 3 *in* 1 cap will stick



The Windless Three-in-One Cooper Cap

embodies selling points in an abundance which cannot well be overlooked.

Selling points are what you want. The exclusive points embodied in the Cooper three-in-one cap will turn your cap stock into ready cash very quickly, and will make satisfied customers and friends for your store.

Point No. 1. Three sizes in one cap. A size 6¾ cap will automatically adjust to a head 6⅞ and 7, without changing its comfortable feeling or perfection of shape. This fact enables you to reduce your stock two thirds and still have a good assortment, or to have a larger variety with no more outlay.

Point No. 2. The windless front. The Cooper cap fits the head in such a way that the wind does not strike the forehead. It sticks to the head on the windiest day.

Point No. 3. Every cap guaranteed. Every Cooper three-in-one cap is guaranteed perfect—will be replaced if defective.

Point No. 4. The leading styles. The Cooper trade-mark in any cap is a surety of its correctness in style and its easy fitting (Fit Eze) construction.

You should see the range now. Samples on request.

THE COOPER CAP COMPANY

260 Spadina Ave. **TORONTO**

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE _____

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NAME_____

ADDRESS_____

One of the Brightest and Most Useful Numbers of the Year Makes Its Appearance March 4

This number is known as our Easter Special. This issue ushers in a revival of business, the start of the big buying season. Merchants and buyers are on the lookout for lines that will help them make record sales for Easter and Spring. How much do they know about your line?

Don't sit and wait for the buyers to find you. Get out and say something. Tell them you have the goods of style, quality, and value. Goods that it will pay them to handle, and use the paper they read to tell them about your house, your goods, your policy, your plans to help them increase sales.

This is your opportunity. Reserve space now in the Easter Number. Forms close February 25.

How much space did you say to reserve for you?

THE DRY GOODS REVIEW

DRY GOODS REVIEW



March 4th, 1914
Vol. XXVI, No. 5

Special Easter Number

Keep your hair goods stock moving by making it "IDEAL"



A good display of Ideal Hair Goods—switches, jewelry, barrettes, combs, turban pins, hair nets, etc., will be of interest to every Easter shopper who is on the qui vive for something natty for her new Spring outfit.

We carry a very fine range of quality goods at popular prices—styles are the latest.

At $18.00 a dozen the switch here illustrated will prove to be a big seller and profit-maker. Our range is large.

This is No. 6079 Turban Pin, comes in assorted designs. Set with good rhinestones. It has had a big sale at $2.00 per dozen.



A trial order will be sent charges paid upon receipt of request. A sample order will start you right for Easter.

The IDEAL HAIR GOODS CO.

77 YORK STREET, TORONTO — Montreal Office 24 La Patrie Building — LIMITED



"Rooster Brand" SHIRTS

We make **500** lines

SOFT SHIRTS

The best mills in Europe and America produce the fabrics we use.

You will consult your own best interests in stocking **"Rooster Brand."**

Robert C. Wilkins Co., Limited
FARNHAM, QUE.

Shirts, White Coats, Trousers, Overalls, Khaki, Duck and Automobile Clothing

MONTREAL OFFICE: 501 New Birks Building
OTTAWA OFFICE: 62 Bank St. (Gamble & Trowbridge)
VANCOUVER OFFICE: 707 Welton Block
(Robert A. Creech)

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

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Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.





The fastest-selling line of Dress Goods

Dress goods that stand first in quality and style and that are known the world over, lead all the other lines in sales—

Priestleys' DRESS GOODS

Priestleys' looms supply the goods with which many of the original styles are first made up by the master designers of the Rue de la Paix and the Strand.

Priestleys' dress goods are always abreast of the latest styles. Their makers are the largest weavers of dress goods in the world. They have wonderful facilities for keeping in touch with fashion's tendencies; for obtaining the best of silk and wool; and for producing highest quality at reasonable prices.

Priestleys' dress goods are known the world over—they are worn by women of all countries. All the stores of the better class have the "varnished board" on their shelves.

Silk and Wool Baroda Crepe, Cyntella and Broche Royal, in all the leading shades; Serges, black, blue (including the popular Copenhagen blue) in various weights and qualities; Taffetas, Panamas, Genistas, Tricots, Cremona Poplins, Cravenettes and Mohairs.

Greenshields Limited

Montreal

Sole Canadian Representatives for Priestleys' Limited, Bradford, Eng.

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

RAINCOATS

Have You a Complete Stock for this Spring ?

Remember the Shortage of Last Season and Be Prepared

We Have Now the Largest Stock We Have Ever Had

MEN'S—

In all styles and shades, to retail at from $5.50 to $18.00 each.

Our Special, No. 300, to retail at $10.00, will be sure to interest you. It is an extra heavy weight, all pure wool paramatta, inside and outside, with gummed and double-sewn seams.

An exceptionally attractive line to retail at $12.00 each is our rubber-backed tweed coat. This is a pleasant change, and the demand has been good.

All prices and styles in the famous Currie Coat are among our range.

WOMEN'S—

We have all weights and styles for your selection, in black, navy and the best tones of greys, greens, browns and fawns.

These retail at from $5.00 to $15.00 each, in cotton, wool and all weights of silk, according to price.

CHILDREN'S—

Boys', in cotton paramatta, to retail at $5.00 each, and a black rubber coat in Currie's make to retail at $4.75 each.

GIRLS'—

in combination cape and hood, to retail at $3.50, in all sizes, and coats to retail at from $4.00 to $5.00, according to size.



SAMPLES OF ANY LINES CAN BE HAD ON REQUEST

John M. Garland, Son & Co.

Ottawa, Canada

Hitchcock, Williams & Co.



Represented by **MR. A. W. CLIFFE** who can be communicated with at **The Windsor Hotel, Montreal; The Queen's Hotel, Toronto; Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver.** Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk around our warehouse and inspect the above goods: also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION



ENGLISH MOHAIRS

Guaranteed by the B.D.A.

Sanctioned by the very latest style creations of the most exclusive Paris designers. The draping qualities, dust and moisture-repelling powers and non-creasing merit of English Mohairs, guaranteed by the B.D.A., make a constantly increasing demand among all classes.

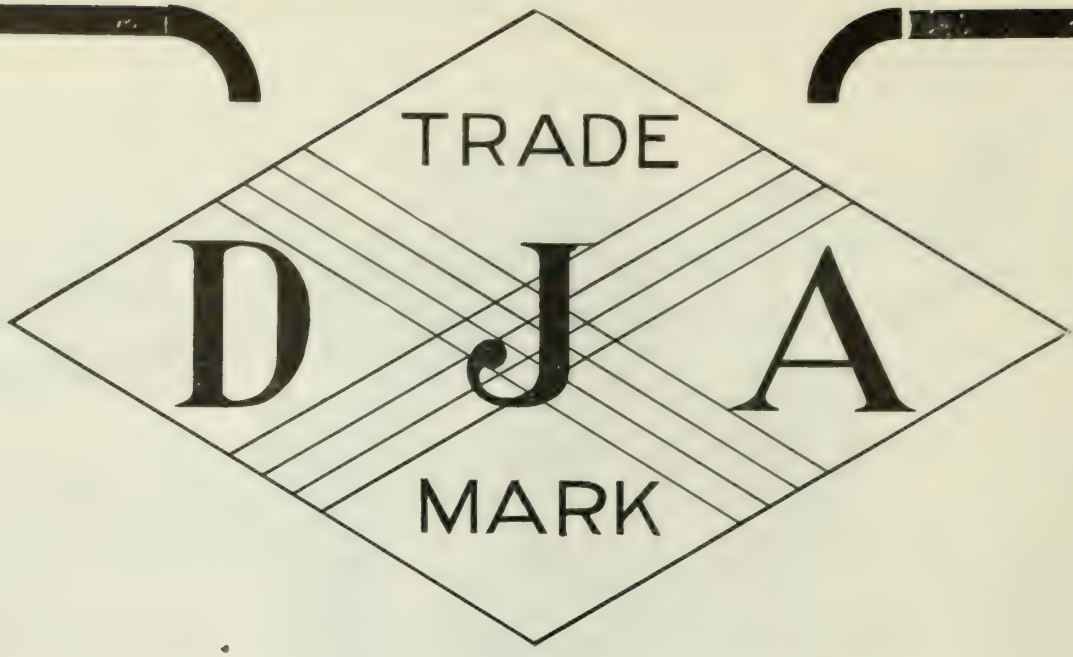
Obtainable in a great variety of distinctive color combinations and original patterns in checks, stripes, plaids, etc.

The beauty and style of English Mohairs, guaranteed by the B.D.A., ensure rapid sales among the stylish, while their durability and serviceable qualities add an increased strength to appeal to women of moderate means.

A fabric that fills the demands of fashion as well as the requirements of wear.

The Bradford Dyers' Association, Limited, of Bradford, Eng.

Advertising cuts (free) and further information may be obtained by addressing the American Bureau at 235 West 39th Street, New York City



YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

Because then the cloth is as perfect as it can be made.

For over half a century D. J. A. Shirtings have taken the lead in the highest class trade. There is an enormous range of fine designs, and you are sure to find just *the one you want.*

These Shirtings include Zephyrs, Cheviots, Silk and Cottons, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

DAVID & JOHN ANDERSON, Limited

Atlantic Mills ESTABLISHED 1822 **GLASGOW**

Cable Address:—"Bargains"

Importers of Dry Goods

Manufacturers and Jobbers

Keen buyers will find it worth their while to send for our samples in

English Curtains.
English Laces.
Bedspreads.
Pillow Cases.
Table Covers.
Runners and Squares.
And all kinds of
Swiss Embroideries.

Special—3,000 pairs of Pants must be cleared regardless of cost.

All orders promptly attended to.

Tauber Bros. & Co.

67 St. James St., Montreal

Liddell's Linens have led for one hundred years—are still leading

For about a full century Liddell's Gold Medal Linens have held the lead for high quality, beautiful finish and exclusive designs. See our range of Table Cloths and Napkins, Irish Hand-Embroidered Bed Spreads, Shams, Sheets, Pillow Cases, Lunch Cloths, D'Oylies, Bureau Scarfs, etc.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

30 WEST WELLINGTON ST., TORONTO



March the Seventeenth IS LINEN DAY

Specialize on linens on Ireland's Day—push Ireland's world-favored linens—

"Old Bleach"

There is no more appropriate time during the whole year to push linens than on the Seventeenth of March. People's minds are all on the Irish folks' day and naturally are susceptible to the idea of buying Irish-made, sun-bleached linens. *Push "Old Bleach" now.*

O. B. Stock in Toronto

R. H. Cosbie Limited

Irish Linen Agency

30 Wellington Street West

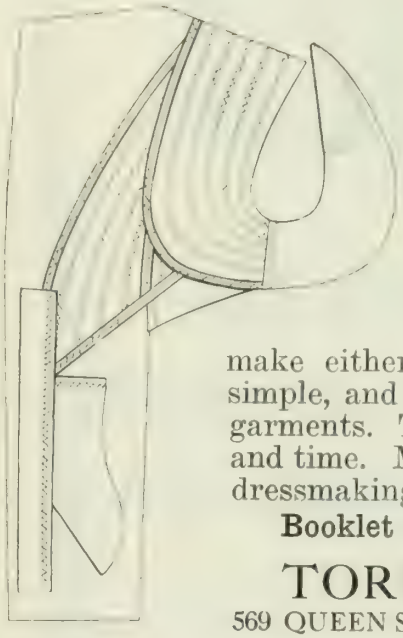
TORONTO

For home and custom dressmaking

introduce the

CANVAS BUST FORMS AND COAT FOUNDATIONS

Everlast



No. 500



No. 503



No. 501

By introducing in your dress goods department or at your pattern counter these practical and useful articles you are boosting your customers' interest as well as your own. "Everlast" bust forms and coat foundations make either amateur or professional dressmaking very simple, and ensure perfect-fitting and long shape-keeping garments. They give perfect form to every coat, save labor and time. Made in all sizes and grades. Use them in your dressmaking and alteration departments.

Booklet sent on request, or send for sample order.

TORONTO PAD CO., LIMITED

569 QUEEN STREET WEST TORONTO

Western Representative: J. W. Leathorn, Pacific Mercantile Agencies
603 Mercantile Bldg., Vancouver, B.C.

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in each issue of Dry Goods Review.

FREE

The first series of the McCall Dry Goods Selling and Draping Service

will be sent postpaid to any window trimmer, display manager or merchant who mails us the attached coupon. No store too small—no store too large—to use this service effectively.



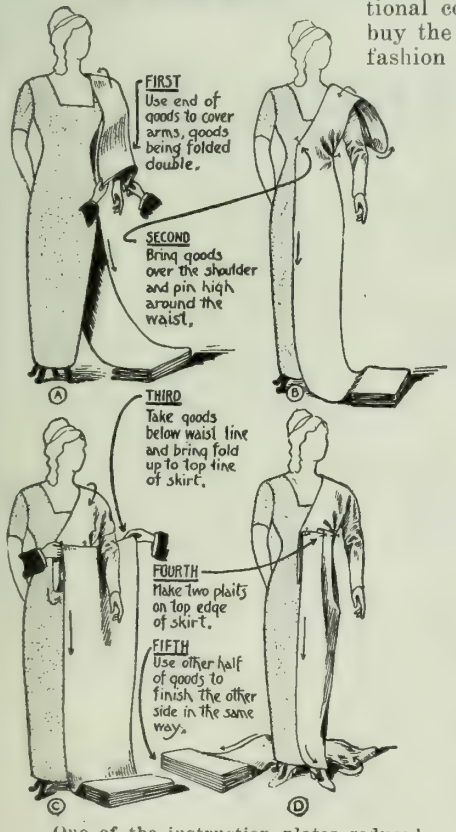
One of the completed McCall Fashion Fabric Drapes included in the March Service.

THE McCall Dry Goods Selling and Draping Service is the first publication ever issued, the purpose of which is to keep abreast of the newest achievements in the art of window and store display, and combine them with the latest fashions in women's dress. It will be published monthly in the future.

So comprehensive, clear and concise is it, that with no cutting or damaging of material, displays of your newest fabrics, draped in the latest style and of the greatest possible selling power, are equally available to the window trimmer of limited experience and the expert display manager. The simplest and most effective way of making each drape is shown step by step.

The McCall Company is the largest, most accurate and far-reaching organization in the world for gathering fashion news. All of its authentic, authoritative, advance style-information is drawn on for this service.

This service brings to you the ready means for making displays without additional cost, which will carry an irresistible temptation to style-loving women to buy the merchandise shown. It will enhance the reputation of your store as a fashion centre.



One of the instruction plates reduced that illustrates and explains how to make the completed McCall Fashion Fabric Drape shown above.

THIS MONTHLY SERVICE WILL SELL MORE FABRICS

Because it enables you to display your newest fabrics made up in the latest styles, exactly as they will look when worn, your customers will realize they can buy both the goods and patterns from you. By thus showing a number of new fabrics you afford a choice of material and style. **Therefore this is a real dry goods selling service.**

WILL ALSO SELL MORE ACCESSORIES

Special attention is also given to the latest and most artistic effects in stand and wall drapes for ledge, counter and window use, explaining in detail how they are adapted to seasonable fabrics and how appropriate dress accessories such as millinery, shoes, gloves, laces, neckwear, hosiery, parasols, jewelry, etc., can best be shown in order to get the largest sales.

THIS MONTHLY SERVICE INCLUDES

Complete series of Fashion Drapes.
Complete series of fully trimmed Fashion Fabric Windows.
Complete window trim of Fashion Publications.
Instructions for making all drapes and trimming all windows.
Auxiliary drapes for ledge, counter and wall.
Background ideas—seasonable, architectural, floral.
Definite instructions for appropriate use of all dress accessories.
How to use forms, stands and fixtures.
Complete set of hand-lettered and illustrated show cards.
In fact, everything that goes to make a **complete** service.

Send this Coupon Today so you will have this FREE service for your Spring Windows.

The McCall Company,
McCall Building, New York

Please send me free the March issue of your Dry Goods Selling and Draping Service.

Name .....
Firm Name .....
Town ..... State .....
Pattern handled? .....

THE McCALL COMPANY

World's Largest Manufacturers of A Paper Pattern

McCall Bldg., New York



WAREHOUSE, SOUTH-WEST CORNER BAY AND WELLINGTON STREETS

SPRING OPENING DISPLAY

Every department in our warehouse is brimful of SPRING GOODS of immense interest to buyers visiting the market to complete EASTER SORTING.

An attractive range of **Wash Goods** from finest tissue to suiting weight, plain and patterned of especial interest.

Splendid assortments, comprising the new features in SPRING DRESS GOODS, etc., and including many novelties in these fabrics for this season, in wool and silk.

An opportunity for sorting, HOSIERY, UNDERWEAR AND GLOVES, also SMALLWARES AND NOTIONS. Four departments in one—to which we give extra attention. Values and assortment not surpassed.

OUR READY-TO-WEAR GARMENT DEPARTMENT combines, in LADIES', MISSES' AND CHILDREN'S OUTER AND UNDERGARMENTS, an unusually fine display of styles and values of exceptional merit. We invite inspection.

MEN'S WEAR of every description, NECKWEAR, HOSIERY, UNDERWEAR, GLOVES, OVERALLS and ALL CLASSES OF WORK GARMENTS. WOOLLENS AND TAILORS' REQUISITES and LININGS, the best range to be seen in the trade.

The W. R. Brock Company (Limited)
TORONTO

Dry Goods Review

VOL. XXVI. MARCH, 4 1914 No. 5

Lindsay Store Works Out Some Practical Business Systems

Record of each clerk's sales under proper department—Purchases numbered from 1 to over 10,000—Form for inquiries into goods not kept in stock—Extra week's holidays for girls—Another 54 years of progress.

BY a peculiar coincidence the dates 1860 and 1914 are set opposite in this story of Dundas & Flavelles of Lindsay, Ont., as was the case in a Woodstock store one month ago. As with the other, the Lindsay firm is steadily expanding and year after year it is adjusting itself to meet conditions that change yearly now where a decade was less variable in the olden days.

The original firm of the sixties was Cluxton and Dundas, and although one of these names remains, the bearer as well as his partner has passed away. Mr. Wm. Cluxton in 1860 was in business in Peterborough, and Mr. J. R. Dundas came up to manage the newly established branch in Lindsay, sharing the firm name. In 1861 fire destroyed the modest dry goods store and the firm moved twice in the next two years, returning to the original site. Five years later they moved again, to the corner of William and York, into a little 21-foot front by 80 depth, part of the present site, but only one-sixth of the present size without taking into account the single storey as against three busy floors that are now in use. Soon after an addition of 30 by 40 feet was made. In 1894 the firm tried unsuccessfully to secure the store adjoining as well and were forced to "jump" one to the store next to this, having thus double entrances and two stores.

In 1900, however, the one next door was secured and all three were united into one of the finest stores that can be found in a town of its size anywhere.

Changes in Personnel.

Changes, meanwhile, took place in the firm. Mr. Cluxton retired in 1870 and Mr. Dundas carried on the business alone for two years. In 1872 he took in Mr. J. D. Flavelle, who had been connected with the firm since 1864. In 1877 Mr. Wm. Flavelle was added and the firm called Dundas & Flavelle Bros. In 1895 on Mr. Dundas' death the Flavelle brothers bought his interest. In 1900 Mr. Wm. Dundas, who had been employed for eight years, became a partner, and the name was changed to Dundas & Flavelles, Limited, as it is to-day. On May 1, 1910, fifty years after the business was started, two bright young employes, Messrs. Harry Brimmell and W. W. Staples became partners and directors, and with the far-reaching business interests of the Flavelle Brothers, these two younger partners in a large measure are responsible for the active working of the big business to-day.

As a Poet Saw It.

Before passing on to describe the store and some of the excellent business systems that have been introduced, it might be well to inscribe here the position held by this veteran-young store in Lindsay's business life, as it appealed to a rather poetical writer at the time of its fiftieth anniversary. "Since the days when the saw in Purdy's mill sang its song amid the cedar swamps and hurled its echoes far and wide upon the wilds, and up and down the river, this town has never been without the sounds of industry and those commercial activities of which its citizens have been justly proud. Bigelow, Baker, Britton, Needler, Sadler, Dundas — these are names written large in the commercial and industrial history of the town. They find worthy successors in the Flavelle brothers who now bear up the head and front of our enterprise and put a fitting climax on the development of more than half a century." They present striking examples of success by sheer force of business ability. Beginning without large capital or a business of more than modest proportions they have compelled success until, while young men, they control such capital and have so extended their operations as to gain for themselves a prominent place in the big business concerns of this country, while by imports and exports they have made their name well known abroad."

ELEVEN DEPARTMENTS.

A—Dress Goods.
B—Ladies' smallwares, patterns, etc.
C—Staple goods.
D—Ladies' underwear and knitted goods.
E—Men's clothing.
F—Ladies' gloves, hosiery and corsets.
G—Men's furnishings.
H—Millinery.
J—Ladies' mantles and ready to wear.
L—Carpets.
M—Furs.

In Pounds, Shillings and Pence.

It is interesting to note that the firm have in their possession the first day book used in 1860. Many of the entries are in pounds, shillings and pence. The articles mentioned included dry goods, tea, butter, eggs, candles and even carpet tacks. Some of these first customers are still living and visited the firm on its anniversary.

Practical Business Forms.

Many practical forms have been devised by the members of the firm the last few years tending towards an efficient business system; several of which have been reproduced in this article.

Each Purchase is Numbered.

The stock or invoice book as it is called frequently, is different from the great majority in that each separate package as it comes in,—three blankets,

half-a-dozen handkerchiefs, etc.—is given a number and these are kept up for the whole year. For instance the first package arriving is called No. 1; the second No. 2, and so on, perhaps 20 or 30 in the first consignment from one jobber. As the year goes on these consecutive numbers rise to 5,000, 6,000, 9,000, 10,000, and so on.

Number Repeated on Tag.

The practical application of this consecutive numbering is found in the system of "marking" goods that are on sale in each department. The first package to come in this year is marked 14 to represent the year; then a stroke and after it the figure 1. Months later the number marked on package on the shelves may be 14 stroke 8794. In addition the name of the goods is marked plainly, as shown by Fig. 3, and at the end of the card the selling price — in plain figures. The cost price never appears, even the customary code being omitted.

Where then is this information found? In the stock book, which reads something as follows:

14, stroke 673, 1-3 doz. blankets, $1.50 $2.50, $4.50, C.

Which being interpreted means:

Goods received in 1914, the 673rd package, of 1-3 dozen blankets, costing $1.50 each, with selling price marked at $2.50, total value $4.50, for department C.

The headings of the columns correspond to this information.

Guide to Old Goods.

It will be seen that as soon as an article is received not only the cost price but the selling price is marked, and it is a simple matter to look up the cost price of any article that is on the shelves. The "14" or "13" or "12" prefix on the tag denotes, as has been said, the year. This is not only a guide to the stock book, but is a reminder, especially "12" and "13" marks, that the goods are lingering longer than they should.

The "tag" is attached to the board centre of looms of cloth, etc., and enables the clerk to see at a glance not only the selling price but the description of the goods, a very valuable assistance in these days when new names of fabrics and shades are almost as numberless as the sands on the seashore.

Each Counter Check Recorded.

The forms for recording the sales of each clerk may appear to involve great labor but in practice this is found not to be the case. In fact Mr. Brimmell pointed out to The Review that the firm carefully avoided any system that would become too cumbersome for the benefits received. One instance of this



Mr. J. D. Flavelle.

was a transfer system from one department to another somewhat similar to those in large city stores, but this was given up as it became too complicated for any advantage received from it.

This one, however, is simple in operation. The form as illustrated herewith shows a column for the number of the clerk, and the number of his counter checks, say 50, 51, 52, etc.; the alphabetical letter of his department, A, or B or C or D, etc., and the amount of the sale for that particular check, cash or credit. If a clerk made 30 sales in a day, every one is entered in order of the number on the counter check, and in this way no numbers can be "skipped," or sales made without the duplicate be handed in to the store. Several large sheets in a loose leaf book are used each day in this record of individual sales.



Mr. Wm. Flavelle.

Monthly Record of Totals.

The natural outcome of this form is a monthly record of total sales, the first column representing the days of the month in order, 1, 2, 3, 4 and so on up to 31. Next come separate columns for A department, B. C. etc., and each one is subdivided again into cash and credit; for example:

	A	B, etc.
Day	Cash.	Credit.
1	75.40	24.36
2	39.60	5.43
..	.....	.....
	—.	—.
Total		

The total shows the business for the month of each department, both cash and credit, and the grand total for the whole store. This is compared with the corresponding month of the previous year.

Three Months' Credit.

A word in regard to the "credit" system will be in order at this point. The separate column may imply that it is operated to a considerable extent. This, Mr. Brimmell assured The Review, was not the case. The main part of the credit was reserved for customers who had had connection with the firm for many years; few new names were added in a whole year. From a basis of bills only once a year, these were sent in now every three months, with a stray settlement still on the annual scale as probably had been the case for the last 30 or 40 years.

Inventory and Percentages.

In taking stock the selling price is marked after each article and the totals of each page entered on a summary page. Above each department or section as the case may be is entered the "marked up" percentage, 33 1-3, 40, 50 and so on. This signifies to the accountant—for one from Toronto is employed on the balance sheets once a year—the amount of discount on the selling price to secure the cost price. However, instead of this being worked out, the "overhead expenses" as figured out for each department are subtracted from the 33 1-3, or 40, etc., and the balance denotes the approximate profit on the department or section.

Record Inquiries for Goods.

Another form that has been found of value is the one for the record of inquiries made for goods that are not in stock.

With many firms the clerks are supposed to report such inquiries — in many cases they are not and do not. Even in the former event, where there is no regular plan to follow, it is safe to say that the majority of inquiries are

Summary of Sales for day of 191

No. of Salesman	Slip No	Amount of Sale		DEPARTMENT ANALYSIS											
				A		B		C		D					
		Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit

Form for entering daily counter checks of each clerk under proper department.

like seed planted on sterile soil; they do not bear fruit.

The inquiry for goods is one of the most valuable guides a firm has as to what the public want, and what, therefore, it should buy for them. The regulations in the Dundas-Flavelle store in this respect are strict and to the point; each inquiry, no matter how often repeated, must be noted down on a separate slip and sent in to the management, with the clerk's number attached.

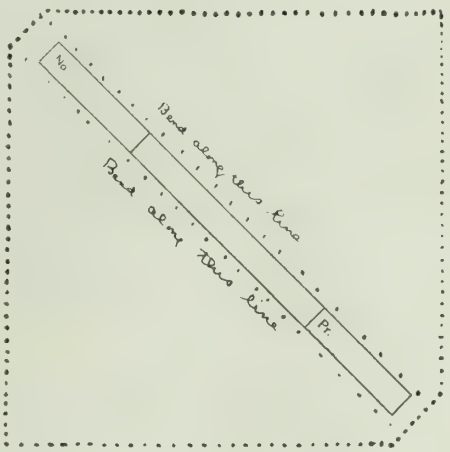
Once the suggestion of such a system is made, every merchant will recognize it as thoroughly sound, and it has the virtue of many other of the systems in this store—simplicity and adaptability to a place of business that has not yet reached city proportions.

Good Way for Handling Spools.

A good scheme for handling spools has been arranged for the department where these are kept. A series of drawers have been set in, each divided into two compartments. In one are white spools, say of number 12, and in the other black spools of the same number. This number is marked in big figures on the outside. In the next drawer are whites and blacks of number 16, in the next of No. 24; next, No. 30, 36, 40, 50, and so on. In this way the clerks can see at a glance what drawer holds the spools they want, instead of searching "long and carefully" through a number of rows as is often the case.

Week Extra for Girls.

Another feature of the store that is noteworthy is the vacation system. This consists in summer of the regulation two weeks' holidays for both men and girls. In the Winter the girls get an extra week with the salary still going on, and a second week at their own expense. The firm consider they need more rest than the men, and the latter are too gallant to object.



Uniform tag used by Dundas & Flavelles, Lindsay, containing number of article corresponding to number in stock book, name of material, etc., and selling price. All other information is in stock book, easily found. Dotted lines show parts that fold over.

Upon the right side are dress goods, wash goods, muslins and prints as one goes towards the rear. Smaller sections across the aisle are devoted to fancy goods, ribbons and collars in one; embroidery, lace, etc., in the second, notions in a third, and linens in fourth and fifth. Then comes an aisle, and next this two long tables, one nearer the front for the display of ladies' underwear, and the back one for other knit goods.

The left end of the dry goods section is devoted to gloves, hoisery and corsets nearer the front, with underwear and other knit goods towards the rear.

A cash desk, with wires running to the various sections is set at the left hand corner.

Ready-to-Wear at Rear.

Behind the main dry goods section is the ready-to-wear department, handsomely equipped with racks, tables, etc. It is the intention of the firm to install closed glass cabinets along the left side for the finer class of mantles and dresses and the more perishable goods.

Adjoining this department at the rear of the store also, is the office in unusually commodious quarters.

Men's and Boys' Separate.

The left section of the store is devoted to the men's department, a plan of which will appear in the next issue of The Review. This is admirably worked out for the display of men's furnishings

LAYOUT OF THE STORE

The building is three storeys in height, with sixty-five feet frontage and 115 feet depth, and well upholds the substantial appearance of Lindsay's business section. The front has an attractive appearance with its two windows 35 and 30 feet long respectively, the one used for dry goods, the other for the display of men's wear. This suggests the division of the ground floor into two main departments. Such is the case. The larger portion on the right upon entering the main doors, is devoted to general dry goods, with shelving on both sides, counters next to this, and smaller circles and tables occupying the rest of the floor.

CREDIT CHECK

Lindsay, ... 191

Mr. ...

Address ...

Dept. ... Clerk's No. ...

Fill in this Check when Goods are returned to you.
☞ DO IT AT ONCE.
Mistakes cause trouble.
Mark on this check "Charged" or "On Approval" when sent out.

DUNDAS & FLAVELLES, Limited.

GOODS ASKED FOR

When Customers ask for goods which we have not in stock or do not keep, write out one of these notices, describing the goods asked for, and sign "number." No matter what kind of goods are asked for, nor how often in the same day they may be inquired for, one of these notices must be written out every time, and sent up by the cash carrier to the desk.

DESCRIPTION OF GOODS

CLERK'S NO.

Introduce goods to your customers.
When serving customers give them all your time and attention.
Politeness and attention are inexpensive. Give it freely to your customers.

DUNDAS & FLAVELLES
LIMITED.

Honest in Work, Service and Advertising

Montreal, March 4.—(Special)—Selling as the final analysis of all business was the thesis laid down by Frederick A. Scroggie of the firm of W. H. Scroggie, in an address to the members of the Montreal Publicity Association at their weekly luncheon. Business, he said, meant three great processes, manufacturing, buying and selling, but the last of these three was the greatest, as the climax of all productive business effort. Therefore salesmanship was an essential qualification, and advertising was simply printed salesmanship. Competition, service and advertising were three essentials to all trade.

As to advertising, Mr. Scroggie said the most efficient advertising was useless unless backed by efficient service. No longer could "the public be d—d," it must be served, and served well, and advertising was the medium to bring the public to the salesmen who served them. After good advertising had brought a customer it was efficient service and proper results that kept him, and that was where the services co-ordinated.

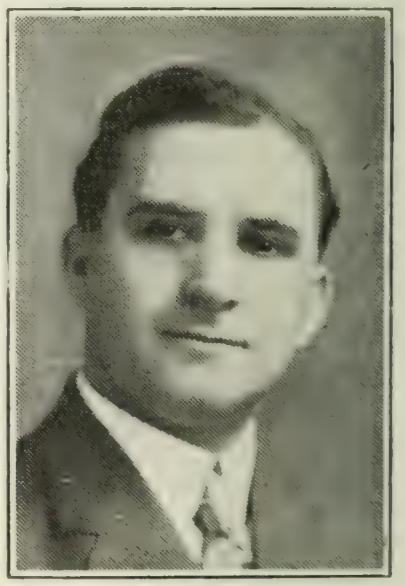
In regard to service, Mr. Scroggie spoke at some length, insisting that this was a branch of business which called for more attention. Business men were only beginning to realize the amount of selection and training which should be given to employees. Many successful business concerns, however, now realized this, and not merely selected their employees with care, but spent money carefully on their subsequent training. One big Canadian retail firm spent on an average $50 apiece in training its employees, and this naturally resulted in a desire of the employees to remain with the firm, and of the firm to keep the people it had so carefully trained to its own business methods.

Money could buy all sorts of advertising, said Mr. Scroggie, but if it were not backed with service, the day of reckoning would soon come. Ad-writers and business men must be men of imagination, with an optimistic belief in the future — but everything began with work and service, and would end with work and service. The great ideal was to be honest in work, honest in service, and honest in advertising. With this combination, success could not be very far behind.

At the conclusion of the meeting a hearty vote of thanks was passed to Mr. Scroggie for his address.



Mr. Harry Brimmell, a director.



Mr. Wm. Staples, a director.

and clothing. In a semi-private landing between this and the office is the boys' department, where clothing, shirts, etc., are kept.

On the first floor at the rear is an attractive millinery department raised a couple of feet from the main floor of this storey. New carpets are being put in and a new set of show cases and individual hat tables. In front is the carpet and rug department and next to this a rest room fitted up with wicker chairs, tables and magazines.

The third floor is reserved for the workrooms for making up curtains, blinds, carpets, and the dress making department.

In a section in the basement, easily accessible to the main floor is the oilcloth and linoleum department. The walls of this room are being finished in corn color as less liable to cast shadows when the lights are lit. The rest of the store has the walls done in a wash paint of a light green shade, on which Messrs. Brimmell and Staples have long experimented, with the ceiling in a flat white color.

EDUCATION FOR MERCHANTS

The University of Minnesota offers a course of merchandising. It is thought that this course of study and lectures at the University will do as much for the business men as agricultural courses in other universities have done for the farmers. The course will present facts rather than theories. Lectures and discussion will cover the result of the successful experiences of many retailers. The course is planned for the employer and employed alike. Among the subjects taught will be window dressing, credits and advertising.

AMONG THE MERCHANTS

Sandwich, Ont.—Fire did damage estimated at between $6,000 and $7,000 to the dry goods and furnishings store of P. O. Trudelle.

Embro, Ont. The establishment of a knitting factory here is under consideration, with J. W. Sim of Wallaceburg as manager.

Halifax, N.S.—Ex-alderman B. Smith, president of the Nova Scotia Underwear Company is dead.

Montreal, Que.—In a fire on St. Lawrence boulevard, $40,000 damage was done. Among the losers were Bernstein & Goldman, whose entire stock of furs is damaged; H. Harris, importer of waterproofs and ladies' garments; "The Elonore" millinery store, and H. Gradiner, suits and dry goods; the National Leaders of Style Company; the Smart Set Cloak and Suiting Company and the Standard Dress Company.

Are We Pampering the Public in Our Privileges?

Instances Where Customers Abuse the Service so Freely Offered —Wearing Dresses at Dance and Then Returning—Carrying Off Notepaper—Making Money by Exchanging Goods at Wrong Store.

By the Roving Philosopher

ABUSING PRIVILEGES.

Fine dresses taken home, worn and returned.

* * *

Buying largely, sending C.O. D., and refusing all—for the sake of appearances.

* * *

Buying article at one store; exchanging it at higher price at second store, and buying again at first store for lower price, retaining difference.

* * *

Carrying off note paper and pens from Women's Rest Room.

* * *

Ordering beautiful model dress sent home; buying similar silk at different store; copying design of made-up dress, and then returning.

* * *

Wearing furs on trip away from city, and sending them back on her return.

"PAMPERING the public."

"What!" objected my friend Smeaton as I ventured to intrude upon him in his office at 10 a.m., when he was studying the returns of his store for the previous day; the total sales, comparisons with the year before; sales of each department and of each individual salesman; for he is an up-to-date merchant, is Smeaton.

"What! 'pampering' the public? That's a new tack you're off on now. You've hardly done with lecturing me on the 'value of service to the public;' looking after them; welcoming them to our places of business; making things pleasant for them; in fact keeping 'open house' from 8 a.m. to 6 p.m. And now you throw it up to us that in taking your advice, in all humbleness"—and a twinkle showed in the left hand outer corner of his blue eyes—"we are pampering our customers."

"I mean it," I rejoined. "Pampering them; coddling them; making yourselves easy marks for that percentage who are ever on the lookout to get some thing for nothing. Mind you, I'm not going back on my old principles, don't you ever think it, but it seems that most of us are made so that we've got to be at one extreme or the other. Old Socrates would be as broken-hearted to-day as in 500 B.C. if he went about searching for the 'Golden Mean.' We've rushed so fast to the other extreme in our business that we can't make it easy enough for the few of light consciences to 'do' us."

"How, for instance?"

Bushels of Paper to Take Away.

"I'll start with a comparatively trivial case, at first. In a large Canadian store note paper was furnished in rather lavish quantities for the Women's Rest Room. It was astonishing how many women did their whole correspondence there; it was astonishing how much more correspondence was done in women's homes on paper that was— well, call it 'accepted by them as a slight token of appreciation' from that firm. It was carried off by the bushel every day. Now, getting wise to the abuse of this privilege, that firm has engaged a woman to keep her eye on that rest room stock of paper; to replenish it only in small quantities and to see that the room serves its legitimate purpose only, and not as a reserve stock room for hundreds of women whose ethical ideas somehow stop short of realizing that they have been dishonest."

My friend nodded.

"And yet," he added, in a resisting tone, "would you cut off the supply entirely, just because some women abuse it?"

Guard Against a Certain Percentage.

"No," I rejoined, "but the point I see in this incident is that the store was 'pampering the public' in the method it employed at first; and secondly, that before any new system of 'service' is established, the merchant should take it for granted that he must guard against a certain percentage of the public who will attempt the abuse of that privilege by every means in their power."

Again my friend nodded, as he pondered.

Returning of Goods in List Also?

"Now you've got my mind working along that line, probably we are pampering the public to a certain extent in the way we are accepting the return of goods,' he observed.

"You've hit on the next point I was going to take up," I returned. "A department manager in one of our largest stores told me they were almost at their wits' end to know how to get out of what he called a 'regular nuisance,' almost a demoralization of the sales end of the business. His store had followed another's example and now both were sick of it. A woman comes in and orders

(Continued on page 60.)

Devices Merchants Are Using to Increase Trade

ONE-CENT NOVELTY IN WEST.

In Western cities one-cent pieces have been, until very recently, among the novelties. Indeed it has became a tradition in the West that it was the T. Eaton Co. that introduced coppers into Manitoba, by sending up carload lots at the time they opened their store in Winnipeg. However, this may be "uneven" prices have not been very plentiful in Western stores, and newspapers sell at five cents a copy.

To many Westerners under such conditions the full page ad. of J. F. Cairns, the big departmental store of Saskatoon, Sask., in featuring a one-cent sale would be a decided novelty. The principle of this was that one cent was added to the regular price of hundreds of lines of goods and an offer made to supply two for this amount. As the firm put it, "Buy any one of the advertised items listed below at its regular price and we will sell a second one of the same article for 1c." The next line reads: "Always first, always in the lead, always wide-awake, always aggressive, always original, the Cairns store again does the unique thing in serving the public."

The sale, of course, applied only to the goods advertised in the paper, and only one order of any one thing was allowed.

Some of the items, as illustrating the plan of the sale, were:

$2 Scout and Boys' Annual 2 for $2.01.
15c Hydrogen Peroxide, 2 for 16c.
$10.00 Parisisan Diamond Necklet, 2 for $10.01.

30c Velvet ribbons, 2 for 31c.

75c. Men's cuff links, 2 for 76c.

A further privilege was as follows: "Should you not need two of the same article, as in jewelery, you may buy one article at its regular price and another article advertised herewith of equal value for one cent."

SPECIAL BOOTHS SELL.

At Christmas, Bricker & German, dry goods merchants, Berlin, Ont., tried a plan which was new to them and proved quite a drawing card, and by giving unusual prominence to seasonable goods, they increased their sales considerably. In addition to the usual decorations they put up three booths in the centre of the store, one for linens, one for handkerchiefs and one for gloves. The electric lights also were covered with chrysanthemums, giving a very pleasing touch.

YARD FREE FOR DOLLAR BUY.

The Paquet Company of Quebec, used a panel for the following announcement:

Vitrauphanie, Free.

All next week we will give one free yard of any pattern of Vitrauphanie in our stock with every dollar's worth of Wall Paper bought here. With two dollars' worth we will give two yards and so on.

This will be a good way of getting enough Vitrauphanie free to cover your doors and windows. You can choose any pattern we have, no matter what price.



NIGHT OPENING AT SCROGGIE'S.

"Crowds Blocked Street," was the heading which the Montreal Gazette used to describe the opening of Scroggie's big store, a picture of which has appeared already in The Review.

The paper goes on to describe a novel entertainment of the store, present and future, as follows:

The new Scroggie store at the corner of St. Catharine and Bleury Streets was formally opened last night, entertainment being provided for all who visited the building, and from 7.30 until nearly 11 o'clock it is estimated that between 25,000 and 30,000 people were present. In the early part of the evening some 150 people were gathered round each of the entrances, the south side of St. Catherine street between St. Alexander and Bleury streets being practically impassable.

Inside the store nothing was sold, but a large number of interesting displays had been arranged and souvenirs were given away, these including samples of various goods, while ice cream was dispensed from a number of booths on each floor. Among the exhibits were miniature plants showing various stages of manufacture of merchandise. An orchestral concert was held in the basement, while on another floor a gramophone in the music department provided entertainment.

The new auditorium on the fourth floor was filled during the entire evening, and here an entertainment was given, partly by employees of the store and partly by outside talent. This marks a new departure, a special department having been created to provide amusement for the public during the day and for the employees during the evening. The first concert was very successful, a good portion of the talent being recruited from the store and quite justifying its presence.

SUMMARY—DOMINION OF CANADA, NEWFOUNDLAND AND ST. PIERRE AND MIQUELON.

Failures due to	Number		Assets		Liabilities	
	1913	1912	1913	1912	1913	1912
Incompetence	308	214	$1,067,538	$1,121,328	$2,582,999	$2,815,349
Inexperience	175	67	958,217	204,761	1,740,052	435,468
Lack of capital	754	660	3,453,927	2,784,605	7,016,686	5,660,668
Unwise credits	48	17	225,923	148,524	439,795	204,744
Failures of others	19	12	140,073	77,967	334,376	311,333
Extravagance	14	11	31,682	29,460	94,972	65,510
Neglect	52	56	148,478	172,871	367,241	377,384
Competition	8	13	26,200	39,538	42,791	78,958
Specific conditions	260	168	1,417,072	659,019	2,129,179	1,081,139
Speculation	15	6	351,100	23,800	624,958	53,600
Fraud	174	88	320,780	349,802	1,277,401	1,271,129
Total	1,827	1,312	$8,140,990	$5,611,675	$16,650,450	$12,355,282

PERCENTAGES OF NUMBER OF FAILURES AND LIABILITIES IN THE UNITED STATES AND CANADA IN 1913 AND 1912, CLASSIFIED AS TO CAUSES.

Failures due to	United States, Per Ct.				Canada, Per Cent.			
	Number		*Liabilities*		*Number*		*Liabilities*	
	1913	1912	1913	1912	1913	1912	1913	1912
Incompetence	28.6	30.2	18.4	26.8	16.9	16.3	15.5	22.8
Inexperience	5.1	4.6	2.0	3.0	9.6	5.1	10.4	3.5
Lack of capital	29.2	29.7	24.9	33.5	41.3	50.3	42.1	45.8
Unwise credits	2.6	2.0	16.0	2.6	2.7	1.3	2.6	1.7
Failures of others	1.9	1.3	11.4	4.9	1.0	.9	2.0	2.5
Extravagance	.8	.7	.6	.9	.8	.8	.6	.5
Neglect	2.0	2.0	.7	1.0	2.8	4.3	2.2	3.1
Competition	2.3	1.9	.9	1.3	.4	1.0	.3	.6
Specific conditions	15.3	16.5	14.0	13.8	14.2	12.8	12.8	8.8
Speculation	1.1	.8	2.7	3.4	.8	.5	3.8	.4
Fraud	11.1	10.3	8.4	8.8	9.5	6.7	7.7	10.3

Eighty-five Per Cent. of Failures Due to Individual

Lack of Capital Caused Only 41 Per Cent., Compared With 50 in 1912—Incompetence, Inexperience and Fraud at Basis in Larger Number of Cases—An Interesting Analysis.

AN analysis of the causes of business failures in Canada prepared by Bradstreets is worthy of careful consideration. It may be noted that a comparison of causes in Canada bears no unfavorable relation to those operative across the border. As is inevitable in every young country, lack of capital is a besetting trouble. In 1912 this was the cause of 50.3 per cent. of the failures, although in 1913 the figure fell to 41.3, less than any preceding year. Incompetence held nearly the same position as in 1912, the percentages being 16.9 and 16.3 respectively, so far as the actual numbers were concerned, although in 1913 the percentage of liabilities due to incompetence was only 15.5 compared with 22.8 in 1912. Inexperience was the cause of nearly double the failures in 1913 as in 1912, 9.6 to 5.1; unwise credits, 2.7 in 1913 to 1.3 in 1912; failures of others, 1 per cent., compared with .9 per cent.; extravagance, .8 per cent. in each year; neglect, 2.8, compared with 4.3; competition, .4, as against 1 per cent.; "specific conditions," 14.2 versus 12.8; speculation a shade higher, .8 against .5; and fraud 9.5, compared with 6.7.

The total number of failures in Canada was 1,827 and 1,312 in the two years respectively, with the assets $8,140,990 in 1913 to $5,611,675, and liabilities $16,650,450 and $12,355,282.

Different in the States.

In the United States incompetence ranks far higher than in .Canada as a cause for failure in business, 28.6 per cent. in 1913 and 30.2 in 1912. Inexperience was less fatal than here, 5.1 per cent.; while lack of capital, as might be expected, also had much less to do, 29.2 per cent. of failures being classed under this head. There is a remarkable similarity in the place of extravagance, eight-tenths of one per cent. in each country. Fraud caused 11 per cent. of failures in the United States, and speculation more than in Canada, 1.1 per cent.

Dividing causes of failures roughly into two classes—A, due to faults of those failing, and B, not due to faults of those failing. In the former are included incompetence, inexperience, lack of capital, unwise credits, speculation (outside regular business), neglect of business (due to doubtful habits), personal extravagance, fraudulent disposition of property.

In class B. are three specific conditions disaster, etc., failure of others (of apparently solvent debtors), and competition.

Mostly Due to Individual.

In 1913, 80.5 per cent., or over four-fifths of the failures in Canada and the States were attributed to the shortcomings of those who failed, while 19.5 per cent. were due to causes apparently beyond their control. In 1912 the proportions were almost identical, 80.3 and 19.7

"This constancy in statistics over two such dissimilar years," remarks the Bradstreet report, "is a striking feature, and one which seems to point to the relatively small effect of what might be termed business environment in predisposing to disaster in 1913."

In 1911, 78.9 per cent. were charged to the individual, while 21.1 proceeded from outside causes. In 1910 the proportions were 82 and 18 per cent. respectively; in 1909, 81 and 19; and in 1908, 77.5 and 22.5. It is presumed that the cutting down of outside causes since 1908 was due mainly to greater care in granting credit. Taking the amount of liabilities in place of the number of failures, personal causes are credited with 73.7 per cent. of the dollars and cents total for 1913, and 26.3 per cent. to outside causes. In 1912 the percentage was 80 and 20, almost the exact percentage of the numbers of failures.

Leading causes of failures rather lost in influence in 1913 in the United States when compared with 1912: lack of capital, incompetence and specific conditions; but in Canada the latter two increased in force.

Increase in Fraud.

In both countries failures due to fraudulent disposition of property showed a considerable increase, perhaps the most unfavorable phase of all. It accounted for 26 per cent. of the increase in the number of failures over the previous year. Fraud as a cause in 1913 showed the largest number ever recorded, and its proportion was exceeded only four times in twenty-three years. In the States Unwise Credits furnished 16 per cent. of the liabilities compared with 2.6 in 1912, but the increase in Canada was not nearly as large.

Over 94 Per Cent. With Little Credit.

"Of the 16,378 insolvent concerns in the two countries for 1913, 15,533, which is 94.8 per cent., were rated as having very moderate or no credit, as compared with 95.2 per cent. in 1912; 93.9 in 1911; 95.9 in 1910, 95 in 1909 and 91.3 in 1908. Only 4.4 per cent. were classed as good credit in 1913 against 4.3 per cent. in 1912, 5.4 per cent. in 1911, and 3.4 per cent. in 1910; while eight-tenths of 1 per cent. of all those failing or suspending had very good or higher credit, as against half of 1 per cent. in 1912, seven-tenths of 1 per cent. in 1911 and 1910 and five-tenths of 1 per cent. in 1909. The proportion of all failing in the two countries possessed of $5,000 or less capital was 91.8 per cent. in 1913,

(Continued on page 19).

British Columbia Dealers Robbed of Million a Year

At Annual Convention in Victoria They "Beard the Government in Its Den" and Demand Legislative Changes—Ridiculous Laws That Favor Delinquents—Farmers Get Cheap Government Money and Compete Against Merchants.

Prepared for Dry Goods Review by Special Correspondent.

VICTORIA, B.C., Feb. 21.—The annual two-day session of the Retail Merchants' Association of British Columbia, which opened on Monday of last week at the Empress Hotel, closed the following evening after six consecutive and spirited sessions. As a result of the discussion on the different questions of interest to the trade in this province, in which delegates from the far interior had joined with those from the Coast, certain conclusions were reached which were laid before Attorney-General Bowser on Tuesday afternoon. The Minister received the strong delegation which waited on him, cordially, and promised that the representations made would receive careful consideration. F. W. Welsh, the Association's president, acted as spokesman and Hon. Mr. Bowser congratulated him on his lucid exposition of the issues.

Dead-Beat Losses Mount High.

In practically every case the representations made were along the line of giving those engaged in the retail trade more protection against the class of people commonly known as "dead beats." Statistics, it was stated, proved that the total loss of the B.C. merchants from bad debts in 1912 was $982,000—or just about a round $1,000,000. In the State of Washington in the same year it was $1,750,000.

These figures were quoted in substantation of the assertion that government assistance was needed, the added statement being made that, if such protective measures could be adopted as would wipe out this loss, the cost of living, over which there was such an outcry, might be reduced to a similar extent. In this connection it was declared that the organization did not exist to tamper with prices, it having put itself on record as being in favor of unhampered competition. What was wanted was more protection and this end was being sought by the formation of more branches and binding them closer together.

One of the first questions dealt with was the "Capias Act" as it now stands on the statute books. The opinion was that it is not adequate. Under its provisions a person owing less than $50 cannot be detained, if an attempt is made to leave, by the jurisdiction of the court. It was asked that the amount be reduced to $10 and that power be given the stipendiary magistrates to accept and to act on affidavits of merchants swearing that any individual is in their debt for any specified sum and is attempting to leave the community in question.

Reference was made to the B.C. Loan Act the contention being that, in some instances, the farmers were taking an unfair advantage of the privilege they have been extended in having government funds placed at their disposal at 4 per cent. Co-operative societies had been formed, it was stated, in direct competition with the merchants which was not fair or just, and could not have been what was intended by the legislators.

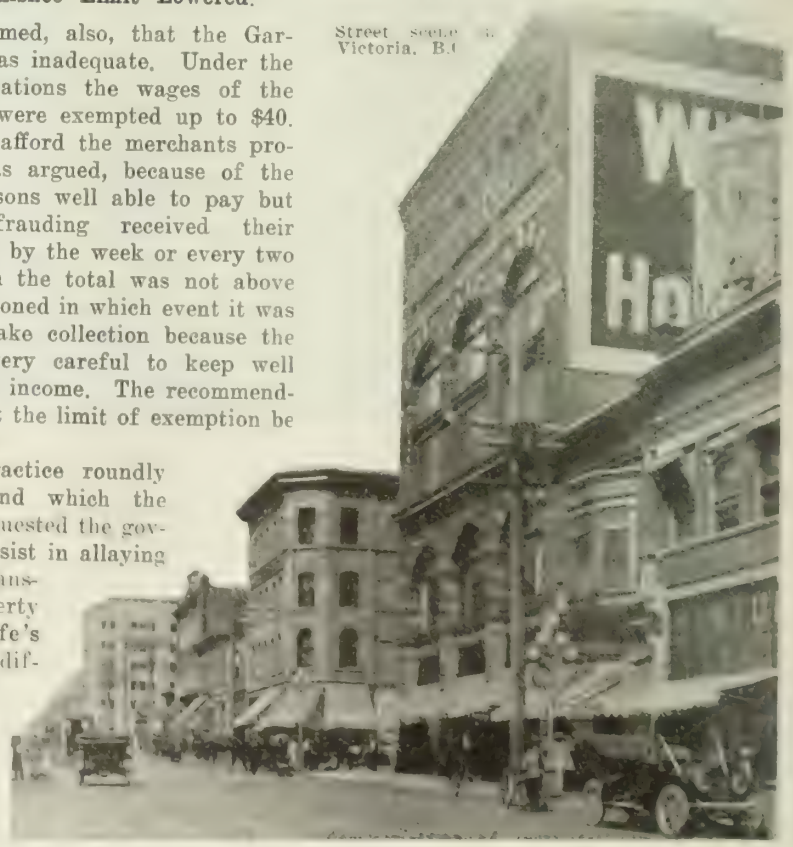
Want Garnishee Limit Lowered.

It was claimed, also, that the Garnishee Law was inadequate. Under the existing regulations the wages of the man in debt were exempted up to $40. This did not afford the merchants protection, it was argued, because of the fact that persons well able to pay but bent on defrauding received their cheques either by the week or every two weeks. Often the total was not above the sum mentioned in which event it was difficult to make collection because the debtor was very careful to keep well abreast of his income. The recommendation was that the limit of exemption be placed at $10.

Another practice roundly condemned and which the merchants requested the government to assist in allaying is that of transferring property to the wife's name when in difficulties. It was affirmed that this was exceedingly common in British Columbia; that many confirmed "dead beats" had reduced it to a science and that those engaged in the trade were suffering to the extent of thousands of dollars annually as a result. As a remedy it was suggested that the wife be made jointly liable for goods sold for the maintenance of the household.

Cheques Used and No Funds.

That something should be done to prevent the spread of the habit, which was said to be becoming more general, of signing cheques without having the funds to cover them was another conclusion. The delegates said that they could make a fine display of cheques returned from banks marked "N. S. F." if they were to be produced. It might be argued that there was the usual recourse under the Criminal Code through the police court but, it was answered, it seemed to be exceedingly difficult to obtain convictions. That there should be some more



Street scene in Victoria, B.C.



Harbor scene at Victoria, B. C., where the convention was held. In the insert is a sample of British Columbia sockeye salmon which has helped to make the province famous.

severe penalty was the declaration of the Convention.

Bonding of Collection Agents.

The collection agent also was discussed. There have been a number of instances, it was said, of Americans coming to the province, setting up in business, collecting several thousand dollars and leaving for the other side again without saying good-bye. It was suggested that this would be remedied if all collection agencies were bonded in an adequate sum by the provincial government so that those who placed their accounts in such hands for liquidation might be reasonably sure of securing the returns.

Uniform Closing.

Another subject receiving general support of the convention was, fixing the daily hour of closing of all retail stores, and the closing of all of them in one afternoon of each week; opinions differed as to who has the power to legislate, the Provincial or the Dominion Parliament. This the Attorney-General will consider.

Mr. Lorrimer of the C. P. R. was present and gave answers to many questions concerning freight charges, demurrage, theft from goods in transit especially from those on ocean bills of lading. Addresses were given on advertising, cost of doing business, calculations of profit on cost or selling price, etc., etc. Not a slack moment, and everything well and clearly discussed.

It was decided that the next annual convention will be held in Victoria, B.C., in February of 1914, on dates synchronizing with the session of the provincial legislature.

EIGHTY-FIVE PER CENT

(Continued from page 17.)

as against 91.5 per cent. in 1912, 90.9 per cent. in 1911, 91.5 per cent. in 1910, 91.8 per cent. in 1909 and 90.2 per cent. in 1908. If the next highest capital rating is considered with the lowest, it is found that 97.5 per cent. of all failing had less than $20,000. Of those failing in 1913, 56.7 per cent. had less than $5,000 liabilities, as against 58.2 per cent. in 1912, 60.3 per cent. in 1911, 60.9 per cent. in 1910 and 61.2 per cent. in 1909."

The comparative statement of failures in Canada for the past four years is as follows:—

Year.	No. in business.	No. failures.
1913	149,852	1,827
1912	142,583	1,312
1911	130,466	1,401
1910	128,881	1,469

How Capital Was Distributed.

As regards capital the percentage of failures in the two countries with less than $5,000 capital was 91.8, almost the same as the year before. There were 5.7 per cent. between $5,000 and $20,000; 1.6 per cent. from there to $50,000; and .5 from this to $100,000. These percentages have a remarkable similarity to those of previous years.

In a general survey Bradstreets refers to certain unsettling causes operating more across the border than in Canada, floods, tariff changes, etc.

A Brighter Outlook.

It goes on: "To what extent each of these unsettling causes was directly responsible for some curious fluctuations in the failure totals and liabilities cannot, of course, be established, but as time goes on and the outlook, which be-

(Continued on next page.)

LEGISLATION CHANGES WANTED.

The merchants of British Columbia have a large order to fill if they are to remove from the statute books of the Pacific Coast Province the unfair legislation now chalked down against them. As reported in the accompanying article, they waited on the Government last week and carefully laid before the Attorney-General facts and figures demonstrating that they were actually being robbed of about a million dollars a year by delinquents and dead-beats.

Their deputation to the Government requested among other things:—

1.—Amendment to the "Capias Act" so that a person can be detained from moving if he owes $10 or more, instead of $50 or more.

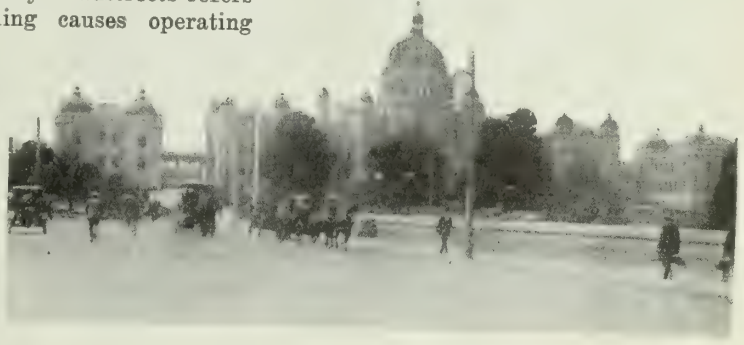
2.—Discontinuance of government loans at 4% to farmers for establishing co-operative societies.

3.—Lowering of garnishee limit from $40 to $10.

4.—A law to make the wife liable with the husband for debts accrued by either.

5.—Preventive measures to alleviate the facility with which cheques are signed when no funds exist in the bank.

6.—The bonding of all collecting agencies by the provincial government.



View of Parliament Buildings at Victoria, where Attorney-General was besieged by many merchants.

Engineering Business Through Its 1914 Trip

Your Windows Are the Headlights—Your Customers "Come Along" With You—"All Ready!" Will Replace the Engine's "All Aboard!"—Have a Rapid Service—Don't Get Side-tracked.

Written for The Review by Wm. J. Ferguson, of Sutcliffe & Sons, Lindsay

"YOU now occupy a relative position to that of a railway engineer upon assuming charge of an important train loaded with passengers. Your aim is as his, "To reach your destination safely and on time." To you the time is set and your safety is in being on the right side of the balance sheet twelve months hence.

Now let us examine your business in detail and place it along comparative lines with this so-called important train. What particular parts occupy situations similar to certain governing ones that face this engineer? There are many. Naturally many will say "Wherein lies the comparison—how can there be any similarity whatever in these two factors of so radical a business difference." Yet there is.

* * *

Place your stations where you wish. The end of each week or month. Better each week with a central depot at the end of the month, so to speak. Did you have a clear run last year, or did you find you were behind at certain stations during some of the trip? This is just the point where we want to commence this important trip of 1914 with its twelve big depots.

To begin with plan well that there may be no unnecessary hold-ups along the line, especially in the way of merchandise arising late, after the demand has been on for some time. If your competitor had the goods to deliver then we might say you were side-tracked, and the other fellow had running orders on the main line.

Then how about efficient help? This determines whether you will be able to handle successfully the business that should come your way. I emphasize "successfully" for it covers not only your present transactions but bids strongly for future business.

* * *

Has your place of business an inviting appearance, sanitary and clean? Remove the objectionable and make everything look as though someone had an interest in things in general.

* * *

Did you ever think your windows were your headlights—right out in front—as on an engine? Better see that these are in keeping with modern business demands. A dark or partially lighted front is a dangerous one. You cannot afford to run this business trip without well cared for headlights.

* * *

Of course you have advertised this trip, for you want a great many to come along with you. To have a successful one you must have the people come and the more that share in it the better it should be from a trade and financial view. They are your customers.

Now instead of the time-honored "all aboard," we will substitute "all ready"—Your doors swing open for what you hope will be the most successful trip in your history—Let us hope it will.

* * *

Now for a few reminders and we will put them this way in order to help you get the text of this twelve months' trip as quickly and clearly as possible. You are off on time—a splendid start. Don't keep your passengers waiting. Have a rapid service. Don't get side-tracked—it's easy—watch for the signals all along the line. Be sure you read the colors right. They are your guide. Arrive at each station with steam up.

* * *

Let us hope it will.

* * *

Will it prove a successful trip from all points of view?

* * *

Remember you are the engineer of your business.

* * *

The throttle is your control. It is the why and the wherefor.

* * *

The steam guage shows the vim you are putting into the business.

* * *

The mechanism is your store service. Have it working smoothly and in harmony.

* * *

The fares paid by these passengers are represented by the sales; the money received for your merchandise.

* * *

The fuel is the merchandise you have for your customers. Good fuel burns best. Likewise good merchandise properly handled and priced sells best.

EIGHTY-FIVE PER CENT.

(Continued from previous page.)

gan to clear late in 1913, is being viewed more favorably, the overmastering importance of the financial element in the entire situation seems to become increasingly clear. Money hoarding abroad because of fears of war found a parallel at home in close handling of bank reserves and a scrutiny and restriction of credit which has found few counterparts in any but years af acute panic strain. The striking case of money since the outset of 1914 and the stronger tone of securities markets abroad as well as at home fortifies the theory that as the financial stress and its effects were of a world-wide character, so the reaction therefrom is and should be equally widespread, and should necessarily have correspondingly far-reaching effects, making due allowance, of course, for the crop and trade developments of the coming spring and summer.

"The record of 1913 shows 14,551 failures or suspensions, with aggregate liabilities of $292,347,343 and assets of $159,054,911. There is here shown an increase of 5.3 per cent. over 1912, of 15 per cent. over 1911, of 25.7 per cent. over 1910, and of 3.6 per cent. over 1908, the year of trade depression following the acute financial panic of 1907. Over 1906, about the best of recent years, the increase in number was 55 per cent., but compared with 1896, and 1893 decreases were shown of 3.5 and 6.1 per cent., respectively. As regards liabilities, 1913 showed an increase of 46 per cent. over 1912, of 55 per cent. over 1910 and 1911, and of 108 per cent. over 1909, but marked a decrease of 1.2 per cent. from 1908 and of 23.5 per cent. from 1907. It was this combination of increased number and enlarged liabilities which made 1913 the third worst years as regards failures and the fourth worst year in liabilities that the country has record of in the past third of a century."

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, MARCH 4, 1914 No. 5

OBSTRUCTING THE HIGHWAY

WINDOW dressing in Cardiff, Wales, evidently has reached a condition of efficiency that leaves the rest of the world behind. A merchant was summoned for "obstructing the highway and the police gave evidence that he had dressed his window so attractively that "crowds assembled and people passing up and down the street had to get off the pavement." The magistrate finally decided to have the summons withdrawn. It is a safe guess that the information was not laid by any of the passers-by, for human curiosity would draw all but the most callous to investigate the source of the unusual degree of entertainment offered in a store window that would block pavement traffic. Some windows in Canada have had an equal pulling power, but the most the police have done is to regulate the crowds, to see that they "kept moving."

The incident is useful if it impresses itself upon the few merchants who still fail to recognize the enormous value that their windows can be made to their business. Men's furnishers are almost unanimous in declaring that their window trims are the most successful of all forms of advertising. Late in February a large city store set out attractively in a window a certain line of silks. In two days, without any other means of pushing it, the whole stock on hand was sold out, and the arrangement by which the department was given control of the window for that display for three days had to be cancelled. The buyer, in other words, sent a message to the window trimmer, 'Take my ad. out."

Give the public windows that will "obstruct the highway." This is an infinitely harmless form of law-breaking; likewise infinitely helpful.

AVAUNT, THE TIP

IS Canada to be a tipless country? Are the faces of brass to disappear from the thousands of employees who to-day inhabit our restaurants, our hotels, and our sleeping cars? Is the reign of the tip-receiver over, and will proprietors of these restaurants and hotels and the magnates who control our railways have to dig down in their jeans and pay their own employees?

Sounds rather too good to be true! And yet if Senator T. O. Davis, of Prince Albert, Sask., has his way, that will henceforth be the state of affairs in Canada. If the Senator can put through the bill he is fathering, to make it a crime to accept a tip he will be doing the country a blessing, from the want of which it has suffered a good many years.

The traveling salesman of the country would reap the greatest benefit if such a bill became law. For scores of years they have been subjected to a regular drain on their pockets by employees of public houses, who should have been paid sufficient wages to keep them by the proprietors. If, perchance, one does not provide the everlasting tip, he is often subjected to the ridicule and the sombre faces of the bell boy, etc. Frequently, too, for this "lack of appreciation" of the services of the butler, he does not get the service to which he is entitled.

Senator Davis' bill is to be commended and every salesman on the road should back him up by forwarding their approval by letter or wire, and by requesting the Senators of their own constituencies to support its principles.

SUNSHINE IN FAILURE RECORDS

SEVERAL phases of the relation of business failures to sucesses are discussed in an article in this issue, based on complete returns compiled by Bradstreets for Canada and the United States for the year 1913. One of the tables prepared by this company affords proof of the gradual improvement in the personal equipment of men who are entering business. In 1882 the percentage of failures to those in business was .93, or about one in 110. The next year the percentage was 1.20, or one in eighty-five, and in 1893 reached its highest point, 1.46 per cent., or one in seventy-one. In 1911 this had dropped to .77 per cent., in 1912 it was .82, and even in 1913 was only slightly higher, .82 per cent., or one in 122. This is a far call from the 1893 record.

There is no doubt that a certain proportion of the improvement is due to stricter methods in granting credit, but a marked advance in the average equipment of the merchant is a large factor in the better result. There is a more general recognition that success in business calls for personal qualities of a high order, as well as financial backing and other external facilities, and there is less evidence of ignorant embarking upon this difficult sphere of work as the years go by. The cutting down of the percentage of failures is, of course, of unusual advantage to every community and every country, and the personal efforts of merchants to raise the level of business operations, and the partnership work of associations, and the influence of trade journals all find their reward in this hopeful tendency.

OTTAWA AND ADVERTISING

THE Dominion Board of the Retail Merchants' Association of Canada will have the backing of the dry goods trade generally in a resolution adopted at the Ottawa convention to press for legislation that would make the false advertising of any article an offence. This has done in a number of states and invariably it is the local Merchants' Association that has taken action. False advertising in nearly every case misrepresents the goods of competitors, and tends to discredit all merchants alike by creating a skeptical public opinion. Truth is the best in the "long run," and usually in the "short."

A FAIR WARNING

IF the regulations of the Workmen's Compensation Act, as at present drawn up, go into effect, the retail merchants of Ontario will be placed in a position that is scarcely fair to their interests. The commissioner has promised that they will not be included in the original bill as it is presented to the Legislature, but a rider has been added that may nullify this provision at any time. Under this the retail merchants may be included in the operation of the Act if the commissioner so decides. The only warning is to consist of a thirty days' notice in the official Gazette. This the Retail Merchants' Association takes to mean that no opportunity will be afforded the retail men to present any case against inclusion; they will be condemned, unheard, with a thirty days' stay of sentence. This is manifestly an unfair method. The merits of the case for the retailers have not been laid at length before the commission, as from the outset there was no serious intention evident of including them. Before the commission reaches a decision it surely should allow the association, or individuals, to argue against inclusion in the Act; then if the decision goes against them, they should be permitted to deal with the terms that would govern them in that event. The R. M. A. proposes the precaution that the Government, not the Commission, be the arbiters.

EDITORIAL NOTES.

THE MORE accurate knowledge a dealer has of his business, the more efficiently can he conduct it.

• • •

THE WORST part of advertising cut prices is that it tends to demoralize trade in the town, and this reacts upon everyone in the trade.

• • •

AN ADVERTISEMENT that tells the truth will be a permanent investment if the truth is judiciously told and the goods are satisfactory.

• • •

ONE SWALLOW doesn't make a summer. Neither does the suppression of one leak dam up every avenue of loss constant vigilance is necessary.

• • •

BRITISH COLUMBIA MERCHANTS are hot on the trail of the dead-beat. A few pen-scratches by the Attorney-General would help considerably to arrest his progress. Let us hope they will be forthcoming.

• • •

REDUCING the money limit that a delinquent resident of British Columbia can carry away with him from $50 to $10, should simply be a matter on the part of the Government of righting a wrong that has already existed too long.

Western Problems

DISHONESTY is surely protected by the existing Capias Act in British Columbia. Under the provisions of that law no one owing a merchant less than $50 can be detained by the courts if he desires to decamp to other parts.

This represents the brand of injustice the retailer has been up against for years, not only in British Columbia, but in other provinces. The government there is actually shielding under its wings dead-beats who bleed the dealers who befriend them in their days of alleged penury. How such a law found its way to the statue books, Heaven only knows. Unfair critics maintain that the merchant has himself to blame for not being more careful in the extension of credit. That may be true in a sense, but it certainly denotes a warm heart and a Christian spirit when a dealer succumbs to a hard luck tale from even a polished actor of the bead-beat type. Then again not all credit applicants are dead-beats. Some among them deserve consideration because they are honest. Just how a man can seperate the wheat from the chaff becomes the problem, and in his endeavor to do what is fair for the worthy, he is entitled to the protection of the government from the wily ones who make it their business to rob the retail trade.

This problem was gone into thoroughly at the convention of British Columbia Retail Merchants' Association last month when the Attorney-General was interviewed.

As usual, consideration of their request has been promised; but the merchants of the Pacific Coast province should never rest until the act has been amended. They want the $50 limit reduced to $10, and it appears to be only a matter of honesty that their claims should be met.

Statistics show that in 1912 the British Columbia merchants lost close on to a million dollars through bad accounts. That in itself should wake up any government, no matter how soundly it may be sleeping.

• • •

The Retail Merchants' Association of Saskatoon at its annual meeting heard numerous expressions of satisfaction from its members over the improved system of credits, which is working steadily in the direction of a cash system. The president, J. L. S. Hutchinson, while not in favor of forming the association into a collection agency, recognized the good results that had followed the recent co-operation of business men in weeding out "bad payers." In referring to the Delinquent Debtors' List which the association carries, containing the names of those who persistently fail to meet their obligations, Mr. Hutchinson urged the continuance of the experiment as of general benefit. The president also urged on the association to press for provincial action in increasing transient traders' fees, and for judgments of inter-provincial force in connection with creditors' proceedings.

• • •

Many prominent business men of Regina have organized with a view to stimulating industries in the Saskatchewan capital. The purpose of the organization is to form companies for the manufacture of the raw products of the province into articles for which there is a ready demand at home and outside.

Your Easter "Fixings"



This is the time to show and SELL them.

Get your stock ready---display your net and silk blouses, your neckwear, your gloves and your ribbons.

Remember too, if you are short of any of these goods we can ship them in a hurry. There's a splendid assortment for you to choose from---goods that are everything you can desire in point of style, of daintiness and of value. Let's show YOU.

THE W. R. BROCK CO. (LIMITED)
MONTREAL

Taking Full Advantage of the Easter Trade

Practice of sending Easter gifts growing—Artificial flowers a line that is gaining in favor—Big business in fancy bags—Jewelry line important and attractive—Ornaments for the hair.

It is only by taking advantage of the opportunity that each returning season presents of selling goods that the business of store or department can be extended. The next big event on the season's calendar is Easter, and preparations are now in order for Easter business. Not only are Easter cards wanted, but there is a growing tendency to send to friends some little Easter gift or token that has more value and individuality than a card. The encouragement of this idea means added business, and, besides showing a line of Easter cards and postcards, it would be wise to make a display prominently of articles suitable for Easter gifts. How to show these goods and how to draw attention to them are matters of importance, for it will have to be done mainly by means of inside display and suggestive show cards. Easter lilies and violets are suggestive of the season, and much can be done with this combination. Crepe paper in violet shades could be used for trimming cases and stands, and would form a particularly suitable background for the displaying of the majority of fancy lines.

One line that would command a ready sale at this time, and which would make a really splendid show are artificial flowers and decorative plants. The use of these flowers has spread from the retail stores to the homes, and now that the firms making these flowers have realized how big the field is, the demand is largely increasing.

There are on the market now reproductions of different flowers and plants that are very close to nature, and, as these flowers do not fade, women are willing to pay a good price for them. Many blooms are scented, and when dissipated the perfume can be renewed.

Many of these flowers come in single blooms, and in this class come carnations, roses, orchids, etc. Plants and foliage and blooms are also shown in dainty baskets, fancy pots and brass jardinieres, such as one sees in the florist stores. With the increasing attention given to the close copying of natural flowers a big business is being built up, and decorations of delicate hothouse blooms as well as more hardy flowers are produced. There are many ideas suitable for dinner table decoration, such as little jardinieres filled with tiny trees and plants, that may be grouped around a central piece. White Austrian ware jars, containing little bay trees or rose bushes are particularly attractive. All kind of flowers are suitable for Easter trade, but lilies, violets, daffodils, narcissi, lilacs and flowering almond shrubs are particularly appropriate, while roses sell all the year round.

The vogue of the fancy bag shows no abatement. Fabric bags stand first, and both leather and mesh bags follow



Turban pin and fancy barettes. Shown by The Ideal Hair Goods Co., Limited.

the fabrics in style. The newest mesh bags come in the pannier and other odd shapes, and in weaves that give expansion and increase the holding capacity of the bag. The fastening of the chain on both sides of the frame is another improvement that has met with favor. Little metal plates, in diamond, fourfoil, and in other shapes, are used to connect the mesh. Some of these plates are gold-washed, and these gold washed plates forming stripes and set with pearls form the newest feature in mesh bags. Chain bags enameled black are favored in better priced bags. Small coin purses, with a long chain for suspending them round the neck, are attractive, and in the cheaper numbers find a ready sale for children's and misses' use.

Though nevelties here and there are being shown, the assortment of leather bags seen so far is limited, and it looks as though the small flat bag and pannier effects were to predominate. The novelty is given by the leather and new finishes, and the free use of colors promises to be the leading features in leather bags. The leathers used are fine grained and as soft and flexible as it is possible to make them. Softness is decidedly the keynote in emulation of the moire and brocaded velvet bags that are now so prominent. The handsome evening bags brought out for the holiday trade have not yet been withdrawn, and soft baggy shapes in satin and brocaded silk or moire and Chinese embroideries, ornamented with tassels, are still big sellers.

Among the leather goods selling are traveling bags, dressing bags, manicure cases, work cases and a host of other leather articles. One feature in the trade that is sure to make itself felt sooner or later is the increasing cost of leather. Manufacturers have had to pay more for their leather this Spring, and advices from the European markets show that not only has leather advanced, but further increases are anticipated, so that the only change to be expected is in the direction of higher prices.

Many fancy bags on the opera bag order are shown in large variety. Some of these are of lace, particularly handsome ideas being shown in silk Cluny. Others are made up of all kinds of handsome materials, such as gold brocades, colored brocades and velvets. All these are small, and will hold little more than the handkerchief, opera glasses, mirror and powder puff.

Bead bags come in very elaborate designs. Some of the newest look like mosaic work, and have fringe in colored

If you are coming to New York visit the most interesting display of **Novelties** ever shown, in the handsomest Show Room in New York.



If you are not coming to New York, send for one of our famous $25.00, $50.00 or $100.00 assortments of best sellers which have started so many retailers in Canada on the road to big Baby Novelty business.

35-37 West 36th Street

PITE SPECIALTY CO.

NEW YORK CITY

beads as a finish. Many of the bags open with a lid of elaborate carved metal work set with stones or, smarter still, with a cameo inset. Bead bags come with the regulation frame, and all kinds of bead bags are used calling. As a rule all these bags carry vanity fittings and a change purse.

Many of the most advanced type of gowns show the bustle effect at the back; and, while the idea that bustles may be worn is decidedly a new one, and one that does not seem to be very credible, the bustle is on the market. The new bustles are made of braided wire and have a cotton cover that can be taken off to wash. Another idea shows the bustle made with frills of embroidery that can be starched. The sizes are small; and, in short, bustles are on the market.

Everyone that is connected with the hair goods trade is delighted with the turn fashion is taking, for the high coiffure gives a greater promise of better business. For one thing the hair is to be waved or marceled, and that alone will mean a big increase of trade.

Fashionable women have accepted the high coiffure, as is easily seen by a visit to the theatres or receptions, and the new millinery will introduce it to the popular trade, as the hats now showing can only be becomingly worn when the hair is dressed in the new way—that is, with the low pompadour in front waved and drawn back and dressed in a high narrow casque at the back of the head. There is a softening fringe and curls at the side, giving a square effect to the forehead. This style of hair-dressing needs the help of false hair, and calls for the liberal use of turban pins. Barrettes are used, but they are much smaller than those now worn. The high 1830 comb of carved shell is being introduced. Paris is introducing white and colored wigs for evening wear, and while such a fashion can never become general, its presence shows the increased formality in style that is coming into vogue.

Among the novelties in dress trimmings put out for Spring are beaded trimmings worked out in rich Oriental colors in a mosaic work of tiny beads. The butterfly motif is particularly well used, and these beaded butterflies are used to fill in the front of the bodice and to catch up filmy draprics. Tunics are featured in minaret, pannier and coatee effects, richly beaded with moonlight beads and elaborately decorated with bead strands in waterfall effect. Strands of beads in moonlight, jet and pearls are used in place of sleeves, and also to drape bodices from shoulder to the waist.

Many ideas in loop and button arrangements are showing. As a rule these are square and embroidered in Chinese colors on squares of black or putty colored cloth, which again is set in a square of color to match the suit or gown.

Many of the button novelties come in the above, and are hand-painted on black or colored glass. All kinds of glass buttons are decorated with designs in bright colors. Another novelty is the tortoise-shell button. These buttons are made of transparent celluloid, with shell markings, and come in half tall and half oblong shapes. Tiny buttons, suitable for vest and blouse fronts, are seen in many new designs; some of the prettiest are in amber and show cameo mountings.

Low-priced jewelry promises to be a big item this Spring, one reason being that, though the price is moderate, the goods do not look cheap, as the designs are both artistic and handsome. The bare neck and the low corsage means a big trade in all manner of necklets and pendants. Pearl necklaces always sell, and are showing in a big range of cheap and medium-priced goods. Besides, pearls, amber, jade, pink and white coral, crystal and cherry red beads are having a great vogue. The fancy for Oriental beads is strong, but the more artistic strings are quite expensive, and, therefore, do not sell as freely as the cheaper kinds.

In pendants, imitation platinum is strong, and the pendants are set with jade and other semi-precious stones. Other pendants are in Rococo, New Art and Renaissance styles, and are set with brilliants and mock jewels. These pendants are suspended from very fine chains of the same metal. Bar pins come both in platinum and rolled plate. The bars are long and slender, and are often enameled in light colors. Pins and brooches are in New Art shapes, and are set with jewels and pearls, and enamel is used to pick out the patterns.

Big city jewelry departments have gone in extensively for fancy shoe buckles. All the new styles of dress bring the foot into extra prominence, making hosiery and footwear of the very first importance. Shoe buckles are showing in rhinestones; others are of cut steel, and some are of jet. Many slippers are finished with crossed ribbon ties, and sets of six slides and two buckles are showing.

Necklaces of amber beads are good, and there are graduated bead necklaces showing, some of which are centered with beads of very large size.

Victorian fashions promise to have a revival, and with flounces and bustles cameos are returning to favor. Of course, old cameos are expensive, but modern machinery has stepped in, and cameos are used as buttons, and are also appearing in the better-priced lines of cheap jewelry.

A line that should sell freely, not only at Easter, but all through the season, is found in vanity case. Vanity cases and card cases combined come in sterling and in white metal. The covers of the cases are carved or chased, and the interior is fitted up with a place for cards, a mirror and a case for the powder puff. Vanity cases are brought out in imitation ivory and tortoise-shell, with the same fittings as are contained in the metal cases.

VANITY BAGS OF TO-DAY.

THE handsome but ponderous dressing-case of rich leather or wood fitted with elaborate toilette articles in silver or shell which the lady of the early Victorian period took with her on her travels affording a striking and almost ridiculous contrast to the miniature case of to-day. The responsibility for the change lies with the modern taste for motoring, for the woman of 1914 covers such distances, and her belongings must be so moderate in size and so easily packed, that designers have been at work turning out the most elegant as well as the most convenient form of toilette apparatus.

The party bag is one of the latest developments. It is a mere trifle to handle, and looks almost like a handkerchief in black moire drawn in with a ribbon. It is concealed in a coat pocket, or there should be space for it in a little handbag. Within its folds are all the items that go to give a woman the finishing touch of perfection inseperatable from her standard of personal appearance. Just a little frame keeps all the gold, silver-gilt, or enamelled trifles together, and the contents are all that are required.

The prevailing taste leans to easily folded or drawn bags, and some novelties consist of round models of the finest leather, so soft that it crushes into next to nothing. Inside there is a frame, and into it is neatly fitted the little implements demanded by the rules of hygiene. A tiny hair-brush is set into gold gilt, enamel, or inlaid ivory or tortoise-shell. The comb is decorative, and there are small pots for cream, powder, lip-salve, tiny bottles for perfume, a miniature tooth-brush, diminutive manicure implements, and a long thin roll of metal, matching the setting of the case, that turns out to be a receptacle for sufficient needles, cotton, and other trifles to mend a rent or restore torn gloves.

Into the centre of some of these collapsible bags there is fitted a waterproof compartment, where a sponge lies concealed.

Then the modern girl likes a toilette-bag that lies perfectly flat folded under the arm, like a letter case, but which has every little tool perfectly mounted in some handsome enamel or fine metal.

Odorless Dress Shields and other OMO Products

There is probably no one line of goods that carries with it better merchandise reputation or more prestige than **OMO** Dress Shields and other **OMO** specialties.

They have national standing and a progressive, always-go-ahead policy.

This makes **OMO** the logical goods for up-to-date houses to become identified with.

The sales of **OMO** Dress Shields are increasing faster than just a natural growth.

Such a popular demand is significant.

It means that women are becoming more discriminating—that the many **OMO** features are appreciated more widely every day.

OMO Shields are double covered, durable, dainty, moisture-proof and odorless.

Our guarantee, "We will pay for any garment damaged through the imperfection of an **OMO** Dress Shield," means just what it says.

OMO Sanitary Aprons, **OMO** Infants' Pants and **OMO** Sheets are keeping right up to **OMO** selling records, because they have all the **OMO** qualities.

Besides, retailers have the advantage of great, constant, nation-wide advertising.

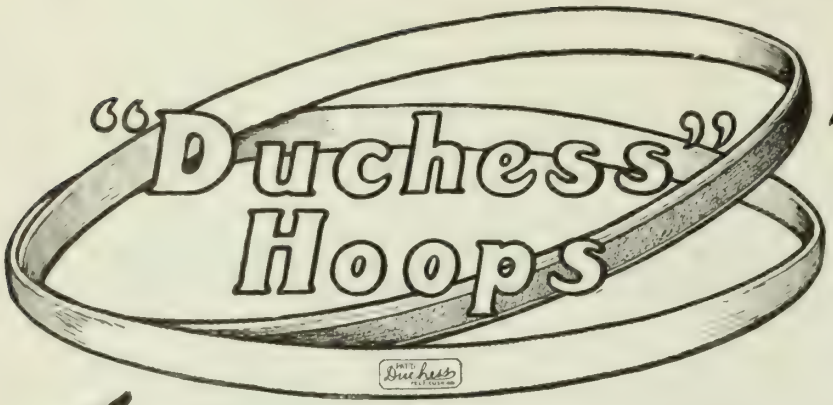
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Write for details about putting in a compact **OMO** assortment of leading sellers.

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Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess" the Hoop with the Felt Cushion, women want and ask for.

Millions of Women use Duchess Hoops

for embroidering and would have no other, because:—

- Duchess Hoops hold thick or thin fabrics equally taut.
- The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.
- No springs or attachments to catch the silks.
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- Made of selected hardwood, smoothly finished with rounded edges.



The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.

The manufacturers of the well-known makes of

HAIR NETS

as advertised in this journal, viz:

The "Halo," "Toreador," "Fitz Well," "Neat Nape" and "Samson," etc., and the "Iris" and "Gordian"

VEILINGS

beg to announce to the wholesale, that their representative will shortly call on them, and may also be seen at the address of our agents, when in the district, and will be pleased to keep any appointment.

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MR. G. A. HARRIS
120 King Street

Samples will be sent Free on application to the above

To Fancy Linen and Needlework Buyers

SPRING NOVELTIES

Among a **numerous** collection of Novelties for the **coming Autumn**, a collection upon which has been spent **months of thought** and **preparation**, and upon which has been bestowed the **experience of over a quarter of a century**, we desire to draw the attention of buyers to our **NEW SERIES** of the celebrated

Chinese Willow Work

(REGISTERED)

The interest which has been created among ladies by this **quaint, pretty and aesthetic** work has been so **widespread**, that we have decided to further **stimulate such interest** by bringing out a NEW SERIES of this popular work. CHINA boasts of some very **beautiful specimens** of **bird life**, and the Chinese, who are **expert embroideresses**, have, in times past, **exemplified their birds** by the **art of embroidery**. Our **new series** of the **Chinese Willow** Work therefore takes the form of **different specimens of Chinese birds, both in flight and resting** on the branches of willow trees. The effect is therefore both **pleasing and pretty**. We give an illustration of this new work. Like the celebrated Willow Plate Pattern, it is worked in **different shades of China blues** on **pure white Irish Linen** with **blue scolloped edges**. At the same time as the demand for the Chinese Willow Plate Pattern shows **no signs of abating**, and in order to **enhance its beauty**, we have remodelled the design in certain of the articles, **notably the Table Covers**, by the **introduction of a key border**, somewhat similar in character to the Bedspreads. The **commercial merit** of these new series of the Chinese Willow Work **lies in the fact that while they exemplify art** in its **highest form**, yet in **point of price** each article in the series comes **within the purchasing power of the million**. For the **power of arresting** the **attention** of ladies there is **nothing to compare** with that created by a **full window show** of **Chinese Willow Work**.



New BIRD Series. Chinese Willow Work. Complete Range of Articles.
PRICE LIST ON APPLICATION.



Chinese Willow Work. Willow Plate Design. Complete Range of Articles.
PRICE LIST ON APPLICATION.

The Daily Mail, April 7th, 1913, says:—
"Chinese patterns are the most **popular** in the West End this year. The various scenes in the Willow Plate pattern are in **great demand**."

The Daily Mirror, March 28th, 1913, says:—The Chinese vogue has taken quite a hold on the affections of the fastidious."

The Evening News, April 23rd, 1913, says:—
"HER MAJESTY QUEEN MARY yesterday expressed her pleasure that the favorite Willow Pattern was still holding its own."

Kensington Work

(REGISTERED)

ANOTHER POWERFUL-SELLING NOVELTY

Nothing is "newer" than the "old."—ANCIENT SAW.

Here we are introducing a vogue of **25 years ago**, when the celebrated School of Art Needlework at **Kensington** was issuing those beautiful **floral** designs which were the **delight of our mothers** and which will be a novelty to the generation of to-day. The flowers, it will be observed from the illustration, are embroidered in the **natural way they grow in the fields**, viz., **standing up from the hem of the cover, with blades of grass between them**. The embroidery is of a **raised description**, and stands out in **beautiful relief** against the linen. The flowers are **embroidered in white**, on **pure white Irish Linen** of good quality, and the general effect is so **charming in its simplicity** as to appeal to the **refined instincts** of the lover of **real artistic embroidery**. The prices of this novelty are **quite low** and an **enormous demand is already assured**. These are only **a few** out of many of the **special novelties** now in the hands of our travellers. It is desirable therefore in view of the trade of the Autumn and Christmas seasons, which are **the** seasons for fancy work, **that orders should be placed as soon as possible** to ensure delivery.

For Shippers to the Colonies and Foreign Markets this is doubly important.

All the above novelties are **designed** and **registered** by, and to be had **only** of

Herbert Dorée & Co., 104/5, Newgate St. LONDON, E.C.

All imitations or infringements of these, or of our other registered designs, will be prosecuted.

Electros and price lists of all the above novelties can be had on application.



Kensington Work.
Complete Range of Articles.
PRICE LIST ON APPLICATION.

LAMBERT All Star Headliners

REIGNING LEATHERS, SHAPES AND SHADES

NEW MAXIXE VANITY BAGS

in Opera Shades, one of the classy novelties. Choice leathers and fabrics. Strong appeal to dressy women.

NEW IMPERIAL TRIM (JEWELED)

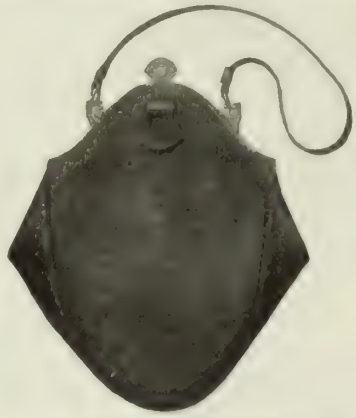
Must be seen to be appreciated. Called "Imperial" on account of their royal richness. Luxuriously refined.

TAPIR AND VELVET CALF.

The former in all Spring shades. The latter in the Raye effect. A general line.

PALM LEAF VANITY BAGS

Made in Pin Seal and Soft Calf, as well as Fabrics. The Pastel Shades are very dainty. A well-established vogue.



SPECIAL SHADES AND LEATHERS.

The new Tango tint in Polished Fine Seal. And Viceroy, the new Blue in Barley Seal and Crepe Seal.

MOIRE AND PEKIN STRIPES.

In Pannier Bags which harmonize with the Pannier and Ruffle effects so popular in gowns.

THE IMPERATOR—LIMOUSINE

The generous nature of the above, both in its size and equipment, makes it a strong feature for steamer, touring car week ends and the like. The well-groomed lines of this Case are attractive and the fittings superior.
Our displays in all lines are now very complete, and prices in all cases are as low as quality permits.

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P. W. LAMBERT & CO.
64-66 LISPENARD STREET

Makers of
FINE LEATHER NOVELTIES
NEW YORK

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"The Beetee" "HALO" MILLINERY SUPPORT

PATENT. Reg. Gt. Britain, Germany, France, U. S. A., Etc.



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ALSO USED FOR FRILLING SUPPORT FOR MEDICIS COLLARS

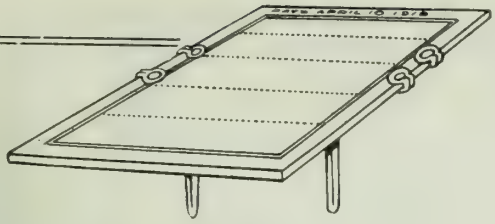
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Made in 2 in., 2½ in., 3 in., 3½ in. BLACK and WHITE.

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Have you your employees' safety at heart?

TRADE MARK

"Noesting"

Or are you still using the old finger-tearing pin tickets, thinking that you are practising an economy, whereas you are really losing money?

You may not realize that hardly a day passes, but some of your goods are being ruined by using the old style pin ticket, or some salesperson having lost temper by getting scratched or stuck with it, causing a ruffled, unsalesmanship feeling.

Your pin tickets are costing you too much if you are still using the old style. Why not switch over to-day and make more money, besides treating your salespeople with humanity? They'll ticket more goods quicker and bring in more business if you consider their interests and adopt the "Noesting."

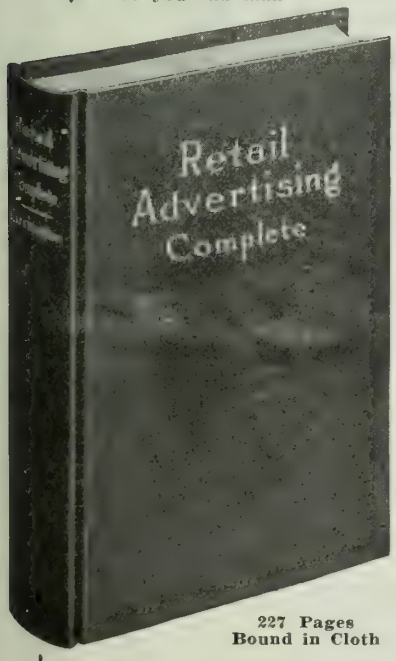
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It pays you to sell these brands.

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for men as well as women are appreciated for their super-quality.

Are you participating in the good results?

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The highest quality.
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DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.

DE LONG PRESS BUTTON
World's Flattest Fastener

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Rust? Never!!

DE LONG HOOK AND EYE Tape
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Nub
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Bless that Nub!
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The DE LONG HOOK and EYE Company
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Manufacturers of Quality in "little things"

DE LONG products represent the best workmanship, the greatest satisfaction in use, and the truest economy.



Big Business in Novelty Cottons

Large and Interesting Display at the Early Openings — One of Newest is Use of Cotton Velour Stripes on Crepe or Voile Ground — Light, Transparent Fabrics Very Strong.

THE last week of February saw a very general showing of wash fabrics in the larger retail stores. Evidently the big stores are out strongly for the business in novelty goods and there is a very large and interesting display ranging from 50c to $2.00 per yard, though the latter figure by no means sets the limit.

The display of ratine and eponge fabrics is a large and comprehensive one, and is particularly satisfactory in the matter of coloring. The new novelty blues that are so fashionable are well represented and the colors are decidedly clear and rich. Next to blue comes the rose and pink shades, and some of the brighter reds. Bright cherry, the new crab rose, salmon and rose pinks are all seen. Tan and natural were not so prominent as last season, their place being taken by tango and sulphur yellows. Various shades of mauve are good and yellow green and sage are included in the new color list. There is a really wonderful showing of checks and plaids in Scotch effects and French novelties in soft toned combinations. These plaid and checked cloths are to be used for combining with plain cloths and the coat is as often of the plaid as the plain. Black and white check or plaid with the coat of some solid color is decidedly new. Stripes are well to the fore particularly in black and white. Printed ratines are numerous, the patterns running to New Art or Chinese effect and color schemes. Printed ratines are used for vests and collars and cuffs. Cords and reps are the leading fabrics in popular-priced goods and the popularity of checks and plaid is improving the demand for ginghams.

Undoubtedly the tendency in better goods is strongly in favor of the sheerer fabrics. This is very markedly indicated in the openings now in progress in Paris. Gowns of cotton voile both fancy and plain are made up over slips of taffeta, and blouses of organdie, tulle and net are shown prominently. This would seem to point to a development in favor of the sheerer crepes and also in favor of voiles, marquisettes and kindred weaves of like transparency in the coming Summer and also for 1915. At the present time crepe weaves, both light and sheer, and finished so that they drape as softly as woolen fabrics, are growing in favor with the trade Ratine stripes checks and other combinations showing the use of ratines and crepes, ratines and voiles, and newer still, the use of cotton velour stripes on a crepe or voile ground. Golfine is the typical material of this class and will be used chiefly for outing coats. Other materials seen are rice cloths, cotton Bedfords and poplins. Cotton duvetyn is shown for trimming purposes and for separate coats.

Besides checks and plaids, printed novelties are strong. These come in New Art floral effects, Jouy patterns and in Oriental designs and colorings, and those of China and Japan are growing most in favor.

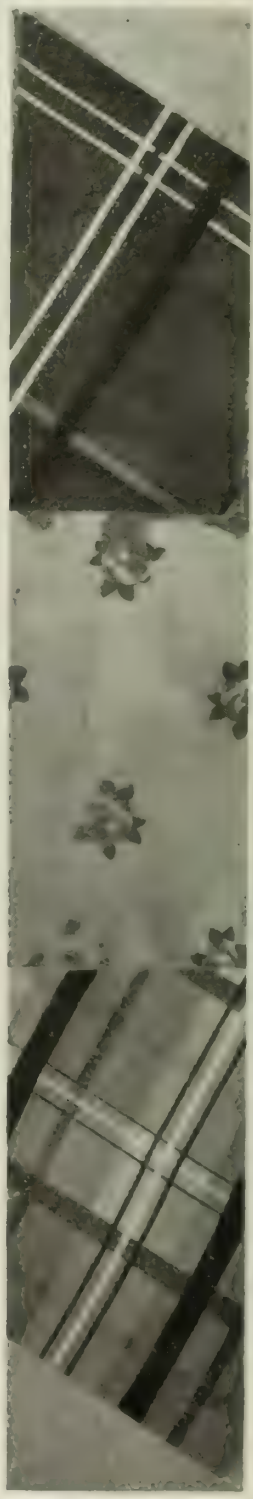
Taffetas in Paris

Crepes in First Place at Openings—Printed, Plaid and Roman-Striped Novelties Interest Buyers.

A DESPATCH from Lyons states hat the silk fabrics most in demand with the manufacturers there are crepe de chine printed crepons, mousselines, soft satins, broche velvets, silk veilings, moire, taffetas, plain, checked and striped, and with Ottomans growing in favor.

All the Parisian dress makers featured taffetas at their openings and undoubtedly this silk will be the most talked of fabric during the Spring months. The demand will follow but it looks as though the supply would not be equal. The fact is that so quick a development was unlooked for, as when this fabric came to the front a season or so ago the consuming public turned it down. This fabric has a bad name with wearers, due to the cheapening of the silk in the past to a point below which no serviceable fabric could be offered. The movement favoring the buying of better grade materials, and the increasing willingness of the majority of women to pay a fair price for materials should help to keep taffetas in favor now that they have once again been introduced. The taffetas are of the supple chiffon weights and are exactly

(Continued on page 42.)



Nos. 1 and 3, fancy plaid silks, shown by W. R. Brock, Toronto. No. 2, printed silk crepe.



Dainty Scrim Curtains are made from Dominion Textile Co.'s

MUSKOKA AND LAURENTIAN SCRIM

The cloths are a full yard wide (36 in.). Neat double borders, with a few allover effects. Undoubtedly the best quality in the market, even at double the price. Can be retailed at from 12½ to 20c per yard. **Ask your wholesaler to show you samples.**

MANUFACTURED BY

DOMINION TEXTILE CO., Limited, MONTREAL

Materials Used by Paris Couturiers

COLORS FEATURED

PREMET—Old blue, paon, turquoise, sapphire, porcelain, many yellows, tango, tan, lettuce green, mahogany, Bordeaux, and much black.

BERNARD — Blue, Bordeaux, sulphur, Chartreuse, light geranium, tan.

PAQUIN Turquoise, aqua marine blue, cherry, rose.

WORTH — Sapphire, light blue, salmon pink, sulphur, tango and yellow shades, sage green, bottle green, lettuce green, cherry.

BEER—Sunflower, mimosa, Copenhagen, sapphire, porcelain, apple green, lettuce, golden brown, wine shades.

A SHORT synopsis of the different materials used by the leading Parisian model houses at their February openings makes very interesting reading, as it shows the different fabrics that Paris dressmakers are interested in, and therefore is of use as a guide to the future fashion tendencies.

Premet favors taffetas and the majority of his models were developed in this fabric. He is using plain, changeable and embroidered taffetas. Serge is the only woolen fabric used by this house, and is combined with Roman striped and plaid silks. Plain and checked cotton voiles used over a taffeta foundation should be noted, as they form a new fashion departure. The evening gowns here are of fancy taffeta embroidered with gold and silver, or of charmeuse with bead embroideries.

Bernard is showing clever street dresses and suits of gaberdine combined with Roman striped or plaid silks. Taffeta is used for afternoon dresses and for short jackets. Wraps are made of duvetyn and taffeta, and blouses of fancy chiffon and taffeta.

Paquin is featuring a new fabric under the name of divette satin, which is crepe on one side and armure weave on the other. Plain crepes and pointed crepes are shown, but the only taffeta madame is using is embroidered in flower effect.

Doucet uses poplin weaves, plain, changeable, and embroidered taffetas, and satin and crepes. His evening gowns are veiled with chiffon, and many are of gold and silver brocades and jet. The coats shown are of faille and taffeta with ostrich trimming. Black taffeta dresses are prominent, trimmed with ostrich and with taffeta ruches.

Jeanne Lauvin is using serge and garberdine and is making dresses, coats, and wraps of plain and changeable taffetas, also summer dresses of muslin, dotted nets, and white damask.

Beer models show the use of moire, plain taffetas, poplin, satin, a little crepe, duvetyn and ribbed woolens. For linings and blouses, Beer is using printed crepes in Art Nouveau patterns.

Crepe Weaves in Wonderful Diversity of Effects

Serges Still Form the Staple—Growing Interest in Gaberdine—Cords and Bedfords in Softer Finishes Are Big Sellers—Colors at the Openings.

NOW that the retail season has opened, and the big stores are making a display of Spring fabrics, the position of crepe becomes apparent. Not only is there a wonderful diversity displayed in crepe weaves, but there are many familiar weaves that have been given the crepe effect. Among these may be mentioned crepe suiting, crepe basket weaves, crepe diagonal and crepe gaberdine.

Cord weaves are by no means superseded and hold their own, and the familiar Bedford cord comes in new improved effects and in softer, more drapable finishes.

Even Bedfords do not escape the crepe influence and crepe Bedfords are a new departure. These come in two-tone effects and in such combinations as caramel and white, seal and white, crab rose and white, and the various blues and white.

Serges have in no wise lessened their hold on public favor, and come in various weaves and qualities from the finest and smoothest French serges to the rough diagonals and cheviots, though all are of course in Spring weights, and are in sympathy with the prevailing taste for light materials.

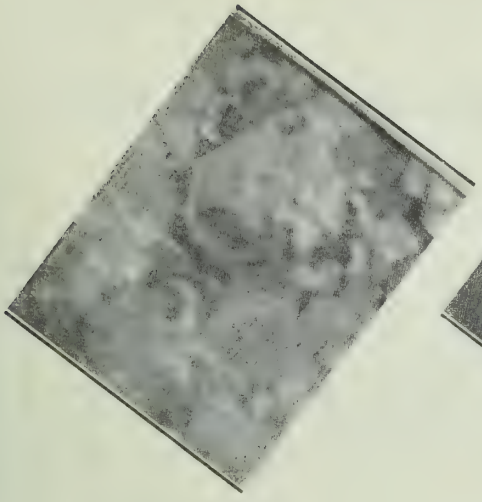
Checks are legion, and come in every weave almost. There are overchecks, draught board checks, and broken checks in two and three colors or tones. Checks in the weave are strong, and in this class are shown checked Bedfords, checked crepes, checked worsteds and checked ratines. There are many large sized plaids in three colors with overplaids consisting of lines of white or black. The colors used for these plaids are very soft, and they are beautifully blended. These are the materials fashion is choosing both for separate coats and skirts. Tartans, both clan tartans and tartan effects as well as French plaids are shown in rich colors.

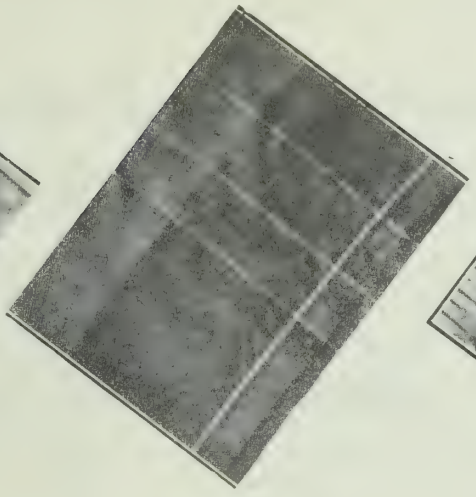
Another smart idea, is the Roman striped materials showing stripes of varied colors and widths, on black, tete de negre, navy or very dark bottle green grounds. These materials form one of the high novelties of the season, and are used both for trimmings, and seperate skirts. Dresses of plain cloth the color of the ground, have the tunic and the vest, as well as collar and cuffs of the Roman stripe.

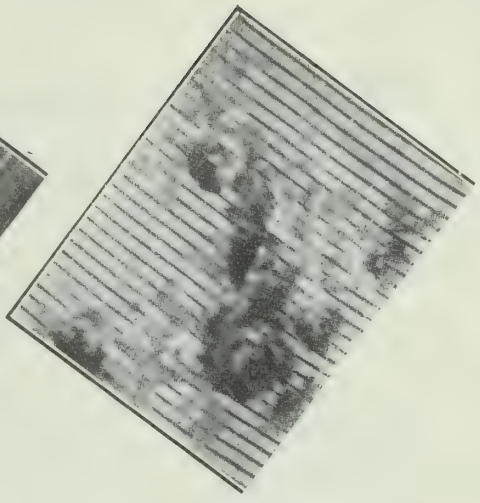
The newest idea in checks is the honey-comb, or nid-d'-abellies, literally bees' nest cloth. This cloth comes in all the new colors, and also checked with white. Another new cloth much favored is gaberdine. This cloth as its name intimates is similar to the cloths used in making raincoats, and like all other materials this season, besides the plain fabric, there are fancy developments, such as crepe gaberdine, as well as checked and brocaded gaberdine. Many cloths are brocaded, but the brocades best thought of are those in small all-over designs that give a crepe effect.

All the stores are giving extra attention to the black department, as black

(Continued on page 42.)





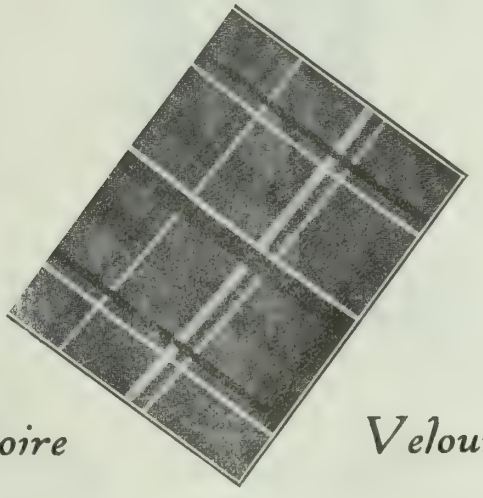


New Silks

Chiffon Taffetas

Crinkled Crepes

Crepe-de-chenes



Warp Prints

Roman Stripes

Fancy Tartans

Moire *Velours*

EASTER, with its business activity, will soon be here—and silks the centre of attraction. Dame Fashion says: Silks, more silks, most silks.

Silks this Spring will be the keynote of your dress goods department. Why not strike a higher note by buying your stock from silk specialists?

We have a most complete range of the season's latest novelties and invite every buyer to look through our lines.

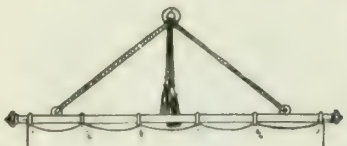
Let us send a few samples of something really nice—Something new.

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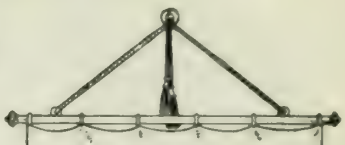
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For Fast Black Mercerised Satteens.

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A bright finish, soft in handle, and with great strength of cloth. For fast Black Cotton Satteens.

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Patterns for exposure to sunlight can be obtained on application to

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The "Fastolite" Dye,
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THE BRADFORD DYERS' ASSOCIATION LTD
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THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

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Established 1775

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FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

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The CRAVENETTE Co., Ltd., affix their stamp only to such goods as are suitable in quality for Shower-proof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co LTD

Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.



"Cravenette" (Regd.)

DUST-PROOF as well as SHOWER-PROOF.

RAINCOATS for Man, Woman — and Child —

"KEEP THE WORLD DRY."

Attractiv Show Ca rd s For Window Display Sent Free of all Charge on Application in Leading Importers.

The "Cravenette" proof is rain and weather resisting, because it treats each separate fibre of the cloth; it is permanently rain-proof, water running off as from a duck's back. The ventilation is perfect, the goods being porous. "Cravenette" fabrics in great variety in black and colours, and ready-to-wear Coats and Cloaks in tasteful and fashionable styles, are readily obtainable FROM ALL LEADING IMPORTERS.

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In case of any difficulty in obtaining "CRAVENETTE" please write to—

The CRAVENETTE CO., Ltd., Dept. 6, Well Street, BRADFORD

CREPE WEAVES DIVERSITY.

(Continued from page 36.)

materials are now numbered among the best sellers, and are increasing in vogue. Paradoxical as it may seem, this is always the case when novelty colors are extensively worn. There are always many women of conservative tastes, who turn to black at such a time. Also the woman who has many gowns chooses black for useful wear, and therefore always has one or more in her wardrobe, when pronounced colors are extensively worn.

According to the materials shown, at the dress-fabrics openings, held in Toronto, the floral or sweet-pea colors are accepted. These colors are delicate and yet vivid. The blues are greyish and misty, the yellows have a pinkish tinge, and the pinks are shot with yellow. This gives yellows on the tango and apricot order, and pinks in the crab-rose, and salmon shades. Rich bronze shades, lime green, lettuce and grey greens are also good, and there are many novelty blues ranging from mysotis, and pale sapphire down to peacock, petrole and slate.

Montreal, Que.—J. A. Richards, president of Fashion Craft Manufacturers, has left for a trip to Europe.

TAFFETAS IN PARIS.

(Continued from page 34.)

suited to the present drapery modes, and also to the modes favoring the bustle development. Taffetas come in plain silks, and in checks, Roman stripes and plaids and also in printed effects.

Undoubted strength is given to the development in printed silks on this side of the water by the action of Poiret in co-operating with American silk manufacturers by furnishing designs. This Maritime development will also favor the use of plaids and Roman stripes both for millinery, trimming and waist purposes. It will also favor the use of striped silks and points the way to a revival of Pekin effects.

For the first time in many seasons satin has had to give way to a duller fabric. Satins are selling, but crepes rank first. Light-weight crepes are favored for evening wear, and the heavier weaves and crepons are being taken for day and street suits and gowns. Not only are silk crepes selling but there is a big development in novelty effects. Crepe weaves in silk and wool materials such as cord crepes, crepe poplins, silk and wool striped and other crepe effects.

A visit to the retail stores now that openings are on shows crepe as the dominant fabric in all the three leading dress fabric sections. Crepe leads in the silk department and dominates in wool fabrics, and is in first position in the cotton section.

A CRIMINAL OFFENCE.

Board of R.M.A. After False Advertising and Voting Contests.

At the ninth annual convention of the Dominion Board of the Retail Merchants' Association of Canada at Ottawa, it was decided to press for legislation during the coming session if possible: (1) To make the false advertising of any article a criminal offence; (2) To amend the criminal code to prevent the giving of voting contest tickets; (3) To abolish the fees charged the retail merchants for the inspection of scales and measures; (4) To institute a department under the Minister of Trade and Commerce for the purposes of the retail trade similar to the departments that are now in operation for the protection of the laboring and agricultural classes.

The following officers were elected for the Dominion Board for the coming year: President, B. M. Siemann, Preston; First Vice-President, W. U. Boivin, Montreal; Second Vice-President, A. Weslech, Berlin, Ont.; Treasurer, J. A Beaudry, Montreal; Secretary, E M. Trowern, Toronto; Auditors, J. G. Watson, Montreal. The next annual meeting will be held in Toronto.



"Maxim" Linings Mark a New Era in the Lining Trade

OF all the improvements devised in fabrics, none exceeds in importance the development of Maxim Satin, and through a long series of experiments the adoption of those features that make it supreme as a Suit and Coat Lining. An entirely new and exclusively controlled process of weaving gives Maxim Satin the splendid lustre of the purest dye-silk—and durability far superior to that of even the best of other cotton and silk fabrics.

Our faith in these goods is backed by the most sweeping guarantee ever made by any manufacturer of silk. It has **no provisos nor conditions.** It states simply that Maxim Satins are **guaranteed to give satisfaction to the purchaser.** If they fail to do so, a new lining will be supplied. Could anything be broader? Could anything be fairer? Could anything be devised that will make it safer for you to stand behind these goods yourself?

Maxim Satin is obtainable in 40 splendid, new shades—36 inches wide, each marked on the selvage with the name that means the same in Satin as Sterling does in silver.

You cannot do better for yourself, nor for your customers than by handling a range of this splendid new Satin. It shows a wide margin of profit and rapidly-increasing demand upon the part of discriminating buyers.

This demand is being greatly augmented this year by an advertising campaign that will reach nearly every woman in Canada who has the money and inclination to indulge in good clothes. Maxim Satin is being brought to her attention at just the time when she is planning her Season's wardrobe.

Send for color cards, price list and further interesting information regarding Maxim Satin. All gladly sent without obligating you in any way. And be sure to ask the McIntyre Son & Co.'s traveler to show you samples of our "Maxim Quality" Chiffon Voiles, Duchesse, Satin de Chine, Crepe de Chine, and Chiffon Taffetas.

Louis Roessel & Co., Ltd., 64 Wellington West Toronto, Ont.

Louis Roessel & Co., Ltd., Sommer Bldg., Montreal, Que.

McIntyre, Son & Co., Ltd., 10 Victoria Square Montreal, Que.

READY-TO-WEAR

Methods for Increasing Sales of Ready-to-Wear

Presentation of Stock on Proper Fixtures of Vital Importance—Special Setting for Best Garments—Display Platform in One Store—Earlier Showings in Big Cities Than in Smaller—The Order for Different Openings—Caring for the "Lookers."

Written for Dry Goods Review by a Business Woman

THERE is always business for the man who goes after it soundly and wisely; who buys right, and prices rightly, and who displays his goods attractively, and advertises them intelligently. There is no trade where selling methods change so quickly as in the dry goods trade, and those which were considered suitable a few years ago are in the discard now. You have to strike public attention nowadays, for women more and more do shopping by the eye, and it is attention to this fact that spells sales.

The appearance of all goods are improved by the use of a proper selling setting, and this is especially true of ready to wear garments. It is the manner in which the garment strikes the prospective customer, and her appreciation of the style and lines that clinch the sale, therefore the careful presentation of the stock is of vital importance. Stands and figures should be modelled on the most modern lines. All figures periodically cleaned and cared for. Proper display fixtures and cabinets not only add to the appearance of the stock but they keep it fresh and in good order.

Carpet the Best Section.

If all the section cannot be carpeted the portion where the best garments are carried certainly should receive this attention, and any other touch should be bestowed that will help to give the customers the impression the garments carried in this section are of the finer kind and therefore of more importance. It is here where the best fittings are grouped that provision should be made for showing novelties, garments bought for show purposes, and the better priced garments and this is the section which you wish your customers to visit especially.

The most goods are always sold in the parts of the store where customers circulate most freely and therefore special courtesy should be extended to all customers whether buying or just looking around when they enter this section. There is no use in making any display if no one ever penetrates far enough into the department to see it, therefore the greatest freedom should be given even to the "looker." I know there are many salespeople who treat a "looker" with scant civility.

This is somewhat natural but it is not good business, for the "looker" of to-day often develops into the customer of to-morrow, and when she cannot buy she can and does talk about what she sees, and the store pays lots of good money to secure publicity, and this kind of publicity is doubly effective because it is disinterested.

Special Display Section.

A very good plan in operation in one of Canada's leading departmental stores is the setting apart of a section for display purposes. This is located in one angle of the department and there is a partition built out making a three-walled section with the fourth side open to the department. Around the three sides is built a display platform about 18 inches high, and there is a circular platform the same height in the centre. These platforms are covered with felt in a color calculated to show off the garments. For special displays the color is changed, but as a rule the cover is the regulation green, and so is the drapery that hides the woodwork.

On these platforms a selection of garments is arranged on stands and figures—it matters little which, so long as the garments are carefully put on the forms so as to bring out their best points. Decorations suitable to the garments shown and to the season are used.

For the present, decorations should of course be Springlike, and there is as a rule no need to go to any expense for there is always material on hand in the store decorators' department that can be utilized. Pink, yellow and lots of greenery should be used. Window box-like arrangements are good because they can be placed on the platforms along with the garments. Pedestals with vases filled with Spring flowers are suitable.

Change Displays Every Few Days.

Do not keep the same garments on show more than a few days. With the constantly increasing lines now carried in the ready-to-wear department the displaying of one set of garments for a longer period is unnecessary as there are so many others not only ready but waiting. The high-priced suits should be shown first; then dresses. Separate skirts and waists should be shown together—then coats and misses' and children's wear.

Series of Openings in Cities.

The size of the town or city in which the store is located, the class of trade it caters for, and other individual and local facts determine the date when to begin the Spring campaign. The bigger the centre the earlier will ready-to-wear garments be shown. It must be remembered that the early business is the profitable business, and therefore most worth cultivating.

The usual rule is to make a special display of a few leading novelties as they come in. If the department is of any size and has a full line this showing of new garments can be carried right through the main part of the season. There will be the "before opening" display; the showing of opening models; the Easter display; the showing of Summer dresses, the display of gowns suitable for the June bride, and for the wedding guests, and last but not least the showing of outing skirts, middy blouses, and outing coats. Rightly managed there ought to be something to attract on show here all through the sea-

(Continued on page 52.)

Consolidated Cloak Company, Limited



No. 49—Price, $3.75.

Beautiful SERGE DRESSES

in all the best shades

IMMEDIATE DELIVERY

$3.75

From our large range of Spring styles we have selected and here illustrate one of the best values in serge dresses that has ever been shown to the trade.

It is representative of the immense values we are offering in every number of the range.

In style, perfect fit, and superior finish, Consolidated garments excel, and in variety we have left no stone unturned to secure the widest and most attractive range possible.

A few of these dresses will brighten up any stock and make quick sellers.

Your order to-day will have our careful attention.

The serge dress here shown is our No. 49, made of very fine quality, guaranteed pure wool serges, in all shades. It shows the correct 1914 lines and has a stylish touch which is sure to bring quick business. Note the price. It's real value, $3.75.

Consolidated Cloak Company

Limited

310 Spadina Ave., TORONTO

Consolidated Cloak Company, Limited

Natural Figure Still Pivotal Point in Paris

Straight Line and Bouffant Draperies in Close Rivalry—Trouser Skirts Again Make Their Appearance—Taffeta the Leading Material—Waistline Changeable.

PARIS Feb. 23 (Special).—The Spring openings are now on in Paris and the army of American buyers and all who are interested in the world of dress are agog to see what the couturieres are introducing. Up to date the only important houses who have opened their showrooms are Bernard, Premet and Arnold. American buyers are always interested in Bernard's models for this firm is noted for the production of street models that are both smart and wearable, and which as a rule strike the Canadian as well as the American taste.

For the coming season taffeta is undoubtedly to be, the leading material as far as the Parisian couturieres can influence fashion. Practically all Bernard's afternoon dresses were of taffeta, and taffeta and charmeuse were the two leading materials used in the production of evening dresses. Three-piece suits had the short coat of taffeta, and many of the wraps shown were of either taffeta or duvetyn, while street dresses and costumes are made of serge or gaberdine trimmed with plaid or Roman stripe silk or serge. Some of these dresses show the bouffant effect at the back.

Bernard favors the natural waist line, and the elbow sleeve, and the majority of waists are finished with frilled muslin collars. Nearly every suit shown has the vest of plaid and the neck cut in V shape. The leading colors noticed here are blue, Bordeaux, sulphur, Chartreuse, geranium and tan.

The most striking thing seen at Premet's opening were hand embroidered white pantallettes in 1830 style, showing about four or five inches below the taffeta gowns.

Most are of Taffeta.

The majority of the dresses seen here were of taffeta. The taffetas were plain, glace, changeable and flowered.

Dresses for street wear were made of serge but never used alone. Serge was combined with satin, taffeta and with Roman striped or plaid silk. Dresses made of cotton voile draped over a taffeta foundation point to new ideas. Taffeta embroidered with gold or silver is used for evening gowns. Charmeuse is retained as an evening fabric and is combined with beaded tunics.

Sketch by Review Artist.



Waistcoat blouse of white crepe de Chine with vest of porcelain blue. Long drop shoulder and sleeve finished with frill of shadow lace. The turn-over Medici collar is of shadow lace and the buttons of iridescent crystal. Shown by Ladies' Wear, Limited.

Many gowns show the bustle effect and bouffant drapery. Sleeves run from short to full length and the organdie collar is general.

Colors are strongly featured, with blue quite in evidence, old blue, peon, turquoise, sapphire, peacock and porcelaine being the leading shades of this color. Lettuce green, tango, all shades of yellow and tan, rust, Bordeaux and much black are the other colors seen.

Arnold is showing flounces and tunics and Second Empire dresses made of either taffeta or Liberty satin. The sleeves extend to well over the wrist and the high collars are of organdie. Gaberdine is favored for street dresses.

A Flexible Corset.

The general use of taffeta seems to be the one point upon which all the couturieres are agreed; another is the figure line. No matter how divergent are their ideas on other matters, they are all one in the use of the corset that confines the figure only from a point about two inches above the waist down, and which has all the flexibility and lightness that skill finds it possible to impart.

Bustle Effect or Straight.

Signs that there will be a division of style in shaping of the skirt are not wanting, and the old rivalry between the draped and the straight skirt will continue. The apostles of the school of drapery at the head of which may be placed Premet and Lucile are introducing 1870 modes and bustle effects, and are doing their best to introduce styles that call for the use of more material. The dresses shown so far with this drapery idea kept within due bounds are very pleasing, but there are models preparing that feature an extreme and which call for billows of material.

The consistent advocate, and the one that has most influence, of the straight line effect is Paul Poiret. Cheruit is also producing a straight line effect, but in her own way. This she obtains by blousing the waist so much that an almost straight line is produced from the shoulder to the hips and this is continued with very little break to the bottom of the gown.

Both Types Will Take.

In view of the tendency to individuality and originalty in dress it is very possible that both types will take, and the presence of either style will be a guarantee against the extremes of tightness on the one hand and billowly drapery on the other. The waistline still continues to be a moveable feature. Some couturieres are placing it high, and with others it is normal and on coats it is placed very low. Paquin is the chief exponent of the high waist line, but as a rule waists with this couturiere are chiefly girdle.

There is a tendency to favor the narrow girdle with the waist blousing over it. Then there are straight moyenage

(Continued on page 50.)

Kenyon

Weatherproofs



With the Convertible Collar

A STYLISH raincoat that will be worn like this ninety per cent. of the time, yet, when necessary, is immediately convertible into a military collar garment that gives protection from showers and sudden changes, as well as dust.

CAUTION: A Slip-on Raincoat or Waterproof, supposed to be shower proof by means of a visible or invisible layer of rubber, should not become stiff or hard, and ought not to have an odor of decomposition. Moreover, the strappings and seams should not separate.

The Kenreign label protects you.

C. Kenyon Company

Fifth Avenue Building, 23d St. and 5th Ave.

New Chicago Salesrooms
Congress & Franklin Sts.

NEW YORK

Boston
501 Washington Street



DRESS of black and white embroidered voile with pannier tunic with frill of shadow lace. The 3/4 sleeves have a frill of lace, and a lace frill is arranged to form a bolero waist effect. Girdle of petunia moire. Shown by Martin Smith Co., Limited.



SHORT coat with flare flounce of tango broadcloth. The back and sleeves are cut in one and the cutting of the front gives raglan lines to the sleeve. The collar is completed with stole ends of black satin, finished with pendants in black and tango. The oval buttons are tango, striped across with black. Shown by Consolidated Cloak Co., Limited.

SKETCH BY THE REVIEW'S FASHION ARTIST



Crepes *and* Voiles are now *the thing* in women's waists



With the strong lead being taken by these two fabrics —crepes and voiles, and the persistent high quality of "Allen" garments, you should hesitate to place a further order without seeing and examining well the full range we are offering the trade this season. "Allen" waists are high-class goods—quality is their keynote.

Note the lines here shown. Send for samples and compare the values with those you have seen. A trial order will prove our claims.







Allen Manufacturing Co.
LIMITED
103-5-7 Simcoe St., Toronto
Long Distance Phone Adelaide 966

New Suits Cut on Fanciful Lines

Tunics and Peg-Tops Introduce Short Coats—Many Boleros Shown—Other Coats Cut Up in Front to Show Vest, and Are Longer at the Back.

UP to date only the large retailers have made any definite attempt to show suits, but from now on the display will be general. Suits this season are cut on decidedly original lines, and it is notable that there is nothing in the plain tailored class shown. There is, however, a certain simplicity about many of the new suits, but this is because there is an absence of elaborate trimmings, for the cut is more or less complicated. Suit coats are all short and run from bolero effects to models cut off above or just below the waist line in front, and sloping down to hip-length behind. Many of these coats have a vest-effect either separate or in one with the coat. Bolero coats are the latest and are decidedly straight cut.



Gown of printed taffeta drawn up at the back in bustle effect. There is a narrow frill of lace finishing the skirt and the full bloused waist has a Japanese collar. Ruches of taffeta trim the sleeves.

Other features are rolling collars, drooping shoulders and the raglan cut. When the sleeve is not cut in one with the waist part it is set in very low down. The set-in sleeve in the usual manner is only seen in the cheaper suits.

The reason for the peculiar cutting and the short length of the suit coat is soon seen when the skirt is examined. Skirts are either cut peg-top or with tunics that flare, and it is to make room for the drapery that coats flare so and are short and cutaway.

Many suits are of serge and other popular materials are the many crepe weaves, crepe worsteds, gaberdine and ratine, and the trimmings are fancy silks, moire, and taffeta.

A suit of old blue serge and silk had the skirt of serge with a double tunic effect, the upper one of silk and the lower one of serge. These tunics are pointed at the sides. The jacket is a bolero, short in front, and extending down below the waist line at the back. Filling in the front there is a belt of fancy plaid silk. To the front belt and attached to the jacket at the back is a peplum of black moire. The belt is fastened with fancy buttons.

Another suit of navy serge had a tunic of the same under which was placed a wide band of black moire. The jacket was of moire with a band of the serge at the bottom and the three-quarter sleeves had serge cuffs, and the revers were of serge and moire.

Many suits are in compose effect with the skirt of plaid or check and the coat of plain. Quite a number of suits are in black and white small and medium sized check materials. A very smart suit of this kind has the skirt full in front and at the back with a tunic which buttons up the front. The jacket is an Eton, short in front and a trifle below the waist behind, and has long kimona sleeves. The cuffs, revers and vest are of white satin.

Smart Dresses for Summer

Designers Helped by Beauty of Materials and Freshness of Styles—Skirt of One Material and Coat of Another.

THE season now opening promises to be a wonderful one for the sale of dresses and costumes. As a matter of fact it is never really between seasons for this department for there is always some want to be supplied. Up to date there has been a notable business doing in party and dancing frocks, but the advent of Spring and the beginning of the Lenten season is cutting this business short.

Silk dresses for afternoon wear also constitute a line that has been and is doing well. Interests are now centering on summer goods, and the beauty of the materials and the newness and freshness of the styles are greatly helping designers in the production of smart and saleable dresses.

The materials are soft and "drapey." Not only is the skirt draped, but the waist exhibits a fashionable blousiness and looseness. The much-liked kimona has again achieved a triumph. Often the kimona is cut up so as to simulate the raglan outline or yoke. Tunics are the feature of the skirt and flaring circular tunics are taking the place of the minaret. There are many new effects in drapery and tunics, one model showing a pleated frill upstanding above the sash. Pannier tunics are very much worn and are used when the dress is of voile or crepe or of taffeta, silk crepe or satin silk.

Waists are all collarless and the finish is most varied. Smart little dresses are very decollete and dresses intended for Summer dances and for dressy wear show the square or surplice neck. Simpler dresses have the V-front and all kinds of turnover Medici, Gladstone or Byron collars. The cowboy collar is a new idea and takes the form of the silk handkerchief the cowboy ties around his neck. All kinds of flat lingerie collars, particularly those of crepe and net are good.

Many of the dresses intended for utility wear possess features of the suit. There is the draped fullness of the skirt and tunic effects with smart little coats that allow a vest or simulated blouse to show. Many of these dresses have the skirt in one material and the coat of another, while the blouse effect is of crepe net or shadow lace.

Guaranteed Wash Dresses

NOTE THE VALUES HERE SHOWN



No. 690. Striped Percale, in all colors, at $1.50.

No. 649. Dolly-Warton Crepe, skirt of Rice-Cloth.

No. 633. French Linene, trimmed with contrasting colors.

No. 646. French Linene, trimmed with bonetz embroidery.

No. 614. Striped Percale, Bolero, trimmed with bleached embroidery.

THESE garments are all guaranteed in washing, come in sizes from 14-20 for Misses, and from 32-44 for Ladies.

We have illustrated these numbers simply to show the values. Our lines consist of the newest materials, the best workmanship, and are being offered from $1.50 to $3.50 each.

We are equipped for the Canadian trade, inasmuch as we have been catering to Canadian trade for the past 10 years, and are well-posted on rules of custom requirements, and making invoices subject to the Canadian Government.

ROSE MANUFACTURING COMPANY

18, 20, 22 W. 20th St. (Between 5th and 6th Avenues) New York, N.Y.

New Short Coats Very Popular

Built With Decided Flare—Wealth of Novelty in Colors and Trimmings—First Intimation of Fall Modes.

MANUFACTURERS report coats have sold extensively and that there has been no trouble in marketing the new short coats built with a very decided flare. For the conservative trade models are showing that are more in straight-line effect, and which are more or less cutaway. None of the new Spring coats now tighten in around the bottom; indeed just the opposite effect is sought for.

Coats are still cutaway and are shorter in front than at the back. The body of the coat is cut on straight lines, and is in one with the sleeve, or cut in one with either the front or the back. And even when the cut is kimona the shoulder is cut up in kimona fashion. One, two or even three tiers of flounces are added behind.

Not only is the cut of the coat new, but there is a wealth of novelty seen in the colors, and the trimmings. Stole ends finishing in pendants and tassels are good, and the collars come in a host of circular and draped forms. Some new collars consist of a ruche of the material. Buttons come in fanciful styles and many of them are covered with the material of the coat or its trimming. Coats are made of lightweight cloths, and are lined with either plain or fancy silk to match. Chinese and new art patterns are used, both for linings and covering buttons. Golfine, cord velvets, lightweight chinchillas and ratines, duvetyn, crepes, broadcloths, moires and other fancy cloths are used and as these are so light in weight they are lined with soft satins exactly matching in color, and also with printed patterns.

A new shape that is being put out is known as the Cossack coat. The waist part is cut in kimona fashion with batswing sleeves reaching to the wrist. It is belted low with a broad belt below which is a skirt reaching well below the knee in front, and longer at the back, cut in flaring godet fashion. The coat buttons down the middle of the front, the corners are square, and the collar is a narrow shawl effect. This model, it is expected, will be put out for Fall, only the cloth, of course, will be heavier, and the coat will button up to the throat.

For outing wear the roomy voluminous flaring Balmacaan is the coat. Balmacaan coats come in rough-finished goods and tweeds, in very pronounced plaids. All the high colors now fashionable are used for the production of separate and outing coats.

Smart little coats of black taffeta and brocade, and of plain, changeable, and printed taffeta made along the lines now indicated and in bolero effect, are showing for Summer wear.

Some of the new dressy wraps show how radical are the changes that are taking place in the lines of the coats made to wear over the new pannier, tunic gowns, and bustles. One new feature is the return of the cape. Golfine is a favored fabric for capes and a feature is the heavily draped back in hood fashion decorated with tassels and cords. The collar is on the Japanese order, standing away from the neck at the back.

Many cape-like wraps are made of taffeta, and hang straight from the neck in godet fashion, and are finished with two or three ruffles of the silk. Ruches of silk take the place of a collar though a collar of embroidered muslin may rise above the ruche. Ornaments of jet are used instead of buttons for fastening.

Already hints of what will be shown for Fall are coming to hand. Chinchillas, curls, and worsted or Teddy Bear plushes in high colors are indicated, and the full flare at the bottom is seen generally. The Russian or Cossack type of coat is well thought of and great use will be made of fur and furfabrics for collars, cuffs and revers.

Mannish paddock coats in plush or rough fabrics in plaid or with plaid backs are cut with flaring fullness. Many collars are convertible and the hood of plaid or fancy silk is a new idea. New buttons are saucer-shape often with a white line around the edge, and there are voluminous side pockets in many shapes. Also pockets are being put on the big cuffs of the coat.

Some of the new models are slightly shaped at the waist-line, so as to give a more decided flare at the bottom.

Children's Wear

Combining of Checks or Plaids and Plain Materials a Big Feature—Novel Cut of the Coat Sleeve and Shoulder—Low Belt Still Feature.

CHILDREN'S dresses are very satisfactory as to style this season, for never before have the lines been so simple and so sensible. Fussiness and frills are banished save from the

(Continued on page 60.)

NATURAL FIGURE STILL PIVOTAL POINT IN PARIS.

(Continued from page 46.)

waists with no girdle and waists that are draped and darted so as to fit the figure and both these types are girdleless.

No matter what type of gowns is chosen nor how much drapery is used above, the narrow skirt is the only one. Plain skirts are only used for the suit intended for country wear on occasions when only the plain tailored suit is advisable. Skirts as a rule are puffed and draped, frilled and flounced or finished with a tunic. The new idea in drapery includes the bustle often with the addition of an apron tunic fastening with large bow at the back. Some of these bustle skirts are short and drawn up behind to give freedom around the feet. This idea takes the place of the split and often the short skirt is made longer by a flounce of lace veiling the ankles. The split is still worn as skirts are too narrow to be worn without some contrivance for allowing free movement.

Trouser Skirts Again.

Poiret and a number of other couturieres still cling to the jupeculottes or trouser skirts, and they are safe to be emphasized by these firms at the openings now in progress. The draped skirts as now worn are evidently designed to pave the way, but the difficulty seems to be to produce a model that is both acceptable and practical.

Coats are all lengths from boleros to three-quarter. With the advance of fine weather will come a big run on boleros. These coats will be used to finish taffeta and satin frocks, and also as the coat for gaberdine and crepe suits.

Waistcoats are more of a feature than ever and the new note is to attach the flaring collar to the vest. Waistcoats are made of fancy silks, but wash silks, pique and linen are being brought out.

METHODS FOR INCREASING SALES OF READY-TO-WEAR.

(Continued from page 44.)

son until the time for clearing sales comes round.

Though salespeople should always be on the alert and ready to give customers information about the garments shown, or to wait upon customers who intimate that they would like to purchase, no importunity should be permitted, and customers should be made to feel they are as free to inspect this display as to look in at the store windows. The object of this interior display is similar, that is, to get customers interested, and to bring people into the department. It is in fact a business builder, and serves to introduce customers and possible customers to the stock.



The models here shown represent three of our live selling lines. A half dozen of each will help out your displays and bring good business.

STAR BRAND



We predicted right in planning our fabric styles for Spring, 1914



While other manufacturers have been advocating Voiles very strongly for both blouses and dresses, we have from the outset pinned our faith to a greater variety of materials, such as Ratines, Rice Cloths, Fancy Crepes of all kinds and Crepe Voiles. The proof that our predictions were right and that our plans were well laid is in the fact that these goods are "the thing" right now and are having tremendous sale.

We are very closely in touch with style tendencies in both design and fabric and keep "Star Brand" right up to the second at all times. Write for the "Star" man. *Send for samples of these garments here illustrated. They're real value.*

Star Whitewear Mfg. Co.

BERLIN, ONTARIO

Patrician Garments

Number 800

Price $8.75

Samples will be sent upon request. *Why not let us send a range of sizes of the line here shown? It's a winner*



Trade Patrician Garments Mark

—*the type of suits and coats that sell readily*

We're right in the centre of the busy season with our big range of women's high-class suit and coat models.

Things have come our way, and are coming the way of the merchants who have stocked the Patrician Spring range.

The styles are right in the smallest detail, the values present a money-making opportunity which cannot well be overlooked.

We especially invite the merchants who visit Toronto from time to time, to look us up, for we are constantly adding new numbers as the season advances.

Patrician Cloak & Suit Co.

SAMUEL BUILDING, KING and SPADINA

TORONTO

NATIONAL

Raincoats and Utility Coats

for SPRING, 1914

The Mark of Quality



Any National Brand Coat —whether a rain or utility coat—will stand up to the most severe examination and criticism possible to give.

For styles the National range offers the finest assortment ever put out—they're new and well-selected for their selling qualities.

The fabrics are very correct and the quality stands for better values.

They're the coats that sell themselves

We want to convince you that National coats for Spring 1914 live up to their usually high - standing in every respect.

With this in view we offer to submit samples for your approval upon request.

If you're in search of better styles, better fabrics, better tailoring, better fit, be sure to see the National line.

National Rubber Co. of Canada

Head Office and Factory

MONTREAL

Cor. St. Catherine and Bleury Sts.

WINNIPEG
286 Bannatyne Ave.
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An article by Dr. George Ryerson, ex-M.P., of Toronto, detailing fully all the facts ascertained up to the present about radium, is published in the March number of "MacLean's," now out.

THE ANNOUNCEMENT OF THE USE OF $100,000 *WORTH OF RADIUM*

in the shoulder of an American member of Congress set us all agog at the time, and this Ryerson article will give us much interesting enlightenment regarding the mysterious substance called Radium which has been creating such a stir in the scientific world.

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ABOVE is illustrated one of the nattiest Waists we have ever shown. It is made of a superior quality Chiffon Taffeta Silk, in all the leading shades.

We are prepared to give immediate delivery on this waist. Let us send you a trial shipment for Easter selling. Price is $42.00 doz.

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The finest voile waists in America

for $16.50 to $24.00 doz.

We have the sole Canadian agency for the most exclusive voile waists ever produced. They are made by the famous

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We are also Canadian agents for

The Celebrated "Snug Fit" Petticoat made by the Eagle Skirt Co.,
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It's a practical line, too, all through.

A merchant can turn his stock quickly at good prices and the quality brings his customers back—next time.

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Detroit - Mich.

Toronto Office, 52 Bay St.

MANUFACTURERS OF

Children's, Juniors', Women's

WASH DRESSES

ARE WE PAMPERING THE PUBLIC IN OUR PRIVILEGES?

(Continued from page 15.)

a dress; it is sent up and she pays for it, cash or C.O.D. The next day the store receives a 'phone message to call for that dress again. The driver probably goes four or five miles for it; and the day after he or another driver calls at that house with the money. Accommodating, isn't it?

"That sort of thing is getting more and more common with all of us," remarked Smeaton, "but that game of delivering the money instead of having the woman call in at the store, seems going pretty far."

"Surely. But if that were all they might grin and bear it. But in a goodly percentage of cases the 'fair ladye' gets into that store for more than three trips of the driver and the business of making up her money. When the dress comes back it sometimes happens that keen eyes detect that it has been worn, sometimes to a dance, by the slight fraying of the skirt. There is no absolute proof of it, and several times when the person who bought a dress and returned it under such circumstances has been notified, a denial has come—though not always. In the latter case, a cheque followed and the dress went back to the purchaser."

Sales Girl Saw Dress at Dance.

Smeaton had met such experiences himself.

"Here's one happened in a city store, not my own, though it might have, as well as any where else. A lady prominent in society, bought a beautiful (and costly) French model gown. The same evening sales girls in the store chanced to be spectators at a public function. One of the girls was in the very department where those French models were, and she spotted this gown on that lady, for it was a rather unusual design and of course, carried only by her own firm. She was not surprised at seeing it there, until the next day when the dress was returned—the lady had decided not to keep it! Tableau!

"The upshot was that the lady was requested to come down to the store to make certain explanations that seemed in order. She came, and when one witness confronted her, began to protest it was a mistake. The other girl was summoned, and backed up her companion. Then, a cheque was made out for the full amount and the dress went back.

"But," observed Smeaton, "with all these cases before us, what are we going to do about it?"

Refused Whole Day's Shopping.

Unheeding his question I took up the narrative again:

"Once upon a time lived a lady in a small house, with neighbors about her in rather better circumstances. She made a descent one day upon a department store and ordered goods sent C.O.D. from half a dozen different departments, some of them bulky articles. The first lot that was sent up, was refused. No, she had not ordered them; there must be some mistake.

"Very good.

"The next lot, ditto, and the third, ditto also.

"Meanwhile neighbors saw goods going in and might be supposed to surmise, 'Mrs. ——— must be in pretty good circumstances after all, or have been mentioned in some one's will, surely. See all the new things she's getting from ———.'

Had Not Been There at All.

"The repetition of the refusal and the declaration that the goods had not been ordered, were reported by one of the drivers, and an enquiry made. As a result several clerks were actually taken up to Mrs. ——— house, and assured her that she had ordered the goods from them, sent C.O.D. 'Oh, no, you're all mistaken. I haven't been in ——— store in a week. What could be done? The real truth is that some firms make it so easy to return goods; such a favor indeed that people abuse the privilege where they do not attempt it, where some slight barrier is raised to wholesale returns without a shred of excuse.

"Let me tell you another incident, repeated hundreds of times. A girl ordered a new Spring silk dress at a store,—a different one this time,—and paid for it ordering it to be sent to her home. She then went to another store, bought the same kind of silk that was used in that beautiful new model, and the trimmings, examined the dress closely overnight, made drawings for her dressmaker to use, and next day sent back the dress and got her money back. This method of abuse, fortunately does not injure the dress like wearing it would.

"Take another form of abuse; in this case deliberately dishonest. A woman —we will omit the word 'lady' this time, priced an aluminum article at one store; saw a similar article advertised for less at another store; bought one, and took it to the first mentioned store and they accepted it and paid her their own, a higher price, for it! With the money she went back to the other store, bought the article again at the advertised price, and was in the difference if we do not take the value of her time into consideration."

"In that case," was Smeaton's quick criticism, "the store should not have accepted the goods without the bill, and secondly, it would have been better had some one in that department watched the offerings of the other store carefully, to see that they did not sell goods at a lower rate. But this latter point we can go into some other way."

"Yes, I would like to have a chat with you on the point of a 'comparison' department in a large store. But let us get back to 'privileges and their abuses.' Do not think for a moment that I do not appreciate the enormous advantages accruing to a store that makes it as convenient as possible; as pleasant as possible for a customer. I am only raising the point as to whether the theory of the divine right of customers,—"The Customer Can Do No Wrong'— in a legitimate one."

And I left Smeaton in a brown study, his 'returns' lying untouched on the desk before him.

CHILDREN'S WEAR.

(Continued from page 52.)

party gown, and the little woman is clad in straight line dresses that give perfect freedom of movement. It is gratifying, too, to see the increasing use made of checked materials for children's wear, for this leads back to ginghams, and no other material is quite so suitable for children's dresses.

Certain prominent features mark the present styles, and will be embodied in the new lines for Fall, which are now in preparation. Belts and sleeves are emphasized and the long shoulder appears on most dresses. Sometimes it takes the form of the drop shoulder. Other models show a yoke either over the shoulder alone, or shallow at the back into which the garment is frilled, both front and back. Many dresses are kimona cut, while others show the sleeve which is the continuation of the shoulder yoke, and many have the deep cut or bat's-wing armhole.

Pleated skirts still hold their own notwithstanding the popularity of the straight type of dress. These are often attached to an under-bodice having sleeves of the same material. This is a pleasing style when the skirt and sleeves are of plaid, and there is a sleeveless blouse of plain material provided to complete the dress. A smart little dress of checked material had this blouse of plain blue serge. There is a collar as well as vest and deep belt of the same.

Coats are built along the same simple lines, and the low belt is still the big feature. The only change comes in the cutting of the sleeve, which is either kimona or raglan fashion. Coats of the outing type built along English lines are going to be worn by young girls and misses during the coming season.

To the Ready-to-Wear Buyers of Canada

This to acknowledge with thanks the kind reception given to our Mr. Morgan on his recent trip to Canada.

We have since been favored by calls from several Canadian buyers who have expressed their satisfaction of the values we are offering the Canadian trade.

We anticipate visits from other buyers and extend to them, and likewise to those whom Mr. Morgan has not yet met, a most cordial invitation to call upon us when in New York and we will show them lines of exceptional values in cloaks, suits, dresses and waists in which we specialize.

Mr. Morgan visited the cities of Hamilton, Toronto, Ottawa and Montreal and is planning another trip, at which time he will have the pleasure of renewing his acquaintance with buyers in these cities and also those of other important towns in Ontario and Quebec, bringing with him for inspection samples of the latest New York offerings.

Our New York facilities are always at the disposal of the Canadian trade.

We refer you to The Dry Goods Review as to our reliability.

WITTEMANN & MORGAN
CANADIAN REPRESENTATIVES
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The Dorothy Brand whitewear specials are known from coast to coast for their big values. We are going them one better by a monthly **extra special** which we offer the trade. These monthly specials give the buyer an opportunity to put over a real live sale that will attract the crowds.

Drop a card to-day and find out what is on for April.

The F. G. Hayward Co.

The Corset Cover House of Canada

77 York St. **TORONTO**

FURS

Business Brightening in Fur Centres Under Reduced Prices

At London Sales Fox, Wolf and Opossum Brought Higher Figures, But Rest on List Dropped as Much as 40 Per Cent. Compared With January, March and October—More Hopeful Feeling on All Sides.

MORE details in cables and correspondence on the earlier auctions confirm the brief reports in last issue of The Review that fox and wolf alone in the long list of furs improved their position in every transaction. Opossum held its own in one or two cases, and even advanced once, while all the rest fell below the figures of last March, and many of them showed a decline even on October. This, of course, was generally expected and was indicated in The Review as far back as November. At that time it was known that the large stocks left unsold from the October sales would be thrown on the market in January with the stocks purchased in the interval. Then there were several firms whose financial condition forced them to unload, and others who had surplus goods to dispose of owing to the light business in repeat and other "immediate" orders in October and November. Another market condition that had to be met was the fact that many of the retailers were known to have large stocks on hand that would be curtailed in January and February only if a steady spell of cold weather set in.

All these factors brought a natural result—a falling market—and one that will be welcomed by retailers, with the single exception of those who may be unfortunate to have heavy stocks to hold over. This condition, however, is being relieved to a certain extent every day by the prolonged period of cold weather and the tempting cuts that have been made on every side in fur goods. Once the reduction in the price of furs has extended over several seasons, as many believe it will, the public demand will readily respond to more favorable quotations. As has been pointed out, the fashionable furs, made up mostly in sets, always will be in demand, but after all the great majority of merchants, 95 per cent. at least, must depend on public feeling in general towards the wearing of furs and the prices they will be content to pay. It is these who will welcome a lower level in the raw fur markets which will bring the price of the manufactured article down to a moderate basis for selling.

SOME OF THE DECLINES.

Below are given some of the declines at the London sales compared with one year ago:

Fur.	p.c.
Red Fox	15
Skunk	10
Mink, from 20 to	10
Beaver	20
Ermine, 30 to	25
Raccoon, 40 to	10
Civet Cat	10
Muskrat, 40 to	35

Among advances on October prices were opossum, grey fox, wolf, raccoon, Russian sable.

Wolf and Some Fox Up.

Dealing first with the higher-priced furs, wolf at the Nesbitt sale reached a 20 per cent. advance on last October, in spite of the fact that there were 17,300 pelts compared with 6,231 offered in January, 1913. At the Lampson sale, wolf was 25 per cent. higher than last March. At Huth's, 15 per cent. over October.

Fox, indeed, was not uniformly higher. Red fox, so popular this season, inclined to be lower, 20 per cent. below March prices at the Nesbitt sale; 10 per cent. lower at Lampson's, and 15 per cent. below October prices at Huth's.

Kitt fox was 15 per cent. below October and 25 per cent. below March. Grey fox 10 to 15 per cent. below March, but 10 per cent. higher than October at Huth's.

Silver fox at Nesbitt's was the same as March; but the Lampson prices are quoted as 50 per cent. higher than in March, an apparent contradiction. At Huth's sale it is marked 20 per cent. advance on October.

Cross fox, 50 per cent. higher than March at the two first, and the same as October figure at Huth's.

Generally speaking, in January and March, prices were inflated in several lines, while in October they reached low mark in several years up to that time.

Opossum was 10 per cent. higher than in January; American, 12½ per cent. above October, and Australian ringtail, 10 per cent. below October.

Civet cat, the popular trimmer, was equal to October, and only 10 per cent. below March.

Skunk Kept Up Well.

Skunk held up well, being only 10 per cent. lower than last January; 20 per cent. below March, and 7½ per cent. higher than in October.

Mink, which was scheduled by many for a heavy decline, also bore up bravely, 10 to 20 per cent. below last March, and holding to the same figures as in October.

Beaver declined 20 per cent. on March, and 10 per cent. on October.

Ermine fell badly, 25 to 30 per cent. below March.

Below appear details, by cable, of figures at the various sales:

The Nesbitt Sale.

Wolf, northern, 20 per cent. above October. Southern, ditto.

Wolf, Western, same as October.

Bear, 40 per cent. below October.

Wild cat, 30 per cent. below October.

House cat, 10 per cent. above October.

Raccoon, south-western, 40 per cent. below January; New York and similar, 10 per cent. below January.

Mink, 20 per cent. below March.

(Continued on page 66.)

RELIABLE FURS

Absolutely correct in style and of Exceptional Value

Our stocks were reduced considerably this season and we have therefore been able to buy large quantities of furs at the NEW PRICES, which are in almost every case lower than 1913 figures. Prices are now advancing again, but having bought advantageously we are in a position to sell to you at RIGHT PRICES.

Our travellers are starting out this month with the new range of samples. It will be to your advantage to see them before placing orders. Look for

MR. JOHN MAITLAND, in Ontario.
MR. MARTIN WILLIAMS, in Western Provinces.
MR. A. LAMBERT, in Quebec and Maritime Provinces.

We feel proud of our 1914 range. You will feel proud to sell them to your customers.

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs
MONTREAL

New Fashions in Furs for the Fall of 1914

Shorter coats than this year, with loose-fitting bodies—"Shawls" with one side longer than the other—Contrasted furs popular—Silk and satin trimming on sets.

SOME weeks ago few forecasts were made in The Review regarding new styles in furs for the Fall of 1914. At that time little in the way of detailed information could be given but among other thing it was pointed out then that short coats would have the run next season while Dutch collars and kimono sleeves would be seen.

Later information has quite confirmed these opinions. The average length for coats in Canada will be 44 inches, although some will be seen as long as 52 inches and in New York 36 will be a quite fashionable length. The general tendency in coats is towards a loose fitting body with full back and a slight ripple at the bottom. Kimono sleeves too will be very common and shawl collars will again be good, although, as already pointed out, a new Dutch collar will be a striking innovation.

Among some of the new models shown The Review was a very handsome forty - four inch mole coney coat with rounded front, which latter, by the way, is going to be extremely common. The collar is of a small Dutch cut and runs straight across the front from shoulder to shoulder with no approach to a lapel whatever. It was very light and soft and made to be used for different purposes, even as an opera cloak.

Two of the Longer Coats.

Another coat seen was one of the few 52-inch lengths in a handsome combination of Hudson seal and moleskin. In this coat, the body was of seal and the collar and cuffs were of moleskin, inlaid with Hudson seal, giving a very rich and attractive appearance. A coat of similar length for carriage use was also of Hudson seal with a very square back and a very large shawl collar of Australian opossum. A slashed pocket on the right side and very deep cuffs of sealskin were further features.



1.—Hudson Seal with Civet Trimming; 2—Persian Lamb. Shown by Laberge, Chevalier & Co., Montreal.

In coats of the average 44-inch length was one of sealskin with the usual loose-fitting back and rounded or French front with shawl collar and cuffs of Persian lamb. The model was shown with both coat and kimono sleeves. On a muskrat coat displayed, the skins in the sleeves were so cut and arranged that the dark parts of the fur gave a zigzag or diamond effect, quite new and very pleasing.

Fur trimmings on cloth coats and dresses will be very strong and few cloth coats without a fur collar or other trimming will be seen.

Large Muffs, Elaborately Trimmed.

As regards sets, muffs will be large with elaborate trimmings of silk or satin. Stoles this year will be known mostly as shawls, and generally will be made with one end much shorter than the other and may be worn with fastening in front or on the shoulder or even at the back. One new set of civet cat was shown to The Review in which the short end of the stole was ornamented with two heads, and fastened by slipping through a slit in the longer side. Some muffs are being made so that they will be reversible, enabling either side to be turned out. The common size will be about 16 by 30 inches.

Long - haired furs will be in the greatest demand, particularly for sets of the more fancy designs, as this lends itself more readily to this purpose. For coats on the other hand short-haired pelts will be mainly used in the body, while longer-haired furs, such as sable skunk, fitch and mink are liked for use on collars, cuffs and other trimmings.

Set of Blue Wolf.

A very nice set of blue wolf is being shown, the stole of which can be worn with fastening on the shoulder and the opposite side ornamented with a head. The muff has a tail in the centre with a head above and two paws, one on each side. A very "fussy" black wolf set was made up as the manufacturer said

(Continued on page 66.)



ESTABLISHED
in 1852

OVER
SIXTY YEARS
OF SERVICE

QUALITY PLUS QUANTITY
PLUS SERVICE

Our Concrete Foundation – Cannot be Disintegrated

Illustrating the Nation-Wide Reputation Upon Which Rests

Moose Head Brand Furs

Through over 60 Years of solid satisfaction, the most exacting public has come to regard MOOSE HEAD BRAND as the National Standard of Style, Quality and Value.

LADIES' FURS SLEIGH ROBES MEN'S FURS

Guaranteed Furs—Cost No Higher than Others

Why not carry the most reputable brand produced?

FAVOR US WITH A LETTER OF ENQUIRY

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street, MONTREAL

Canadian Dealer's Forecast

Estimate of Montreal firm for next Fall from 8 to 30 per cent. lower than present season—Even Fox is included.

A PRACTICAL recognition that fur prices will be considerably lower next Fall has come in the form of a circular letter that was sent out by L. Gnaedinger, Son & Co., of Montreal, to their customers as early as the first week in January.

The letter read as follows:

"With every indication for a great change of prices in most lines of furs for next season, we feel ourselves in duty bound to notify you of the fact, and while it is not possible just now for us to come out with any positive statement of what percentage lower the new prices may be on the different lines, we give you the following rough estimate to show you what may be expected and to guide you in using all means to reduce your stock now rather than take any chance of carrying over to next fall:—

"Raccoon coats, 25 % lower; raccoon, dyed as skunk, 20% lower; Alaska sable, 25% lower; Hudson's Bay sable, 25% lower; lynx, 30% lower; muskrat No. 1, 20% lower; muskrat No. 2, 20% lower; ermine, 25 % lower; mink No. 1 quality, 10% lower; mink No. 2 quality, 15% lower; Columbia sable, 15% lower; beaver, 10% lower; Persian lamb, 10% lower; foxes, 8% lower; otter, 10% lower.

"We hope that your stock is in such condition that you will not be affected by the above."

NEW FASHIONS IN FURS FOR THE FALL OF 1914.

(Continued from page 64.)

"with heads and tails and paws all over."

Red fox, too, is a fur which will be much used. An elaborate "shawl" of red fox is to be had, made of three skins, one across the back and two down the sides. The muff was adorned with a head in the upper right hand corner and a tail on the lower left.

Less Fur, Therefore Lower Price.

Furs of contrasting colors, lighter and darker, will be seen in coats but sets will not be of mixed furs. For sets of light furs, civet cat and red fox will be those principally used. While not saying anything about the relative prices of raw furs, women should this year have to pay less for their furs than formerly, owing to the fact that neck pieces are considerably shorter than they were. It must not be lost sight of, however, that the very little neckpieces are quite out of fashion, but so, too, are the very long ones, hence less skin is necessary in the making up of the average set.

BUSINESS BRIGHTENING IN FUR CENTRES UNDER REDUCED PRICES.

(Continued from page 62.)

Marten, 10 per cent. below March.

Fox, kitt, 15 per cent. below October.

Fox, grey, 10 per cent. below March.

Fox, red, 20 per cent. decline on March.

Fox, cross, 50 per cent. advance on last March sale.

Fox, silver, same as March.

Russian sable, same as March.

Wolverine, same as March.

Ermine, 30 per cent. decline on March.

Fisher, 30 per cent. decline on March.

Beaver, 20 per cent. decline on March.

Lynx, 50 per cent. decline on March.

Otter, 30 per cent. decline on March.

Skunk, 10 per cent. decline on last January.

Civet cat, same as October.

Opossum, 10 per cent. advance on January.

Muskrat, 15 per cent. decline on October.

The Hudson's Bay Co.'s

Muskrat, 37½ per cent. lower than last January.

Beaver, 10 per cent. lower than last January.

Lampson & Co.'s.

Raccoon, Northern and North-western, same as March.

Raccoon, Central, 20 per cent. lower than March.

Raccoon, Southwestern, 25 per cent. lower than March.

Muskrat, Spring, 30 per cent. lower than March.

Muskrat, winter, 35 per cent. lower than March.

Muskrat, fall, 40 per cent. lower than March.

Muskrat, black, 30 per cent. lower than March.

Muskrat, Southern, 50 per cent. lower than March.

Skunk, black and short-stripe, 20 per cent. lower than March.

Skunk, long stripe, 20 per cent. lower than March.

Skunk, white, 25 per cent. lower than March.

Cat, civet, 10 per cent. lower than March.

Opossum, 15 per cent. lower than March.

Mink, Northern and Eastern, 10 per cent. lower than March.

Mink, Western, 15 per cent. lower than March.

Mink, Southwestern, 20 per cent. lower than March.

Marten, 30 per cent lower than March.

Sable, Russian, 10 per cent. higher than March.

Fox, silver, 50 per cent. higher than March.

Fox, cross, 50 per cent. higher than March.

Fox, red, 10 per cent. lower than March.

Fox, grey, 15 per cent. lower than March.

Fox, kitt, 25 per cent. lower than March.

Fox, white, same as March.

Fox, blue, same as March.

Otter, 25 per cent. lower than March.

Lynx, 40 per cent. lower than March.

Fisher, 30 per cent. lower than March.

Beaver, 15 per cent. lower than March.

Bear, 40 per cent. lower than March.

Wolf, 25 per cent. higher than March.

Wolverine, 20 per cent. lower than March.

Cat, wild, 40 per cent. lower than March.

Cat, house, 40 per cent. lower than March.

Badger, 15 per cent. lower than March.

Ermine, 25 per cent. lower than March.

Squirrel, same as March.

Chinchilla, 30 per cent. lower than March.

Fox, red, Australian, 10 per cent. lower than October.

Opossum, Australian, same as October.

Opossum, Australian ringtail, 10 per cent. lower than October.

Wallaby, tanners', 10 per cent lower than October.

Wallaby, furriers,' 10 per cent higher than October.

Frederick Huth & Co.'s

Skunk advanced 7½ per cent on October.

Opossum, American, advanced 12½ per cent. on October.

Grey fox advanced 10 per cent. on October.

Silver fox advanced 20 per cent on October.

Bear advanced 20 per cent. on October.

Wolf advanced 15 per cent. on October

Raccoon (rough, heavy) advanced 20 per cent. on October.

Raccoon (Western) advanced 10 per cent. on October.

Raccoon (Southwestern and coat) unchanged on October.

Civet unchanged on October.

Cross fox unchanged on October.

Wolverine unchanged on October.

It is a fact well known to almost every successful merchant in nearly every city or important town of Canada, that the

SEAL BRAND



TRADE MARK

Seal Brand Fur Garments

have a reputation for quality, durability, and style, gained by our many years of experience, also by our constant endeavor to manufacture nothing but the best and the latest modes and exclusive designs, at prices that are as low as is consistent with the best quality and workmanship. We now beg to assure you that when you will carefully look over our samples shown by our representatives, who will visit you shortly, for the coming season, you will be fully convinced that we have not relaxed our efforts, but, rather stimulated by our past successes, are doing our utmost to offer you still better values and much better service than even in the past.

B. SILVER & CO., Wholesale Fur Manufacturers

Makers of the Famous SEAL BRAND Fur Garments—Guaranteed

420 St. Paul St. MONTREAL

R. L. Jose, Fine Furs

Hudson Bay Sable, Ermine, Fox, Beaver, Persian, Mink, etc., in sets. Seal, Hudson Seal, Beaver, Persian and Fur-Trimmed Coats. Opera Cloaks.

QUALITY FURS ONLY

75 BAY STREET, TORONTO

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Popular Lines of Knit Goods for Summer and Fall

Self-Colors in Heavier Weaves Appear Most Popular—Colored Hosiery That is Selling—New Shirt and Drawers Combination for Men—Some Sporting Outfits.

THAT plain colors in sweater coats will have a stronger run than ever next Fall is the belief of many wholesalers. Particularly is this thought to be the case in the higher priced coats where tans, fawns, grays, maroons, cardinals, khakis and navies in the heavy weaves are taking well. In the lighter grade goods, as before, trims will be found, such as gray with cardinal, gray with blue, etc. While both the auto and shawl collars will be good sellers, the preference is in favor of the latter although, of course, collars of other shapes are still being sold.

As was stated in The Review recently prices will be higher than last Fall on sweater coats. One wholesaler gave it as his belief that while prices in other knitted lines might remain almost at the same level for some time, any increase in business would be immediately followed by a jump in price. He also predicted that some lines of knitted goods might be scarce next Fall as he believed that as large quantities as usual were not being manufactured owing to cautious buying.

A New Cardigan Jacket.

Among the many novelties being put out for Summer wear is a new ladies' cardigan jacket which is proving very popular, in a "crocheted knit" weave. It is made in all pastel shades of brilliant colors yet with soft effects. It is a close-fitting cardigan, very light in weight and has the advantage of taking up very little room under a woman's suit.

Golf Jacket for Women.

Another new thing is a very smart lightweight golfers' jacket for women. This coat is made tight-fitting with a good deal of style which is a point much emphasized, and the garment is very suitable for wearing over light summer dresses. It is made with a V-shaped neck, is about hip length and has a high belted effect at the back. It is made in shot color combinations of black and orange, black and gold, black and purple, black and emerald and black and white, as well as in self colors of a large and brilliant range. Great elasticity, giving the wearer every freedom of movement, is a special feature of the coat.

A Neat Little Coat.

A very dressy little coat somewhat similar to that described above is one which differs from it in the fact that it is finished with a collar and cuffs of contrasting colors. For instance, the sample shown to The Review was of navy blue with notched lapel collar in green and white, and green and white cuffs. It also is made with the high belted effect and the button holes of this particular coat were trimmed with green cord. These coats can scarcely be called sweater coats as the effect is altogether different. In fact as one young lady who was present remarked when looking at the coat last described, "Why, it just looks at a distance like a lovely little blue serge coat with green and white trimmings."

Men's Stockinette Golf Jacket.

For men, a golf jacket is shown, made of stockinette material in Norfolk style, form fitting with belted back and four pockets. The collar is made with lapels and a small notch. As in the women's coats described above, elasticity is being considered of more and more importance by the manufacturers. The prevailing colors are gray and lovat. Knickers may be had of the same material to be worn with golf hose. This would obviously make a very smart outing suit.

Wont Slip Over Shoulders.

In women's underwear one type of garment for Summer wear that is being pushed is sleeveless, with shoulder straps and a V-cut neck that hugs close in and is designed to prevent the strap slipping off over the shoulder. It is made only in Spring and Summer weights.

In men's underwear for next Fall all reports go to show that the combination or union suits are steadily growing in favor and are now being made in all lines, not only in the better grades as formerly but in the lower grades as well. Prices in fleece lined, elastic ribbed and natural wool underwear will be slightly higher owing to higher values of wool.

Plain Colored Hosiery.

For Summer hosiery for men white colored stuff will be as strong as ever, the great demand is for these colors to be plain. Navies, grays, tans and whites are the ruling shades. While some maintain white to be very good others say that its use at present is confined almost exclusively to the larger cities. A great deal, however, appears to be being sold.

For women's wear in silk and lisle hose, sky blues, pinks, King's blue, tan, taupe and white are the ruling shades. In cottons black, tan and white will be most common. While prices on Summer hosiery do not show much change from last year some say that repeat orders of cottons will be about 5 to 10 per cent. higher to the retailer than formerly.

Popular Cap for Misses.

Among a large range of knitted caps which it has been found necessary to put out for the boating and tourist season this year, plain colors are the rule, some dealers declaring very emphatically that two colors for Summer will not be good. One very neat little cap may be mentioned, of a turban style and finished with a narrow V-cut at each side, the edges of the V being bound with cord and trimmed with small buttons. It is said to be meeting with much favor.

No Danger of Shirt Pulling Out.

A new shirt which will probably be popular for Summer wear is one made in pure wool taffeta and pure wool crepe. This shirt has short drawers combined with it in one garment with drop back, and dispenses with the wearing of separate drawers. Its chief advantage, however, is that the attached drawers prevent the shirt pulling up and do away with the tiresome tucking in which is so irksome to men wearing a belt. No

"Harvey" Knitted Coats

COATS WITH INDIVIDUALITY

Extensive range.

Our 1914 showing of Knitted coats is a very large one—a variety of styles that will make selection an easy matter.

For men, women and children.

Not only are we showing a full range for men and women, but we have taken ample care of the children's requirements.

Smart styles.

And the style represented in every garment is not a back number, but strictly right-up-to-the-second.

Men's and women's underwear.

Our fine Botany wool underwear with the new style neck is making a hit. You should see the Harvey drop-seat ladies' combinations—an entirely new idea, absolutely closed and with the advantage of ordinary drawers. We sell direct.



SAMPLES ARE AT YOUR SERVICE

Harvey Knitting Co., Limited

WOODSTOCK, ONTARIO

Agents:—B.C. and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver, B.C.
Man. and Sask. Harvey Bros., 53 Scott Block, Winnipeg, Man.
Ontario—J. E. McClung, 33 Melinda St., Toronto.
Quebec—P. DeGruchy & Son, 207 St. James St., Montreal
Maritime—F. S. White, St. Stephen, N.B.

doubt this shirt will meet with the approval of golf, tennis and lovers of other outdoor games.

Confidence In New York.

Advices from New York state that while current business is filtering into the primary market for hosiery in small lots mill agents feel that success for the coming Spring is already assured and their confidence in the future is carrying them through a period in which business on heavy cottons for Fall is not altogether satisfactory. The same dispatch says that no general statement can be made concerning Winter goods which are likely to be carried over because conditions seem to vary in different parts of the country. Jobbers, however, seem to anticipate increased business in fine gauge cotton hosiery of the medium grades such as is in demand the year round, for one large mill reports a larger total of business along these, as well as other lines so far than one year ago.

While hosiery salesmen of several New York firms are still on the road, business is seasonably quiet with more interest in placing orders for nearby delivery and in securing prompt delivery of goods already under order than in operating for Fall. The mill agent who has not booked the business he expected lives on hopes that jobbers will find their wants radically underestimated.

Misses' and Children's Scarce.

For nearby deliveries there seems less discussion over price than on more distant datings. The small lots which are now being sold for Spring are at firm prices, and on many classes of goods delivery is the chief thing sought. Misses' and children's hosiery in grades which retail at from 10 to 15c are reported the scarcest articles on the market, with men's 144-needle half-hose running a close second. Branded goods in 25c grades for both men and women are reported to be taking a good business.

Interest in Mercerized Cotton.

Information from the same source says further that the year so far gives no indication of increased interest in extracts or cheap embroidered hosiery. For some time now the sale of extracts has been largely confined to country districts and to communities of foreigners in the larger cities. The production of extracted goods has always been a slow and troublesome one and the market at large is not interested in them. Mill agents have been receiving good orders for artificial silk half-hose costing around $1.85. The consumption of these goods seems on the increase and one of the most important producers has lately been tied up with a strike. Sellers anticipate a stringency in this class of goods and a consequent increase of interest in mercerized cotton hose to retail at the same price. Despite the little irregularities here and there through the market, mill agents remain optimistic.

Knitted Union Suits.

With regard to Spring business in underwear, it is stated that manufacturers who have the best reputation among buyers seem to have booked the best business, while the steady increase in nainsook underwear may be making itself felt in other quarters. Lightweight knitted union suits with short sleeves and three-quarter-length leg are popular, though the full results of competition with the many lines of nainsook union suits built in the sleeveless, knee-length leg models are yet to be seen. If the latter woven garments prove popular, knitters need only follow their design to produce a garment that should be equally popular. Knitted union suits of this most abbreviated design have already been put upon the market. Those which have been the most thoroughly advertised seem to be the most successful.

The reported decrease in the sale of fleeced cotton shirts and drawers is seen in another light when reports of increased sales of fleeced union suits are given consideration. Wool and worsted union suits also are in the ascendency, with two-piece garments hardly holding their own.

Development In Knit Goods.

Following a line of manufacture started about three years ago, a knitting company in Pennsylvania have developed the use of a knitted fabric for coatings or suitings to a remarkably successful degree. Three years ago the mention of a knitted coat would call up visions of a sweater-like garment. Now the words suggest something altogether as stylish as a coat of woven fabric, and, the makers say, more comfortable and durable.

The complete line of garments includes Norfolk jackets and knickerbockers for men's golf wear, jacket and skirt for outdoor wear by women, and overcoats of many designs for both men and women. The entire process from yarn to finished garment is done at the mill, and great perfection can be attained.

The manufacturers claim for their fabric that it wears better than woven goods, that it is elastic, but always resumes its original shape; that it has greatest warmth with least weight, and that it will shed water. The fabric may be knitted on either flat or circular machines of a long-fibred worsted yarn and it is given a brushed surface in finishing. Because of the long staple the face will not wear off. It is made in three weights —14 oz., 18 oz. and 30 oz. The lighter weights are made of a two-ply yarn, while the heaviest grade is made of a three-ply yarn in double thread. The fabric is made in heather, Oxford, and other popular mixtures and in the various solid colors.

OUTPUT OF $20,000,000.

A return brought down in the House of Commons, shows that there are 210 woolen manufacturing plants in Canada. All told, these plants employ 688 males on salary and 120 females, while the number of men employed on wages is 6,087, of women 5,983, and of children 557. Eighty-six males are piece-workers and 96 females.

For the calendar year 1910, the value of the total output was about $20,000,000. Hoisery and knitted goods accounted for $13,393,854 of this amount; woolen goods for $5,738,773, and woolen yarns for $791,750. Wool carding and pulling acounted for something more than $500,000.

SCALE FOR SWEATER COATS.

The committee appointed by the Jobbers' Association of the Knit Goods of the United States announces the following tentative scale for men's sweater coats:

Chest.	Width.	Length	Sleeve.
34	16	27	21
36	17	28	21
38	18	29	22
40	19	30	22
42	20	31	22
44	21	32	23
46	22	32	23

THE GREAT FUR FAIRS.

The "fur fairs" are held in Europe and Asia, as a preliminary to the great London sales. They are attended by the smaller dealers, who buy or collect the skins from the small companies and trappers. Many of these dealers then send their purchases to be sold at the quarterly sales.

The fairs are held principally in Germany, Russia and Asia. In Germany, the fairs are at Leipsic and at Frankfurt-on-the-Oder. In Russia, at Nijni Novgorod, Irbit and Ischim. The Asiatic fair is at Kiatka, on the borders of China.

At the Leipsic fair, furs from all parts of the world are traded. Persian and astrakhan lamb, squirrel, rabbit, cat, and both American and Asiatic furs. At the Nijni Novgorod, Irbit and Ischim fairs, Russian furs are chiefly dealt in. Ermine, all kinds of fox, beaver, Persian and astrakhan lambs, squirrel, muskrat, bear, lynx, wolf, skunk, otter, fisher, kolinsky and Russian fitch

BEAVER BRAND KNIT GOODS

Ladies' and Children's Coat Sweaters



REPRESENTATIVES:

T. H. Allice - British Columbia
Thompson & Henselwood, - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble, - - - Manitoba
H. Cook - - Northern Ontario
W. Easson, C. B. Heath, } Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull, - Eastern Ontario
W. C. Brown, - - - Quebec
J. E. Patte, - Maritime Provinces

Pearl Stitch Coat Sweaters. Caps and Children's Suits.

OUR REPRESENTATIVE WILL CALL ON YOU WITH A COMPLETE RANGE OF

Beaver Brand Knit Goods

Wait for him.

R. M. Ballantyne, Ltd., STRATFORD, ONTARIO

Manufacturers of Beaver Brand Knit Goods.

"MONARCH KNIT" COATS

THE illustrations published on these two pages give a fairly representative showing of our enormous and thoroughly up-to-date range. There are, however, many equally desirable lines which we have not sufficient space to show.



Motor Hood 40



L138



M92



K60



Aviation 27

The

Monarch Knitting Co.

Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE
ST. THOMAS
ST. CATHARINES
BUFFALO

"MONARCH KNIT" CAPS

"MONARCH KNIT" HOODS

MAKE it a point of examining the complete range when our traveller calls. Place your orders now and thus assure good business in the early Fall by providing for prompt delivery.

"MONARCH-KNIT" Standard for Style, Quality and Workmanship.



B70



Motor Hood 32



M183



G99



Aviation 25

The

Monarch Knitting Co.

Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES
ST. THOMAS BUFFALO

"MONARCH KNIT" COATS

LADIES', MISSES AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND

Velva BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

JAEGER PURE WOOL
Sweaters and Cardigans



For Summer Sports and Tourist Trade

PLAIN KNIT OR BRUSHED FINISH

We carry stock in Montreal in a great variety of Styles, Weights and new Colors for Men, Women and Children

DR. JAEGER'S Sanitary Woollen SYSTEM CO. LIMITED

Head Office and Warehouse 243 Bleury St., Montreal

Penmans Hosiery



Pen Angle

WARRANTED HIGH GRADE

PENMAN'S

KNIT GOODS

There's Money in Hosiery—

Especially Penmans Seamless Kind

YOU should handle Penmans Full-Fashioned Seamless Hosiery for Men, Women and Children, **the only kind made in Canada** that is actually so fashioned in the knitting that it **will neither shrink nor stretch.**

Made of the **finest quality** Cotton, Lisle, Cashmere and Silk.

YOU'LL get YOUR full share of Hosiery Profits if you stock up your shelves with Penmans Seamless Kind.

PENMANS LIMITED, Paris, Canada

HOSIERY SWEATERS UNDERWEAR



AVON KNIT

A great little suit for the kiddies

CHILD'S CAMEL HAIR SUIT

Plan on getting the trade of the little chaps next Fall and Winter by sending for samples of this woolly little outfit.

This is one of the smartest little suits ever made real camel hair effect, soft woolly fabric, made in different colors for children 2 to 8 years of age. It is made in four pieces, sweater, pants, cap and mitts, all full fashioned.

Samples on Request.

We also make hosiery, gloves, mitts and toques. See the 1914 range.

Avon Hosiery, Limited

STRATFORD, CAN.

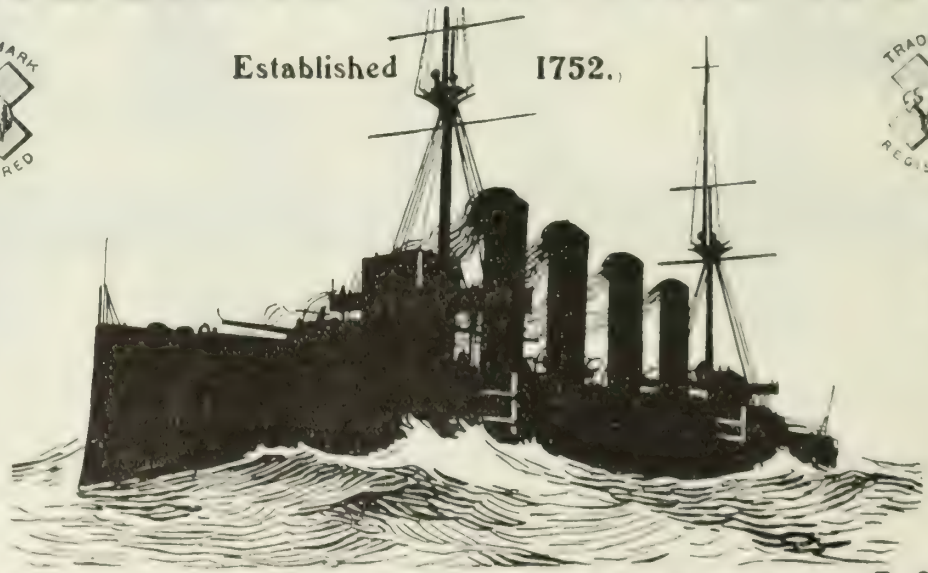
R. L. Baker Co., 100 Wellington St. W., Toronto, Ont.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

BUSTER BROWN STOCKINGS

Advertising Campaign Opens This Month

Repeating our great success with the advertising of "Little Darling" and "Little Daisy" Hosiery for infants and children, we have prepared a strong series of business-pulling advertisements for "Buster Brown" stockings for boys, and

Buster Brown's Sister's Stockings For Girls

The strong feature of the Buster Brown stocking is the hard wear it stands. Tell your customers it does away with darning. One-and-one rib, long-fibre cotton, three-ply heel and toe. Sizes 5 to 10½, in Black and Tan, 1 dozen pairs to a box.

Buster Brown's Sister's stockings, for girls, are featured in all the advertisements, and sell well because of the dainty, silken appearance. Two-ply English mercerized lisle yarn, one-and one rib. Sizes 4½ to 10 in Black, Pink, Blue, White and Tan. ½ dozen pairs to box.

Big business and handsome profit in both lines for you!

ORDER EXCLUSIVELY THROUGH YOUR JOBBER!

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks from Moncton

By Humphreys

No. 1

Processed on the sheep's back



TO the North, South, East and West of the little city of Moncton, situated on the historical Petitcodiac River, lies vast areas of pastoral lands devoted largely to the raising of sheep for their wool.

Maritime wools are, in softness of texture, in length and unshrinkable qualities, far the superior of any other wool used to-day in the manufacture of underwear. This is caused by the action of the salt sea breezes and salt-laden atmosphere on the wool while still on the backs of the sheep as they roam the hills.

These are the wools you get when you stock Humphrey's Unshrinkable Underwear—the underwear that goes to you with an absolute guarantee.

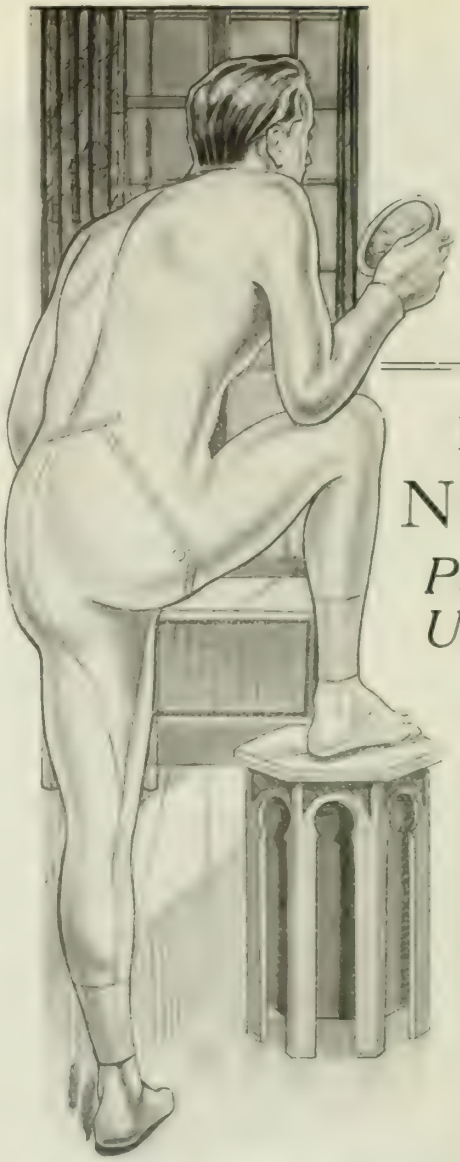
Fall Samples supplied by your wholesaler.

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

Moncton, N.B.



Doctor NEFF'S *Pure Wool Underwear*

made with the perfect-fitting one-piece closed crotch

CAN you conceive of anything more perfect-fitting than the fit of the crotch, and flap of the garment shown above?

Though this is a drawing, it illustrates perfectly Dr. Neff's one-piece, closed-crotch, combination underwear—the actual garment fits as perfectly and gives absolute comfort.

Samples for Fall sent on request.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

Mr. W. R. Mosey, Toronto, agent for Ontario; J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta; Garneau Limited, Quebec, agents for Quebec and Maritime Provinces; J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon.

Hermsdorf Brilliants

To Buyers of Men's Half Hose

Here is a **new** line of imported merchandise that you ought to know about. "Hermsdorf Brilliants" are the result of an entirely new finishing and improving process, invented in the laboratory that produced the celebrated Hermsdorf Fast Black. They come in **all colors**, and combine the appearance of silk with the wear of cotton. Ask your wholesaler or importing firm to show you "Hermsdorf Brilliants." Names of German Hosiery Manufacturers using the "Hermsdizing" process can be had on request.

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony
American Bureau: 235 W. 39th St., New York

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

TRADE MARK
MADE BY THE GODERICH KNITTING CO

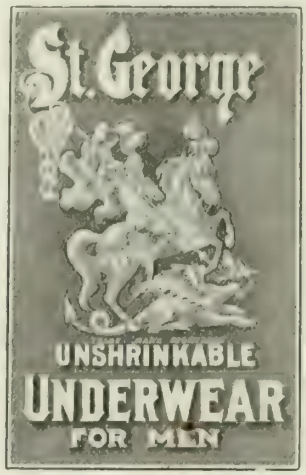
Maple Leaf Brand Hosiery and Mitts

Our 1914 line offers to the trade a most complete range of popular-priced hose and mitts. No other lines can compare with this old reliable brand for genuine selling.

Our successful buying in 1911 before the advance in price of yarns will enable you to sell your customers their favorite hose and mitts at a good profit for yourself and a considerable saving for them.

Our agent is now out with new samples and prices for Fall, 1914. It will pay you to wait for him.

Goderich Knitting Co., Ltd.
GODERICH, ONTARIO



Ask Your Jobber

To show you samples of

St. George "Woolnap"

Underwear for Men.

See how the roughness has been removed by the heavy nap on the inside. Think how many of your customers have been looking for something of this kind.

Another strong selling feature of St. George Underwear is its freedom from shrinkage.

It looks well--fits well—wears well

and sells well.

Schofield Woollen Co., Ltd.

Oshawa, Ont.

Worn by the Best People

Sold by the Best Dealers.

"CEETEE"

UNDERCLOTHING

PUREST WOOL ONLY—UNSHRINKABLE

The C. Turnbull Co. of Galt, Limited, GALT Ontario

Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

Retail Men Ask for Important Amendments

Annual Convention of Ontario Branch, R. M. A. — Oppose Arbitrary Inclusion in Workmen's Compensation Act — Half-Holiday for Summer—Credit Notes from Wholesalers Unfair — Bulk Sales Act Up Again—False Advertising Criminal.

MANY important points were under consideration at the fifteenth annual convention of the Retail Merchants of Canada, Ontario branch, held in Toronto on Feb. 25 and 26. Dry goods merchants and men's furnishers took a prominent part in the discussions and recognition of their services at this and in past conventions resulted in appointments to the presidency, and first and second vice-presidencies.

The retiring president, E. C. Matthews in the course of his address advocated the appointment by the R.M.A. of an expert to examine the fire insurance policies of the members.

G. B. Ryan, dry goods merchant of Guelph, presented a resolution in favor of a fire-marshal, if one is appointed, being under some Minister of the Crown, so that merchants would have access to him for their complaints. Fire loss in Canada was the largest per capita of any country. The resolution carried.

The Workmen's Compensation Act came up in the form of a resolution asking that retail merchants be not taken under the Act except through an amendment to the Act itself passed by the Government. Mr. Trowern the secretary thought the whole Act was "a leap in the dark." Mr. Ryan rather felt that retailers in opposing control by the Act were showing themselves unwilling to do their duty to their fellow-men. The resolution carried, however, without opposition.

Warning to Creditors.

The Bulk Sales Act which was withdrawn from Parliament at the solicitation of the retail merchants, came in for considerable attention. The secretary had a resolution which would permit wholesalers in giving credit to get an agreement signed, by which the debtor bound himself to notify his creditors fifteen days before a sale of his business went into effect. This resolution had been prepared at the suggestion of the Credit Men's Association and the draft bill included farmers, boarding house keepers, etc. It was objected that the latter had not applied to be included and that in any case it would be better for the move to be made by the credit men. The resolution finally was referred to the committee on legislation. An address on this subject was given on Thursday by J. R. Dargavel, M.P.P., for Leeds.

A. M. Patterson, of Brockville, brought up the question of credit notes given by wholesalers in return for goods sent back and declared it was unfair to the retailers. He cited an instance in Brockville where $200 worth of shoes had been ordered and paid for but were found to be defective and sent back. Instead of the money being refunded all he received for his money was a credit note, and he would have to wait now until next Fall to get the value from it, his $200 was drawing no interest, and if he did not choose to buy from the same firm again the credit note would be worthless. The executive were asked to find some remedy.

ONTARIO R. M. A. OFFICERS.

President.—B. W. Ziemann, Preston, Ont.

First-Vice. — A. M. Patterson, Brockville.

Second Vice.—R. D. Cameron, Lucknow.

Treasurer.—F. C. Higgins, Toronto.

Secretary.—E. M. Trowern.

Representatives on Dominion Board:—A. Weseloh, Berlin; R. D. Cameron, Lucknow; A. M. Patterson, Brockville; F. C. Higgins, Toronto, and Secretary Trowern.

The majority of the above will be recognized as dry goods men and men's furnishers.

Mail Order Catalogue.

Some discussion took place on a question introduced by R. D. Cameron, of Lucknow, on a form of mail order catalogue that was being issued to retailers by a company by which orders for dry goods, hardware, watches and furniture were sent in direct to the makers, eliminating the wholesalers. Mr. Cameron said he would hate to take orders for hardware and other lines and thus injure the business of his fellow-merchants. The executive was asked to take the question of the legitimacy of the scheme up with the wholesalers.

Half-Holiday Summer Afternoons.

A resolution was put through in support of an Act being passed allowing municipalities to declare a half-holiday for stores during an afternoon in any week, upon the merchants themselves declaring in favor of it. At present closing hours can be regulated only in the evening and do not include Saturday evenings nor nights before Saturdays or holidays.

A resolution for the prevention of creditors leaving the locality was referred to the executive. It was felt merchants should have some such protection for debts as was accorded now to hotel men.

False Advertising a Crime.

A resolution was passed supporting the Dominion Board in seeking to make false advertising a criminal offence, and also in securing an amendment to the Trading Stamps Act to include guessing and voting contests.

The executive were asked to try to work out some change in freight cartage as it was felt unfair for merchants to pay it at both ends, as was often the case.

Other resolutions included an expression in favor of the appointment of a Minister of Inland Trade; inter-provincial judgments in case of debts; amendments to the Division Court Act to make the collection of small debts easier, and opposing the engaging of municipalities in retail business.

At the banquet Wednesday night the toast to Canada was presented by B. W. Ziemann, of Preston, and was responded to by R. D. Cameron of Lucknow, in a vigorous and stirring address.

"Our guests" were proposed by F. C. Higgins, of Toronto, and responded to by A. M. Patterson, of Brockville, and Harvey Gould of Woodbridge.

"The Press" was toasted by E. M. Trowern, and replied to by G. B. VanBlaricom, W. J. Bryans and B. T. Huston. The banquet closed with the singing of the National Anthem.

PERSONAL ITEMS.

Forest, Ont.—D. McGregor of the dry goods department of the Mahler Co., Limited, has accepted a position with K. M. Stephen of Grimsby.

Toronto, Ont.—On the occasion of his marriage, fellow employees of D. A. Almas of John Macdonald & Company, presented him with a cabinet of silver.

Regina, Sask.—J. J. Crottie, A. F. Little and R. J. Orr, buyers and managers of the dress goods, ladies' garment and men's departments respectively of the Regina Trading Company have returned from a trip to the eastern centres.



Radium

¶ This Window Card is one of a series we are sending out to retailers who sell Radium Hosiery. Its appearance, full size (13 x 20), is strikingly handsome. It introduces an attractive touch as part of a window trim or placed on the counter. Its direct purpose is to form a connecting link between the dealer's store and our advertising. Thus the inquiry, "Where can I buy Radium Hosiery?" started by the advertising, is answered by the card in your window. Write for these new window cards, also cuts for use in your local newspapers. A postcard will bring them.

PERRIN FRERES & CIE., *Wholesale Distributers*, MONTREAL

We have taken space in a list of papers covering your locality in order to send customers to your counters for *Radium* Hosiery

EVERY day Radium advertising is reaching a combined circulation of 457,777 people. Every day this advertising is speaking to an audience large enough to fill Massey Hall, Toronto, 125 times over.

And this steady, persistent-sales influence is benefiting every dealer who sells Radium Hosiery.

Apart from any consideration of advertising, Radium Hosiery should have a place on the shelves of every dealer who makes an effort to buy and sell goods he can honestly recommend.

For customers whose expenditure is limited, as well as for those to whom price is a matter of no consideration, wide scope for selection is given in the complete Radium line.

Radium Hosiery comes in lisle, silk mixtures and silk for men and women, to retail at 50c. and up. It is well made—*good looking.* It is strong—*serviceable.* It has reinforced soles. Heels and toes are reinforced *four times* to resist wear and washing.

Four times reinforced at heel and toe! Remember that—it will help you to sell them. Most hosiery, you will find, is only double thickness at these points. That's one reason why stores find it easy to sell Radium Hosiery. It has special features that commend it to people who, particular always, are doubly so when it comes to buying lisle or silk hosiery.

If you're not handling Radium Hosiery now—stock up with a sample assortment and see how quickly it makes good on the advertising we are doing.

Perrin Freres & Cie.

Wholesale Distributers

Montreal



A Window Display Suggestion

Here's an idea for a window trim both novel and simple. Clear an entire window of the samples generally shown and cover the back and floor of the window space with white muslin. In the centre put one pair of Radium Hosiery of the smallest women's size on a light fixture. Some appropriate legend, such as the following, may appear behind the pair:

"For the daintiest feet in town."

Or, if preferred, the window card might be dispensed with. While window space is too valuable to let such a display remain long, its contrast and oddity would probably be worth more in publicity than the average. The very contrast would help even the displays that followed.

Why you should "Rush" your order for "Zimmerknit"



"ORDER early!" "Do it now!" Two worn-out bromides to whipspur lethargy to action.

They have been worked so hard, for so many advertisers, on so many countless occasions, that one now is apt to take little stock in them. But there comes a time when they do fit; when conditions arise that render imperative the early placing of orders. And when that time arrives, as it has now, don't let any ostrich credulity blind you to the need for prompt action.

When we request any dealer to order his supplies of Zimmerknit underwear early we have good reasons for doing so.

Stocks were never so low as now.

Manufacturers---and this applies to all lines---are making up only enough stock to fill present orders.

Because of the long fall and comparatively short period of real cold weather, many men continued to wear their Zimmerknit garments well up into the winter; they will want a double supply this spring. Immediate prospects for mild weather are good. The demand for Zimmerweights is likely to start earlier.

The point is that we have to commence to fill orders right away. We have done all that was humanly possible to anticipate the demand, and will do our utmost to fill all orders as they come in, but there is no guarantee that we shall be in a position to continue to do so once the season gets under weigh. That's why we say "order early." We don't think there is any need to say more than is contained in our explanation. The dealer who knows our line and our methods of doing business will find this suggestion sufficient.

Zimmerknit garments for Summer wear include Balbriggans, in white, Egyptian, and colors, in porous, mesh, lisles, silkettes, merino, cashmeres and fine ribs, besides Jerseys and Bathing Suits for men and boys.

For ladies' and children's wear, one and two-piece suits in fine white balbriggan fabrics. Order from your jobber.

ZIMMERKNIT UNDERWEAR

E. H. WALSH & CO.
TORONTO

Agents for Quebec, Maritime Provinces, Manitoba, Alberta and Saskatchewan

W. R. BEGG
TORONTO

Agent for Province of Ontario

A. R. McFARLANE
VANCOUVER

Agent for Province of British Columbia

Zimmerman Manufacturing Company

Limited

Head Office and Factory at Hamilton, Ontario

DRESS ACCESSORIES

New Ideas in Neckwear Meet Instant Response

Big Season for Small, Flat Collars—Guimpes and Chemisettes Good Sellers — Vests and Boudoir Caps Popular Lines.

THE season is opening up most favorably in the neckwear field, and every indication points to a big development. The collarless waist continues in vogue, and, in addition, the new boleros and coats need the finishing touch that is given by dainty neckwear. These styles are particularly well defined for the period of the year, and, therefore, the manufacturer is enabled to put out his novelties with complete assurance. Though neckwear is still of the Medici-fichu type, the changes that have taken place are very decided, and there is no mistaking the vintage of the 1914 collar. As in everything else that fashion is concerned in this season in dress, neckwear is very sheer. The laces used are of the shadow type, but because they are so used that the pattern is of importance, great care has been given to the selection of artistic designs. Those laces in which craquele net is introduced are particularly good.

The new feature in neckwear is the soft roll. When the collar is of lace or net this is accomplished by boning the collar so far up, and when on the neck the unboned part is so cut that it rolls over. Many collars are of organdie and sheer muslin. These collars are unboned, the roll being accomplished by the manner in which they are cut, and the names given to them, such as Marie Stuart, Gladstone, Lord Byron, Medici, Directoire, indicate both their style and their picturesque lines.

Neckwear styles are particularly dainty and pretty, and the putting out of the new ideas has met with an instant response. The throat and a becoming V in front is left bare, as the collars meet at just about the yoke point. Very often there is a double collar effect, and the high rolling collar is completed by a moderate-sized flat one that covers the shoulders. These collars are of varying shapes, the lines chosen being those which contrast best with the high roll effect.

This is going to be a big season for flat collars; not the big flaring flat collar of previous seasons, but a smaller collar that outlines the V effect and closes either at the yoke point or comes just over the shoulder, giving the short collar that has puzzled some buyers. Every kind of sheer material is used in the development of these collars. Organdie is the newest, and sheer muslin is also much seen. All kinds of crepe form the stand-by, and many collars are of net, and many are developed from shadow and net laces. Some of the new collars are perfectly plain, and have hemstitching and picot edges for their only decoration.

This is also to be a big guimpe and chemisette season. Guimpes come both with and without sleeves, and there are indications that the net guimpe and waistcoat will be worn together, forming a waist. Guimpes will certainly be worn with boleros, and the new coats and many of the new models are designed specially for this purpose.



Fichu collar. Shown by Phoenix Novelty Company.

So far net and shadow lace rules, and the majority of them are very frilly. The net yoke attached to a camisole has many features to recommend it, and will doubtless be a big seller, as the camisole keeps the yoke in place, while the camisole provides the fashionable lace lining for the sheer waist.

Neckwear houses, besides their regular line, are showing many other accessories. Camisoles are being made in great variety, not only of shadow lace and net, but of crepe de chine and soft washable ribbons. These camisoles have every decoration, and made flowers of silk or crepe in delicate shades are used.

Boudoir caps promise to be a big feature. These caps are shown in a big range of prices and in a variety of styles. Some dainty models are on the sunbonnet order, while others are wired to stand out in French and Dutch peasant styles.

Vests form another item that promises well. For Spring and Summer wear the use of washing silks, both plain and printed, is favored, and styles are too numerous to describe.

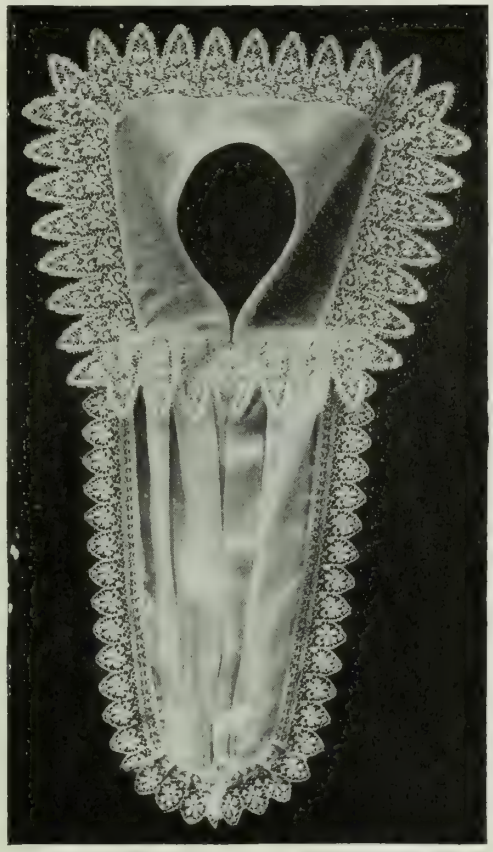
The pronounced vogue of flat collars promises to help the selling of flat machine-made lace collars. Collars of this class are never out of the running, but because of the presence of the made collar will be better than ever. First on the list comes the embroidered organdie and batiste collars. These are best liked in neat hand-worked patterns, and are selling in both white and ecru. Flat Venise, both alone and combined with the lighter laces, are also good, and there are a large number of pleasing shapes to choose from.

There is a growing tendency in favor of real lace collars, and Cluny is well thought of.

Embroidery Outlook

Sheerness the Big Feature—Organdie Most in Favor—Narrow Embroideries Combined with Net.

NOVELTIES rule the season in embroideries, and like every other article that fashion is touching the embroideries that are wanted are worked upon materials that are sheer to a degree. Not only are the new embroideries sheer but they are so soft in finish as to be easily drapable and the designs are all planned so as to give the filmy effect fashion is finding so desirable. This is leading to a different placing of the pattern which no longer wanders over the cloth but is grouped at the lower edge leaving the upper part of the material plain. Lace is often introduced and net effects and shadow laces are best liked. (Continued on page 88.)



9732—Fine Muslin—$4.00 per doz.



892—Bag—$9.00 Doz.

A pair of ready-selling lines for Spring business

Number 9732—Fine Muslin and Lace Collar at

$4.00 Doz.

Number 892—Hand Bag with coin purse

$9.00 Doz.

The two numbers here shown are representative of our exceptionally smart showing of both neckwear and leather handbags.

Sample order given prompt and careful attention.

Flett, Lowndes & Co., Limited

MANUFACTURERS

144 Front Street West
TORONTO

Accessories and Trimmings at Paris Openings

Jet, Gold and Silver Lace Cloth and Brocades, Artificial Flowers, Much Lace and Beaded Tunics Among the Most Used Trimmings —Favorites of the Couturiers.

PARIS, March 3.—At the openings the following were the most noticeable of the showings of the leading couturiers.

Premet showed hand-embroidered white pantalettes similar to those worn in 1830 showing about 4 inches below the dress. Many of his suits had sashes crossing in front and brought up to the back. Much talked of was the head designer gown of mahogany taffeta made in Louis Philippe style buttoned down the front, and with embroidered flounce of mousselin the same color embroidered in damask effect in green and with deep collar of Venise lace.

Callot Soeurs show jet embroideries and trimmings. Garlands of artifical flowers and pleatings of tulle. Tulle coats with lace flounces and ostrich collar fastened at the back with silk roses. Scarfs of tulle, crepe or net.

Drecoll had gowns trimmed with jet, lace, and net. Beaded tunics. Dresses veiled embroidered chiffon, and pearl beaded net, or lace. Many wraps here were beaded with jet.

Beer is using much lace, and his evening and afternoon gowns are embroidered with strass and pearl beads and trimmed with artificial flowers.

Jenny shows afternoon gowns with the whole sleeve of tulle or jet, and with muslin collars. Her evening gowns are of gold or silver cloth veiled with lace, chiffon or net.

Worth shows evening gowns veiled with chiffon and silver or gold brocade trimmed with jet, and also afternoon dresses and wraps with ostrich trimmings and taffeta runches. This firm is showing flounces, sashes, ruches and flower belts and crinolines of tulle.

Cheruit is trimming taffeta with silver lace. One pale grey moire coat is trimmed with silver and is worn over a skirt of green chiffon over lace. A turquoise blue taffeta has a bodice of silver cloth with a printed chiffon scarf draped and tied at one side. Much lace and ribbon is used on the dresses here.

New Parasols

Many Novelty Shapes — Bell and Dome Shapes the Best Sellers — Parasols Come in Novelty Shades and With Borders in Strong Contrast.

THE parasol is now not so much an actual necessity as it is a dainty accessory that gives a completing touch to a dainty toilette. For the time being the tailor-made idea is out of the picture and fashions are delightfully feminine, therefore the parasol is in strict keeping with the fashion ideas that are coming forward. Both buyers and manufacturers are impressed with this view and the parasols selling come chiefly in what may be termed trimming or accessory colors.

Though the new parasols do not go so far as to exhibit frills and flounces this lack is made up for by the novelty in outline. There is more than a touch of the Orient here in the "bells," "domes" and other quaint designs, which form an admirable complement to gowns with kimono waists, bat-wing sleeves, and flaring tunics. Evidently makers of style have acted in conjunction and the new parasol shapes give ample room for the high plumes and hat trimmings that are so marked this season.

Parasols are bordered in some fashion As a rule the dome part is of plain silk and the border in some fancy, or two fancy silks will be combined. Thus a parasol seen had the dome of brocaded silk in the new pinkish tango shades with a checkerboard border in black and white. Roman stripes, plaids, Futurist printed silks and fancy warp prints and Dresdens are all used for both domes and borders. Tango, Kelly green, sapphire, and novelty blues, amethyst, voilet, petunia, tan, chartreuse, and black and white are all prominent parasol colors.

The handles are long and come in natural wood carved, acid etched and stained and enameled to match or tone in with the cover, and all the better parasols have gilded frames.



Medici and fichu collar of fine net and shadow lace. Shown by Flett, Lowndes & Co.

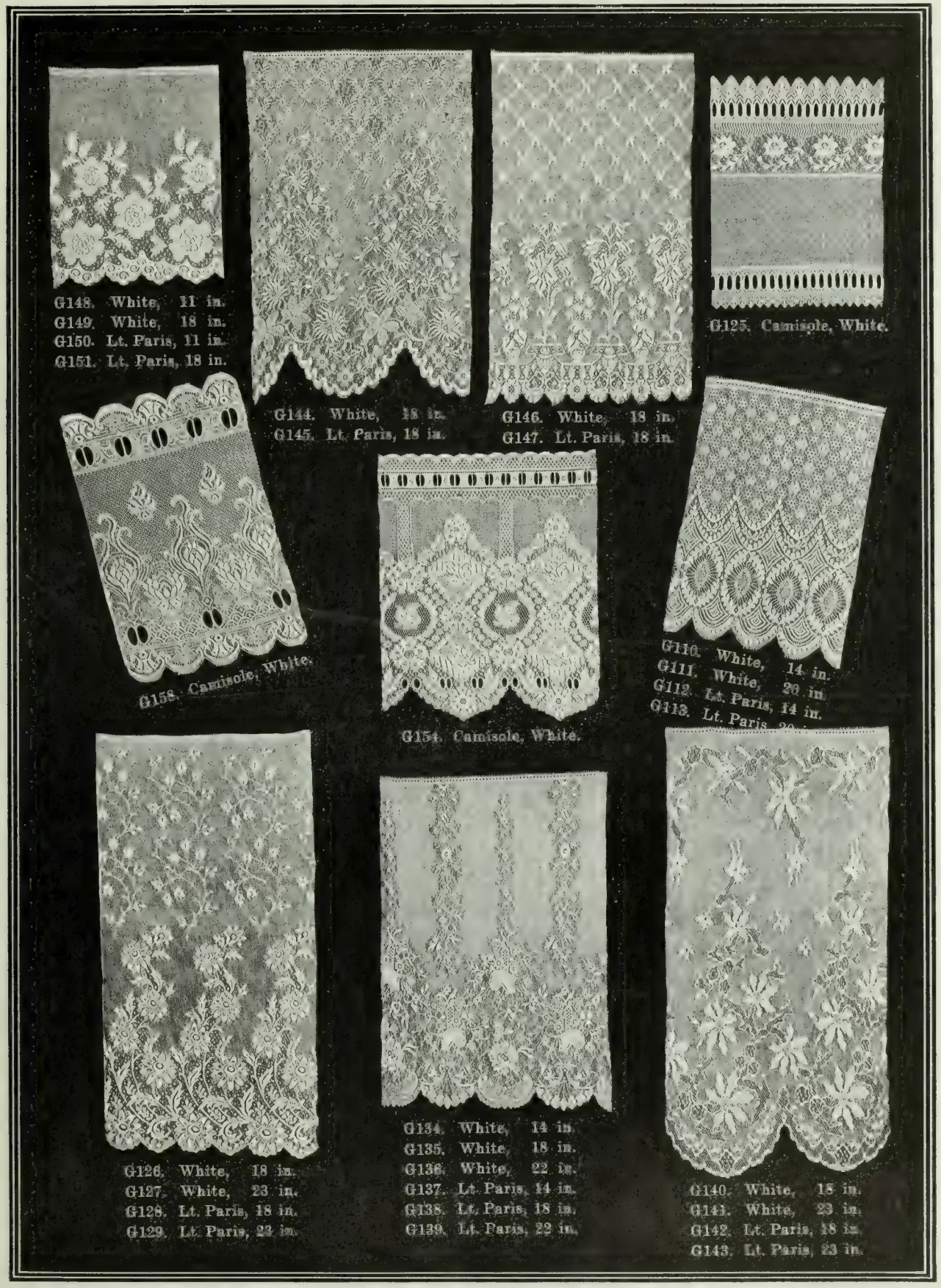
EMBROIDERY OUTLOOK.

(Continued from page 86.)

The material and the finish is of even more importance than the pattern and manufacturers are using sheer fine organdie and batiste. The organdies are given what is known as the batiste finish and are entirely free from their old-time stiffness. Batistes are very much in favor and so are sheer voiles as an embroidery material. Black patterns or embroideries in white outlined in black form one of the most attractive of the later novelties, and organdies embroidered in silver or gold are extreme novelties.

There is some sale for ecru embroideries, but white is meeting with the best demand, though ecru as applied to collar and cuff sets is in fair demand. Narrow widths of embroidered organdie or batiste are attached to bands of net and form a combination well adapted to the season's styles. Narrow insertions are also seen in this effect with the insertion centering bands of net. Crepe and voile embroideries that have the new touch are selling in fairly big volume, and here as in other lines these patterns showing the embroidery well confined to the lower edge and leaving the upper part plain are the best sellers. Many of these embroideries show the addition of touches of soft color particularly in the new rose shades, blue, mauve, ecru and vivid green.

Staple embroideries worked on nainsooks and Swisses are put out in finer and sheerer weaves than ever before. A new feature that promises to take is the beaded edge through which a ribbon can be run. Battlement edges and edges that get away from the old time scallop are also good. The flouncing widths that are selling best are 12 in., 15 in., 27 in. and 45 in. Edgings and insertions are moderately good, and galoons are selling best of all. Beadings come in all widths from narrow up to one designed to take a ribbon 3 or 4 inches wide.



The present vogue for Shadow Flouncings and Camisole Laces points to unprecedented retail demand

See our Salesmen or write us.

LADIES' WEAR, LIMITED

TORONTO

W. F. GOFORTH, *Managing Director*

Arts and Crafts Bldg., VANCOUVER Hammond Bldg., WINNIPEG

Wide Outlet For Ribbon in Trimming

Milliners Using Both Wide and Narrow Ribbons

There promises to be that all-round use of ribbon in the coming Spring that makes for a successful season. Milliners are certainly going to use ribbons, and are not going to confine their favor to any one kind or width. Wide ribbons are favored in Paris, but many model hats show ribbons of moderate width that are frankly joined and taking the place of the ribbon that is extra wide and therefore extra expensive. In solid colors, taffeta, moire, and faille are the leading ribbons. Wide velvets are used, but these ribbons are generally backed with a contrasting color. Some very new velvet ribbons have Ottoman backs with the cord showing through and giving a ribbed effect to the velvet face. Roman or the more subdued Moorish-striped ribbons are good, and these ribbons seem to be best liked when the ground color is tete-de-negre or very dark tan.

Narrow velvet ribbons are very much used, and narrow faille or cord ribbons are used in the place of straws, covering crown or brim or in some cases the whole hat.

Wide novelty ribbons will be used for the new vestees that promise to be so much worn and also for sashes. Among these may be mentioned chiffon and gauze brocaded in metal. Many warp printed, and printed ribbons in Chinese, Oriental and Persian patterns and colors are showing.

A very wide outlet for ribbons is promised for trimming lingerie garments. This applies to the special lingerie ribbons that are put on the market, and to the usual pinks and blues that sell are added this season yellow, pale green, and mauve. The same colors in satin ribbons from half-inch to three, and also in wider widths for some garments are being taken by makers of whitewear in considerable quantities. As these ribbons have a definite use and are not altogether a matter of decoration, there promises to develop a very considerable counter trade, as they will have to be replaced when soiled. Lingerie ribbons and all silk satin ribbons wash fairly well, but very few medium-priced ribbons will stand constant tubbing.

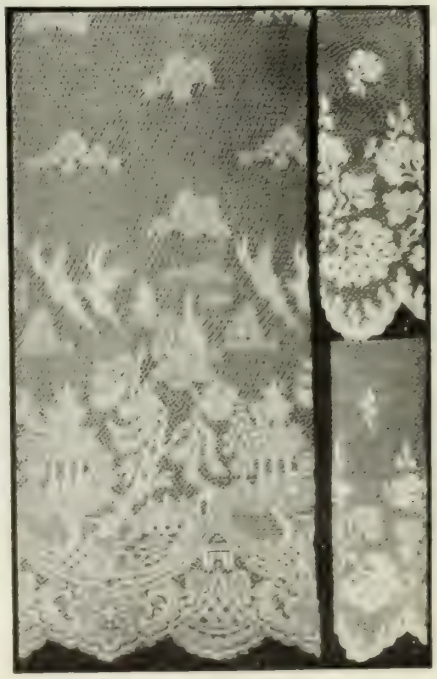
Big Veiling Season Assured

Novelty lines not complete yet—Mesh veils, nets and neat patterns the leading ideas—Suggestions for displaying.

BEFORE the cold weather came and checked the demand, the trade had begun to ask for veilings. Shetlands led in this early demand and as soon as the weather moderates the woman with a sensitive skin will be in the stores for veils to use as a protection against raw winds and the strong sunlight of the early days of Spring.

Importers are enthusiastic about the veiling prospects for the coming season, and about the orders already placed. With the small hat paramount they know that a veil will be a necessity. Importers are ready with a varied line of novelties but the line cannot be said to be as yet complete.

Interest centres in fine meshes and different nets such as hexagons, Brussels, filets, craqueles and fancy meshes. The patterns buyers are interested in are on the same neat order that prevailed last year. There is a decided feeling for tiny chenille and velvet dots and very neat effects in narrow borders are beginning to appear.

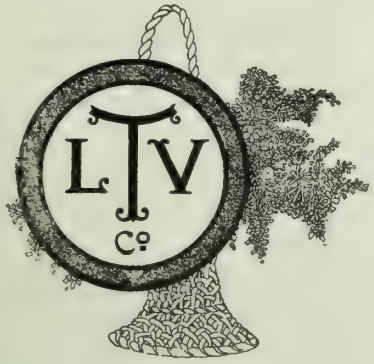


Chinese patterns in shadow lace. Shown by Voss & Stuffman, Montreal.

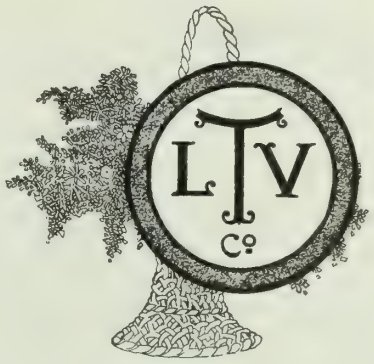
Black and white are the big sellers, with black in the lead at present. As the season opens this position will be reversed and there will be an increasing sale of white veils. Colors are coming into prominence with purple, blue and tan shades in first place.

No use in trying to do a big veiling business, Mr. Merchant, unless you are prepared to put the novelties into stock as they are produced, and not only must you be prepared to stock them but you must have the facilities to show them. A wax head or two should be the property of the veiling department, and now that the new millinery is coming in this figure should have its hair arranged in the latest style, and a smart street hat should be posed on the head and the whole topped with a veil arranged in the latest manner.

It is seldom that a woman comes to the store for the special purpose of buying a veil, for the greater number of veils are sold by introduction or because the veiling has been seen and admired in the department. If you get the habit of always having something new in veilings you will find customers will make a practice of visiting the department when in the store just to see what you are showing, and if the veiling strikes her fancy she will buy it. Most women can do with an extra veil at any time.



Easter Veilings



White
Black
Beet
Saxe
Taupe
Violet
Brown
Paddy —

We have an exceptional range both in colors and varieties

Camisoles

and

Shadow Flouncings

We can give prompt shipment on these quick-selling lines, which are now so much in demand.

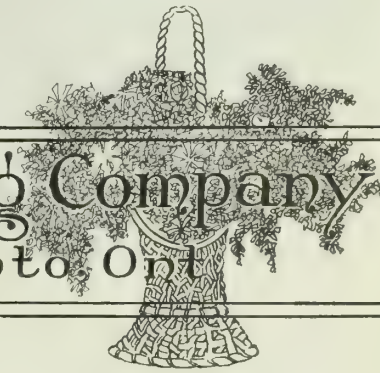
——Plain Nets——

We carry an immense stock of nets in several qualities and prices in White, Black, Paris, Cream.

——Laces——

Shadow, Pleating and Millinery





The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.

Lace Vogue is Broadening

Extending to the Finer Makes — Metal Laces Favored by High-class Trade—Going Back to Older Hand-made Laces for Patterns—Nets in Splendid Demand.

BUSINESS in lace continues to grow. The very popular shadows still hold and will continue to hold their own, but, as ever, when one kind has obtained extreme popularity, buyers begin to turn towards other kinds. This is what is happening now, and buyers for the more exclusive trades are beginning to show an increasing inclination toward other fine and filmy makes. Orientals, craqueles, and all kinds of net tops in white ecru and in two-tone effects are being talked of and Alencons are becoming leaders. There is a very decided demand developing for black laces, and for black and white effects, and in both black, and black and white Chantilly is beginning to sell.

In the effort to produce novelties manufacturers are going back to the older-hand made laces and Carrick-macross, Limerick, Point Lierre and other light laces are going reproduced with absolute fidelity in machine-made lace. One feature that is common to all laces selling at the present time is the preference for patterns having the straight edge. Other laces selling are Torchons, Valenciennes, Point de Paris, Point de Binche, but in one and all it is the light designs that are favored. This is a period when shadows, tulles and flimy laces are decidedly in the lead.

The new patterns are very beautiful and show a delicacy of line and character in strict keeping with the lace to which they are applied. As a rule the heavier part of the pattern is confined to the lower edge, leaving a spread of net with scattered sprays to form the upper portion—an arrangement that makes the lace more filmy in effect.

There is some revival of repousse laces in which the pattern is embroidered with the centre of the work punched or depressed and the edges raised. These repousse and also other laces have the edges outlined with a silky thread which adds much to the appearance of the lace. Color effects form a high novelty and some of the more fanciful laces show embroidered patterns worked out in such colors, as rose, porcelain, lavender and lettuce green on either ecru or white grounds. Cream and black Chantillys with the patterns lightly traced out in black are decidedly good. These laces are being well taken up for millinery purposes.

Though by no means a Spring article, metal novelties show no decrease in favor, and from reports received of the Paris dressmaker openings, it will be seen that the leading model houses are using metal laces in the production of the Spring models. Like all the laces used this season, the metal laces are light in effect, or are of Paris or grey net with the pattern worked in with cream or gold silk threads. Gelatine spangles in the form of small jet beads are used to work into the pattern of some of these laces.



Sheer net, top lace and band in shadow effect. The almost straight edge is a big feature in the new laces. Shown by Riegel & Langer, Montreal.

One feature that makes for a big season is, that instead of only one width of flouncing being wanted, every width of lace from narrow edgings up to 45 inch flounces are in demand, though the best selling widths are the nine, twelve, eighteen, and twenty-seven inch flounces. There is very little call for insertions, though wide double edged bands are being used to some extent for bodices and sleeves.

Another big outlet is provided by the growing rage for camisole or corset cover laces. Since the end of last year this demand has shown a rapid increase and by the time light Summer dresses begin to be worn will have attained very large proportions. This idea promises to be responsible for the selling of narrower laces, as laces 3 or 4 inches wide and net or insertion to match, are often substituted for the camisole flounce. Tango garters are shown with lace in place of the accordion pleated chiffon.

Nets are already in unprecedented demand, a demand that shows no sign of diminishing. Plain nets are the leaders, and besides Brussels which has first call craquele, filet, hexagon, octogon, and diamond mesh nets are all sellers. A big percentage of the nets used go into pleatings, but waists, boleros, whole gowns, skirts and gown foundations are made of net. Net has invaded the undergarment field, and combinations, corset covers and skirts come in net. Colored nets are big sellers and come in all the new blues, greenish blues, tango and yellow shades, the new greens, purple, amethyst, petunia, crab rose and salmon pink, as well as black white, champagne and grey. Chiffons are wanted as well as nets and besides a wide range of plain colors, chiffons come with printed patterns, or printed and embroidered with tinsel. These chiffons are to be used for veiling silk materials and for millinery purposes.

The Easter Glove

Up to this Period will be Short —After Easter, 16 and 12 Button Lengths—Chamois Lisles Big Sellers—Prices Will Advance.

ANY change that will take place in glove prices will be in the direction of advances. The reason is not far to seek; it costs more to manufacture gloves in these days, and, moreover, there is a shortage of leathers suitable for making gloves. Skins for this purpose are largely the product of the Balkan States, and many of the herds from which the skins came were killed off in the recent war.

Styles show no particular change. Up to Easter wrist length gloves will be the sellers in kids, and after that date the call will be for 16-button and 12-button lengths, as the short sleeve will predominate during the Spring and Summer.

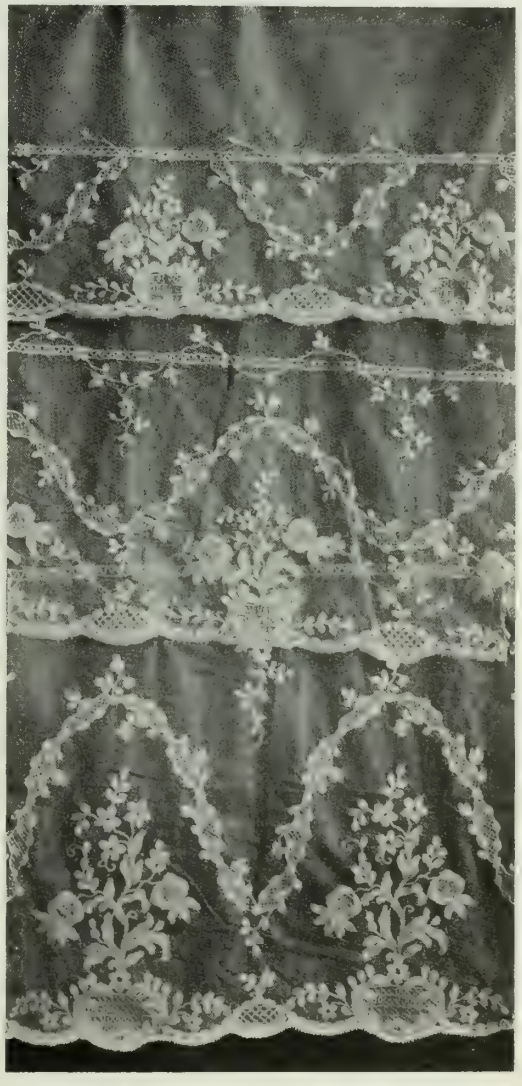
Heavy embroidered gloves are the fashion, though lots of plain gloves will sell, and the bulk of the demand will come on white gloves. Tans and greys

(Continued on page 97.)

Exclusive Laces from Paris

One Piece of Each Kind

OUR EUROPEAN buyer has just returned from a tour of Parisian Fashion Salons where he procured the most unusual assortment of model laces ever shown by any one house at one time.



These laces are the exact pieces used to-day by

DOUCET, PACQUIN
WORTH, CALLOW
SOEURS and BISCHOF
DAVID

on the latest artistic confections displayed in their Parisian Salons.

Bruges, Maline, Alencon, Florentine, St. Gall, Calais and other exclusive importations are represented in the collection.

These laces are absolutely exclusive.

There is only one piece of each, measuring from 2½ to 3½ yards in flounces, with insertions to match.

We would suggest that you send an open order for about $109.00 direct to us.

We will make careful selections and forward according to your requirements.

GEBR. RIEGEL & LANGER

KING'S HALL BUILDING :-: ST. CATHERINE STREET WEST
MONTREAL, QUE.



Don't Hesitate

to call and see us when you come to Montreal.

We would like you to see our new showrooms, which are conveniently situated in the heart of the Millinery district,

No. 6 St. Helen Street

You will find everything you want in RIBBONS in our immense stock.

New Failles, New Moires, in all newest shades, are especially in demand.

The new PARCELS POST system is an aid to our MAIL ORDER DEPARTMENT in giving you prompt service. Write, phone or wire your requirements and get the goods by return mail.



Walter H. Barry & Co.

MONTREAL, P. Q.

Winnipeg Branch: 222 McDermott Ave.

The "Mary Stuart" Collar

FOR IMMEDIATE DELIVERY



This is the Mary Stuart collar, one of our immense showing of 1914 novelties, which includes all the latest fichu and Chinese effects.

The Mary Stuart collar is one of the season's newest creations and will be a particularly strong seller as it appeals to the fancy of the average woman.

Our showing of rufflings is quite worthy of your early attention. It includes all that is new. Organdie and batiste effects are extra good sellers.

We are also showing Camisoles in an immense variety, samples of which we will be pleased to show you when in the city or will send samples at your request.

Our collection of waists for Spring and Summer show the widest variety in new Crepes, Voiles and Silk effects.

Our travellers will call on you at an early date with the full range. To make sure he does—**drop a card to-day.**

PHOENIX NOVELTY CO. Dry goods Novelties Toronto

Phoenix Novelty Company

TORONTO, ONT.

PHOENIX NOVELTY CO. Dry goods Novelties Toronto

The Success of the Season

MALINE MALINE

Our own make, "CANVELCO" BRAND; every yard guaranteed by us absolutely rain-proof and warranted to retain its firm, velvet finish. In stock for immediate delivery the following shades:—

WHITE	CREAM	TUSCAN	SKY
PINK	GREEN	TANGO	BROWN
OLD ROSE	NAVY	CERISE	GREY
	VIOLET	BLACK	

The number is 400 27 inches wide.

The price is 12½c per yard

Also in stock for immediate delivery all colors in Breton, Brussels, Bobinette, Esprit, Thread and Fancy nets.

And the finest assortment for Easter Trade of Vanity Veilings in Butterfly, Sunburst and Beauty Spot, also the Perfect Frame Veiling in Prunelle or Black.

Letters of enquiry will be appreciated and receive prompt attention.

CANADA VEILING CO.

84-86 Wellington St. West, Toronto

First Page

Suggestions
For Proper Care of
Kid Gloves

Davidson Bros. Co.
"The Big Store"
Sioux City, Iowa

Fourth Page

Dress Kid Gloves $1.50

OUR "Superior" is an imported French Overseam Real Kid Glove with two clasps, fine Paris Point embroidered backs made of specially selected skins.
Black, White and Colors, per pair **$1.50**

Street Wear Gloves $1.50

OUR "Regal" is an Imported Lambskin Glove, the skin is a trifle heavier than our "Superior" has two clasps, with the famous full pique sewing, fine embroidered backs Black, White and Colors. An elegant glove for every day wear, per pair **$1.50**

Service Always the Best at Our Glove Counter

Davidson Bros. Co.
"The Big Store"
Sioux City, Iowa

Second Page

SLIP the fingers easily into the glove, leaving out the thumb

¶ Gently and gradually work the glove down until the fingers are completely in, then put in the thumb and work same down carefully.

¶ Stretch glove at wrist carefully until clasps meet.

¶ When removing your gloves, first release glove at wrist and draw off backwards, practically turning the glove inside out.

Third Page

DO not try to force the gloves on by pushing them down between the fingers

¶ Do not pull gloves off by finger tips.

¶ Keep Black gloves separate from White or Colored

¶ If these suggestions are followed, you are assured that your gloves will give you entire satisfaction

THE EASTER GLOVE.

(Continued from page 92.)

are selling to some extent, and there is some novelty development in favor of pearl and banana shades, but the white glove, either self-embroidered or embroidered in black, is the leading seller.

Chamois lisles promise well in fabric gloves in white, natural, black, tan and grey, and for Spring selling these gloves are favored finished in heavy silk embroideries in self and in contrasting colors.

There will be another big silk glove season, but buying has been done on conservative lines, and as raw silk is advancing, it is not impossible that a short supply and higher prices may be among the developments to be expected.



This Will Tear It



This Will Not

Hint sent out by another store.

The summer glove will be the long glove, for all dress and waist sleeves are elbow length or shorter. For the better trade, 16-button lengths will sell, and the cheaper trade, because of price considerations, will take the 12-button glove. Though a few fancy colors are always shown, white and black are invariably the Summer colors, with white the best seller. This season, because of the favor in which black is regarded, black gloves should make some gain.

Do you pay any attention to your stock of children's gloves? Every buyer who features children's gloves should make preparations to bring them prominently before the buying public during the period of before Easter trade.

Return of Damaged Gloves

Store sends out folder to prevent abuse of delicate gloves—Complaints thus reduced fifty per cent.

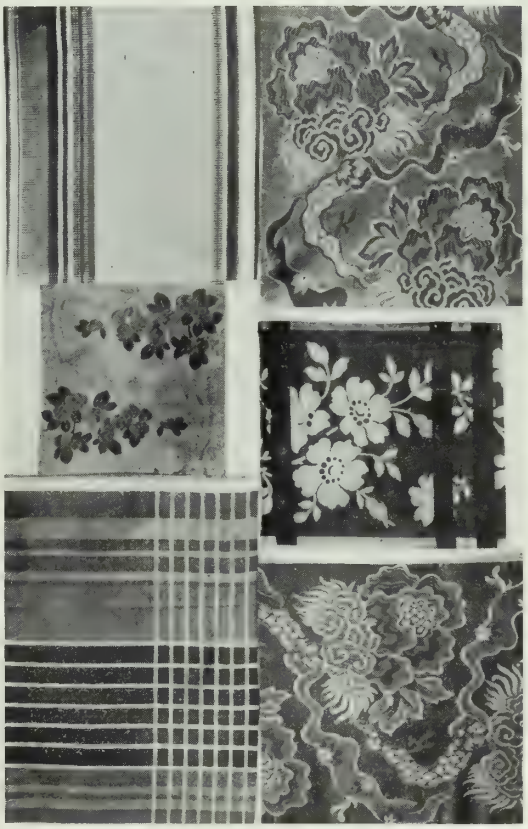
MANY stores—in fact, every store—gets into difficulties over the return of damaged goods. To refuse them often would destroy a connection of years with a customer. To accept them all means a big addition to the loss account. Davidson Brothers Company, of Sioux City, Iowa, have an excellent system of enclosing an explanatory folder, which the glove buyer, N. A. Koller, explains in a letter to The Glovers' Review:—

"By enclosing one of these folders with every pair of gloves sold, our glove complaints have been reduced about 50 per cent. during the two years we have used them," says Mr. Koller.

"It is our experience that the average customer believes that kid and lamb gloves can stand the strains and abuses of heavy leather working gloves, and that they need information and education to impress upon them that fine, light-weight gloves must be handled with intelligent care. We use this folder very freely, putting it in the high grade as well as the cheap gloves sold over the bargain counter.

"I make no claim to being the originator of the idea, but as an adopter of it I have had gratifying results. I might state further that the word 'guarantee' is never used in our glove department or its advertising."

As is done in many underwear departments, there should be a cast iron rule that the hand measurement of every customer be taken rather than to accept the customer's word for it, or any guessing by either the salesman or the customer. This alone would save many a ripped glove being thrown back on the store.



DAMASSE RIBBONS.

On the left: 1, Bayadere stripe; 2, Fancy damasse; 3, Combination plaid and Bayadere effect.

On the right: 1, Oriental design; 2, Bayadere stripe and flower effect; 3, Oriental design.

Shown by Walter H. Barry & Co., Montreal.



R. D. Fairbairn
& Co., Limited
107 Simcoe St., Toronto

President
RHYS D. FAIRBAIRN

Vice-Presidents
E. F. KNIGHT
W. C. CLIFF

Directors
C. N. TAYLOR
E. M. McCONTEGAL



R. D. Fairbairn & Co., Limited

107 Simcoe Street, Toronto

President:
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Vice-Presidents:
F. J. KNIGHT
W. C. CLIFF

Directors:
C. N. TAYLOR
F. M. McGONIGAL

Bright for Laces

Flat Collars and Collar and Cuff Sets Good Sellers—Heavy Laces Out at Present Moment.

Heavy laces at the present moment are quite out of the picture. Light Venise is having a fair representation, chiefly in the form of edgings and bandings, both for the cutting up and the counter trade. Flat collars and collar and cuff sets in light Venise are also good sellers, particularly in popular priced goods.

There is little doubt that prospects are decidedly brighter for the lace business generally. Since the beginning of the year Calais reports the receipt of very much improved orders and re-orders in laces. Also the confident expectation is that orders will be still larger as the season progresses

Figures from Nottingham show that an increase of over one million has been made in the exports to the United States alone in the past year. Though much of this increase is due to the larger use of cotton nets, there is also a substantial increase in the value of lace exported.



1—Gladstone collar of white taffeta. 2—Roll back collar of shadow lace. Shown by R. D. Fairbairn & Co. Limited.

Gloves Higher

Raw Material Scarce—Steady Increase Last Year May be Continued — Wrist Lengths.

Wrist length Capes and Mochas will be the most used glove for wear in the open until warm weather time, and the doeskins and the fabric imitations of leather will also be in good demand. Local conditions have an influence which should be noted. In the bituminous coal-using cities in the States centres where industry is the life of trade and the death of clean apparel — unwashable, "undressed" gloves, such as Mocha and suede, do not as a rule sell well, style or no style.

Whatever the condition of the glove business may be there is no chance for reduction in the cost of glove leather. Instead there is every likelihood of further advances. Said a leading dealer in glove leathers: "Manufacturers cannot expect to buy leather any cheaper than at present. The scarcity of the raw material makes this certain. The past year showed a steady increase in prices. The last of these came in November when horsehide went up from $1.50 to $5.50. This advance came too late to amount to much, on account of weather conditions, but horsehide is still keeping up. Splits are as high and as scarce as ever. Sheepskins are still on the upgrade. Demand or no demand for glove leather will not cut any figure in the leather market. The glove manufacturing end is the small end of the business. Its wants are small and cannot be considered as capable of influencing the price situation."

Fanciful Waists

Crepe de Chine in High Favor Many of Figured and Flowered Crepe and Voile—Waistcoat Blouse Popular.

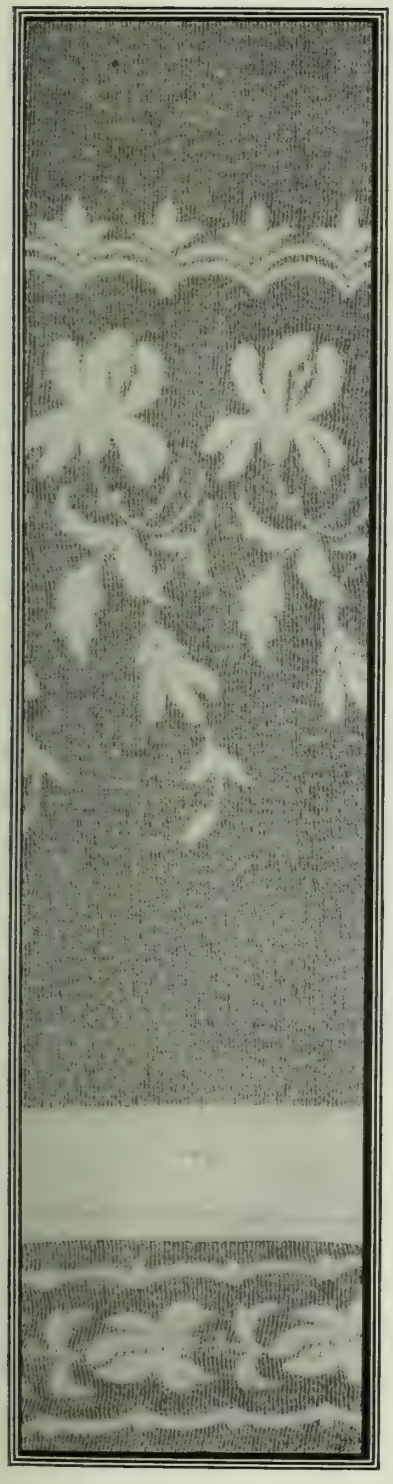
The development is in the direction of a fanciful character and the best liked materials are shadow lace, nets, chiffon, and soft silks with taffeta in the lead from a fashion standpoint. One feature that is introduced into nearly every waist are the wide frills of lace or net. All waists are loose and blousy, and the kimona sleeve is cut with increasing width of armhole in what is termed bats-wing or elephant's ear shape. One good feature of this cut is that there is little danger of the sleeve tearing across which was the chief fault of the kimona effect when last worn.

Raglan sleeves and yokes are again popular and extra prominence is given to the seam lines by using hem-stitching and cording. The V-front and the uncovered neck rules the collar, being generally of a Medici frill of lace, often showing the new roll or turn-over and some of the new waists have fichus of shadow lace or net with a lace frill forming the collar.

The new idea in waists is the waistcoat blouse. Some of these blouses have the appearance of being in the short sleeves, but already this idea is being modified and the waistcoat is promising to be the point of departure in the production of some very pretty and original modes where the waistcoat cut is retained without the present patchy effect.

Another new idea in blouse construction is the Russian blouse. This blouse is cut on kimona lines with bats-wing sleeves, and the skirt forms a peplum that reaches down five or six inches below the waist. The blouse is drawn to the figure at the waist line by a belt, generally of fancy silk. Some of these blouses are just jumpers and are intended to be worn over a net guimpe. Others button straight down the front and have flaring collars to match the silk of the crush belt.

Since its introduction now a good many seasons ago, the chiffon blouse to match the color of the suit it is to be worn with, has never been really off the market, and, lined with shadow lace or net, it is just as important as ever. Another material that keeps steadily in favor for making blouses is crepe de chine. White is the best seller. A new model was trimmed with ruffles of white net edged with picot in black. This picot edging is produced by hemstitching the net and cutting down the centre of the hemstitching. The collar was formed of a standing ruffle of the net and one laying on the waist of the blouse joined under a band of black velvet. The collar only reached to the shoulder line, but the velvet encircled the neck. Ruffles of the net outlined the fronts and fell over a small vest of shadow lace. The sleeves were trimmed to match with ruffles of net and bands of black velvet. Many waists of flowered crepe and voile are selling at the present time.





45-in. Fancy Crêpe Skirting



All the Latest Novelties in

Embroideries
Laces
Trimmings
Neckwear

Carried in stock in a large selection. Call and see us when in the Market.

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St. **Montreal**

VAN RAALTE *Veils*



DROOPING ORCHID

The Drooping Orchid and Rose of Japan are among our newest Spring, 1914 Veilings. Originated and made in our American mills---direct to your shop.

E. & Z. VAN RAALTE, 100 Fifth Ave., New York

The Largest Veiling Manufacturers in the World.

Factory at Paterson, N.J. Canadian Representative Mr. S. Oldershaw, 195 Waverly Road, Toronto

VAN RAALTE *Veils*



ROSE OF JAPAN

Both these designs have been pronounced an immediate success by all good shops of Canada and the American Continent. Samples upon request.

E. & Z. VAN RAALTE, 100 Fifth Ave., New York

The Largest Veiling Manufacturers in the World.

Factory at Paterson, N.J. Canadian Representative: Mr. S. Oldershaw, 195 Waverly Road, Toronto

Science of Building a Retail Business

Address of A. F. Sheldon, Chicago, at Ontario R.M.A. Banquet.

SOME OF THE GEMS.

"The man who spills the life-blood of the profits is not a salesman. He is a store-keeper, an order-taker."

"A house is known by the customers it keeps; not by those it gets."

"Failure is stumbling in the darkness of Nature's law."

"Business-building is the art of securing permanent and profitable patrons."

"He did not give me his right Q plus Q—quantity plus quality."

"The science of business is the science of rendering service. He profits most who serves best."

"To have the permanent patron one must give three things: quality always, right quantity, and mode of conduct of his business—Q plus Q plus M."

"The wagging tongue of a satisfied patron is the best advertisement in the world."

"Advertising is the fire under the boilers of business."

"The negative suggestion kicks the football of the mind toward the goal of 'No.'"

"Salesmanship is the art of persuading people to purchase products at a profit."

"There are too many people in the world who lack terminal facilities."

SOMETHING after the manner of Elbert Hubbard, was the address of A. F. Sheldon, head of the Sheldon School, Chicago, at the annual banquet of the Retail Merchants' Association of Ontario; original, witty, incisive, epigrammatic, pungent, comprehensive, and thoroughly helpful, altogether a rare address to retail men.

"Prejudice," remarked Mr. Sheldon, at the outset, "is a great hindrance to progress. The way to build a retail business is to bring the conduct of that business into harmony with the laws of nature. The truly great reflect consciously or unconsciously certain basic natural laws.

"The way to build a retail business is the same as the way to build any kind of business—by making it reflect natural law. Sir William Blackstone defines common law as a rule of action or conduct prescribed by the highest authority of the state. You and I must bring our lives into harmony with those laws of the state. If we violate any we pay the penalty of a fine, the penalty depending upon the seriousness of the offence. If we violate a law of the state by taking life we must pay the penalty of death. Natural law, as Blackstone would say, is the rule of action or conduct prescribed by the highest authority in the universe —the Creator, the Infinite, the Great First Cause. In nature we see the manifestations of intelligence. Cause cannot give rise to that which is not in itself. You and I must consciously or unconsciously work in harmony, to build our business. If we violate any law tending to the building of that business, we lose by way of substraction from possibilities of greater business. If the offence is serious we are deprived of our job—we die a financial death.

"I submit that one who has started a business and gradually built it to greater proportions had his life in harmony consciously or unconsciously with basic natural laws.

Stumbling in the Darkness.

"Failure is stumbling in the darkness of nature's law.

"Business building is the art of securing permanent and profitable patrons. If the retailer secures a sufficient number of permanent and profitable patrons he builds up his business.

"When every employee awakens to the fact that the sale of service is the same law as that which influences the price of sugar—quantity plus quality of the goods delivered; when he realizes that, he will not be losing his eyesight looking for more pay, or fostering spite against an unappreciative boss.

Storekeeper vs. Merchant.

"Let us now consider the concept 'profitable.'

"There is a big difference between a storekeeper and a merchant. Keep your eye on the profits. The man who cuts the throat of a transaction and spills the life blood of the profits is not a salesman. He is a storekeeper—an order taker. Men who figure they have made 25c. when they buy a picture for a quarter of a dollar and sell it for 50c.. are not conducting a profitable business. They forget that the 25c. margin may be entirely eaten up in overhead charges. There are men who do not charge either rent or interest on their investment as part of their expense of running a business.

"I know a man in the United States who operates a chain of stores. He is an expert on mathematics, and has been able to install systems in every department of every store so that he knows exactly each week what he has made or lost in each department of each of the stores.

"That man is consciously in harmony with nature's law of system and order.

(Continued on page 117)

Don't Make A Mistake

By neglecting to replenish your Spring stock with a full range of Silk ORNAMENTS and TASSELS; also Beaded Passamentarie, of which we have a supply. Handsome Sashes in plaid effects and self-colors are also fashionable this season.

THE MOULTON MANUFACTURING CO., Limited

Craig, Gosford and St. Louis Sts.

MONTREAL

Sterling
RAINPROOF TULLES

The "**Sterling**" brand of tulle is guaranteed waterproof, it is proof against all moisture. The colors are absolutely fast. In addition to being Waterproof, the value of the "**Sterling**" Brand is enhanced by the regularity of the make, the thickness of the tulle and the brilliancy of the colors. Owing to the elastic finish which this tulle possesses it will always keep the form given by the user even after being deluged by water.

This is an advantage which no other waterproof tulle possesses.

For ruffs, bows and all Millinery purposes the "**Sterling**" tulles are superior to all other makes.

Made in four qualities in black and one quality in colors. Prices: 15c, 17½c, 20c, 22½c; colors 17½c. 36 inches wide.

A trial order will get prompt attention.

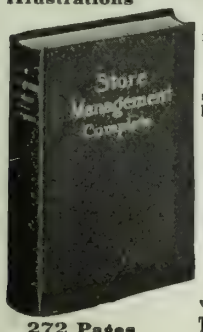
Our stock is now complete with new arrivals of Bretonne Nets, Pleatings, Shadow Laces (in all widths) in Flouncings and Camisoles.

The Sterling Lace and Novelty Co.

TORONTO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Your Button Needs

will be carefully and promptly attended to by us. We keep in stock Ivory, Anchor, Brass, Hornoid, Pearl, Crochet, Fancy Metal Buttons, and we are the largest makers of plain and fancy-covered buttons.

Tell us your requirements.

A. Weyerstall & Co.
Head Office: 145 Wellington West, Toronto
Branches: Montreal, Winnipeg

Increasing
P. C. Corset Service

We could build corsets that would have the same graceful lines, fit just as perfectly and give the same ease and comfort as our present modes, but would cost considerably less to manufacture.

For instance, we could leave out the

Double Canvas Interlining

which surrounds each and every steel, and its absence would not be noticed, but we plan on service to our patrons. This interlining greatly increases P. C. Corset service.

Our models give more than comfort, durability and service. They give that desirable, graceful poise to the figure which conforms to Dame Fashion's latest requirements.

Samples gladly sent on request, prepaid.



PARISIAN CORSET MFG. CO.
LIMITED
QUEBEC, QUE.
Ontario Branch:
77 York St., Toronto



3,000,000

People See This Trade Mark Every Day in over 300 Newspapers.

This tremendous Editorial publicity sends these women to the stores that sell

LADIES' HOME JOURNAL PATTERNS

Home Pattern Company
615 West 43rd St., New York City
Owned and Controlled by The Curtis Publishing Co.

3,000,000 People see this Trade Mark every day in over 300 Newspapers

The Home Page of the newspaper is what the woman looks at first—and looks at longest. On this page, each day, in more than 300 newspapers, women see Ladies' Home Journal Patterns illustrated and described.

This kind of publicity cannot be bought. It is taken by the newspapers because it is news—fashion news—the latest and most accurate that can be obtained.

These daily Ladies' Home Journal fashion editorials are seen by more than three million people. The trade mark that always appears tells what patterns they are.

The stores that sell Ladies' Home Journal Patterns get this trade. Is this identifying mark on your window?

LADIES' HOME JOURNAL PATTERNS

Home Pattern Company
615 West 43rd St., New York City
Owned and Controlled by The Curtis Publishing Co.

MILLINERY

Novelties Showing at the Early Openings

Far Greater Variety, and Not So Expensive This Year, and Good Season is Predicted—Ribbons, Laces, Flowers, Ostrich Among the Many Materials Shown—Irregularity of Brim.

THE trade has been to market, and though there has been a certain conservativeness in the buying done, and though in some sections there has been a tendency to substitute cheaper for the high-priced materials, on the whole the wholesale houses are very well satisfied with the advance business that has been done. Moreover they have every confidence in a good steady selling season if only the weather is reasonably propitious, for the trend of fashion is very favorable to a good millinery season. And fashion, it may be said, has of recent years marred more seasons than poor trade. Just an expensive shape and a plume or osprey has been in demand so long that there has been nothing for the workroom and no outlet for the majority of millinery materials. This season everything is to the fore, and it is the milliner that gives the requisite touch that finishes the hat.

Conditions on the whole are sound, and there are very decided signs of trade improvement. Last year's crops were large and the man that grew them has money. Millinery is a necessity as well as a luxury, and if the poor woman has to content herself with what she must have, there are plenty of her sisters who can buy according to the dictates of their tastes. Therefore though business may take a little more working for, there is plenty of it to be had during the coming Spring, and the getting of it is a matter of individual effort.

Now that the openings are over the distinctive features of the new season are beginning to stand out. The whole shapes are small and more than a thought eccentric. One striking feature is the irregularity of the brim and lack of symmetry in the widths of its sides. A feature that has been absent for a long time and which forms a welcome change is the amount of milliners' work expended upon both the hat foundation and the trimming arrangements. Many of the hats are based on the dainty and elaborate models that adorned the heads of the ladies during the Louis XV and XVI and the First Empire periods. These models are very welcome as it means that there will be a revival of the use of flowers and trimming materials.



Novelty headwear shown by Parisian artist.

The hat which is the newest at the present moment is the modern version of the Watteau hat. This hat is made of a flat plateau which is raised at the left side or back over a wide bandeau so that the hat shoots up at a jaunty angle. These plateaux come in split straw, picot tagel, hemp, horsehair, and a few in Leghorn and lace. Ribbon, tulle, chiffon and flowers are the best-liked decoration.

A typical model seen at the opening was of black split straw with an ostrich trimming used in wreath fashion finished with a pom-pom mount, cameo red, and with the high bandeau filled in with mixed flowers and bows of red velvet ribbon.

Many of these flat plaques are adorned with garlands of rosebuds. A Louison model of this kind is of mignonette straw with a garland of pink roses and a large bow of Gobelin blue ribbon on the bandeau at the back.

Other Louis models show the characteristic cache-peigne at the back, but in these hats, the back of the brim is turned up in broad revers, also leaving the bandeaux which is always much trimmed, exposed to view. This type of hat is perhaps the most extreme that is shown. Bicornes, tricornes, and four cornered models come in exceedingly becoming shapes. The brim is usually curved over the soft fabric crown and its edge is finished with either a solid band of flowers, or ostrich, or is edged with a pleating of tulle, ribbon or lace. Tricornes are also trimmed with ribbons and jet.

Many beretta models are still seen, and a new feature is added by reason of the smaller size. All these beretta shapes are raised high on a bandeau which affords a good space for the reception of various kinds of ornamentation, usually bands of flowers or tulle or lace ruches.

For early season wear the toque is the big favorite and comes in the greatest variety of forms. One new toque is an obvious adaptation of a bishop's mitre. A smart mitre toque was made of deep purple crin trimmed with jetted lace and a high mount of mixed wild flowers. Other toques are helmet shape and some of them have a cocks-comb brimming made of pleated ribbon or tulle or of straw or hair lace extending along the sharp crease that divides the two halves. Something on the same order is the jockey cap which is trimmed with long stemmed attenuated pom-poms of clipped ostrich. Envelope toques with fabric crowns are also among the new models

Warehouses filled with new ideas







A central warehouse with a complete and up-to-the-moment stock ready to serve every section of the Dominion is only one part of the

McCALL SERVICE

The three illustrations here shown give an idea of the extent of the Toronto link of the McCall Service chain which extends from coast to coast of the Dominion.

The Toronto service is duplicated in Montreal, Quebec, Ottawa, Winnipeg, and Vancouver. The complete stocks carried at these points and the prompt, careful filling of all orders make these central warehouses of great value to the trade.

Distribution is only one part of our unequalled service — our buying system is so well organized that nothing that's new slips through our hands. We get the new things when they are new.

We give them to you when you want them.

The D. McCall Company, Limited

TORONTO

and they are trimmed with flowers, plumage and ribbon.

Sailor Shapes Prominent.

Sailor shapes are playing a conspicous part and these models are both flower and feather trimmed. A sailor shape with the crown of white taffeta, and the sides cut in two pieces and put together with a cord, and with the brim of white hemp, was trimmed with two clusters of camelia like roses, the centre petals being of cameo pink and the outer ones of white velvet.

Fineness and softness are the characteristics of the new braids. Picot tagel is a new braid that has much the appearance of Milan but is much more pliably and is softer. Hemp, Milan, and the bright Belgian split straw are the straws that have made their appearance so far. By far the greater number of hats shown have only part of the hat of straw the rest being of some piece fabric or of ribbon. To the straws listed above must be added crin and hair and straw laces. Many hats are made entirely of ribbon with just the facing of straw braid and these hats are trimmed with cut ostrich or tulle pom-poms and mixed flowers or berries.

Good Ribbon Season.

The season now opening promises to be an exceptionally good ribbon season as nearly every hat has ribbon on it in some form or other. Cord ribbons are the new feature but just at present moire is seen most. That moire will not last seems to be the general impression and that cords and taffeta will take its place is the general prediction. Plaid ribbon is in great demand and so is Roman stripe but the tendency in both is to choose those in the deader, duller tones. Velvet ribbons are also good and a ribbed back novelty which shows through in a faint cord effect on the right side is taking well. A velvet with a satin back in Roman stripes is another new ribbon.

A Real Flower Season.

Everything seems to point to a real flower season at last. The new flower effects are lovely and there can be nothing but admiration expressed for the rich and glowing color harmonies. As the season is shaping it would seem as though daisies are to be good, not so much the well-known field daisy as small aster-like flowers. These daisies come in a good many sizes and in all colors. They are formed into trailing wreaths and garlands or tall piquets with roses and other flowers.

Trails and tall branches of flowers as well as wreaths seldom show a single color scheme. Instead there is a rich blending of many shades. Wreaths are broken with clusters of roses, and roses are used applied flat like a cabachon. As in every other season no flower effect is complete without the rose. Flower novelties are porcelain roses and metal roses and bell flowers in bronze, copper and silver and gold.



Types of Paris hats. Courtesy of Women's Wear.

Big Vogue in Laces.

Chantilly and shadow laces are having a big vogue. Laces were used for crowns and brims and often for the whole hat. Often white lace was veiled with black, and white lace with the pattern outlined in black is good. Lace is also used for making numberless trimming motifs such as butterflies, mercury wings, etc. These are made of lace and edged with ostrich bands or jet. Often the upturned brim in cuff effect is made of lace. From Paris comes the news that lace is being dyed in such colors as canari, citron, rose and mauve.

Plumes in Great Favor.

Plumes are in as great favor as ever. Exquisite aigrette and osprey is being shown on the expensive imported models btu it is ostrich in pom-pom and fancy effects that is having the heavy sale. The trade is taking with avidity to the ostrich novelties that are clipped and burned so as to imitate numidi and heron. There is an immense run on pom-poms particularly on the variety that is mounted on a long chenille covered stem.

New Straw Fabrics.

Among the new millinery materials mention should be made of the new straw fabrics that are made of straw, some fibre such as cotton or linen. One of the best of these is a brocaded material called straw ratine. This material comes in all the new colors and in floral and fancy designs and is used both for crowns and drapes.

The transparent crown is a big feature in advance millinery. Some few imported models show these crowns in gold or silver lace or net, but maline or crepe is best liked. Figured crepes, printed crepes and printed chiffons are all used for soft crowns.

Among the ornaments used jet stands first, but there are some very attractive ornaments in straw and also in carved and tinted wood. Straw flowers and berries are also new. Berries and all kinds of fruits are to be used as well as flowers this season.

High Hair Dressing

New Models in Hats Are Following the Line of the Hair Milliners Should Study New Tendency.

MILLINERS do not need to be reminded of the important part which the appropriate dressing of the hair plays in making it an easy task to sell new millinery. Therefore, when down at the openings they should make themselves familiar with the new modes of dressing the hair. Paris hats are

(Continued on page 116)



GAGE UNTRIMMED SHAPES

Exclusive in Design, Gage Quality and Workmanship.





Write for folder showing other newest styles for Spring with descriptions and prices, Plain and Milan Hemp, also other Braids.

Gage Brothers & Co.
CHICAGO



HAT OF DEAD LEAF GREEN PICOT TAGEL WITH HORSE-HAIR LACE TRIMMING AND MOUNT OF PARADISE TO MATCH.

ROCOCO HAT OF PURPLE HEMP—TRIMMED, VIOLETS AND PINK ROSES. BAND OF VELVET ACROSS THE CROWN IS IN DULL BLUE AND MIXED FLOWERS ARE USED TO FILL IN THE HIGH BACK.



WHAT NEW YORK IS SHOWING AS PHOTOGRAPHED FOR THE REVIEW


STYLE
QUALITY
D. B. FISK & CO.
WHOLESALE MILLINERY
225 North Wabash Ave.
Chicago

Paris Decrees Flower Season in Millinery

Small piquets of bright-colored flowers, similar to the assortment shown on the opposite page, is the latest word from Paris for Spring trimming.

Colors will be decidedly bright in Tangoes, Malmaisons, Purples, Pansies, Emeralds, Royal Blues and Browns.

Our assortments are the very latest importations from Europe.

Absolutely exclusive

Packed in boxes containing half-dozens of each design; each box having from two to three half-dozens, making a total of six to eighteen piquets in each box.

Prices range from $5.00 to $17.50 per dozen.

We receive shipments every week from our London house, and as our stock is constantly changing we cannot guarantee to supply any specific variety.

We would suggest that you send an open order for about one half-dozen boxes direct to Mr. H. H. Winder. He will personally make careful selection and forward according to your instructions. If assortments are not satisfactory they may be returned at our expense.

Send your order to-day and be prepared for the Spring rush.

GEBR. RIEGEL & LANGER

KING'S HALL BLDG.

St. Catherine Street West Montreal



GEBR. RIEGEL & LANGER
KING'S HALL BLDG.
St. Catherine Street West Montreal

HIGH HAIR DRESSING

(Continued from page 110)

designed this year for the hair dressed high. This tendency has been observable right through the Winter season, and the smarter women are now wearing the hair waved and drawn back from the forehead in a low pompadour and piled at the back of the head. And the tendency is all in favor of high hair-dressing with no parting in front and with the hair raised at the sides so that the ears show.

This, of course is the extreme mode, but the modifications are all tending in this direction. When the new models are seen, milliners should carefully study the question of hair arrangement. Better still, while down at the openings they should practise the new methods of arranging the hair and they will be able to demonstrate in a practical manner just how far the hair arrangement goes in making the new millinery becoming.

For the Young Saleswoman

Do Not Be Anxious About the Big Book—Seek Not to Sell a Certain Hat, but to Please the Customer.

MAKING a big book is only half way to being a good saleswoman. It is the woman that satisfies as well as sells that holds the blue ribbon, and many average sales are better for a department, than just one big one.

Customers delight in a little personal attention,—the kind of attention that finds out their personal predilections and tastes and strives to satisfy them. Every customer likes to feel that his or her patronage is of consequence and likes to have this recognized. This proper personal attention does not mean that the saleswoman has to be obsequious, or that she need in any way sacrifice her personal dignity. The secret of giving the right kind of personal attention lies in the willingness to please, and a determination to do the right thing not only by the store but by the customer.

A saleswoman of this kind never persuades a customer to buy a hat, simply because it is a model that it is good for the stock to get quit of. If there is a hat of this kind that she knows will suit the particular customer well and good. She will push the sale and probably make it, just because her customer respects her personality and has confidence in her judgment.

Therefore the advice The Review gives to the young saleswoman just starting out in her career is to set the satisfied customer ahead of the big book. To the experienced woman nothing set down here is new; she has formed her own conclusions on the matter or she would not be holding a leading position in the department to-day.

The young saleswoman should study the models in the show room, so that when she has her customer seated she will know just what to show her and just what to keep out of sight. Often a deft suggestion made as to some change in the manner in which the hair is dressed will make the new millinery becoming.

There are many specialty stores where this idea is carried so far that the head saleswoman or the proprietor will only show a customer hats which she knows are becoming. When any other is demanded the customer is frankly told that they do not wish to sell them to her as such a proceeding would be detrimental to the best interests of the business.

This information is conveyed delicately and tactfully so that no slur is placed upon the lady's judgment—the models are new,—the lines are unfamiliar and "madam" must trust to the trained eye of an expert.

This attitude must, of course, be genuine and there must be the real knowledge behind it. If the saleswoman has confidence in her own judgment because she knows she has given the time and thought requisite for training it, customers will soon find it out, and will be glad to rely upon her advice and she will find an ever widening circle of customers competing for her services. She will not have to worry about the size of her book.

Openings Omitted

Few Wholesalers Will Make the Seasonable Showing This Year—Buyers Earlier in the Market.

NO millinery opening in the usual acceptance of the word will be held this Spring in Toronto, as the firm of G. Goulding & Sons is the only prominent house that will make an official show on the usual date of the openings. There is little doubt that many milliners will regret the passing of the old custom that one cannot but feel has played a most important part in building up the position Toronto occupies to-day of being, after New York and Chicago, one of the biggest distributing centres for millinery goods on the American continent. Growth and change are responsible for so many firms discontinuing the opening show. In its place a showing the month before the old day of holding the openings must now be substituted. Once the selling in the wholesale houses began with the opening day the last few years, it has been the end of the old rule. Developing business means that many stores can lengthen their selling season materially by dividing the season up and pushing a certain class of hat at certain periods. Canada is growing in wealth, and there are a larger number of customers each year who can afford to follow the season and buy the hats each period brings along. Though this may be held to be an extravagance by some, it is really a logical development that it is quite legitimate for the millinery trade to use it to the best advantage.

POWDERED HAIR IN PARIS.

Paris has taken kindly to powdered hair, or perhaps more properly, to white wigs, and they are beginning to appear on the street. Probably the wearing of white wigs will never become general but the point to be brought out is the influence it will have on the way the hair is dressed. Powdered and high hair dressing have always gone together and therefore this fashion favors the hair dressed high.

The new arrangement of the hair shows a pompadour low in front and gradually rising in a narrow high effect at the back. There is a curly fringe across the forehead and soft curls at the side giving a square line over the forehead and upper part of the face. This new arrangement is wonderfully becoming and what is more to the point is that it invites decoration. For evening wear jewelled pins, tulle halos and bunches of mixed flowers are the decorations used.

THE FASHIONABLE COLORS.

A host of new and old blues, including Nattier, Navy, Sevres, Gobelin, Wedgewood, the Chinese blue of willow china, ocean blue, which is like cadet blue with a tinge of green in it, and Labrador blue, which is a halt between Copenhagen and navy, writes an authority.

All shades of tan, from biscuit to tobacco brown.

Biege, Tango, Mahogany.

Tete de negre—not quite as black as "nigger's wool," but the darkest brown on the dyer's card.

All the yellowish hues of green, including mignonette, and jone, or rush green.

Rose in all its tones, from the faint cameo to the deep Turko or Indian red.

Sweet pea tints of pink and purple.

SCIENCE OF BUILDING A RETAIL BUSINESS.

(Continued from page 104.)

"Now we come to the concept 'permanent.'

"A house is known by the customers it keeps—not by those it gets. There may be no profit on the first order of Mrs. Jones because the advertising necessary to get her into the store may have absorbed the entire profit.

"Let the Seller Beware."

"In olden times the rule of business was 'let the buyer beware.' With everything else it was different, but when it came to the sordid thing of business the buyer had to beware. The modern version of this is 'let the seller beware.' If you want the permanent patron don't do him up.

"The science of business is the science of rendering service—he profits most who serves best. The square deal in the here, now pays in dividends—it pays in the sordid thing of business if you please.

"But the retailer must be more than square. To have the permanent patron one must give three things—quality always; right quantity; and mode of conduct of his business.

"Q. plus Q. plus M equals service.

"Success in life means the making of profitable patrons.

"The butcher who gives the right quality of meat, but shortens the weight does not secure permanent patrons. That man's service is off on his second Q. The man who puts up his meat in fine packages and delivers promptly does not secure permanent patrons unless he gives quality plus quantity. Neither does the man who gives the right weight and who is prompt in his service and yet sells tainted meat.

"The wagging tongue of a satisfied patron is the best advertisement in the world.

"The wagging tongue of a dissatisfied patron is the worst advertisement in the world.

"But the butcher who gives quality plus quantity and who conducts his business properly is the lucky one. People will go blocks out of their way to buy his product.

"It is obedience to God's eternal laws that brings him success.

"When in trouble and you want to find the cause look in the looking glass —that is stern philosphy, gentlemen, but it is true.

"Ninety-nine men out of every hundred you ask why they are in business and they will tell you 'to make money.' That in a sense is true. As society is organized to-day, we must have money. There are four ways to get it—steal it, beg it, inherit it, or earn it. The latter is the only certain way.

"If all the retail grocers and clerks in the country were to die to-night what would become of the people in the morning? This emphasizes the great service the retailer renders. The money you get is to pay for service. If the service is little, there will be little pay. Big services generate the heat of larger pay. There are millions of men losing their eyesight looking for dividends. If they looked towards rendering Q plus Q plus M they would be doing a much greater service to the community. So if any one asks you in future why you are in business tell him that you are in business to render a service to the community.

"The next concept is 'making.'

"Emerson tells us that if a man makes a better mouse trap than his neighbor the world will make a beaten path to his door. That is hardly correct. Very few will tear down the tall timber to get to your door unless you tell the people about the mouse trap—your business.

"I believe in quality, yes, but if we are going to make profits we mustn't hide our light under a bushel.

"Advertising is the fire under the boilers of business.

"Advertise a little and it does not pay. A little fire will not help build much of a business—but on the other hand too much may melt the business. There are many forms of advertising besides the written form. The boosting of the men and women who work for you among their friends is one of the greatest advertisements you can get. One of the worst is the knocking of these people.

"You cannot reap figs from thistles.

"Ninety-five per cent. of the people of the world are employed by the other five.

"To get, you must give. Loyalty and love are queer things. The more you give the more you have.

"You cannot give of hate and disloyalty and get something in return. I know of exceptions. The more you do for some people the less appreciated you are, but I am speaking of the great law of averages—the great law that if you give you shall receive. 'Do unto others as you would have them do unto you,' as the Man of Galilee said, is a great motto to be remembered. The man who builds his business must do unto his customers as he would have them do unto him.

The Negative Suggestion.

What is salesmanship? One of the most potent elements in making permanent and profitable patrons is the law of suggestion. It seems to be the universal habit of order takers to use the negative suggestion instead of the positive suggestion. There are millions of people in stores telling you every day that you don't want this or that.

"The negative question kicks the football of the mind toward the goal of 'No,' the positive question to the goal of 'Yes.'"

To illustrate this Mr. Sheldon told of a purchase he was making some time ago of a collar and cuffs. After making the purchase the clerk said to him, "You don't want any ties, do you?" And he said, "No." That was the natural answer. A few days later his wife pointed out that he ought to have a new tie. He really did want that tie, but the clerk told him he didn't. In another store just three doors away he bought one. The clerk said to him after making the sale, "You will want some more ties in a few days—it will save you shopping again if you take them with you." He purchased three altogether because the clerk told him he needed them, and he almost bought a scarf besides. In fact a few days later when passing the window of the same store he noticed some scarfs in the window, and he went in and bought one.

"One of those stores is no more. You can easily guess which one it is. The clerk should remember that the fault lies not in the boss but in himself.

"Salesmanship is the power to persuade people to purchase products at a profit. A great pod of peas, isn't it? But if you want to make the pod a larger one you can say that salesmanship is the power to persuade plenty of people to pleasurably purchase product at a profit.

Lacking Terminal Facilities.

"I feel sorry for the man who is affected with the disease of knowitallitis. Remember you can't stand still. You must either go forward or backward, and the power to persuade people to purchase product at a profit has never been perfected by any of us.

"The old idea that the glib talker is always a salesman is entirely wrong. Some people talk a man into buying and talk him out of it again. There are too many people in the world who lack terminal facilities.

"You, gentlemen, can make this organization great if you want to by elevating the profession of retail merchandising. To the degree that men fail to co-operate, to that degree are they insane. In any insane asylum the first sign of co-operation means the return of sanity. Co-operation is one of God's first laws. We witness it in nature where the drops of water co-operate and form into one big white drift."

Prolonged applause greeted the conclusion of Mr. Sheldon's address, which was undoubtedly one of the most practical and thoughtful that has ever been listened to by a group of Canadian retail merchants.

Riot of Color, or Black and White, the Rage in Decorative Art

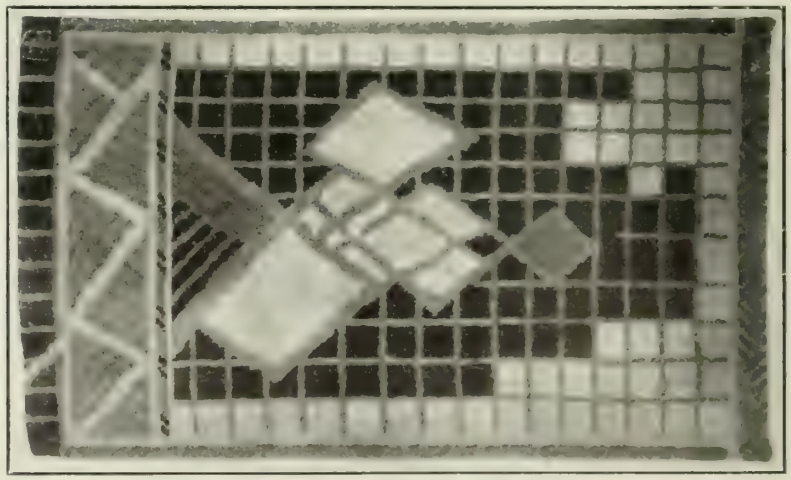
Poiret Has Added Artistic Detail to Work of Viennese—Startling But Pretty Innovations in Rugs, Hangings and Gowns to Match Them—Paris, London and New York Feel the Spell.

AT last there has arrived Something New Under the Sun? Something that the wisdom of Solomon wot not of? If there is any such, it is Poiret's development of those weird, intangible, splashy shapes of color that the Viennese flashed upon the map of European art barely a year ago, or the sombre funereal suggestiveness of black and white, whose very simplicity diffused a refinement of horror.

The Review has been privileged to secure the impressions of a well-known Canadian buyer who has just returned from Europe. Paris enthralled him with its new decorative art, for the floor, the wall, the window; every part of boudoir or sitting-room, and eloquent of its conquest in the gowns of the home, the afternoon upon the boulevard, or the evening in the opera. But, as to the latter, it is an art that prefers the lady in an environment of its own choosing. So the black and white of her gown has reached forth to the Summer house in the garden, the trellis work for the grape vines, or the checkerboard designing of the pavement upon which she treads. As yet the blossoms in the trees and the greenery of the leaves have escaped the decorative hand of Poiret and his school. How long, it is unsafe to venture a prophecy.

"Absolutely the greatest feature in decorative art to-day in Paris, in London, in New York—and it is coming to Canada!" exclaimed our friend, the Buyer. The Viennese art he had studied, as the Buyer must study all that is new in his department; but he had rejected it as impossible. His judgment proved correct. Now he is won over by the modification, the development that he has seen.

"The whole tendency, the unsatisfied demand in decorative work to-day is for something that is new, and you and I cannot remember any development that has approached it except the Art Nouveau style that was in vogue under Morris ten or twelve years ago.



Post impressionist rug, in black with dark forest green and bright yellow. Note the entire absence of conventional form, the harmony of color being held the only real beauty. Courtesy of the Robert Simpson Co.

Hitherto Reverted to the Past.

"Decorative art has hitherto been reverting to previous styles: to Louis XV. or Louis XVI.; to something that was old, not new.

"But this is the first movement that looks like an evolution towards something new. The work of Hofman took Vienna by storm, and was the first of the kind that had any great popularity.

"But a lot of the Austrian work, while very beautiful, lacked the delicate touch of detail there is in the French and did not catch on. But Paul Poiret, in his decorating shop 'Martine,' took the next great step in the evolution of style, adding that delicacy of treatment in color and design that was lacking, and it is this work that has become the predominating feature in Paris, London, New York and everywhere else where people are striving after the latest effects in decorative art."

Some of the New Carpets.

The Buyer passed on to display some carpets of the new movement. There was one of self-color, a pure cerise, something distinctly different. There was another in all-over flower patterns, of yellow, pink, blue, green, in strange combinations and forms; an uneven circle of blue, with a touch of yellow in it; a circle of yellow, with a dab of pink in it. There was one in black and fawn made up of a series of squares, one within another, like the child's building blocks when they are packed up, an extreme conventional design; and another on a green background, with a triangle in black and black stripes on either side.

Turning from rugs to hangings, the Buyer loosened out the folds of a printed velvet, in canary, sevell, lavender, Persian, blue, red and green—of a fantastic scroll these combinations, but in reality a beautiful blending of color.

Another rich-looking hanging was colored in magenta, rose and amber on a black ground.

Many of these "Futurist" designs that came out originally hand-colored are now being roller-printed, and United States mills have followed the example of European in turning out this less expensive product of the new French art.

Youthful, Natural Designers.

Poiret, in developing his idea of this art, instead of taking the stereotyped de-

RUGS

Two thousand five hundred Rugs on display. All sizes.

Arranged for your easy inspection.

Shown in a good light.

Efficient and Sufficient Service

AT A GLANCE

1914 PATTERNS

Newest effects in Orientals, Insert Florals, Conventionals etc., etc.

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sign of the trained artist that appealed in all its details only to the educated artist, took children of from 12 to 15 years, of no artistic training, and from them came rude, uneducated, but natural impressions. Their work is really the old, strong and free use of pronounced colors.

Explaining the use of the terms Futurist, Impressionist and Post Impressionist, the Buyer made these distinctions:—

"The Futurist shows a bold strength of color, as do all, but there is detail in it to the veining of the leaf and the stem in the pear.

"The Impressionist is less definite. You would recognize the drawing as representing a pear, but it lacks the shading and tones of the Futurist fruit. There is an impression only. You catch this at the first, and the details are not worked out with the minuteness of ordinary art or the Futurist.

Why Waste Time on Details.

"The Post Impressionist says: 'The beauty is the charm of that rug, that tapestry'. Some one sees it and exclaims at once: 'Isn't that a pretty rug!' He gets a general idea, and is pleased. Why, then, put in the detail; why indicate definite forms at all, like flowers or fruit? Of what use is the secondary impression; the real value—the only value—lies in the general effect, the harmony of the color scheme. Stop at that, then; at the mass of color that lacks definite shapes. Hence, if you looked at a post-impressionist rug or painting for ten days you would know no more about it than at your first glance. But it contains the germ of riot of color that it is a characteristic of every human being to love. He is a busy man, the Modernist; of what use for him is a beautiful detailed drawing of a rose. 'Cut out what is obviously unnecessary,' they say."

Post Impressionist Rug.

In this article is contained an illustration of a Post Impressionist rug, the latest development, and the lack of definite shapes will be readily acknowledged. This rug is hand-made in special colors; black with dark forest green and bright yellow—startingly pretty. There is an entire absence of conventional form; no recurrence of the same detail until one tires of it. Such typifies the ideal conception of true art to the Post Impressionist.

In its next issue The Review will give illustrations of the adaptation of this style of art to interiors where the riot of color, or the black and white effects, are carried out in every article that forms part of interior decoration.

Two-color Craze in Everything.

Dealing with the two-color craze, black and white, a special correspondent of The Review sends the following description of the feeling and practice of Paris, which will be of particular interest, as Canada soon will be visited by a similar wave of Post Impressionist and Futurist art as re-interpreted by Poiret—and, indeed, already some scores of homes have been decorated along similar lines.



Cut-out frieze and base, richly colored and of bold design, and specially suitable for use on plain figured oatmeal walls. Shown by Staunton's, Limited.

Grows Like the Tango.

"The rage for black and white grows apace like that for the tango," he writes. "Black upholstery, white roses, arum lilies are the order of the day for the small apartment. This mania is derived from Aubrey Beardsley, henceforth the most popular of latter-day artists. It is the Americans who have surreptitiously foisted this idea on us. The Americans take a special interest in the interior arrangement of their dwellings. They have banished all superfluous knick-knacks, and simplicity is the order of the day. Like the Japanese, they make it a rule not to spread or distribute one's interest, but rather to concentrate it on one particular point. They prefer a black tulip in a silver vase to a bouquet of be-ribboned roses, or one priceless trinket to a case full of articles which tire the attention.

More Discreet Than Violent Galaxy.

"It is not necessary, ladies, to make any excuse for this passing fancy. After all, you run less risk in decking yourselves out in black and white than in following the dictates of Bakst. Black and white is more "discreet" than a violent galaxy of colors. We are not a Nijni Novgorod Fair. Our ebony pianos, once so ugly, now produce a very pleasing effect, when you are seated at them clothed in half-mourning. If you have a tendency to embonpoint, it suits you; or if, on the other hand, you have a spare figure, it is not unbecoming. But you must remember that this latest fashion is by no means new. It dates, at the very latest, from the days of the Etruscan vases. Black and white have by their contrast been in favor with many of the greatest artists from time immemorial. The Etruscans, the Egyptians, and even the Chinese, color artists by nature, with black and white, as well as with their universal yellows, reds and greens, were unrivaled as designers of artistic ornaments. They are never found at a disadvantage. On a piece of wood no larger than the palm of your hand, they will provide you with a forest, a jungle, with all its flora and fauna, and a thousand grotesque but charming figures which fill up the surface in marvelous monochromes.

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This guarantee is a big talking point for you. Behind it is twenty years' experience and every facility, including a modern factory and new machinery, enabling us to give unparalleled service and prompt delivery.
Send for price list and sample pair.

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The "Eureka" may be demonstrated in your house-furnishing department with the full knowledge that it will do as well in the home or elsewhere. Send for our descriptive literature and details of our proposition to merchants. You can keep your store clean by using the "Eureka" and increase your revenue by selling it.



The Eureka 1914 Model with new features.

Onward Manufacturing Company

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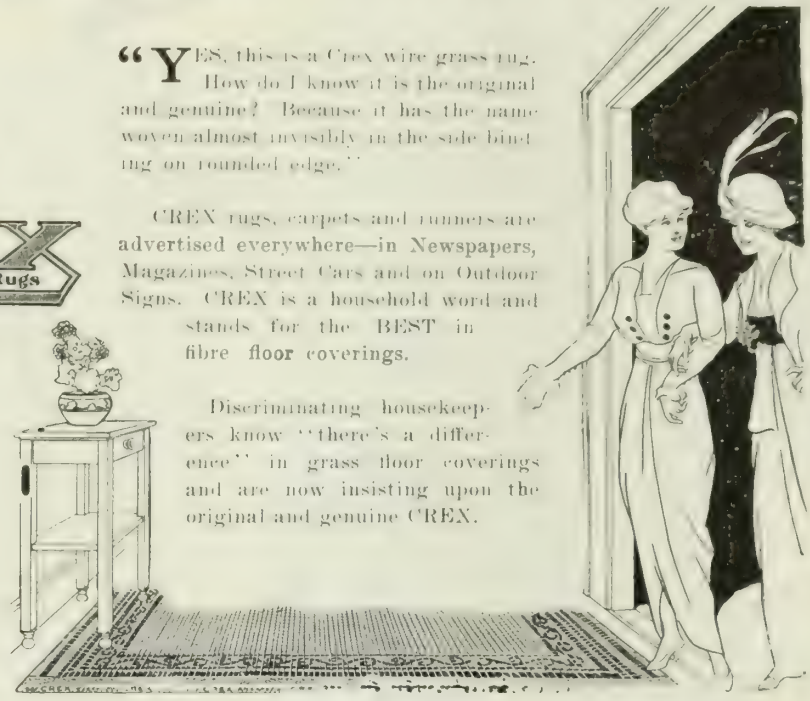
"YES, this is a Crex wire grass rug. How do I know it is the original and genuine? Because it has the name woven almost invisibly in the side binding on rounded edge."

CREX rugs, carpets and runners are advertised everywhere—in Newspapers, Magazines, Street Cars and on Outdoor Signs. CREX is a household word and stands for the BEST in fibre floor coverings.

Discriminating housekeepers know "there's a difference" in grass floor coverings and are now insisting upon the original and genuine CREX.

CREX Grass Carpets and Rugs TRADE MARK

Made of Twisted Grass



CREX Grass Carpets and Rugs TRADE MARK

Made by Patented Machinery

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Charming Setting for a Millinery Opening

Detailed Description of a Millinery Parlor Where the Decorative Art was Lavishly Employed—Palms, Cut Flowers, Birds and Show Cases.

AS the most of the openings in millinery, dress goods and mantles - except those in a few of the largest cities—will be later this year owing to Easter falling in the second week of April, The Review has thought it best to present in this issue an internal view which it had taken of one of the most beautiful and attractive of the earlier millinery departments, and with this is included a detailed description of the methods employed in the "staging" of the opening. A study of the picture which was taken near one corner of a room, 176 feet long, just at the close of a busy day will show details of the decorative and display effects that were secured. This opening of the Robert Simpson Co. was held on Monday, February 23, and succeeding days. At the same time, while the arrangement of the department is revealed by a photograph, it is impossible to reproduce its main charm the manner in which the colors were blended. The early season hats are in dark tones, relieved here and there by the glitter of jet and splashes of clear rather than bright color. Therefore it was incumbent on the store decorating department to give the needed life to the display. And certainly success crowned their efforts, for the department looked as though April had been there.

"April comes with a hack and a bill, and drops the flowers upon the green hill," says the old nursery rhyme. Flowers were everywhere, the central feature of the decorative design being an immense majolica vase containing a splendid palm. Besides palms and ferns, azaleas, Spring blooms, yellow daffodils, or to give them their pretty old English name, Lent lilies, pale rose and white tulips, tulips in flaunting reds and orange shades, the perfumed drooping bells of the hyacinth, pink, purple and white, and fragrant star-eyed narcissi were used in profusion.

Orchids on White Pillars.

Above the long narrow mirrors, mahogany framed, the white pillars were wreathed with purple, yellow and pink artificial orchids. Artificial flowers, such as roses and other blooms, were also used, as well as numerous cages of canaries in full song.

Another little touch was the boutonniere of Spring flowers worn by each black-robed saleswoman. The wearing of a black gown is rigidly insisted upon in every up-to-date millinery department, as black does not clash with any color with which it comes in contrast, but serves as a foil and a relief. All the saleswomen and cash girls in the big city stores wear black. In the Summer season this rule is relaxed so far as to allow of the wearing of white lingerie waists. This makes for uniformity, and greatly adds to the appearance of the store.

HINTS ON HAT DISPLAYS

Make background fit in with display of small hats.

Chinese and Japanese decorative ideas will suit showings.

Keeping higher-priced stock in decorated boxes.

Feature black hats and jet.

How to make up extempore trying-on rooms.

The department was so arranged that the cases form a series of bays, in which are placed fitting tables. Here the customer can be seated in comparative privacy, and the hats out of the cases can be brought to her to try on. This method is one that greatly helps sales. In the south-east corner of the department was a larger bay, from which opened two fitting rooms. This corner was known as the "French room," and here the choicest imported hats were to be seen. In the photograph this point was the farthest from the foreground.

Comment must be made on the excellent arrangement of not only the hats themselves, but of the millinery materials. One display of particularly marked excellence consisted of ostrich pom-pom novelties. Tango, gold, dead leaf, petrole, black, bottle green, tete de negre and other colors were tastefully blended on a background of white. Flowers were shown in an unusual profusion, and in the most delightful mixtures of blooms and colors, and were changed every two days.

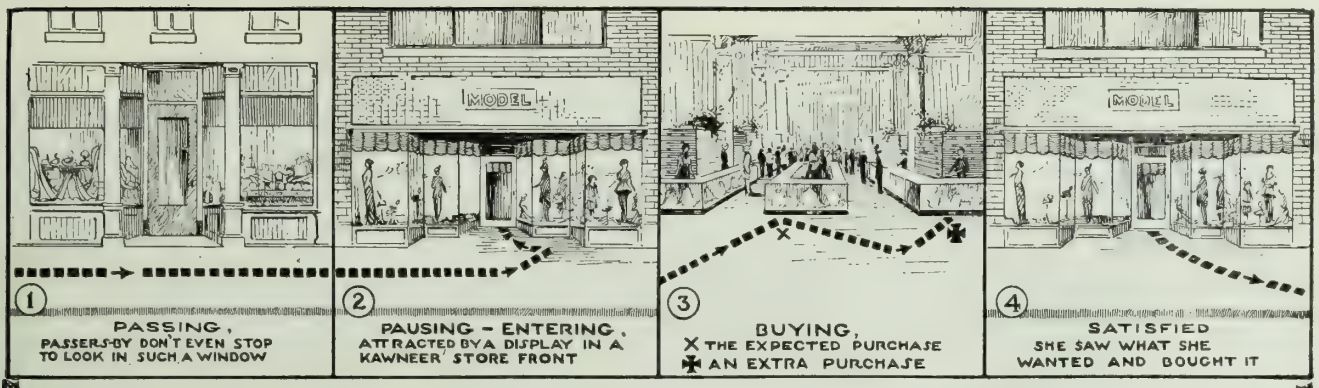
By far the most gratifying feature of this opening, when the trade conditions that have obtained in Toronto since the beginning of the year are considered, is the success that attended it. All the day of opening the department was crowded, and since then the interest has been well sustained. Moreover, sales are developing in a satisfactory manner. Of course, the millinery shown is almost entirely of the early season class. Smart tailored and semi-dress hats in soft dark straws touched with colors that are decidedly bright, but which are soft-toned beside the garish Balkan colors that obtained so pronounced a vogue.

Some Admired Models.

One of the most admired was a Bebou model of tete de negre picot Milan, smart and small, with the brim flaring back over the rounded crown on one side and slanting slightly, and only a couple of inches wide on the other. The upper brim was faced with champagne faille, and a sweep of black paradise outlined the side brim which flared. On this flare, about mid-way down, was set an ornament of carved wood, tinted from champagne to dull brown in the shape of Mercury wings, below which was a mount in dull gold, set with strass.

A toque was of serpent green, Belgium split straw, and dull soft satin. The toque was high in front, shaping to a blunt point, and lower at the back, and the straw and satin brim hugged the crown closely. Right at the point in front was a rooster's head, minus wattles and comb, ending in a straight pheasant feather dyed green.

Another hat of navy hemp had the brim with the high flare on one side and low droop on the other of hair lace in the same shade. Just a band of narrow



It Happens on Every Street Every Day.

Here's a picture story of an every-day occurrence. It tells the truth about good Store Fronts.

It tells what is happening in Front of your Store every time a person passes.

To *sell* you must *attract* and *interest*. You must get the people *into* your Store, and you realize the great number of *extra* sales (see Figure 3) made *after* the customer has entered. As the result of interior sales helps most people make *extra* purchases after they have entered the Store.



One Merchant says, "Our old Front was fair but it takes a modern KAWEEER FRONT to get the business. One of the best arguments for good show windows is the fact that one can sell the people what he wants to sell rather than what *they* want to buy." Think what a stock free of over-stock would mean to you—think of the money you have tied up in over-stock. A KAWNEER STORE FRONT will not only clean up your old stock, but it will increase the sales of the new lines.

30,000 Proofs

Do 30,000 proofs of one thing mean anything to you? If you had 30,000 customers wouldn't you have the same faith in your Store that we have in KAWNEER STORE FRONTS?

You may go from coast to coast—stop off at big cities and little hamlets and you will find KAWNEER STORE FRONTS making money for the Merchants behind them. Many of the keenest and most conservative Merchants have manifested their faith in KAWNEER STORE FRONTS by adopting them. During the past sixty days more than 1,000 Merchants have written to us asking for more information about KAWNEER STORE FRONTS and for suggestions for their businesses.

These Merchants have investigated thoroughly enough to know that their businesses *need* KAWNEER FRONTS—their initial steps (seeking information) are business-like and that's just what we want you to do.

Send this coupon for "Boosting Business No. 21" and see the actual photographs of many of the best-paying Store Fronts in the country. See the photographs of the Fronts before alteration— the changes are truly wonderful.

Your only business reason for putting in a new Front is to increase your sales—be sure you adopt a Front that will do that. In making your decision let the experience of 30,000 other Merchants help you.

First get "Boosting Business No. 21"—it's free for this coupon, and it will not obligate you in the least.

Kawneer

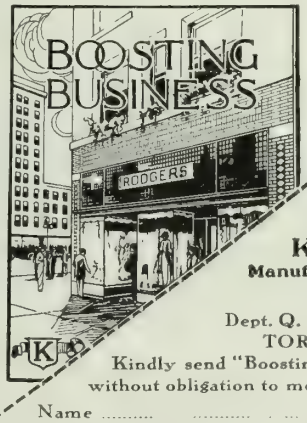
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Limited

Francis J. Plym, President

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A beautiful vision of Springtime is this view of a corner of the Robert Simpson Co.'s millinery rooms, looking towards the French model section. Flowers are seen everywhere, with a huge palm in the centre. Azaleas, daffodils, red, orange, rose and white tulips, hyacinths, and narcissi were also used, with the white pillars wreathed with purple, yellow and pink artificial orchids. Many cages of canaries in full song were hung up and down the long department. The department was arranged in a series of "bays" in which were fitting tables. Display cases for hats, plumes and flowers were numerous.

navy moire ribbon encircled the crown, and the side of the high flare was massed with medium-sized red roses and mossy foliage.

Many of the hats were in Watteau shapes, and these had the high-raised bandeaux. This is a shape that will be more seen, it is expected, when the season has fully opened up. Sailors, very much trimmed, were also prominent.

Series of Monotone Windows

Spring dress goods season opened by firm with number of novel and striking displays—One color for each.

NOVELTY in a dress goods opening that was much admired during the last week of February and early in March was a series of displays by the T. Eaton Co. Each window was a monotone and featured the leading new colors, and the whole series was so carefully planned, and worked out in such detail that it forms a synopsis not only just of colors and materials, but also trimmings and accessories and the manner in which they will be used. The windows include those from the north entrance on Yonge street around the corner on to Albert. As the great majority of dry goods merchants have not planned to show their Spring goods so early a detailed description of this tone scheme may prove helpful.

The Materials.

The materials shown are crepes, brocades, and broches in crepe effect, fine and rough finished serges, plain and brocaded gaberdine duvetyns, ratines, plain and cord velours, new Bedford weaves and crepe finished worsteds.

The first window from the entrance is all in shades of amethyst and purple. In this window as in the rest of the series the majority of the drapes are on forms and the materials are combined with new trimming silks in plaids, Roman stripes and printed effects and with buttons, embroidered frogs, and beaded butterflies and trimmings. These effects are selected to combine with purples and show combinations of sapphire, mahogany, ruby, garnet, green, petunia, etc.

The second is in joric or rush green shades which include chartreuse, lime shades verging upon reseda. Here also the trimmings and trimming silks are matched up and the same use is made of forms as in the first window.

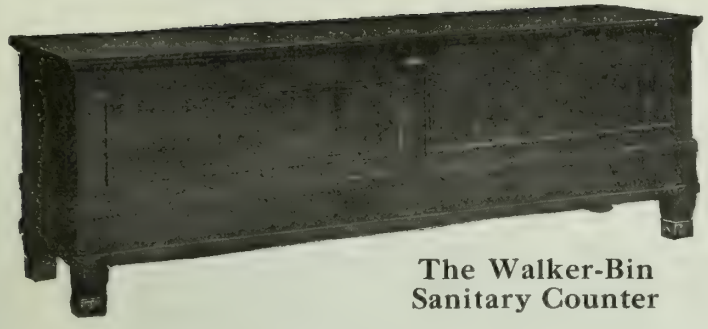
Big Tango Window.

The big corner window is given over to tango shades which in this case are decidedly pinkish and include all the tones in the series of colors on the Claude Freres color card beginning with crevette and ending with homard as well as several mahogany shades.

Here the beautiful blending of the various shades is to be admired and the judicious use made of other colors in the accessories and millinery. One or two made-up street dresses and suits are introduced into this big window, one of which has pointed panniers of Roman striped silk in dull petunia, serbe, and the deep brown tone No. 2829, called banneton. After the tango window comes a window of tans chiefly on the order of canari, miel and feuille mort, and the last window is devoted to the new blues.

Practical Displays.

These windows are emphatically practical windows. They feature the goods and not only show how they are intend-



The Walker-Bin Sanitary Counter



The Walker-Bin All-Glass Case

Make your store

The Bright Spot in Town

by installing some bright, attractive fixtures for the easy handling and displaying of your goods. No matter what the outside of your store is like, you cannot afford to have the inside of your place dead looking.

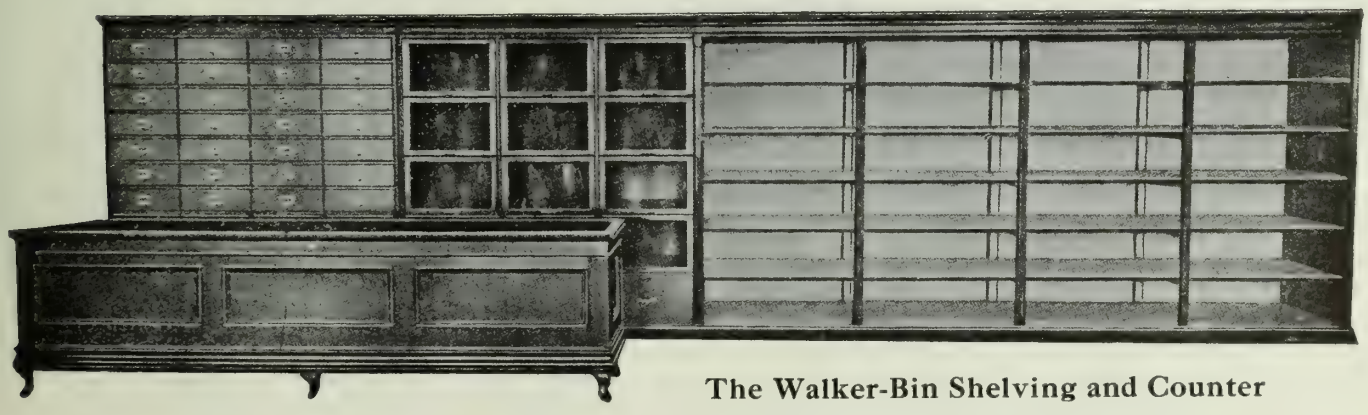
In brightening up your store with Walker-Bin fixtures you are paving the way for a better store service, which is, after all, the keynote to the success of modern merchandising. Note the fixtures here illustrated and write for our complete catalog and prices.

The Walker-Bin & Store Fixture Co.

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Manufacturers and Designers of
MODERN STORE FIXTURES

BERLIN, ONTARIO



The Walker-Bin Shelving and Counter

ed to be used, but they show just what trimmings will go with any particular color. Therefore they must have good selling value, not just in the dress goods alone, but in other departments.

The backgrounds are dignified and entirely adequate, though the expense has not been great. A piece of material in the leading color in each window, either draped or made into a screen, or as in the centre window both combined, while a drape of brocaded silk added to give variety and life centres each window.

The Use of Flowers.

These drapes and screens are in turn centred with a cartouche of the same cloth around a classic figure in floating draperies executed in monotone. Flowers in the prevailing tones and foliage are used in bunches, trails and sprays and massed in vases, gilded baskets, etc. Wisteria is used in purple window, orchids in the joric, roses in the tango and tan window and blue wisteria in the blue window. Where the windows join mixed bunches are placed on the background—thus purple wisteria and yellow green orchids are grouped on one side and yellow orchids and tango roses on the other. Between the tango and the tan window are grouped tango and tan roses, and tan roses are combined with blue wisteria.

Drapery in a Brandon Window



Drapes of uncut material showing new style features. This display of Jack Bedford, with The Merchants, Limited, Brandon, Man., is very promising, and all the more so after the spirit underlying Mr. Bedford's work is noted. In a letter to The Review he says: "I am particularly fond of displaying goods in a finished way because I believe, and have proved, that it certainly helps to sell the goods on exhibit."

BRIDAL WINDOW IN AFRICA.

South Africa is advancing in the quality of its window dressing. Photographs sent to England of two windows of Messrs. Fletcher & Co., of Oxford street, East London, South Africa, and met with a chorus of approval. The first trim was a bridal window. The color scheme was blue and white, the bridal dress being made up of ivory charmeuse, veiled with ninon, while the beaded trimming was of exclusive style. The sides and top of the window were festooned with silks suitable for weddings. The scene on the right was a painted one of a church and path, which added to the display. The bridal dresses were made on the premises by their expert dressmaker.

The second trim was a lace display. The color scheme was orange, purple, and white, and proved an attractive show.

CHANGES IN THE RANKS.

Mr. Hollinsworth Takes Up Salesmanship and Mr. Burns Succeeds Him.

Since the last issue of The Review several changes have taken place in the window trimming department of the Robert Simpson Co. that will be of interest to nearly every member of the craft in Canada. After managing this for over fifteen years Mr. Harry Hollinsworth has resigned and is now representing the firm of Clatworthy & Son, Toronto, in display fixtures, forms, etc., also the Botanical Decorating Co.'s art flowers. In his new position Mr. Hollinsworth will be able to meet scores of window trimmers and hand out to them suggestions as to the development of their work, which he so generously gave as president of the C. W. T. A. and later as honorary president.

Mr. E. P. Burns, winner of The Review's silver loving cup in 1913, has been advanced to fill the vacancy and news of the well-earned promotion will be received with pleasure by his many friends and the admirers of his work. Mr. Burns, it will be remembered started life as a window dresser by touching up an elevator in a Hamilton store one Christmas eve.

The members of the C. W. T. A. will wish success for both these enthusiastic association workers.

A CORRECTION.

In the last issue of The Review an Easter display was wrongly described as the work of E. G. Meadows, St. Catharines. It should have been credited to Edwin McIlroy, with J. Mickleborough, St. Thomas, who was the winner of first prize on this display.

Edmonton, Alta.—A. E. Dodman, of the Hudson's Bay Company, Lethbridge, has been appointed manager of the company's stores here.

Make Your Show Windows Pay Your Rent.



The Storage Chest. The 36 YOUNITS that make up this set are put up in A HARDWOOD, HINGED-LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Dress Goods to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Set for Dress Goods.

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Window trimming becomes easy with a set of these fixtures to help you. You will never be taxed about "what kind of a trim to make next."

Price for the Full Set No. 116 $31.50 NET

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Ladies' and Misses' Dress and Suit Forms

Ladies' and Misses' Dress and Suit Forms

Conforms with latest styles.

Heavily constructed of papier mache—mounted on four-claw base with brass top. Sizes 16 to 42. **$2.50** each.

This leg attachment will fit to any style or make of form, complete without shoes **$3.50.**



Revolving Cloak Rack

Oxidized copper standard and ring.

Ring 30 in. diameter and is 66 in. from floor.

Mounted on heavy smoothly-rolling base, with oxidized 1-4 sheet card frame, **$8.25** each.

Without card frame, **$7.50** each.



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Make Your Old Figures Up-to-Date by Adding this Leg Attachment

ROYAL DISPLAY FIXTURE CO.

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MAKERS OF UP-TO-DATE FIXTURES FOR WIDE-AWAKE MERCHANTS

As a millinery show case, No. 125 cannot be beaten---will pay for itself in increased sales



NO. 125 wall case is one of the handsomest of the H. L. Wood range. Being especially adapted for the display of millinery, it is quite seasonable to call the manager's attention to this excellent sales-producing case.

A card to-day will bring our new catalog, showing a very complete range of fixtures.

It's worth writing to-day for.

H. L. WOOD & CO. NOBLE AND STRICKLAND STS. TORONTO

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Our range is very large and covers such lines as METAL DISPLAY FIXTURES in all finishes, Brushed Brass, Ox. Copper, Chocolate Bronze, etc.

WAX FIGURES and FORMS. All the latest models and a large variety to select from.

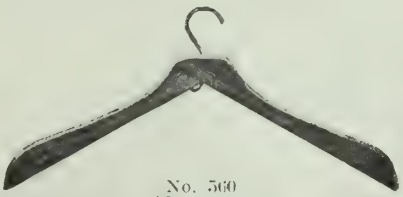
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Send for our large Catalogue and also supplements of Racks, Hangers and Wax Figures.

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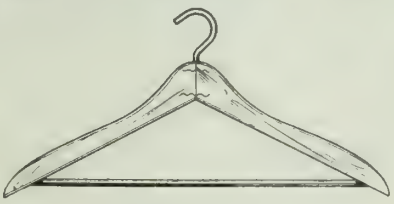
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Thin and Light
Price per 100 .....$3.00



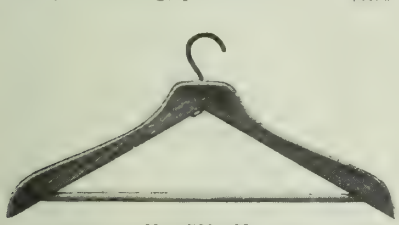
No. 560
Price, 18 in. wide, per 100.....$6.50



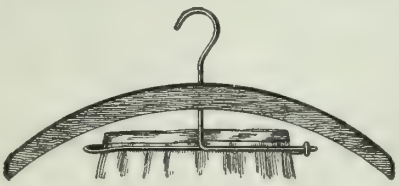
No. 515—W/C
Price, 17 in. long, per 100 .....$3.00



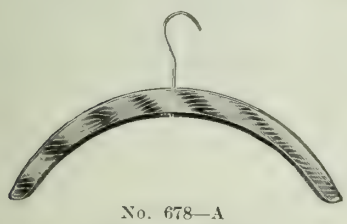
No. 6 B
Price per 100 .....$5.50



No. 560—X
The largest seller of all. Price, 18 in. wide, per 100 .....$7.50



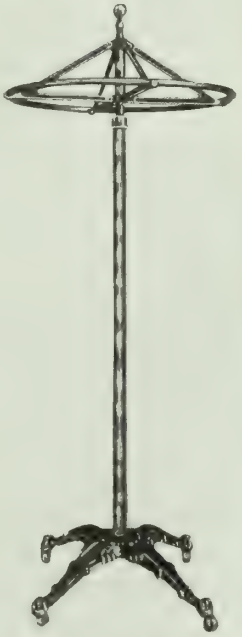
No. 515—S
Combination Hangers, holds coat and skirt. Price per 100 .....$6.00



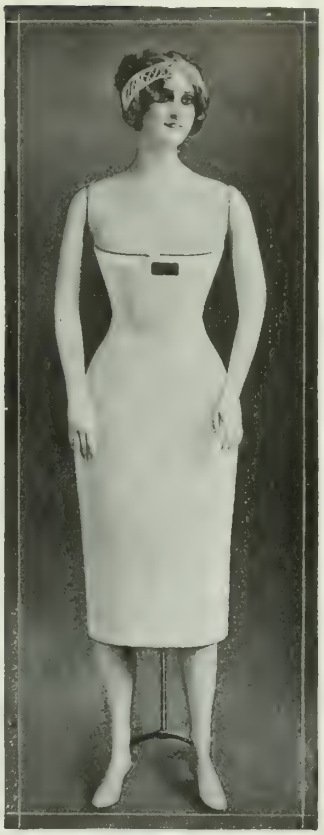
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SKIRT HANGER
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REVOLVING RACK
Our Racks are known from coast to coast. Send us your orders.
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Beautiful figure for showing evening gowns. "The highest attainment in the figure art."
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No. 66—A. TRIPLICATE MIRROR.
We can make this Mirror with mahogany frames in place of oak at the same price. The supporting frame is of cast metal, polished, and finished in Ox. Copper. The frames that hold the mirrors are of finest quarter-cut oak with beautiful oak backs in one panel.
With best British plate mirrors, 20 x 48 in., one-inch bevel. Price, each $48.00

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Attractive Displays

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will everywhere be in evidence. How about yours? Will the displays you are planning be striking and effective enough with the forms you now have to get you a good share of the Easter business? Make your 1914 Spring Opening a merchandising success by executing those display schemes on **Richardson Forms.** They conform with the styles embodied in your Spring line, and are well able to show your best and latest creations off to the best possible advantage.

The forms here illustrated are French models for the elegant showing of evening dresses. Newest creations.

Write for catalogue to-day.

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No. 47. $48.00
With iron stand, $42.00

Vital Facts About Window Illumination That Every Up-to-date Merchant Should Know

Good window lighting is an essential feature of modern merchandising. Hundreds of thousands of dollars are spent annually by "night shoppers." And this money goes to the stores with the best illuminated windows.

Even the store that closes its doors after the day's business should light its windows well in order to make a bid for the next day's business.



In the theatre the stage is illuminated—not the audience.

And what IS good window lighting?

First and last, it is WINDOW lighting—not SIDEWALK lighting. It is lighting that illuminates THE GOODS—instead of throwing a glare into the eyes of THE SPECTATORS.

Here is a parallel that illustrates the point:

When the curtain goes up in the theatre all the illumination is ON THE STAGE. YOU sit in the DARK. There is no glare to blind your vision and obscure the objects of interest.

Your store window is a stage. The spectators are the audience. Give them the same advantage of lighting that the theatrical manager gives you. The spectator must be IN THE DARK in order to see the goods to advantage. And to accomplish this, the lights must be CONCEALED.

That is the effect produced by the Frink and J-M Linolite Systems of Lighting. The Lamps are tubular in shape, one foot long, one inch in diameter, and are placed end to end in a CONCEALED reflector, producing a continuous "LINE OF LIGHT." Reflectors are also made for standard base lamps.



A properly lighted window —no light on spectators.

No glare in the SPECTATORS' EYES. No illumination is wasted on the SIDEWALK. All the light is concentrated ON THE GOODS. And it is so evenly diffused that there are no bright spots or deep, harsh shadows. Every detail of every object is seen, clean and clear, in its natural colors.

And the most remarkable part of this lighting system is, it reduces your lighting bills—as fewer lights are used and less current consumed.

Over 25,000 merchants are now using the Frink and J-M Linolite Systems of lighting show cases, windows and stores, and we can furnish their names if you are interested.

Write our nearest Branch for Catalog No. 410.

The Canadian H. W. Johns-Manville Co., Limited

Sole Selling Agents for Frink Products

TORONTO MONTREAL WINNIPEG 1968 VANCOUVER



"Yes, Sir, It's Certainly Great"

To display Clothing on Racks and Hangers. Dealers say it, their customers say it, and Clothing-makers say it, for there is no getting around the fact that there is genuine merit in displaying your clothing on Taylor-made Racks and Hangers.

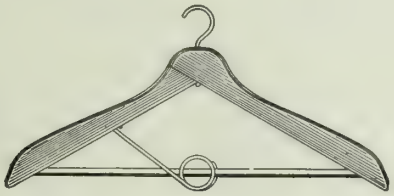
If you are not convinced that you should use the Taylor-made Racks and Hangers, which will increase your clothing sales, keep your stock in better condition, improve the appearance of your store, and enable you to make more profit, with the same expense, we would like to send you a Double-bar Rack and let you try it in your store for ten days, and if you are disappointed with results you may return it at our expense.

Double Bar, Polished Steel, Tube Rack

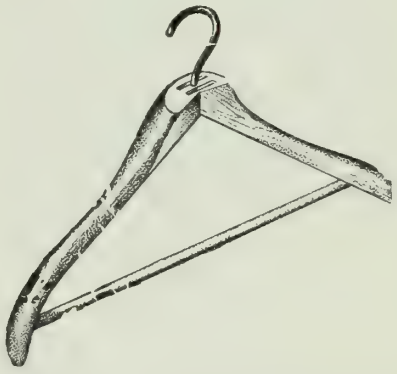
6 feet long, 6 posts	$10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Double Bar, Oxidized Steel, Tube Rack

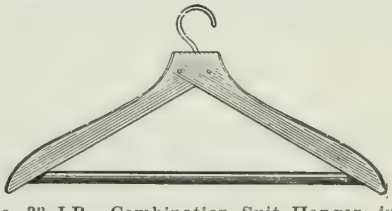
6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00



No. 64—Combination Suit Hanger with wire attachment to prevent trousers from slipping off .....$9.00 per 100



No. 74 B.—Combination Suit Hanger .....$15.00 per 100



No. 33 I.B.—Combination Suit Hanger, inserted Trouser Bar .....$7.50 per 100
No. 33 B.—Boys, 15 in. wide..$7.50 per 100

The Taylor Mfg. Co.

82 QUEEN STREET N. HAMILTON, ONT.

The Most Beautiful Store in the World



Let The Zouri Front Increase Your Profits

Don't handicap your store with an unsightly front. You exercise your shrewd business judgment in buying and selling. Do more—figure what it means to you in dollars and cents to have a front that's so imposing that it is a constant reminder of your progressiveness. Don't hesitate because you think you can't afford it. You can. You've already paid for it many times. **Now own one.** It's a simple matter to have a business-producing front when you use the

Zouri ← SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS →

OPERATING UNDER MURNANE AND MARR PATENTS

Not only are windows installed according to the Zouri System more attractive and inviting, but the perfect ventilation prevents frosted windows—the windows can be used at a time when they are of the most value. Dust and dirt are excluded in mild weather. Drainage is also perfect.

One of the many advantages of the Zouri System is that it can be easily and quickly set in place. The method of securing indirect screw pressure on the glass eliminates, to a very large degree, the danger of breaking.

The Zouri System makes an inviting and durable store front. None of the glass space is filled up with unsightly rods and supports. Every bit of glass permits clear vision. No unsightly screwheads are visible, either from outside or inside—an important item. Even the fastenings are effectively concealed from view.

The Zouri Setting is not a one-season affair. It gives service year after year, and shows no wear. Built of solid copper.

If your sales are slow, send us a photograph of your window as it is to-day. If the fault lies in your front, we'll tell you so, and we'll show you how you can make it your star salesman. Write us for information now.

Zouri Drawn Metals Company

General Offices and Factory: 223-247 W. Schiller St., Chicago, Ill.

CANADIAN AGENTS: W. H. Clark & Co., Ltd., Edmonton, Alta.; Cushing Bros. Co., Calgary, Alta.; Saskatchewan Supply Co., Ltd., Saskatoon, Sask.



Make Your Spring Opening Displays as Attractive as possible



Have you got the equipment that will enable you to make those dainty, elegant and successful displays which are so necessary for a Spring Opening? If the forms you now have in stock are not up-to-date—do not conform with the styles of your newest Spring creations—the success of your opening (in goods sold) will not be nearly so great as if those chic garments were displayed on



D. & P. FORMS



These life-like forms are best adapted to bring out to the best possible advantage Dame Fashion's decrees for Spring and Summer 1914, because they are from the latest New York models.

D. & P. Wax Heads are the last word in sculpture modeling. The refined, intelligent features of the face, the charming coiffure and the poise of the head will add greatly to the effect of the garment displayed.

Your needs can be promptly filled from our large stock of display forms and fixtures—the largest in Canada.

Write to-day for our catalogue illustrating many suitable forms for Spring Displays.

Dale & Pearsall, 106 Front St. East, Toronto

MANUFACTURERS OF HIGH-CLASS FORMS AND FIXTURES

LAMSON



Lamson Carriers provide you with tested perfection — no experimenting necessary. Do you know that your customers get the goods they buy, and pay for all the goods they get? Lamson Carriers give this assurance. They save time, trouble, labor, floor space and lost motion, because they centralize all cash and merchandise. A Lamson Carrier for every need — Wire, Cable, Tube, Belt and Pick-up Carrier Systems.

THE LAMSON COMPANY
Toronto and Montreal

Representatives in all principal cities.

SERVICE

Your Spring Opening Displays

will be more effective if you show your Spring lines of dresses, etc., on Hall-Borchert Forms. For an attractive display for both window or department this modern form cannot be excelled.



Special Spring Offer:

Our 1914 Cloak and Suit Model. The usual price of this form is $12.00. Our price is $10.00. It is covered in linen with leather shoulders, reinforced skirt, oxidized metal arm pieces. Special introductive price, $8.00. Cloth, $4.50.

Hall-Borchert Dress Form Co.
41-45 Lombard St., Toronto

Free—Ten Display Managers Tell



In order that you can become better acquainted with the Economist Training School instruction—the lecturing force of twenty-five experts—the methods of personal instruction, and the practical equipment in all of our branches

ADVERTISING **WINDOW TRIMMING**
SHOW CARD WRITING **SALESMANSHIP**

We will mail you, free, our new fifty cent book entitled "Ten Display Managers Tell How to Sell It."
Did you ever know of a man that could do retail advertising, window trimming, show card writing, or instruct the sales force of the store that was ever out of a position?

ECONOMIST TRAINING SCHOOL
239-243 W. 39th St **New York City**
(In writing be sure and mention The Dry Goods Review.)

FACTS



We can perform more functions by our modern wire carrier system, and with a greater degree of dispatch and certainty than can be accomplished by any other of this type of machine, all of which means that we can reach more points in a store and do so in a better and more satisfactory manner than has been accomplished heretofore. Remember our ten days' trial. You are invited to put us to the test. Send for our new catalogue G.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario St., Toronto, Canada

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.
143 University Ave. -:- Toronto, Ont.

Would You Like a Store Like This?



We fitted this store complete.

We can fit up yours like this.

We supply everything from the window back to the wrapping desk.

We have fitted the largest stores in Canada; those of the Hudson's Bay Co., Calgary and Winnipeg; J. F. Cairns and F. R. McMillan, Saskatoon; Pryce Jones, Ltd., Calgary; The McKinnon Co., Weyburn; The T. Eaton Co., Winnipeg and Toronto; The Jas. A. Ogilvy Co., and The Scroggie Co., Montreal, within the past three years.

No order too large or too small.

Our designing and planning department is at your service free of any charge or obligation.

Our catalogue gives some idea of our lines and is yours for the asking.

JONES BROS. & CO., Limited

29-31 Adelaide Street West

TORONTO, Ont.

AMONG THE DRY GOODS MEN

A SARNIA ANNIVERSARY.

Messrs. A. W. and E. A. Mills, on February 17, 1907, opened in Sarnia for business. Owing to their long connection with the firm of T. Symington & Co., trade was ready for them at the start, and on the opening day over 1,000 customers passed through the doors. Since then their record has been one of steady progress. From a stock of $10,000 an increase has been made to $40,000, and the turnover has shown a corresponding increase. It has been a policy of this firm, indeed, to keep stock moving, and this, with close and attractive buying, and taking advantage of all discounts, has been responsible for much of their custom. They claim that in no other town in Canada the size of Sarnia is there such a large turnover of silks and dress goods.

The business of Mills Bros., who last month celebrated their eighth anniversary, extends in all directions within thirty miles of Sarnia, and the mail order business has now reached large proportions. Among the features of their business methods are vigorous advertising and a close study of the tastes and requirements of the buying public. The members of the firm are Alfred W. Mills and Edgar A. Mills, both of whose photographs appear on this page.



Alfred W. Mills, Sarnia.



B. W. ZIEMANN, Preston, Ont.
Tailor and men's furnisher elected president of the Ontario Branch R.M.A., at annual convention.

STORE HAPPENINGS

St. Croix, N.S.—Nathaniel Spence, general merchant, is dead.

Poplar Hill, Ont.—D. R. Owen has sold out to his son, R. E. Owen.

Ottawa, Ont.—The Rea Company have opened offices in Paris and London.

Okotoks, Alta. The clothing store of H. P. MacLeod was gutted by fire.

Wingham, Ont.—J. K. Irwin has sold his general store to Joseph Baker, of Galt.

Delhi, Ont.—The Sovereign Mitt Co., whose premises were totally destroyed by fire a few months ago have opened their new factory.

Midland, Ont.—C. E. Akins, who has sold his tailoring business here to Geo. Wilson, intends opening a wholesale tailoring business in Toronto.

Macleod, Alta. A. W. Kaiser, manager of the Hudson's Bay Stores here, has been appointed assistant to the manager of the Calgary stores.

Montreal, Que.—A London cable says: Sir Thos. Skinner, Bart, has been appointed Governor of the Hudson's Bay Co. in succession to Lord Strathcona.

Aurora, Ont.—Fire did $4,000 damage to the dry goods store of M. Skelling.

Kincardine, Ont.—Kincardine merchants, who held their first "dollar day," declare the scheme to have been a huge success.

Vernon, B.C.—Albert Byers, advertising manager for the Hudson's Bay Co. here has gone to Vancouver to act as advertising manager in the company's store there for a time.

Hamilton, Ont.—The Hamilton Credit Trades' Protective Association, which previously has included only dry goods and clothing men, has decided to admit furniture dealers to membership.

THE LATE MR. PEDDIE.

One of the best known of the dry goods men of Western Ontario, Mr. J. W. Peddie, of J. W. Peddie & Son., Windsor, passed away in February after an illness of over three months. The late Mr. Peddie was connected with the dry goods business almost continuously for 59 years, and had many friends in the province. At his death he was 73 years of age.

The business in Windsor will be continued under the same title by the son, Mr. A. B. Peddie.



Edgar A. Mills, Sarnia.



THE W. R. BROCK COMPANY (LIMITED) HOCKEY TEAM.

This picture represents the victorious Brock Hockey Team, who hold the championship of the Mercantile Hockey League, also the Aikenhead Cup, which they succeeded in winning after a series of exceedingly strong contests with the contending teams. Hard, persistent work and a splendid exhibition of team play won the day, and it is no wonder they look so proud and good-natured. They have this year entered the field and have put up some great hockey, battling hard against several stalwart teams. Throughout this season exceptionally good games have been played, and it will be counted as the most successful year in the history of the Toronto Mercantile Hockey League.

Top row, from left to right—B. Ellison, sec.-treas.; A. J. Sisley, point; C. S. Goodrick, left wing; D. B. McLaren, right wing; R. D. Crawford, manager.

Bottom row, left to right—C. E. Burden, centre; B. Darlington, goal; W. S. Smallpiece, president; G. D. Bell (capt.), cover-point; H. S. Boehmer, rover.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

AFTER THE OVERCOAT TRADE.

"Mr. Millington, of the firm of Studd & Millington, manufacturers of the well-known "Toga" and other overcoats, of Conduit Street, London, has recently left England for Canada via New York. He will visit Quebec, Montreal and Toronto, and possibly Winnipeg. The object of his visit is to get a firmer hold of the trade and conditions in the Dominion and to appoint some more agents for the bigger towns."

LARGER GAGNON SHOWROOMS.

J. H. Gagnon, Canadian representative for G. Thomas & Co., St. Gall, Switzerland, has moved his Montreal showrooms and offices to 105 Unity Building. He has secured large warehouse space there, and will be in a position to carry a much larger stock of embroideries and flouncings for supplying the needs of the trade promptly. Buyers visiting Montreal will receive a cordial welcome at the showrooms.

OVERALLS AT A DOLLAR.

The Dodshon Overall Co., Windsor, manufacturers of "Fast Mail" overalls, are making a garment to retail at a dollar. It is built along the high-grade lines of the $1.25 garment, and includes several of the patented features of the "Fast Mail" line, and is union-made. Blue, black and striped materials are used. The manufacturers report very satisfactory advance sales.

"SERVICE" CLOTHING AT FARNHAM.

The Robert C. Wilkins Company, Limited, Montreal, manufacturers of service clothing, are moving to Farnham, Que., where they have been able to secure more help and to increase their facilities. They have now a model factory situated on the banks of the Yamaska river, built on an acre of very nice lawn where they have every modern convenience.

Mr. R. C. Wilkins, who is president and general manager is assisted by his sons R. C. Wilkins, junior, Montreal manager; L. St. George Wilkins, secretary-treasurer; W. F. Wilkins, manager of the manufacturing department; while John T. Wilkins has just entered the office as a junior.

The new arrangements will enable the firm to give greater satisfaction to their patrons than ever.

JAEGER'S NEW UP-TOWN STORE.

The Toronto agency of Dr. Jaeger's Sanitary Woollen System who about a year and a half ago opened a branch store near the corner of Bloor and Yonge streets and whose lease on the premises occupied there will soon be out, have acquired a ten years' lease on the ground floor of a new building being erected at the corner of Yonge and Hayden streets by Frank Wilson & Sons, realty brokers. They hope to occupy their new premises in August and will have five or six good windows for show purposes. The Toronto management are exceedingly satisfied with the business done at their uptown store since its establishment which they say has meant practically a clear gain of trade altogether distinct from their customers at the downtown store. They have great faith in the future of their uptown business district of Toronto and believe that owing to the peculiar layout of the Queen City, a business firm is almost forced to have two stores in order to get the best out of the city trade. They are very optimistic over the future and say that when Spring opens up they look for business to be exceptionally good.

TWISTED SILK WIRE FOR HAT.

A very smart idea for the latest style of millinery is in the shape of a twisted silk wire run on a tape, which is being used for the present fashion. Owing to the fact that this is made of wire, the windy weather has no effect on the trimming at all, for the wire support still keeps its shape. This is an article which will be a boon to ladies, and the manufacturers of this "Beetee Halo" support, Burnet & Temple, Ltd., 4 Fritchetts Court, Noble Street, London. Eng., have already found in great demand.

"B.D.A." FINISHES.

A neat booklet has been issued by the Bradford Dyers' Association, Limited, containing an account of the leading finishes guaranteed by them and showing the piece and selveage marks by which they may be recognized. Among these are the "Cravenette," the "Pirle," "Permo," "Fastolite," "Wulmella," "Suedena," "Ripley Soap Shrunk," "Locktite," "Lumena," "Kirk's Permanent Finish," "P. N. C.," "Solprufe," "Marquise," "Popla," "Appret de laine," "Lamatte," "Cawley's Brilliancy," "Sunbrite," "Radium," "Sunshine," "Marchioness," "Fortesse," and "Dazzleine." Patterns showing any of these finishes may be had on application to the association at any of these addresses, 39 Well street, Bradford, England; 6 Oxford street, St. Peter's Square, Manchester, England, or 128-129 Cheapside, London, E. C.

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXVI TORONTO, MARCH 4, 1914 No. 5

SPECIAL FEATURES.

Business Systems in a Lindsay Store.

Are we Pampering the Public?

Plans of Merchants to Increase Business.

Important Business at R.M.A. Convention.

Analysis of Failures in 1913.

Charming Millinery Show Room, Illustrated.

Riot of Color New Decorative Feature.

Opening Styles in Coats, Dresses and Millinery.

Fur Prices and Fall Designs.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor*

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CHIEF OFFICES.

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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 140 S. Dearborn Street, Telephone Randolph 3234. Boston, C. D. Morton, Room 643 Old South Bldg., Telephone Main 1024.

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Buyers' Guide

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN N.B. HALIFAX N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

Advertisements under this head two cents per word per each insertion. Cash with order.

DRY GOODS MERCHANT, NOVA SCOTIA, 20 years' experience, age 40, married, good habits, best of references, desires position of traveller. Maritime Provinces preferred. As manufacturer's agent or with first-class wholesale house on salary and commission. Address communications to D. T., Care of Dry Goods Review.

WE ARE OPEN FOR DEMONSTRATIONS of all lines of reliable goods. Big store, good positions allotted and wide aisles. Communicate with the G. W. Robinson Co., Ltd., Hamilton.

FOR SALE

FRESH, CLEAN STOCK OF SHOES AND men's clothing and furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

AGENT WANTED — TO REPRESENT A good British Lace Collar and Neckwear novelty house. Must be in close touch with lace neckwear buyers, and in the habit of taking periodical special journeys to principal Canadian towns. Good man will be well supported. Box No. 53, Canadian Dry Goods Review, University Avenue, Toronto, Canada.

The Condensed Ads in this Paper will bring good results

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 103-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Flowers for Millinery.
Melles & Co., Montreal, Que.
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Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
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Vyse Sons Co., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
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Riegel & Langer, 319 Kings Hall, Montreal, Que.

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Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
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W. R Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

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Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Alfred Hawley & Co., Hinckley, Eng.
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Goderich Knitting Co., Goderich, Ont.
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Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
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Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
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Wreyford & Co., 85 King W., Toronto

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De Long Hook & Eye Co., St. Mary's, Ont.

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Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

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Ideal Hair Goods Co., 77 York St., Toronto, Ont.
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Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

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Home & Watts, 19 Duncan St., Toronto, Ont.

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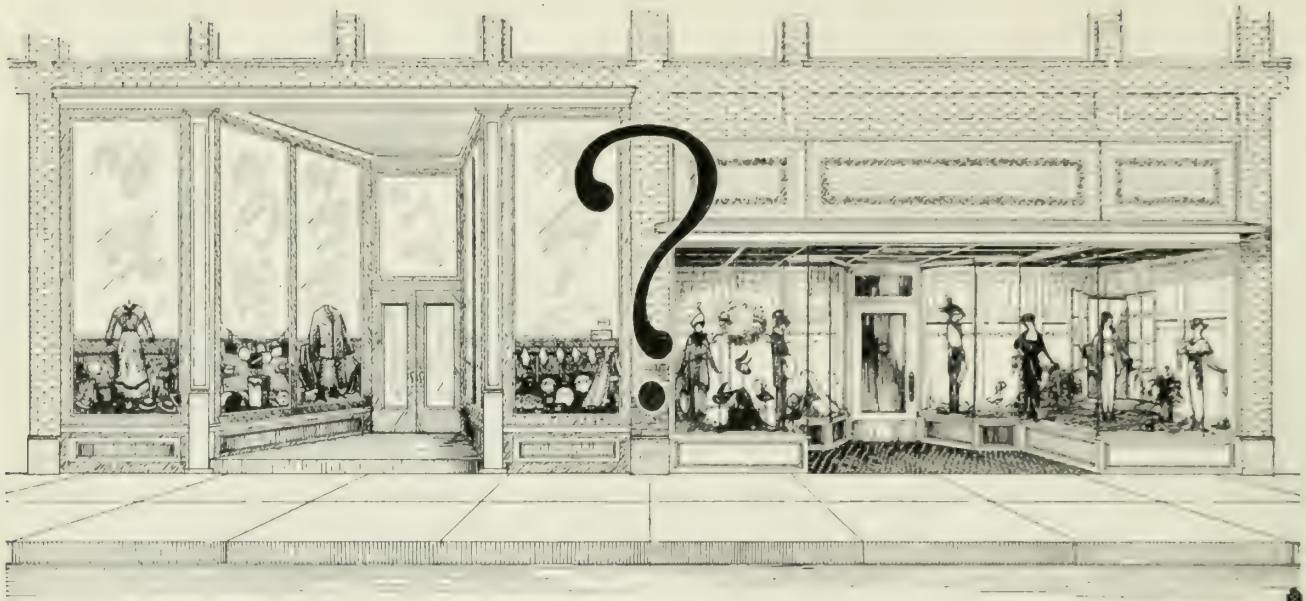
I.B.Kleinert Rubber Company — TORONTO, CANADA

DRY GOODS REVIEW

Vol. 26 No. 6



March 18TH
1 · 9 · 1 · 4



Which Front Would *You* Trust?

30,000 Merchants have placed their confidence in KAWNEER STORE FRONTS to produce business—among them are thousands of the keenest and most conservative business men in the country. They studied Store Fronts from *all* angles and decided in favor of KAWNEER. This universal adoption of KAWNEER should mean much to you in your decision of a new Store Front.

In designing and building KAWNEER STORE FRONTS we always have had the *people* in mind—they are the jury and their verdict decides your prosperity or failure. If your Store Front appeals to and attracts them, it's a success—if it does not, it's a commercial failure. If you can secure a better, a more powerful Store Front than KAWNEER we not only expect you to buy it, but advise you to do so. If we, with eight years of specific study of Store Fronts, are not able to build them successfully we are willing to resign in favor of the concern that can out-do us.



Our confidence in KAWNEER STORE FRONTS is prompted by the 30,000 that stand today. We sincerely believe the confidence which has been displayed by this multitude of business men should warrant your faith in KAWNEER—or at least your investigation.

We are willing to have your own investigation stand as final—we would be glad to have you ask as many KAWNEER Merchants as possible—only wish you could ask all of them. You will never find even one Merchant who regrets the money he "loaned his business" for a KAWNEER STORE FRONT—you will never hear one say, "I wish I had my money and the old Front back."

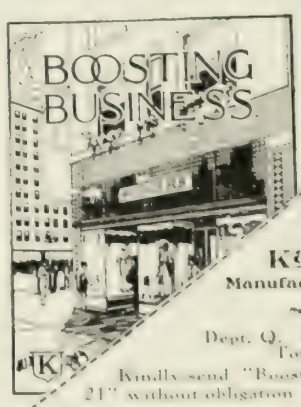
The purchase price of a KAWNEER FRONT is loaned to your business because the Front returns it to you in a surprisingly short time. One Merchant said his KAWNEER FRONT liquidated in five months—another said it took his Front six months to wipe out the debt—another says eight months—another says 60% of his total business is credited to his KAWNEER FRONT—another said that his 1913 business was $10,000 greater than that of 1912 because of the new KAWNEER FRONT.

These are proofs—the kind that count.

Book on Store Fronts

The installation of a Store Front *is* an important thing as it takes the profit on many, many sales. It behooves you to make a thorough study before any decision is made. Many otherwise good Fronts have failed because of their types or styles—they are inadequate for the purpose intended—they do not *fit* into the business with which they are associated.

To help you make a practical decision and to show you what other Merchants have done we have compiled a book of Store Front photographs, drawings and information—we're ready to send it to you free for this coupon. Just fill it in and send today—it will not obligate you. No matter *where* you are located or *what* your business is we have an organization to serve you. Store Fronts is our business—we're specialists—we've helped 30,000 other Merchants and believe we can help you.



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Business

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXVI TORONTO, MARCH 18, 1914 No. 6

SPECIAL FEATURES.

First of Series on New York's Latest Store.
Adding Interest to Overhead Expenses.
Carnival Makes Mid-Winter Business Hum.
Solving Delivery of Parcels at Railway Station.
Three Thousand Parcel Post Cards.
Near-Piracy on the High Seas.
A Novel Daily Bulletin.
The Tango Tie Has Arrived.
How a Men's Wear Store in Lindsay Attracts Trade.
Fall Shirtings and Suitings.
Latest Styles in Men's Wear.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*
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Misses' garments' section in Lord & Taylor store. Note roomy spaces, mirrors and show cases around pillars, glass cabinets and easy chairs.

Magnificent New York In Equipment

Ten-storey establishment of Lord & Taylor, in most exclusive retail section —Finished in marble and mahogany and circassian walnut, inlaid with ebony

In this series of articles on what has been termed "the last word" in store equipment, arrangement and system, Mr. Costain will give readers of The Review the results of a personal inspection of the latest addition to those creations that fill the public mind with amazement: alike at the magnificence of architectural

First of series by

IT has been said that the Lord & Taylor store on Fifth avenue, New York, which was thrown open to the public a few weeks ago, is the most complete in the world. After spending a day in the store, going through it from top to bottom in company with one of the executive officers, the Dry Goods Review representative decided that the claim was well based on fact.

The new store is an imposing structure towering ten storeys in height in the heart of New York's most exclusive retail section. The architecture is Italian Renaissance. A high-base course of tooled Stoney Creek granite has been used, with limestone above to the top of the third-storey balustrade, which extends around all fronts. The upper floors of the building are faced with a vitrified gray brick, laid out in pattern work with limestone and terra cotta ornaments. The main cornice is of copper.

It would be impossible to tell in one article all that one sees on entering this palatial retail store. The system used for handling sales and returns, of checking stock, of making shipments and collection is complete and comprehensive. The plans adopted for reaching more business, the service policy, are far-seeing and carefully based on well-defined psychological laws of merchandising. The welfare work carried out adds materially to the efficiency of the sales and clerical staffs. There is plenty of material on each of the points named to write an article; but for the time being it will be necessary to confine ourselves to the topic of equipment and store arrangement.

Regardless of Cost

The question was asked an executive officer of the Lord & Taylor store: "What was the total cost of the building and equipment?" He replied with a smile: "We have been almost afraid to reckon it up." This reply tells the story of the building of the new structure in a sentence. No expense was spared. The best of material was used throughout and the decorative features were arranged with a view to the total ensemble or effect regardless of what the cost would be.

There are public entrances to the building from Fifth avenue, 38th street and 39th street. A good feature is an automobile entrance on 38th street. The vestibules are finished in Botticino marble and travertine stone, with vaulted ceiling of Guastovino tile.

Artistic Appearance

On entering the store, the first impression that one gets is that of the height of the ceilings. Columns of graceful design ascend to grained vaulted ceilings. As the whole interior is built of the buff travertine stone, there is a general effect of simplicity and dignity which heightens the artistic appearance of the building. The same material is used for the floors while black Egyptian marble is used to border the walls at the aisle edges and along the main floor fixtures.

At the back of the store is an elaborately carved mezzanine floor, approached by a broad stairway. This is used for the cut flower department exclusively. The top of the railing on the mezzanine floor is lined with flowers growing in a trench, which is provided with running water.

Everything Under Glass

The main feature of the fixtures used throughout the store is the fact that, as far as possible, everything is under glass. Stock shelves are equipped with glass doors, many of which do not even have wooden frames, but are opened and closed by shoving in grooves. Most of the shelves also are of glass, so that the goods show up to



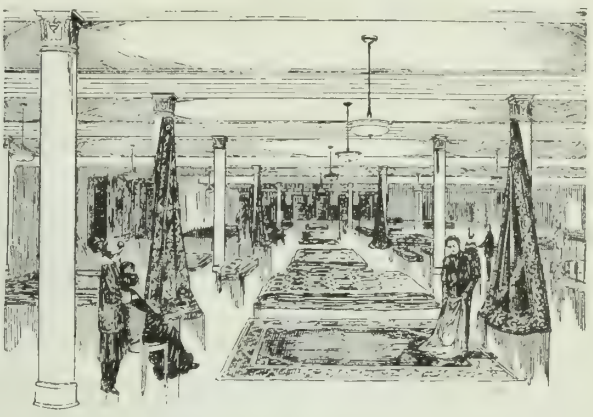
Ready to wear department. Note glass cabinets and mirrors around each pillar. Lord & Taylor's store.

Store Sets World Pace and Arrangement

Displays in all glass cases—Mannequins and stage for costly models—Electric bells to catch shoplifters—Floors of display windows move up and down.

design, the delightful accommodations for public comfort, and the unexpected devices in displaying and handling of goods and the whole internal system of merchandizing that have been carried out with consummate art and skill in Lord & Taylor's, New York—Articles on system and salesmanship will follow.

T. B. Costain



Rug section in Lord & Taylor store. One row of pillars left out to provide wider space for displaying rugs on floor.

the very best possible advantage. The stock fixtures are surrounded by glass showcases, in which glass shelves are used.

On a number of the floors, the stock fixtures are built of metal, painted to give a semblance of wood finish. This adds to the protection afforded against fire without in any sense detracting from the appearance.

Wrapping out of Sight

The stock rooms are used for a novel purpose on several floors, particularly on the third floor which is given over to ready-to-wear. The wrapping counter is placed inside. When a sale has been made, the goods are handed within through a small wicket and wrapped up by the clerk out of sight of the customer. The result is that the operation is kept out of the ken of the public; no unsightly paper is lying around; there is none of the rush and hurrying that always accompanies wrapping, to disturb.

Ready For Shop-Lifters

In a metropolitan store the shop-lifting problem is a serious one. There are people in the store at all times who will "lift" an article which appears worth the risk—if occasion offers. Every big store has its staff of detectives but the lynx-eyed guardian of stocks cannot be everywhere and they do not find it possible, therefore, to prevent thefts.



Millinery section. Series of beautiful glass cabinets and show cases extending whole length. Lord & Taylor's store.

A new system has been introduced in the Lord & Taylor store which promises to render the detective staff great assistance. Under each counter is an electric bell. If a member of the sales staff sees any evidence of shop-lifting, he touches the button and a store detective is on the spot before the thief has had time to decamp.

The fixtures on the main floors are of mahogany but on most of the other floors circassian walnut, inlaid with ebony, is used.

The Ready-to-Wear Section

This department on the third floor is one of the most sumptuous in the store. Practically everything is under glass. Circular and conical stands with curved glass surfaces are used for the display of high-priced gowns .

The outstanding feature perhaps is the space allowed. There are wide aisles between all fixtures so that all confusion, all noise and rush is eliminated. The floors are covered with heavy Wilton carpets. Fitting rooms, provided with brilliant illumination to give the effect when worn at evening, are provided. Mannequins are employed to give demonstrations and in the French salon is a stage, provided for the showing of gowns. This is used at all times as considerable trade is done with stage folk. An actress wants to see how a creation is going to look on the stage before she fixes her choice.

All surplus stock in the ready-to-wear department is kept in the stock rooms previously described, which also serve the purpose of wrapping counters.

Wrapping in Basement Mezzanine

On the first floor all goods are sent down chutes to the basement mezzanine to be wrapped. On a number of other floors, wrapping counters are placed at certain intervals and messengers are provided to carry the goods to and from.

In the Rug Department

The rug and carpet department is especially well fitted up. Practically all the stock is displayed on revolving racks so that a selection can be looked over in a very few minutes and with no labor. Economy of space is also effected in this way.

Some of the larger rugs are shown on the floors. In order to make it possible to show rugs of unusual size, a column was left out, thus providing a double section of floor space.

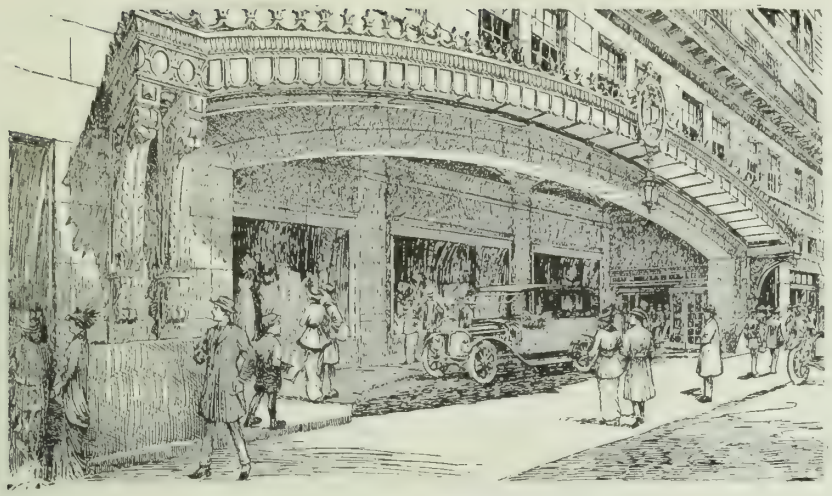
Some New Departments

A number of new departments were inaugurated with the new store, including:—

This Palatial Establishment the Last Word in Store Equipment



View of ten-storey building of Lord & Taylor, just opened in New York. In a statement to The Review the manager said that no cost had been spared. In many respects it is claimed it sets a world's record in magnificent appointments and the completeness of the arrangements for display and sale of goods.



Automobile Entrance, Lord and Taylor Store

Children's clothing.
Piano show room.
Misses' waists.
Cut flower and plants (already referred to).
Children's barber shop.

Unique Equipment Features

A mechanical horse, which duplicates the actual motion of a horse, either walking, antering or trotticng is installed in the equestrienne section of the ready-to-wear department. This makes it possible to ensure a perfect fit in riding costumes.

Fur storage vaults extend through the ninth and tenth floors and are designed to accommodate thousands of garments.

A studio for interior decorations is provided on the fifth floor, where various styles and periods of household decoration will be demonstrated.

In the concert hall is a $75,000 Welte

Mignon Pipe Organ

On the sixth floor is the furniture department. This is divided into sections according to the part of the house for which the furniture is designed. Thus, one section is given over to dining-room furniture.

The Restaurant

The restaurant is on the tenth floor and can without exaggeration be termed one of the most artistic in America's largest city.

A large lobby in the form of a foyer, of French Caen stone richly ornamented in Roman Renaissance style gives entrance to the dining rooms, three in number.

The Elevator Service

The elevator service is supplied by twenty of the latest plunger type with a carrying capacity of 5,000 passengers per hour.

These elevators are undoubtedly the "last word." They are profusely decorated, well ventilated and move up and down with a steady, smooth motion. The doors open and close by pressure on a lever; there is a telephone on each elevator so that the operator can communicate with any floor; a red light shows as each floor is approached. In fact, nothing has been left that conduces to the comfort of the shopping public.

The Display Windows

A particularly noteworthy feature is the store windows. They are large and high with permanent backgrounds for the most part.

The Fifth avenue windows are operated on lifts. When one display is to be removed it is lowered to the basement mezzanine and another trim is hoisted up to take its place. Thus the trimming of the windows is done below.

A distinctly original feature is an arrangement whereby a display is raised after closing hours to fill the entrance space on Fifth avenue. The store then presents a solid front of display windows to the night pedestrians on Fifth avenue.

A NEW DAUPHIN STORE.

H. C. Purdy, who has been connected with the Dauphin Mercantile Co., Ltd., as manager and buyer of the dry goods and ready-to-wear departments for the past five years, will open a large ready-to-wear store in that town in the near future. Mr. Purdy will specialize in women's and children's ready-to-wear garments of all descriptions, including dresses, suits, skirts, coats, furs, as well as such lines as hosiery, gloves, underwear, fancy goods, notions, ladies' and children's boots and shoes, etc. Dress goods, silks and satins, in exclusive dress lengths will be featured. Millinery and dressmaking departments will be in connection with the new store.

PERSONAL ITEMS

Swift Current, Sask. — Jack Wood, Ltd., will open a branch at Shaunavon, soon.

Rock Island, Que.—Wm. M. Pike, of W. M. Pike & Son, general merchants, is dead.

St. Catharines, Ont.—John Cawker, for many years a merchant tailor here, is dead.

Cedar Dale, Ont.—A. C. Mason, general merchant, has sold out to Gilbert Packett.

Chatham, Ont.—F. W. Atkinson has taken over the general store of Scott & Atkinson.

King City, Ont.—John A. McDonald, of McDonald & Son, general merchants, is dead.

Williamsford, Ont.—Boldt & Pattison, general merchants, have sold out to J. T. Elliott & Co.

Hamilton, Ont.—The loss occasioned by the R. McKay & Co. fire is estimated to be close to $200,000.

Macleod, Alta.—R. L. Barnett will succeed A. W. Kaiser as local manager of the Hudson's Bay Stores.

Red Deer, Alta.—Burglars got away with considerable booty from the clothing store of H. Vineberg.

St. John, N.B.—C. Brager & Sons have dissolved partnership. The St. John business will be carried on by Louis A. Braker, and at Halifax by Jacob N. Brager.

Toronto, Ont.—Fire which did damage to the extent of $250,000 destroyed the premises of Long & Co., glove and knitting works; the Independent Cloak Co.; the Beaver Shirt Co.; the Canadian Suspender Co.; the Monarch Clothing Co., and L. Freifeld & Co., fur manufacturers.

Montreal, Que.—Thomas Glen-Coats, eldest son of Sir Thomas Glen-Coats, Bart., Lord-Lieutenant of Renfrewshire, Scotland, and chairman of J. and P. Coats, Limited, the world famous thread-making firm is registered at the Ritz-Carlton. His father is one of the wealthiest men in Great Britain, while his mother, the late Lady Glen-Coats, who died in 1910, was a native of Montreal, the daughter of the late Alexander Walker, and sister of John A. Walker and C. J. Walker, both of this city.

Mr. Glen-Coats has come to Canada on a pleasure tour, and will visit every great centre, going through to the Pacific Coast. He is a keen sportsman and expresses himself as delighted with "the splendid bracing climate of Canada."

He is a keen yachtsman, and is also noted as a cricketer. As a designer of small racing craft, he has won fame in yachting circles in Scotland and England.

Hurling Charge of "Modern Piracy" at Ocean Rates

Dry Goods Men of Canada Incensed at Excessive and Rising Charges for Carrying Freight—Nearly Doubled in Six Years—Appealing to Government for Relief—Mr. Ivey's Annual Address.

THE dry goods men of Canada, wholesale and retail, appear to have reached a point where they are determined not to submit much longer to the constant increase in freight rates charged by the ocean steamship companies. Already through boards of trade and other bodies vigorous protests have been made to the Dominion Railway Commission and the Government. The difficulty, as pointed out at Ottawa, is that the Dominion Government has no jurisdiction over the trans-Atlantic carriers. A suggestion has been made that the Government itself establish a line of freight carriers, or in default of this, subsidize some line independent of the "Atlantic shipping combine," as it is called. An effort is being made, apart from this, to discover some concern that will carry freight at lower rates than are being charged.

The dry goods men are not the only sufferers. A leader in the milling industry in Canada stated recently that the excess rates charged for flour going across the Atlantic when figured out on the basis of the wheat crop this past year would exceed $6,250,000—excess charges alone. It has been declared for months now by the millers that discrimination exists as between wheat and flour, that wheat can be taken over by the English millers far more cheaply than the Canadian millers can send their flour—so much so that the former are placed at a big advantage over Canadians in the English flour market.

The case was presented to The Review by a prominent Board of Trade member, who has investigated the question thoroughly, and he related experiences of a number of importers.

Formerly there was an arrangement with the express companies by which 500 lbs. could come from Liverpool, with a maximum size of seven cubic feet, for $2.95 per cwt. Some time ago a 150-lb. package that should ordinarily have been $7, was billed at $48. A protest was entered and the bill is still unpaid.

A dispute arose about this time as to insurance of packages. The express companies and steamship companies were not insuring for more than $50, the merchants carrying their own insurance. The latter contended that where the transportation companies did not assume any more than the $50 risk, they should not increase charges on more valuable goods as they had begun to do, setting an ad valorem, rather than, and in some cases in addition to—the specific. This point is still at issue.

Soon comparisons began to be made between continental shipments and those from British ports. A Canadian importer bought in Hamburg, and was charged $19.70 ocean freight charges. Had he bought in London the charges via Liverpool, it is claimed, would have been $55.10! And yet the Hamburg package, it was found, had been sent via Liverpool!

Discrimination in favor of the East was the next charge. Goods from Tien Tsin in China came across via Vancouver and over Canada for $1.50 per cwt.; by London the charge for similar goods was $2.44.

"From 1907 to the present there has been an advance of 88 per cent. in freight rates, where not more than 30 per cent. was justified," declared this importer. "What advantage is it to us in Canada to spend hundreds of millions on improving our transportation to tidewater when the whole benefit, so far as exporting and importing is nullified by the ocean shipping companies. It is almost a return to piracy on the high seas. Business men are enraged, and some relief must be had.

"In one line the increase in ocean freight rates has been from 12 shillings 6d to 20 shillings per ton. In ordinary dry goods the cost has gone up from 15 shillings to 27s. 6d. and 30s.

"A bill of lading for silk goods from Switzerland calls for freight charges of 17s. 6d.:—the lowest class of dry goods via Liverpool would cost us 27s. 6d."

CHAIRMAN IVEY'S ADDRESS.

At the annual meeting of the dry goods section of the Toronto Board of Trade, this month, Mr. A. M. Ivey, of John D. Ivey Co., Limited, was elected chairman for the year. In his address he touched on this question. He spoke as follows:

Gentlemen:—

In submitting the annual review, I beg to call attention to a few of the outstanding conditions affecting the dry goods and allied trades during the past year.

Prosperity, which has been increasingly greater since the year 1908, apparently reached its high point during the early part of the year. The world-wide tightness in money had its effect in Canada, the real estate boom in the West has collapsed, and will, it is to be hoped, not soon revive, and a falling-off in trade is apparent.

During the Spring and early Summer, a steady volume of trade was maintained and business done at a profit. The Fall and Winter seasons, however, were not as profitable as usual. Owing not only to general unfavorable conditions, but also to the abnormally warm weather which prevailed until after the end of the year, the expected business was not done and stocks either had to be increased and more goods carried over for future sale, or the goods sold at sacrifice prices.

It is gratifying to note that the trade in general have stood up well under adverse conditions, and it should be remembered that the policy of the bankers in conserving their resources and advising their clients to do likewise long before the actual acute money stringency was felt strengthened the position materially and enabled the bankers to make necessary loans when most needed. In this connection it might be well to emphasize the fact that the better the understanding between the merchant and his banker and the more freely confidences are exchanged the safer for all engaged in commerce.

Attention was called last year by the chairman of this section to the ever-increasing rates demanded by the Atlantic shipping combine. Mr. H. L. Drayton, chairman of the Railway Commissioners for Canada, has since visited England and investigated conditions on behalf of the Dominion Government. The question was referred to recently at Toronto before the Ontario Associated Boards of Trade, and a resolution was passed, "That the Ontario Associated Boards of Trade strongly urge the Government, in view of the report of the Government's commissioner, Mr. H. L. Drayton, showing that an ocean freight rate combine exists with power to make such rates as will extinguish the traffic, to take steps immediately to establish a Government line of ocean freight steamships, or take such other means as will prove immediately effective in relieving the producer and consumer from the exactions of the ocean freight rate combine." Thus the subject is having such attention as will insure a solution.

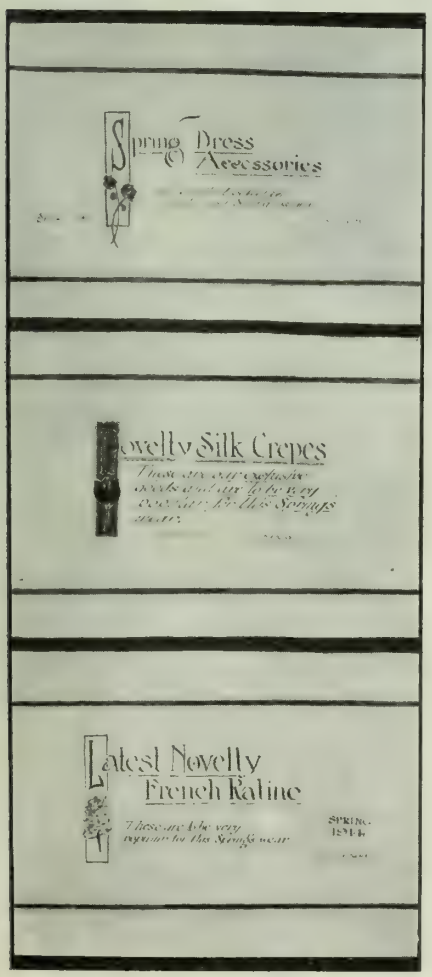
Adopting Fashionable Colors on the Show Card

New Departure in Card Decoration, Heliotrope, Mauve, Tango, Yellow, Bright Green, Blue, Etc., With Gold, Corresponding to Fabric Colors—Some Artistic and Effective New Samples.

SHOW cards are the latest example of following the fashions. For years past they have for the most part lived the simple life, making modest announcements of the wares on display in the window; letting these reflect any coloring that was going in fashionable life; merely pointing an unpretentious finger at their superiors, the real reason for their existence, in fact, and then retiring gracefully to their lowly position upon the floor.

Sometimes, as The Review has shown in illustration of the work of various leaders among Canadian card writers, a touch of some soft coloring would be introduced, but it would in no sense hint at rivalling the brightness of the merchandise itself.

But the humility of the card writer and his product has come to an end. The magnetic influences of the wave of color schemes that have swept over dress goods, coats, millinery, and, indeed, what not in dry goods creations, have extended to the card itself, and on this page are reproduced half a dozen examples of the adaptation of the latest color effects to showcards. It may be expected that the movement will grow in this as it is in other directions, and that bright colors in showcards will be welcomed, so long as they are limited, of course, to artistic effects, and also with merchandise that will harmonize with them in their color scheme. The successful use of these colorings naturally calls for considerable skill on the part of the brush or pen artist; but the work of Canadian card men is making strides, and the new development, if it is a permanent one, will tend to make the calling all the more attractive.



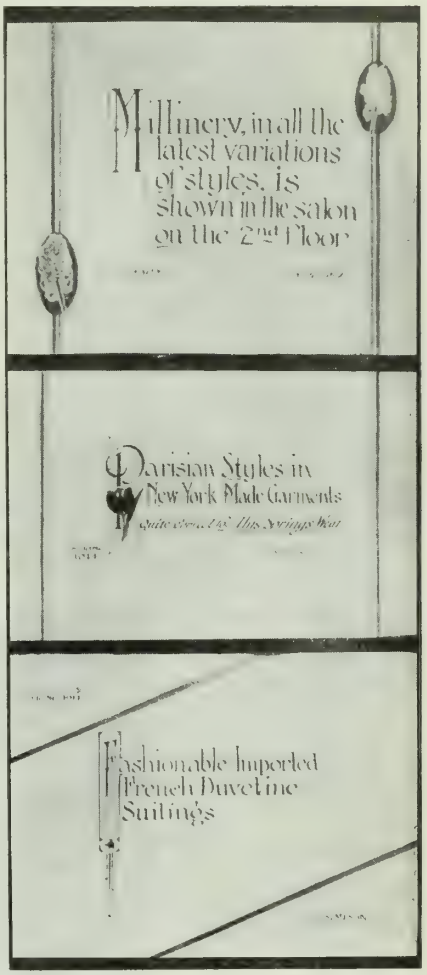
Work of R. C. Edwards.

In the designs submitted here—all the work of R. C. Edwards, the first prize winner at the last C.W.T.A. convention—it will be noticed that every one has striped borders, usually in gold, with a color corresponding to the color scheme of the rest of the card. In most there is also a panel acting as an illumination to the initial letter. The panels in most cases are of the prevailing bright colors—sky blue, yellow, heliotrope, tango, bright green, etc. These panels are combined with colored floral decorations, cutouts from various sources, floral catalogues and advertisements, postal cards, cover paper, sample books, etc.

The underlining of the readers in most cases carries out the color scheme, or else is in gold.

The cards in each case are very good examples of soennecken or music pen lettering, the latter being better adapted to lettering on coarse ground or pebble cards such as these are.

It will be noticed in nearly every case that there is in addition to the "display" line, a "reader" or descriptive phrase, an addition which has been found a valuable feature of a display card. For instance, on one, "Novelty Silk Crepes," the additional comment reads: "These are our exclusive goods, and are to be very popular for this Spring's wear." On another, "Parisian Styles in New York Made Garments," the reader is: "Quite correct for this Spring's wear." On a third, "Latest Novelty French Ratine," are the words in smaller "reader" lettering: "These are to be very popular in this Spring's wear." In this particular card the prevailing color of the panel is mauve, while a double underline of mauve and gold is used in the "display" line, and mauve alone with the "reader." The underlining of "Spring, 1914" is also in the same color.



Works of R. C. Edwards.

It will be noticed also that this "timely" phrase is used on most of the cards, a suggestion in itself of "the very latest." Also the name of the firm in smaller lettering at one corner, a feature of Mr. Edwards' cards, and theory, too, it may be added.

Perhaps the most effective card of all, and an especially attractive one, is that with the stripes on the bias, and "Spring 1914" in the upper left-hand corner and the firm's name in the lower right.

It will be noticed, also, that often attention is directed, in small, unobtrusive lettering to the location in the store of the goods referred to—"Dress Goods Department, 2nd Floor," etc.

These cards are quite worthy of a careful study.

Carnival in Mid-Winter Makes Business Hum

Advancement Club of Lindsay, Backed by Merchants, Draws Buyers From Surrounding Country on Single Return Fare—Attractive Street Parade With Floats, Business and Comic—Safe Plan for Delivering Parcels at Station.

THE town of Lindsay has adopted as an annual event a Winter Carnival to give a two days' impetus to February trade. The event includes a street parade, a Made-in-Lindsay exhibition, and a programme of sports, and what is even more attractive to the hundreds of people who are drawn in for many miles around, the leading merchants arrange a special series of sales, dry goods, hardware, groceries, etc. These sales are advertised extensively in the local press, daily and weekly, for a couple of weeks in advance. A further incentive to visit the town and its excellent stores is provided by the two railway companies, Grand Trunk and Canadian Pacific, both of which advertise single fare return rates covering the two days.

This year's celebration took place at the end of February and drew large numbers in both by train and in sleigh loads.

Street Parade.

The big display feature of the "Carnival" was the street parade, an ingenious mixture of the comic and serious, and reminding one of the old-time "Calithumpian" parades that did duty as late as ten years ago, and may yet in some corners of the universe. The parade was led off by the Citizens' Band followed by the fire brigade with their polished engines, and back of them were a series of fancy and comic floats. The local post office entered heartily into the scheme, and won first prize for a very seasonable skit on the newly installed parcel post. Rows of mail bags formed the outer walls of the sleigh, and the usual notices were posted up, with a humorous turn to them, and a young man's head stuck out of the delivery window added to the spirit of the occasion.

Clowns and boys and men in other comic costumes lined up behind and greatly amused the crowds that thronged both sides of the main business street. Among the skits were "dog catchers' outfit, a big horse pulling a man on a tiny baby carriage, a dog drawing a man on a bicycle, Indians, scouts, etc.

Merchants' Floats.

The merchants took part with some creditable floats.

The dry goods merchants had two floats, each representative of the season's fashions in ready-to-wear and furs, Messrs. J. Sutcliffe & Sons, and Dundas & Flavelle.

An automobile company were seen with four cars on Friday, the first day, and came back with eight on Saturday, labeled "The People's Friend."



Carnival Float of Dundas & Flavelles, Limited.

In the town hall were the Made-in-Lindsay exhibits, which drew a large attendance after the parade. On Saturday afternoon a good programme of sports filled out an attractive two days' entertainment.

Handled by Advancement Club.

The affair was handled by the Lindsay Advancement Club, an organization composed of prominent business and professional men. This club has not limited its activities to this event, but is constantly on the look-out for anything that will improve the already progressive record of the town. One of their achievements has been the placing of numerous ornamental lights throughout the business section of the town.

The merchants generally speak very favorably of the increased business that the carnival brings.

Parcels for Station

A point connected with this that may prove suggestive to merchants in other places is the system adopted by several firms there for the safe delivery of parcels to the stations, a practice which was called into play very frequently during the two days of the carnival. This was originated, it is understood, by J. Sutcliffe & Sons, and consists in a double tag. Both parts contain the same number; in the one shown in this article it happens to be 7,332. On the main section of the tag is the firm's name and a place for the name and address of the customer. The other section is torn off and handed to the customer as a means of identification. Arrangements have been made through the railway companies with the baggagemen to receive all these parcels sent down by some of the stores. Just before train time the customers call for their packages, hand in the stub with the number on, and receive in return the correct parcel.

Good Means of Identification.

"Formerly we were accustomed to send down parcels half an hour or so before the train left, and our driver hung around until just before the whistle blew, when there would be a wild rush of the people to get their parcels. The result was that there was confusion, many, in fact, not knowing where our delivery was standing, and often they were too late. Then, again, if in order to prevent the delay to our driver we left them on a bench or table in the waiting-room, we had to trust to people's honesty, not to take some one

(Continued with illustrations page 190.)

Hints on Pleasing Telephone Customers

AN article helpful to salesmen who handle telephone calls for their store is contained in the current issue of "Notions," the store paper of A. T. Lewis, Chicago. It says:—

"Large stores all over the country are awakening to the fact that the telephone is something more than a register for delayed deliveries.

"**Telephone courtesy and telephone salesmanship** require a great deal more than ordinary ability. Remember that the customer is not aware that you have not had your eight hours' sleep the night before. Speak slowly and distinctly; use the mildest tone of your voice; when you lift the receiver, say, "Lewis' ——— Department;" do not take it for granted that the customer knows she has the Lewis store, nine times out of ten she may, but the repeating of the fact that this is your particular section in the store will firmly establish it in her mind. Always name the section or desk at Lewis'—Linen Department, Accommodation Section, etc.

"**Please do not say 'Hello;'** it does not convey any information and wastes energy.

"**Remember this:** The customer is impressed only by your voice. Train yourself to answer the call in a very pleasant manner, much more pleasantly than you would if you greeted her in person. Throw all your greeting into your voice for the customer cannot see your smiling face.

"**In taking orders,** as a last precaution, read the name and address just before ringing off, making three times in all; once when the customer spells the name and address, once again when you read it back, and lastly just before you ring off.

"**Do not hang up the receiver before the customer.** She may have some further instructions to give or desire information from other departments.

"**Do not answer the telephone like an explosion of dynamite.** The ear is a very delicate instrument and you impress your customer only through it. Those who answer the phone should see that the party inquired for answers the call promptly. Minutes are hours when you are holding a receiver.

"**Study telephone salesmanship;** in a few years you will not be able to get a position without it."



Carnival Float of J. Sutcliffe & Sons.

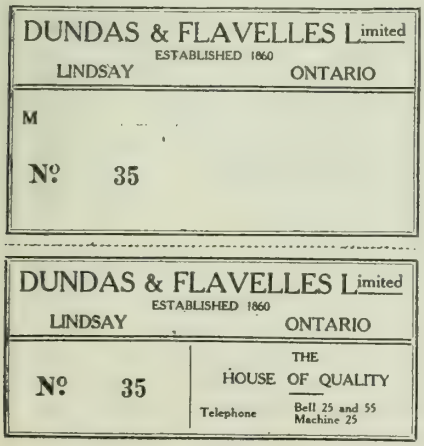
PARCELS FOR STATION.

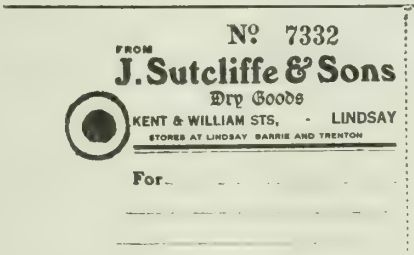
(Continued from page 8.)

else's parcel. So, altogether, the present system is far superior, and the railways give us their assistance, as it really helps them in providing service to their passengers."

The firm of Dundas & Flavelles have a label printed, as shown herewith gummed on the back. One section goes to the customer, and the other is attached to the parcel. Each bears the same number for recognition purposes.

The member of one firm informed The Review that at the end of one year one baggageman returned to them 500 of these "slips," and the official at the other station had 1,000, showing that the firm had sent out fully 1,500 parcels in this handy manner.





On left, label stuck to parcel; lower part being detached for customer. Above, **part of tag** attached to **parcel.** Torn off part—for customer—reads: "No. 7332, parcel check. Your parcel will be surrendered only on presentation of this check. Sutcliffe's Departmental Store, Lindsay. You pay less here."

BABY WEIGHING CONTEST.

The Dayton Company, of Minneapolis, caused a big stir among the mothers of that city by a prize contest for babies' weights.

There were $20 allotted to the five heaviest babies, $20 to the five lightest babies, and $85 in cash prizes to the seventy babies whose weight was the average or nearest the average of all babies weighed during the show. The first prizes were $4 each, a fairly good inducement. The decision of the prettiest babies was eliminated, this feature always causing much dissatisfaction. Prizes were offered for such features as would occasion no complaint after decisions were made.

In addition to the larger prizes, a special prize of a silver dollar was given to every twin and triplet weighed. These prizes were separate from any other prizes that might have been won. Every baby entered in the contest was presented with a souvenir.

The only restrictions of the contest were that the baby must not be over one year old, resident of Minneapolis, and be brought to the store for weighing during specified hours. In this manner it was a much easier matter to get mothers with their babies to the store than if all were to come at one time.

This proved a big attraction to mothers who were compelled to visit the infants' wear section. It enabled the store to get a big and valuable mailing list of mothers' names, and incidentally made many direct sales, which was the prime object of the contest.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, MARCH 18, 1914 No. 6

LESSONS FROM THE BIGGEST STORES

ATTENTION is directed to the first of a series of articles in this issue by a special contributor to The Review on the latest development in America in store architecture, equipment, selling and bookkeeping systems, as worked out in the Lord & Taylor institution in New York. There are some who scoff at the idea of a huge, indeed palatial establishment that was built to cater to the wealthiest trade on this continent, affording any useful lessons to a business whose dimensions might run into the thousands where the other's is represented by millions. But this theory is nullified by the practice of some of the most successful merchants in the country. Be their store large or small, they find that practical ideas can be gleaned from visits to these immense institutions, or reading accounts of them such as given in this issue, and in several to come. Indeed one merchant in Canada whose business in a comparatively small city is credited with building up for him an estate approaching a quarter of a million, declared to The Review that the main reason for his success was the periodical visits he paid to other stores.

So, in this case, one of the most valuable lessons to be learned is that the tendency to a better display of goods, be it in glass cabinets, silent salesmen, or on simple tables, is clearly along the right lines; that wherever possible the public value ease in shopping, and those other provisions for their comfort that make the store a place to be sought in future expeditions; that window displays are so valuable a factor in the sale of goods, that even the immense entrances are converted at night into extra "window" trims, so that a continuous line of these encircle the store on its three street sides. Either from its detail or the principles involved in working out ideas on a larger scale, every such project contains valuable hints for the most modest of merchants in the humblest of towns.

WHERE SPRING LOOKS BRIGHT

SEVERAL factors indicate a promising outlook for the dry goods merchant in dress accessories and fancy goods for the Spring and Summer. Not only is the whole horizon of business brightening, but unusual style conditions make for a good selling season. This is particularly so in laces, veilings, net and maline, in all of which a distinct revival is manifest. In waists and skirts fashion tolerates, even encourages, a difference that extends often to a contrast, and both ends will profit accordingly. There is a development too, in novelty cotton goods that should ensure the present as one of the best in many a year along this line. In the fancy goods section all beaded goods—to take a single instance—have a tide of popularity, and although the season for these will soon be waning, Fall business gives every indication of being even stronger.

Indeed there are few lines where decided fashion changes will not stimulate buying. More and more, public sentiment supports general style movements; though not, of course, the extremes that fade in a single season. Hence, where the modifications of a previous year are fairly well marked, Spring or Fall buying becomes a feminine necessity,—and to a certain extent this situation is being reached in men's wear. There is always a compensating element in life to be guarded against, in this case a loading up of the merchant at the season's end in stuff that will be unsaleable next year, but this is a condition that is inevitable in nearly every business, where something more must be risked for a larger gain. Fortunately one of the distinct evolutions in the dry goods business to-day is the growing tendency of the merchant to keep a close watch upon his stock; to push on the slow-sellers, weed out the worthless, buy more carefully and often in smaller parcels; in a word, to regulate his own business, with less dependence upon the vagaries of a buying—or refusing—public.

WHY 3,000 CIRCULARS WERE SENT

THE announcement of the increase in the maximum parcel post weight to eleven pounds fixes this new transportation system on a definite basis that was lacking in the first few weeks of its operation. Through a source that would appear authentic, The Review learns that the present zones and rate regulations will be continued for a considerable period,—a time of five years being mentioned—in order to create a stability in the system as well as to subject it to a thorough test. Such being the case the merchant would do well to handle the situation in earnest, for properly utilized it will develop business, and neglected, may result in a transfer of custom to a more resourceful competitor.

The most satisfactory phase of the system, to the majority of merchants will be the continuation of the twenty-mile zone, which wards off successful competition of mail order houses where a question of equalized rates would do it. The increase in weight to eleven pounds simply makes traffic by parcel post worth the while of any customer and of any store. All over the country a few merchants are reaching out by newspaper and circular

advertising for the trade around them; but the bulk of the merchants so far have done nothing. In this issue is reproduced a card sent out to the number of three thousand by a Belleville firm that is thus seeking to attract to itself by an early effort the trade of a big surrounding district. The card contains a full list of the rates in compact form, and a convincing store announcement to back it up and concentrate attention on the senders. Every merchant should seek to size up the possibilities of the new system; hostility to the principle will now avail nothing. It is here to stay. To many it will be "making the best of a bad job;" to many more it signifies an enlarged opportunity to extend their trade, and they are wasting no time inveighing against any possibilities of harmful effects.

COMPULSORY EARLY CLOSING

MERCHANTS in various centres who are after compulsory early closing should go fully into the law on the statute books at present to see exactly where they stand. This may save them considerable waste energy, time and trouble.

An authority stated to The Review the other day that there was no law on the Ontario Statutes that could compel a man to close his store at 7 o'clock every week night. The law, he says, reads that a municipality has the right to close stores after seven o'clock each night, excepting Saturday and nights before holidays, providing a petition has been presented to the council signed by seventy-five per cent. of the merchants in this particular line for which early closing is sought. Therefore, he claimed, the by-law as passed sometime ago by the London, Ont., city council, and later rescinded, was illegal and could not have been enforced.

There is no law either, this merchant says, to compel stores to close on an afternoon, even should the council be petitioned by three-quarters of the merchants. At the annual meeting, however, of the Retail Merchants' Association of Ontario last month, a Hamilton merchant got a resolution passed in this regard, and the executive will now apply for legislation to permit municipalities to close stores on an afternoon in any line of trade or in all lines, providing a petition has been signed by 75% of the merchants.

Where compulsory early closing and afternoon closing, therefore, are being considered, it would be well to look carefully into the matter to determine just how far a municipal council may or may not go.

EDITORIAL BRIEFS

LOYALTY LEADS to bigger business.

* * *

IT'S FAR better to lose a sale than a customer.

* * *

A SALESMAN'S worth to his firm is often based on more than the total of his sales book.

* * *

MONEY IS easier. If you are carrying credit customers who have not been paying up regularly, push them for payments.

* * *

PARCELS POST limit has been increased to 11 pounds. Many retail merchants are making Parcels Post work for them. Are you?

* * *

IF THERE is any such thing as luck in business—and we doubt it—it certainly does not come the way of the man who waits for it.

Who Owns the Press of Canada?

THE following editorial from Printer and Publisher bears on a question of vital importance to the retail merchant. The daily newspaper is the medium by which the merchant reaches the public, and its position and its ownership are matters that affect him directly.

The editorial in question reads:

The question of newspaper ownership in Canada is a very live one at the present time. The public appear to be keyed up to a pitch where they are ready to believe almost anything and apply it to the press of Canada in general. Especially is this true in the big cities, where powerful industrial and financial corporations are constantly at work to secure their own ends. Quite a number of the metropolitan city dailies decline to say who are their owners or make transference of stock to other parties and enter certain amounts "in trust" in their list of shareholders. An illustration of the latter kind was brought to light recently by Toronto *Telegram*, which sought to have the public attribute certain ulterior motives to its two evening contemporaries, in connection with the stand they took on the municipal situation.

In the case of the *Star* it was noted that stock to the value of $65,300 was held in trust by E. T. Malone and J. E. Atkinson. The stock personally owned by these two gentlemen brings the total of the four amounts up to $114,900, or considerably over half of the total capitalization. It is understood that the two trust amounts represent stock owned by the T. Eaton Company and the estate of the late Senator Cox. It is said the block of $17,700 in the name of Wm. Mulock, Jr., was secured by Chief Justice Sir William Mulock at the time he held the office of Postmaster-General.

Turning to the list of *News* shareholders we find its capitalization much higher than that of the *Star*. One very large amount and two smaller ones, aggregating $135,200, are held in trust. It is charged that these amounts are owned by manufacturing and financial interests who do not wish to disclose their identity. The largest individual shareholder is J. W. Flavelle, who owns $92,900 worth of stock. As is generally known, Mr. Flavelle is head of the William Davies meat packing company, which also operates a chain of retail meat stores. He is also a director of the Robert Simpson Co. department store.

It must be admitted that the secrecy surrounding the ownerships and part ownerships of the newspapers mentioned herein and also a number of others, is a matter for sincere regret on the part of the press of Canada as a whole. It should be said, however, that because certain shareholders see fit to take advantage of their privilege and place their stock in a trust account, it does not necessarily follow that they or the newspaper are guilty of any wrong-doing. The fact is, public opinion has been aroused and where the slightest suspicion of unworthy motives exists the public is inclined to arrive at hasty conclusions. But the public can scarcely be blamed for exaggerating—that is the best way they know of for showing their extreme disapproval.

It is of vital importance that the question which forms the title to this article be answered if the good reputation of the press of Canada is to be sustained. The enactment and strict enforcement of postal legislation, similar to that which is in force in the United States, which compel the publication of complete details of ownership, should provide an efficient remedy.

Wigs in Pure White, Purple, Green, Blue, Red Caused Sensation at Opening

Probably Only a Passing Fad, but Influence Will Affect Hair Fashions—Opera Bags of Real Lace—Novelties in Fancy Goods

NOW that the season is opening up full stocks in all departments is the rule. Not only should the notion and smallwares stock contain all the staple items, but it should have the small necessities in stock that are brought to the front by fashion changes. New styles of dressing the hair mean a call for hair wavers, for the hair has to be marcelled before it can be done up in the new way. Colored wigs will hardly become a big item in stores catering to popular priced trade, but the connection between the wig and certain styles of hair-dressing is very close. The adoption of this type means the use of additional hair to help out the natural tresses. Already there is a quickening in the demand for switches, and more interest is being manifested in puffs and curls. The new coiffure is high at the back and narrow and the frame for forming it is being shown, also the frame and the high puff or chignon. Another variation is made by using strands of hair twisted in with the natural hair while dainty clusters of curls nestle near the ears.

As at all times when the hair is dressed high barrettes are wanted but the new barrettes are small and are more for use than ornament. Turban pins set with rhinestones are also well liked.

Smartest Wigs of Pure White.

Now that the openings are on much is heard of the wearing of colored wigs. Colored wigs worn by the mannequins were undoubtedly the feature that made the biggest sensation when Eaton's held their fashion show. Wigs of the new rose shade, of purple, green, blue, and red were either matching or in contrast with the gown, but smartest of all were the wigs in pure white.

In all probability this wearing of colored wigs is only a passing fad magnified skilfully for the advertising value for the time being, but its influence will be certain to be great in determining and fixing the change in hair fashions.

Beaded Ornaments.

Fashion has not tired of beads, and beaded ornaments more elaborate than ever are shown in crystal and satin beads and in the new small bead sequins. In this kind of ornamentation pompadour colors and patterns, and patterns in Chinese effect vie with each other in their appeal to popular favor. The butterfly and the rose are the two best liked motifs, and beautiful bead butterflies are arranged so as to fill the corsage openings in front or to catch up filmy bodice draperies on the back or shoulder. A great deal of use is being made of waterfall effects. These are formed of roses of beads which are draped over the shoulder, and often form the only sleeve there is to an evening gown. Again these ropes are caught with an ornament at the shoulder and are caught again at the girdle.

This idea has been developed in tunic form and a dress seen at a recent opening was of white charmeuse and chiffon over which was a tunic formed of ropes of large jet beads alternating with smaller ones. The waist was of white chiffon with a jet cabochon from which several strands of beads depended forming the sleeve. Other strands decorated the front of the waist and were caught under a velvet bow in the centre of the waist, while still other strands gave a bolero outline at the back. The skirt had a pannier tunic of chiffon draped over with lines of beads, the whole being caught up with a broad band of black velvet ribbon fastening in front under a carved jet cabochon, and below the tunic a fringe of lines of jet hung down to the hem of the gown.

Varieties of Tunics.

Tunics come in coatee, minaret, and in various varieties of tunics. These are all more or less decorated with waterfall fringes, and moonlight beads are much used mixed in with nacre, pearl, crystal and jet. Brooches, ornaments, cabochons, etc., come with the upper part beaded in Chinese patterns in a mosaic effect with pendants, fringes and waterfalls of beads. Many of these effects come in both black and white jet.

There is a growing disposition to place a tassel wherever there is an excuse for using one, and Paris is going even further and is using both cords and girdles.

It begins to look as though the ultra smart bag during the coming Summer would be beaded. Old-fashioned bead bags of grandmother days are to be the smart bag for calling and for afternoon wear. These bags come in the well known floral patterns and are even more beautiful than the old-time bags because the colors of the beads are more beautiful. Even when the bag is not all of beads, bead decorations are lavishly used in every possible manner. Mosaic designs are used on the top of the lid and on the bag itself and also for the finishing fringe. Some of the more elaborate bags have mock jewels set in with the beads, and the lids are carved metal also set with jewels. Miniatures

---

POPULAR LINES.

Quickening in demand for switches.

Butterfly and rose best liked motifs.

Waterfall effects by beads draped over shoulder, often forming the sleeve.

Old-fashioned bead bags the smartest thing, with beautiful floral patterns.

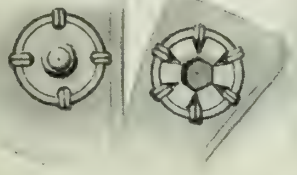
Pannier type of leather bags.

Card and vanity cases.

Artificial bouquets as desirable Easter gifts.

Handy screens for children.

DE LONG PRESS BUTTON



World's Flattest Fastener

ORIGINAL

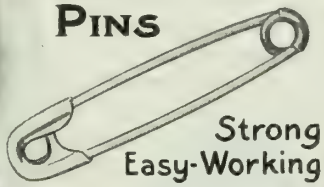
DE LONG HOOK AND EYE

See That hump?

TRADE MARK REG. U.S. PAT. OFF.



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Rust? Never!!

THE ORIGINAL "SEE THAT HUMP" DE LONG HOOK and EYE

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Make your Notion Counter known as the place for reliable goods. With our Canadian factory at your service, you should never be without full assortments of De Long Products -invariably the best in their respective lines.

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St. Marys, Ontario

See that hump?

TRADE MARK REG. U.S. PAT. OFF.

ORIGINAL

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PATENT INVISIBLE EYES

Nub

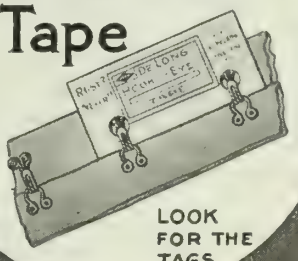
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

that are copies of famous paintings and also cameos are set in the lids of bags.

Opera Bags of Real Lace.

The fitting of the bag is almost as important as the bag itself for every bag now carries, as well as a change purse, a mirror and other vanity fittings. Charming little bags either for the opera or for wear with a frilly Summer gown are of real lace. Cluny comes first and Irish crochet is offered. These bags are silk lined and draw up with either a ribbon or a metal cord ending with tassels.

For really useful wear nothing can quite take the place of a leather bag. As a rule the bags are small and are either very flat or in imitation of the draped fabric bags. The pannier type will be the leader and the leathers used will be of the finer softer types such as calf, mocha and pin seal. Another feature is the use of handsome linings, to match the color of the leather and the smartness of the vanity fittings.

Both in Europe and in the States a very decided preference is being given to the mesh bag, and mesh bags are likely to prove good sellers in the jewelry section. The new bags come in very fine mesh and have narrow frames, and some of them are fitted with a mirror and a vanity purse. A novelty that promises well is a small mesh purse with a small chain and a ring in the centre through which the finger goes.

Card and vanity cases combined come in a wide assortment of prices and designs. Card cases are made to carry full-sized cards and are fitted with pockets for car tickets and change and also with a memo and pencil. Other cases have the pocket for cards on one side and the mirror and vanity case on the other.

Getting Crazy Over Beads

Chinese Beads in Mosaic Popular in High-Priced Lines—Baby Walkers, Screens and Well-Equipped Washstands.

BEADS are the most fashionable thing in jewellry, and New York is about crazy over beads. Tango is the name tacked onto the new bead necklaces and as in other lines this name is proving a passport to fashionable favor. In both Paris and New York the costume that is not completed by a string of beads is not counted complete, and manufacturers have turned their attention to the production of beads that can be worn with any color, for the section in the store where beads are shown vies with the rainbow in the brightness ad variety of its color scheme. The best liked necklaces are made of graduated beads very large in the centre and grading down to quite small sizes at the back. Amber, both clear and clouded, has first place; coral is coming into favor, both in pink and whhite, and amethyst and turquoise beads are good. Ebony and wood beads in scarlet and other colours are among those favored.

Beads made from flowers and colored purple, rose, helio, mahogany and black and retaining the odor of the flowers are another novelty.

Combinations of various colors and of large stones alternating with small ones are new, and some beads come mounted with silver chains or fancy cords, and some have fancy tassel drops.

In higher priced lines Chinese beads in mosaic are something that is in strict keeping with the present style tendencies. Bead necklaces can be had to sell at very low prices and also at prices that run up to $10.

A fashion that has a strong hold in the cities over the line but which seems hard to get started in Canada is the wearing of bouquets of artificial flowers. There is a certain selling of flowers to complete an evening gown but for the popular trade it is the wearing of a bouquet of flowers with the street attire that is aimed at. At this time of the year a bunch of voilets or violets, roses and lily of the valley, or just a rose and its buds, or orchid and pansies would be a welcome relief now that Spring is almost here. Natural flowers come expensive, but with artificial bouquets the first outlay is the only expense. These bouquets come in dainty little band-boxes and should form very desirable Easter gifts. Smart bouquets could be made up from the range of artificial flowers in the department. Displays should be made both in the millinery and the fancy goods department and the sale pushed in both sections.

Handy Screens.

Something for master or miss baby is in order at any period of the year, and a visit to the infants' wear section brings about an embarrassment of choice, so numerous are the useful and ornamental articles that are presented. Many of the useful ones are enamled white or baby pink or baby blue. There are baby walkers for the child that is learning to walk, high chairs and screens to keep off draughts while baby has his morning bath. Moreover these screens are so arranged that all the little articles of dress and other matters for baby's toilette are hung on hooks or contained in pockets fitted on the inside of the screen. Another recent addition to nursery comforts is a wash-stand of white enamelled reed equipped with basin, pitcher, soap box and powder box in enther baby pink or baby blue or white and gold.

Soft Wool Toys.

More appreciated by baby are the soft wool toys such as cats, dogs, sheep, balls, etc., that cannot possibly harm their tiny owners. The baby line is an extensive one and manufacturers are constantly adding something that is either just new or new and useful.

VANITY FOLDING BAGS.

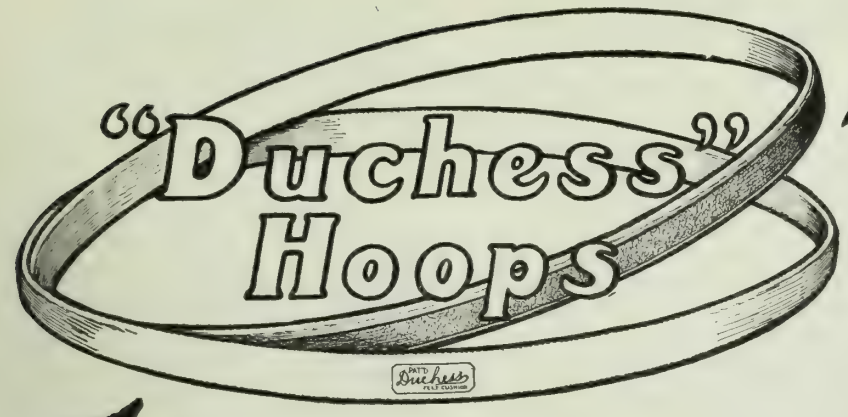
Also very dainty are the folding bags which spring open at a touch to display the toilette requisites. Some of these are only a few inches in size, others are reasonably large, and would do quite well for traveling, saving much of the space that is demanded by the larger fitment. Color enters into many of these fanciful cases, a green leather bag, or case, containing red or rose-colored fittings, while a yellow bag will have every item in blue enamel, or in silver- gilt.

In devices many and varied these dainty trifles are certainly features of a season of luxury and elegance.

"PUT AND CALL."

["A draper recently sued a Tonbridge gentleman for a debt owed by his daughters. The young ladies had probably said, 'Put it down to papa,' and when papa saw the bill he demurred."—English Paper.]

You never can tell when the dainty young belle,
Your daughter, who grows like mamma,
Is purchasing furs, and the draper coneurs
In "putting them down to papa."
It's reckoned your debt, and the bill must be met;
It's useless, indeed, to cry "Bah!"
Your daughter may "swank" of your business or rank,
And so it goes down to papa!
Be thankful, say I, with relief-giving sigh,
That drapers aren't brokers—hurrah!
Who'd soon tell the fairs that they couldn't buy shares,
And have 'em put down to papa!
Fred Wallis, in the London "Financial Times."



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.

Millions of Women use Duchess Hoops

for embroidering and would have no other, because:—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.



The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*



Big Separate Coat Season

Fancy Coat Models Numerous—Smart and Attractive Cut With Novelty Colors—Balmacaan Popular for Outing—New Models in Sports Coats.

IT looks as though every woman would have to provide herself with a smart separate coat this season. The shorter length and the introduction of the flare is responsible for a host of new ideas in style that are ably developed in a wealth of variety in pattern, color and material. Flares, ripples, yokes and fancy collars are the most striking of the new style features, and fabrics are just as varied as the cut. First in favor comes golfine, a new soft variety of corduroy velvet. Then there are checked Bedfords, honeycomb checks, cord Bedfords, duvetyns, serges, broadcloths, eponges and crepes.

The color range is as extensive as the list of materials in which these coats are developed. Blue shades range from Nattier to navy, and greens from lime to hunter's green. Tans and yellows come in all shades from tango to tobacco brown, and the new rose and Indian reds are very fashionable.

Linings to Match the Cloths.

The lining is an important feature in the new coats. Linings match the cloth exactly, and many of them come in gay printed patterns. Collar effects are very varied and show touches of Roman stripe, plaid, brocade or embroidery.

For the woman who does not favor bright colors, or who wishes a coat that can be worn with any gown comes the smart black model. Useful models come in eponge, ratine and serge, and more dressy coats are developed in such materials as crepe, poplin and Bedford cord. Beautiful coats are showing in moire, some of which have touches of color in the trimmings and are lined to match.

Summer Models of Taffeta.

For Summer wear over the light gown exquisite models in shot and plain taffeta are being prepared. They have full backs and are edged with frills, ruffles and ruches of taffeta silk.

The model that is making the big hit for motoring, and for general knockabout wear is the "Balmacaan." This coat is an adaptation from the English paddock coat for men's wear. It is exceedingly simple in cut and hangs full from the shoulder, flaring out in bell shape around the knees. The accepted collar is either in military or notch style and it has raglan sleeves.

High-priced models come in real Scotch and Irish tweeds, and checked tweeds are decidedly the smartest cloths in which the Balmacaan model is developed. This coat comes in duvetyn, peau-de-peche and in other soft rough cloths.

Sports coats are appearing in many new belted and sashed models. Other features are the kimono and raglan sleeves and the swirl or flare cut below the waist. Collars are high at the back or are convertible. These coats are developed in light weight chinchillas and in high colors or in white, striped with blue, red or black.

Blouses Growing in Importance

Crepe the Present Seller—New Ideas in Tailored Models—High-Priced Blouses very Transparent

THERE is no item on sale at the present moment in the ready-to-wear department of more importance than the blouse. Blouses that harmonize with the suit are still asked for but the very smart woman is often substituting the model that is different, and manufacturers are designing and producing models to suit both tastes.

From the standpoint of fashion, the transparent effects still dominate, and models of this class are not only very decollete, but they are mere whisps of material.

The laces used are of the cobwebby kind and are often run with metal threads. Flesh-colored tulle is the fashionable foundation.

Though the V line is still most favored at the neck the high-rising collar is the mode, and Marie Stuart, Normandy and Galdstone shapes are among the newest. Another idea that is gaining ground but will most probably not attain any great vogue until Fall models are shown, is the topping of a sheer lace blouse with a collar of white moire or taffeta, and with cuffs and girdle to correspond. Another new collar idea is the use of organdie for both collar and vest —that is, the blouse will be of chiffon, net or shadow lace, and the collar and vest of plain tucked organdie.

Another new blouse idea comes in jumper effect cut in the form of a Russian blouse and belted in at the waist line, and mounted over a lining or body of chiffon or net.

All the new blouses are designed with large arm-holes and on loose baggy lines and are full both back and front. First on the selling list stands the waist of soft crepe de chine which is washable in most colors, but first from the fashion standpoint comes the waist of soft chiffon taffeta. Fashion certainly is pushing taffeta for all that it is worth, but it remains to be seen whether the popular prejudice against this silk will be sucessfully combatted. Taffeta waists will certainly be an item in the Fall lines.

Manufacturers who are looking towards Summer trade are showing tailored morning blouses that introduce many new ideas. The very newest of these blouses come in sheer cotton crepe, with plain and with embroidered figures and this season the crepes that are used are sheerer than ever. Batiste, organdie and fine voile both plain and printed are other materials used for the washing tailored waist.

The collar is the main thing and nearly all the new collars flare away from the neck in Medici, Gladstone or Normandy fashion. New, too, is the tucked vest that accompanies some of these collars. Cording and hemstitching is also used in finishing these new blouses. The black tie, or neck band of velvet and velvet wrist bands are seen on many blouses. Crepe de chine, cotton crepe, voile, and net or lace blouses still show the frill finish at the neck and outlining the vest effect. Frills of net are well liked and often have a dainty line of black given by the use of hemstitching which has been cut down the centre leaving a picot edge.

LATEST SHOWINGS.

Latest models of suits trimmed with striped silks.

Black, blue and brown the staple shades for ordinary-priced suits.

Many smart dresses of ratine, or ratine combined with crepe.

In cotton dresses leaders are crepes in novelty shades of blue, new shrimp pinks, and tango and yellow shades. Waist and tunic of fancy, and skirt of plain material.

Frill of lace used as finish to full tunics.

Some cotton crepe dresses in modified bustle effect with skirt slashed at back, revealing inset of net and lace, simulating a petticoat, with organdie collars.

Balmacaan making big hit for motoring.

Separate skirt blossoming out into pannier, flounce and tier effects.

Fancy Suit Season

Business Best in High-Priced Numbers—Three Weeks Extra Selling Before Easter Should Mean Sale of Many More Suits.

THE new suits are taking well with the city trade and as the outside centres usually follow the lead of the big cities the acceptance will be general, particularly in the high priced suits. In the eyes of the woman who has to study economy, the dress that comes so near to the suit is apt to be chosen as it can be made to do duty on more occasions than the suit. This fact has nothing to do with the acceptance of the new models from a style point of view. In the larger centres present styles have been led up to for some time now, and therefore cannot be looked upon as a sudden innovation.

In spite of the novel nature of the new suits they are so wonderfully smart and dressy that they have made a place for themselves in popular favor. The latest models are much trimmed with Roman striped silks. Checked materials trimmed with Roman stripe are used for the vest and facings and such materials as poplin, diagonal and French serges are not only trimmed with the stripe but are brightened with touches of gold. Coats are all short and the skirts dressy, many of them in three tier effect and some, intended for slender women, with box-pleated overskirts.

Black, blue, and brown are the staple shades, but in the higher-priced suits novelty colors are strong.



Waist of white crepe de Chine with long shoulder and yoke in raglan effect. Vest of shadow lace. The collar reaches to the shoulder line and is formed of pleated net with picot edge of black, centered with black velvet which continues round the neck. The long sleeves are finished with net frills and velvet bands. Shown by Phoenix Novelry Co.

Sketch by Review artist.

New Lines in Skirts

Separate Ones Have Features of Suit Skirts—Tunic and Double Tier Models Among Best Sellers.

NO wardrobe is to be complete this season without the presence of the separate skirt. For many seasons now separate skirts have been bought only for utility wear, for fashion would not tolerate the break at the waist line. Now fashion is favoring the light waist and the dark skirt of heavier material, and the separate skirt has blossomed out into pannier, flounce and tier effects.

Useful skirts come in serge and worsteds in navy, Copenhagen and black, and in black and white and novelty checks, and plaids with blue and green plaids in very high favor. Crepe eponge in such colors as delf blue, tango, and navy are also selling.

Smart models for later wear are being developed in moire silk in colors as well as black and in taffeta. One smart taffeta model shows a quaint hip flounce effect and another comes in a double tunic.

More Samples than Ever Forced on the Manufacturers

Decided Changes in Styles Make Buyers Desire to See Effect on Customers Before Heavy Buying—Competing With Mail Order Houses in Better Lines.

READY-TO-WEAR buyers have come and gone now, and the manufacturing end of the trade are busy with the orders they have left, and in sizing up the season before us. Judging from reports the total amounts of the orders are somewhat larger than last year, owing to the taking of higher priced goods in many cases. Conferences with the buyers indicated a growing confidence in the outlook. Naturally there was manifest the caution that buyers have developed in the past year, and there are still other reasons why buyers have left over a considerable portion of their purchases for the sorting season.

One glance at the garments themselves will furnish the clue: there is a remarkable and a decided change, a change that runs through not only the figure outline, but extends to coat lengths and the cutting of the skirts. Buyers all welcome style changes but they all want to go light until they are assured that the great buying public will accept them and therefore many feel indisposed to place very heavy orders until they have made their customers and the new models acquainted. This means a more difficult season than usual for the manufacturer; one in which it will be harder than usual to keep a steady run of work through the factories at the present time and possibly congestion and poor delivery later. It also will mean the putting out of more than the usual range of samples for buyers will want to see novelties before further orders are placed. This means more pattern-making.

To offset these conditions there is the longer Spring season. Easter usually winds up Spring selling particularly in suits. This year Easter falls late as late in fact as Easter can fall and therefore the trade will have three extra weeks in which to do business this year.

Another satisfactory feature is the noticeable tendency that has been steadily developing during several years past in favor of buying better garments. This is even more noticeable this season, and the trade is going in more strongly than ever for exclusive merchandise. The big importance of this item lies in the fact that competition between the large mail order stores and the average retail merchant is being placed on a style, not a low price basis. This means that the merchant in outside centres is not spending his energies in trying to compete for the cheaper and less profitable trade, but is devoting his energies to building up a profitable business and reputation.

Big Business in Silk Dresses and Novelty Cottons

Many Smart Dresses of Ratine Selling as Early Choice—Waist and Tunic of Fancy Crepe and Skirt Plain—Modified Bustle and Slashed Skirt.

THE vast importance of the dress line is never so clearly realized as at the beginning of a new season when everything from the simple house gown up to the evening gown and the gown for dressy wear is in its place. This season tailored dresses are not numerous and the few that are seen are only intended for useful wear. It is the season of the silken gown, and the fancy material for the early sale, with cotton dresses in reserve to come on as soon as the weather will permit. Many smart little dresses of ratine or ratine combined with crepe are showing, and as they are both new and practical they are selling to the woman who likes to have first choice. These dresses come in the new blues, pinks, tan and tango shades and can be worn with comfort during the days of late spring. Many of them are really costumes and have the effect of a coat and skirt. Others are really two-piece and have a bolero or Eton coat that can be removed. One of this kind seen at the openings was of deep blue ratine with vest and collar of sulphur ratine printed in soft Oriental colors. The skirt is cut along the prevailing lines and has a double tunic effect broken with a panel in front. For a season when so much drapery is the rule there are many simple, one-piece dresses of ratine showing and these dresses promise to make a success when the time for wearing them arrives.

In cotton dresses, as in other lines, everything stands aside for crepe. Cotton crepes in novelty shades of blue, the new shrimp pinks and tango and yellow shades are shown. It is very seldom that just plain crepe is used alone. Plain and printed crepe is a much seen combination. The waist and tunic of the fancy and the skirt of the plain is the general rule, and this applies to white as well as to colored dresses.

Though many dresses are made of piece crepe, certain lines of embroideries are selling well. Some of these show the introduction of color and are particularly good in black and white.

Shadow lace and narrow insertions of heavier laces, sparingly used, trim these dresses. A new feature is the frill of lace used as a finish to the full tunics. Many tunics are on the pannier order and are full and bouffant.

Shall we have the bustle, or will it die out with the period of openings, is a question that many designers are asking. Bustles are part of 1870 modes, and designers are going to that period for inspiration. The bustle is quite in keeping with many of the materials now coming to the fore and develops most effectively in the new soft taffetas that are becoming so fashionable. From this period, too, comes the ruches and ruffles that are making their appearance on the later models.

Some of the new cotton crepe dresses are being made in modified bustle effect with the skirt slashed at the back and revealing an inset of net and lace simulating a petticoat. The organdie collar is the feature of this model. Gowns of this kind would be adaptable for dancing, for while retaining the much liked narrow outline at the feet a comfortable fullness could be introduced behind. Poiret is showing straight line dresses and no bustle effects are included in his Spring line.

NOVELTIES IN SKIRTS

THE idea that the separate skirt is to be an important factor in Spring and Summer selling is gaining strength. Buyers are everywhere interested in separate skirts and are on the look-out for novelties as well as staple models. As the season advances it is perfectly evident that fancy materials will be featured in the separate skirt line. The new crepe cloths are going freely, and such materials as silk crepe, paillette, moire and glace and plain taffeta are indicated for later wear. Fashion has brought about the

change by favoring once again the dark skirt with the light waist, and the present drapery ideas have proved a good feature for the maker of separate skirts. Peg-tops, tunics and three-tier effects are all showing, and the change in the position of separate skirts is best shown by the early adoption of new style ideas, and the quickness with which they are incorporated into the line. Bustle effects are the latest note from Paris, and the makers of separate skirts have taken up the idea and are showing skirts with the draped puff at the back.

A big season is assured in washable outing skirts. The latest outing models conform to the new outline, and are wide over the hips, and taper to the feet. Simple cut skirts sell best, and yoke and panel effects are better liked than the more dressy tunic and tier skirts. Patch pockets are quite a feature, but it is said that some buyers do not take kindly to them. Another idea is the adding of detachable vestee girdle of the same material of the skirt, which with the bolero or monkey jacket forms a smart costume for outdoor wear. Thick pleats are also introduced into some skirts and are practical as the narrow effect is preserved and the skirt is given enough width for comfort in walking.

There is a wealth of suitable cotton materials to choose from, and besides the regulation repp, linens, ducks and cotton suitings and plain eponges there is a wide choice in checked, plaid striped and plain ratines, eponges, and nub yarn and boucle etimines.

White is always the big seller in outing skirts and natural shades and khaki are always good, but this year there promises to be more than the usual business in novelty cloths.

Sketch by Review's Fashion Artist.



Balmacaan Waterproof, with patch pockets and convertible collar. Shown by National Rubber Co., Montreal.

Prospects for Gloves

Embroideries and Fancy Stitchings Feature of Easter Glove—Former Now Applied to Silks and Lisles—Children's Glove Section Profitable.

CAPES, mochas, and doeskins are selling at the present time, and will continue to do so until the arrival of warm weather. Chamoisettes or chamois-lisles are a very strong selling line. The majority of these gloves are sold in white. Natural grey and blacks are also stocked, but the percentage in favor of white is heavy. Chamoisettes heavily embroidered in black are new, and are taking well.

Fancy stitches and embroideries will have a larger sale than usual this Spring both on kid and silk gloves. The present vogue is for 3 and 4-row embroideries. Now that heavy embroideries are being taken up by the popular trade, fancy stitching is showing in their place on the high-priced glove.

Embroideries and fancy stitchings come first in white on white, and also in black and colors on white. High novelties for Easter include colored leathers with fancy embroidered backs in navy, royal, Copenhagen, tango, and champagne, tan taupe, and Quaker grey.

There is no question about the vogue of long silk gloves during the coming summer months, as all dresses and waists for that period are being made with short sleeves, and the gloves to wear with them must of necessity be long.

The big demand will, as usual, be for white, but more black gloves than usual will be sold. Colors have little place, and will be chiefly confined to champagnes and a few tans and greys.

The buyer who has not paid any extra attention to children's gloves will find Easter a very good time for starting to create interest in this new section in the department.

Superstition favors the wearing of something new at Easter, and the glove is as handy an article as can be selected. If the whole new outfit has been purchased, mother is easily tempted to pay the extra price for a pair of smart little kid gloves. Children's lines are now a special study, and are made of suitable leathers, properly cut and sewn. Therefore they give the right service, and this fact warrants the mother in paying the price. Tan is the chief color in children's gloves.



Printed Cotton

Development Along Line of Sheer Materials—Soft-Finished Organdies the Newest Fabric.

NOW that the selling season has opened up, crepes are decidedly the best selling among cotton fabrics. Crepes are showing in a wide variety of weaves, styles and qualities, as well as designs and effects. They are decorated in many ways, chiefly with nub yarns, ratine yarns and velour stripes. The best liked crepes are very sheer, many of them having the fineness of chiffon and the crinkle effect is in the weave so that they are slightly rougher after washing than before. Besides the demand for dress crepes there is springing up quite a demand for crepes suitable for lingerie underwear. This is a new development and one that promises to be a large one. Underwear of silk crepe has been well featured during the past few months and this promises to have its influence on the development in cotton crepe lingerie.

The newest feature is the favor in which printed crepes are regarded. The favor of printed silks is extending to printed crepes and other cottons. Small floral designs predominate. The retail trade is beginning to find a demand for the printed fabrics in such materials as crepes and voiles and for another season it is likely that organdies will be added.

The class of fabrics that have first choice are those with a soft finish and which drape well. The newest fabric is similar to the old time organdie, but it comes in the soft drapy finish that is indispensible to any material at the present time. Crepe weaves, and crepe and ratine combinations on colored or write grounds are also a feature. There is an increasing demand for printed voiles, and the novelties here include Roman stripes in subdued colors and plaids and checks. Ratines are still selling in plain cloths, and novelty checks and plaids. The most recent cloth is the honeycomb cloth and ratines in basket and crash weaves.

Some Advance Indications for Next Fall

Broadcloths Coming to the Front — Velour Weaves and Pile Fabrics in Favor — Sheer Drapy Materials Along the Line of New Developments.

WITH the Spring selling season well advanced, buyers are turning their attention to buying for the Fall season. Orders placed so far are for staple goods and they are principally of the piece-dyed description. Fancies seen so far run to monotone, checks and plaids or two-tone effects of a quiet character.

One new feature that is much discussed is the probability that broadcloths will figure more extensively during the Fall and Winter season of 1914-15.

Colors will be seen to a greater extent than for many seasons and when fancy colors are in evidence broadcloths are pretty sure to come to the front as there is no material made in which it is possible to produce such good color effects. More broadcloths than usual have been sold during the present Spring and a further gain in favor is expected before the beginning of another season. Another point in favor of light weight broadcloths is the excellence of their draping qualities. Some of the Paris dressmaking houses have put out gowns of broadcloth at the late openings, and broadcloths and cloths of the same nature promise to play a part in the Fall selling.

Velours and peau de peche and fabrics on that order are assured of good success, as soft finished pile fabrics will most probably sell to advantage next Fall. In the finer grades of cloth, silk and wool fabrics made of fine Vicuna yarns are to be largely used.

Pile fabrics will play a prominent place in Fall business and wool plushes as well as silk and mixture plushes will be on the market. Many novelties will be featured in this class of goods but authentic development will come later.

Silks Selling Well

Printed Lines Hold First Place —Taffeta Leads From Fashion Standpoint, But Fine Crepes Are Popular Sellers.

EVERY indication points to an excellent selling season. Ever since the earliest showing of the new season's silks the retail selling has been particularly brisk. The trend of selling shows a decided penchant for printed designs, and just at the moment they are receiving the lion's share of attention. The finest silk crepes, meteors, taffetas, foulards, etc., printed with odd flower and conventional designs in the colors that have come to the front this season, are those selling. This class of pattern originated with the Martine School of Art in Paris, and its vogue has just begun.

Advices from Europe state that large orders from all markets are coming in for this class of patterns, and that it is becoming impossible to fill orders on time. Buyers, it is stated, are willing to take deliveries as they can get them, as there is a well-grounded belief that printed silks of this class will not end with the present season.

Not only are printed materials used for the whole gown, but also for combining with plain silks. They are also used for the linings of smart cloaks and wraps and for the vests that are now worn with dressy tailor-made suits.

The lines of materials selling includes all the principal silk fabrics, and, in spite of the interest developing in taffeta, there is no complaint coming as to the neglecting of any one material. Taffetas are in short supply, and, although they are exploited by all fashion authorities, there are still buyers who are dubious as to their continued success.

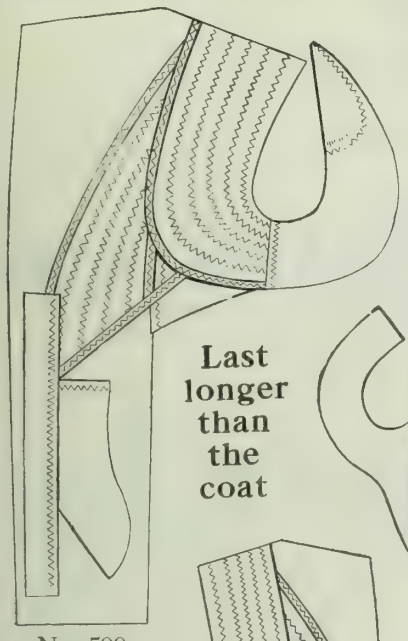
Taffetas promise best with the trade that buys high-class materials, and departments of this kind are confident as to the success of soft supple chiffon taffetas for Spring and Sumer wear. Plain taffetas stand first, but printed taffetas, moire taffetas, stripes, changeables and warp prints also are doing well.

Though taffetas are so much talked of, crepes continue to be the leading sellers in the department. Not only are they selling now, but buyers are regarding them with a favorable eye for the coming Winter, and it is predicted that they will again be wanted for Spring 1915.

Moires come in all the new colors and are good sellers, and there is a steady demand for all kinds of soft-finished satins in street novelty colors and black.

FALL DRESS FABRICS

In its Next Issue The Review Will Contain a Full Description of the New Fabrics for Fall, With Many Illustrations. Watch for This Section.



Last longer than the coat

No. 500

No. 503

Give a perfect fit

No. 501

When selling a suit length why not suggest the use of the Everlast CANVAS BUST FORM and Coat Foundation?

The value of association and suggestion in selling goods can be made very evident by keeping a stock of "**Everlast**" coat foundations in your Notion Department, or your Dress Goods Department.

By suggesting a pair of these forms you can promote the sale of dress goods.

They make coat-making easy and their superior workmanship and shape-keeping qualities prolong the life of any coat, home or tailor-made.

People who once use them, insist on them next time.

Booklet sent on request, or send for sample order

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Ask your Jobber for

Star Brand Garter Elastic

The highest quality.
Absolutely Guaranteed

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Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

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Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto

Fall Sales Should Profit by Late Cold Spell

Merchants Should Aim to Keep "Coldest February on Record" Before Public as Indicating Return of "Long, Cold Winters"— Now for Sporting and Camping Campaigns.

THERE are evidences that the recent stiffening of prices of yarn on the English market has reconciled that portion of the retail trade who were disposed to rebel at the considerable advance made in the quotations this year of nearly all lines of sweater coats. This will have a tendency, too, to bring up the prices of underwear and hosiery on repeat orders, as the manufacturers needed only a sterling reason for making the advance when Fall placing orders were being taken. Probably such news of the higher yarn prices as reach the public will also make them feel more kindly, as there is in most lines, an appreciable relation between a satisfied public feeling in regard to retail "changes" and the buying of goods.

Thanks to February and March.

Whatever be the actual conditions on the shelves of the merchants as a result of the inclement weather conditions almost up to the first of February, there is this comforting reflection that the goods on hand or ordered, are lines that are holding and will hold a solid place among the needs of the public. The word 'needs' is used advisedly. For sweater coats, and similar lines such as knitted vests and skirts, have come to be recognized as an essential part of winter apparel. Those who are lamenting over December's high temperatures, have at least as substantial a cause for rejoicing in the lingering of the present winter up to the middle of March. For the merchant who scans the horizon for indications of the attitude of the public on future occasions, has been impressed with the fact that a large percentage of people have come to the conclusion that the old-fashioned winters have returned; the ones that are stormy and cold in February and March. Surely it will mean much to the sale of sweater coats next winter to remember that "last February" was the coldest month in the history of Weather Bureaus in Canada.

Lest They Forget.

And if the public is inclined to forget it, the seller of sweater coats will be committing a commercial crime if he allows the lapse of memory. The weather reports of February, 1914, ought to prove some of the best possible "selling talks" in November and December, 1914. This fact, with the large number of attractive novelties already described in The Review should make next season exceed all previous ones by a large margin.

Summer Sports and Outings.

For the immediate present the merchant has his Summer business to go after, and he should start his campaign of window and store display and newspaper advertising in a short time.

Camping and outings generally, are, of course, the best objective for the large city merchant and those even in some of the towns. For all, sports furnish one of the largest fields for working up sales. This idea can be worked out in window displays in numberless ways, for instance, by the use of lacrosse sticks, footballs, baseballs,

Wool Prices in Europe Rising

Indications Are They Will Go Still Higher — Many Refusing to Sell at Present Figures — Weakness in Buying Has Been Ended.

ON the British markets prices of wool are at a very high point and seem inclined to go still higher, especially as far as colonial wool of all kinds and qualities is concerned. On all hands there is a great eagerness to cover prospective needs. It has become increasingly difficult to bring about actual business, however, even when the description of raw material required is found to be available, as those acting in London for the growers have been inclined to treat for the wools consigned to them by private contract. Looking for higher prices they have much preferred to realize what was held over in the public auctions, and to this end the majority have tried to prevent business by asking prohibitive figures, while a few have absolutely debarred their brokers from offering any of their holdings. There has been great eagerness to execute important contracts which spinners are hoping to take up before next June. Offers have been current which, had they been taken, would have made large additions to the order books of both wool merchants and topmakers, but the latter, fearing that the raw material is going to rise very sensibly have been reluctant to increase their obligations. The present inspiration for the strong upward movement of values comes, in the opinion of many, from an absence of stocks of raw material, particularly in crossbreds. Merinos, too, are reported to be dearer and show no signs of declining. Many spinners and manufacturers have been so convinced of the soundness of the raw material that with not the slightest prospect of wool declining in value, they have bought as much as they are likely to want, in many cases, for the next six months. It is also stated that those who were the most persistent bears have lately been the heaviest buyers.

In the wool consuming districts of Continental Europe, no change in the condition of affairs is apparent. The month of February saw a swinging around from a condition of hesitation and apprehension to one of confidence in the outlook. Many orders which were being held back on account of the feeling that prices might possibly weaken, were immediately placed as soon as the conviction spread that such was not likely to be the case and that the probabilities pointed the other way.

Penmans Hosiery



Pen Angle

WARRANTED HIGH GRADE
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KNIT GOODS

There's Money in Hosiery—

Especially *Penmans* Seamless Kind

YOU should handle Penmans Full-Fashioned Seamless Hosiery for Men, Women and Children, **the only kind made in Canada** that is actually so fashioned in the knitting that it **will neither shrink nor stretch.**

Made of the **finest quality** Cotton, Lisle, Cashmere and Silk.

YOU'LL get YOUR full share of Hosiery Profits if you stock up your shelves with Penmans Seamless Kind.

PENMANS LIMITED, Paris, Canada

HOSIERY SWEATERS UNDERWEAR

The Mazamet market has been visited by numerous home and foreign operators who bought freely at an advance of 15 to 20 centimes per kilo or 5% over the rates ruling about the end of January. The wools chiefly dealt in are in the fleece washed pulled state, and cover all qualities from coarse crossbred to fine merino. Buyers who are in the habit of looking to that market for their supplies of clean washed raw material have been greatly disappointed that so very little wool in this condition is available, but it is only natural that the pulling establishments finding such an extremely ready market for their wares, whether of long or short staple, realize them at once. America is credited with being the recipient of some of these pulled descriptions, not through direct purchases, but by way of intermediaries in England.

It is believed by many that to-day's values have come to stay.

New York Reports

Lace Effects Across Instep in Vogue in Hosiery—Half White Hose Not so Strong Nor Tans.

FROM New York comes the report that in expensive lines of ladies' hose, all kinds of embroideries or lace effects across the instep are in vogue. Some designs show figures embroidered in colors; others floral lace effects and still others fancy figures in bead work. This hosiery is now being offered in exclusive retail stores. For the coming Spring white half hose are not being taken in so large a volume as a year ago. These have been particularly slow during the last few weeks. Only in misses' and children's cheap goods is white really a good seller, while in women's stockings it is just about holding its own. White hosiery came into noteworthy prominence two years ago and it is now surpassed in importance only by black and tan.

Tans Have Lost Ground.

Jobbers seem to be making more of colors in half hose than heretofore. Gray and navy seem particularly in demand. In some quarters tans are reported slow, but taking the market as a whole they are still of importance although they have lost a small proportion of business to the other colors. Business in wool and worsted hosiery is at an end for the time being with an unusually large number of orders booked. The advance in wool is causing no embarrassment as mills are either covered or else able to juggle the proportions of cotton and wool in the stock.

Why Unions are Popoular.

In underwear the present tendency is strongly in favor of the ribbed garment. In flat wool underwear, decreasing production has kept pace with increasing demand so well that manufacturers of such goods are still able to secure reasonable prices. Light wool or worsted union suits are reported as a desirable thing from the buyers' point of view. Retailers are growing to realize the advantage of handling union suits of all classes. The selling cost per garment is reduced at the end of the season because of unmatched garments as with shirts and drawers.

WOOL STILL GOING UP.

With an average advance at the current London wool sales of 10 per cent., says the Textile Manufacturers' Journal, New York, and with nearly a third of this season's clip of territory wools already under contract at prices well above the average for last season, it looks as though the lid had been removed from the world's wool markets and that maximum values touched during recent years might be exceeded. The advance at London had been largely discounted in top and yarn prices, and is being rapidly reflected in the wool, top and yarn markets of this country, and can hardly fail to give a fillip to piece goods prices. It is well understood that many English and German manufacturers are short of wool, and the reported large purchases of domestic manufacturers at London would seem to reflect a similar condition here.

COTTON IN CANADA.

The number of spindles in Canada increased from 550,000 in 1900 to 855,000 in 1913, or 55.5 per cent., and the quantity of cotton consumed from 110,000 bales in 1900 to 125,000 bales in 1913. The industry in this country participated in the general improvement shown in other countries. The value of cotton manufactures imported during the year ending March 31, 1912, was $21,330,862, of which about one-third was supplied by the United States.

BARGAIN HUNTERS WRECK STORE

Women bargain hunters wrecked the dry goods store of John S. Hooper, in Pittsburgh, tore down shelves and counters and stole $700 worth of merchandise. Hooper advertised a sale, preparatory to going out of business. At 6 o'clock in the morning a multitude of bargain hunters was at the doors. The store filled in a moment. The front doors were then locked. Women climbed through basement windows. Clerks were powerless. Shoppers from the Frankstown avenue district filled aprons and baskets with goods and made no pretence at paying for anything. Others climbed on counters and pulled goods from the shelves. Police reserves were called from the Frankstown station and cleared the store. The remnants of the wreck were sold during the remainder of the day under police protection.

WILL SHARE PROFITS.

Officials of the Kauffmann Department Department Stores, incorporated, a $10,000,000 concern of Pittsburgh, operating one of the largest department stores in the United States, announce that they will in the future share their profits with their employees, including the highest salaried officials down to cash girls and boys. In addition to sharing the profits with the 4,500 employees, the company will distribute among them $1,000,000 in stock of the corporation. The plan also provides benefits for employees who become permanently disabled.

OF A PERSONAL NATURE.

Manitowaning, Ont.—A. Irving, of J. C. Irving & Co., is dead.

Rosewood, Man.—T. S. Wilson, general merchant, is dead.

Regina, Sask.—Cole & Vint, tailors, have established a business here.

Thorold, Ont.—A. B. Begg, of Parry Sound, will open a dry goods store here.

Beeton, Ont.—J. A. Hallivan, general merchant, has sold out to J. Patterson.

Oshawa, Ont.—Wind caused considerable damage to the Schofield woolen mills storehouse here.

Winnipeg, Man.—Fire did considerable damage to the premises of L. Calman, wholesale furrier.

Swift Current, Sask.—E. R. Eaton, of Moose Jaw, will open a women's ready-to-wear and fur store here.

Toronto, Ont.—The Frank Northcote Co. have succeeded J. E. Snider & Co., jobbers, jewelry and fancy goods.

Acme, Alta.—The general merchandise establishment of Randall & Brown, was destroyed by fire. The loss will be about $10,000.

Vancouver, B.C.— Woodwards' have added a new wing to their departmental store here which gives many new conveniences.

Battleford, Sask.—Cluff and Wright, have opened up a special department for ladies' ready-to-wear goods, equipping it with carpts, mirrors and glass fixtures.



20 S

Refinement, Quality

Refinement is what the average man and woman wants in a knitted coat. Quality is our watchword. With these two elements prominent in the "Bentro-Knit" coat you are assured of ready turnover in handling them. The

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LADIES', MEN'S AND CHILDREN'S mitts and gloves in plain, fancy and brushed knits. Men's Scotch knit mitts and gloves. Brushed and fulled caps and toques. Men's motor caps. Infants' sets, sashes, sweater coats.

The Williams-Trow Knitting Co.

LIMITED

STRATFORD CANADA

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Colored Veilings General For Easter Wear

White, and Black and White Expected to Sell Well for After-Easter Trade—New Hat Shapes Flaring Off Face Call for Veil—Beauty Patch Most Popular.

IMPORTERS of veilings are very well satisfied with the season's outlook for veilings, as every indication points to a decided improvement when once the Spring season has opened up. Early orders were exceedingly good, and whenever there has been a period of suitable weather, there has always been a noticeable increase in the size of the orders. The hat fashions are such as to encourage the belief in a very general wearing of veils. All hats are small or medium, and there is a general feeling that shapes on the sailor order are to be very much worn, and no shape accords better with a veil than a sailor. The new shapes that flare off the face are also very much in need of the veil as an adjunct to give the softening influence to the features that comes from the shadow cast by a brim that shades the face.

At the present moment the most popular veiling is the beauty patch. The best liked design consists of the single spot or velvet dot in medium size. This dot is placed on fine meshes, with the hexagon in first place. All meshes are very fine, and favor is divided between nets and simple hair meshes. Many hexagons are selling and other net meshes are good. Fancy filet effects are showing, but all types are simple and patterns neat. Many of the best liked numbers have the pattern picked out with tiny chenille dots or small velvet spots.

Broader Demand for Colors.

At the present moment, black is the best seller, but there is a broadening demand for colors. Novelty blues, such as Saxe and gendarme, navy and light navy, are good, and so are tans, dollar, bronze, tete de negre, and grey.

As the season advances expectations are that the demand will again centre on white and black and white effects.

Net Tops and Orientals Holding First Place

Shadow Novelty Laces a Good Second—Nottingham Shadows Big Popular Sellers—Demand for Malines in all Novelty Colors and in Black and White.

AS the season opens up, business in laces continues to improve, but the selling is almost entirely confined to laces of a light character. As "The Review" before predicted, the ultra trade is dropping shadows and moving on to light net tops and Orientals. The best liked are of what may be termed the sketchy variety. This is not applied to the patterns, but to the ground. The use of two or more nets in the ground is favored, one of which is sure to be of the craquele variety. Other nets favored come in spider-web effects or in very fine sheer mesh. The finish is important, and is as soft as possible. The newest patterns are elaborately embroidered floral designs, and a possible sign that the vogue of laces may extend before long to heavier patterns is given by the use of flat Venise edges to some of the later patterns. Shadows are still holding their own, particularly with the popular trade. The vogue for camisole laces is still growing, and, besides the camisole flouncing, wide bands and straight edge edgings are also used for this purpose.

Lace is also much used for trimming underwear, and there is a steadily increasing counter trade.

Trimming Dancing Frocks.

The big use for laces at the present time is for trimming dancing frocks and dresses intended for party wear, and as long as the craze for the new dances continues, just so long will lace be used in this manner. Tunics, hip draperies, and frills that edge tunics of material, are all of lace, and flounces up to 27 inches, with 18-inch flounces as the best selling width, centre the demand. There is a very fair sale for narrower flouncings, and for demi flouncings and edgings also.

The smart waist is made of very transparent materials, and therefore must have a lining or foundation of net or lace flouncing, and frilling laces are used to finish both neck and sleeves.

To sum up the present situation, fine net-top laces and Orientals lead, and shadow novelties are a big second. For popular-priced trade, Nottingham shadows will be good.

While these laces have not quite the finish and appearance of the French laces, both patterns and finish have been greatly improved, so much so that the difference in price does the rest with the cheaper class of trade.

Malines have come to the front rapidly, and since the beginning of the year sales have been very large. Black and white and the darker shades have sold best so far, but the tendency is for lighter colors. The best selling colors are tango, meil, canary, porcelain, and old blue, coral and salmon pink, absinthe and chartreuse greens, bronze and leaf shades, tans, tete-de-negre, cardinal and the new petunia shades. So insistent is the demand that many wholesale houses have had to cable repeats.

In high novelty laces, notwithstanding the near approach of the summer season, interest is still strong in metallic effects. Metal laces and metal run laces are favored by fashion, and while little may be heard of them during the Summer months, there is every prospect of their being included in the list of novelty laces for Fall.

VEILINGS
FOR
EASTER

Violet
Saxe
Navy
Brown



White
Black
Fancies
Magpie

There is a TREMENDOUS demand
for

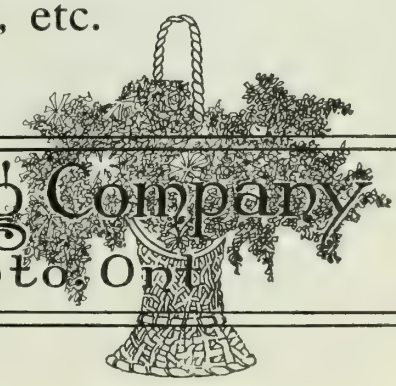
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Malines

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Whenever you need anything in Ribbons, Write, Phone or Telegraph us and we feel sure we can gain your confidence. With every mail order sent to us we give an absolute guarantee of perfect satisfaction.

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MILLINERY

Sailor Shapes are in High Favor in Paris

Canotier Shapes With Trimmings of Flowers and Ribbons Being Put Out—Good Season for Flowers Opening Up—Burnt Ostrich on Dress Hats—Malines and Light Laces Later.

HATS are to remain moderately small all through the season, is what the authorities assure us. Paris is sending us over many models taken from the hats worn during the Directoire and First Empire periods, and also from the mid-Victorian period. The best-liked models seem to be on the canotier or sailor order. The very latest models have high bell crowns with the crown dented in so that it provides a place for fruit or flower trimmings.

A recently imported model of this kind was of picot in honey color. All the trimming was posed on the crown and consisted of bright bunches of Japanese berries and green foliage. Just to one side of the front was a quill effect in green grass.

All the hats shown do not have high crowns for many flat Watteau shapes are seen, but these hats are raised high either on the side or back with a bandeau and are intended to be worn with high dressed hair.

The high novelty in straws is the lisere which has a very high glazed or satin finish. Belgian split straw is on the same order, but for popular selling, picot and tagel picot and hemp are the leading straws. Crin is popular, and the new crins certainly look like summer straws for many of them have almost the appearance of tulle. Straw laces are very attractive and come chiefly in Cluny patterns. The best liked are very fine and form crowns that are almost as transparent as tulle, and brims that look like a cloud about the face.

Flowers Lead in Trimmings.

In speaking about trimmings, flowers naturally come first, for interest is centred here as flowers promise to be more used than for many years, and something like an old-fashioned flower season is anticipated. Just at present black hats trimmed with white flowers are showing. Lewis is the chief exponent of such combinations, and is featuring white violets especially. A smart model is a toque of hemp hat, the brim bound with black velvet, and the rounded crown completely hidden with white violets. Balancing on the edge of the brim and standing above the crown two pleated wheels of narrow moire ribbon were placed, and a third wheel jutted out from the brim on the opposite side.

Another successful hat is made of a dull blue crin plateau draped and folded into a toque that rises high at the back. The crin is folded and twisted into shape and the folds hold full blown pinkish crimson roses.

Other flower novelties come in silk with glazed surface and some of these flowers are iridescent. New roses are made in taffeta in absinthe, chartreuse, petunia, old rose, and electric blue shades. Another novelty that is well spoken of are ears of wheat dyed so as to go with the color of the hat or the flowers.

Though there is a varied assortment of flowers shown for Spring, roses when the season opens promise to be the most popular of all flowers. Wreaths and trails of roses trim the flat hats, and one model in yellow straw has a wreath of natural pink and yellow roses which goes across the front of the hat and passing through a slit in the crown covers the bandeau at the back. Another plateau model is trimmed with wired rococo bows of claret velvet — one on each side ,holding the ends of a rose bridal that passes beneath the hair at the back. This plateau has no bandeau and the proper slant is given by the manner in which the hair is dressed.

The roses used are American Beauty, Paul Nerm, Sunset, and others, both full blown and half-blown in all natural and in many other than garden shades; camelias, asters, daisies, apple blossoms, forget-me-nots, pansies, heliotrope, sweet-peas and many others. Fruits are used as extensively as flowers. All kinds of berries are good, and cherries are better than usual this Spring.

"Burnt" Plumes Best.

Feathers are used on dressy models with ostrich plumes forming the most elegant of trimmings. Natural plumes in all the new colors are good, but fashion seems to be most interested in the "burnt" novelties that imitate ostrich cross and numidi.

Ribbons appear, as well as flowers, on many hats. Moires, in dark shades, are used at present, but taffetas, velvets, gros-grains and failles are most suited to summer trade. Many Roman stripe and plaid silk ribbons are very much used on walking and tailored models. Very little satin ribbon is used, but Paris is introducing a thick satin with lustrous finish called satin velour.

As the Spring advances more use will be made of light laces, both white and black, and of printed crepes and chiffons. Tulle is selling extensively in black, white and in novelty colors.

Hats and Hair

Importance of Proper Arranging of the Hair—New Shapes Intended to Wear With Hair Dressed High.

WITH a decided change in the manner of posing the hat, there must come a change also in the manner in which the hair is worn. Not only are new hats small and very medium in size, but they are raised either on one side, or newer still, at the back. If these hats are to be worn correctly and becomingly, the hair must be arranged to suit them.

For some reason or other women change the style of dressing their hair more slowly than they make other changes in their apparel. The style of hair-dressing that is coming in was launched at Deauville last August by a well-known Parisian actress, and slowly but surely the change has come about. Gradually the hair has been lifted higher and the parting has given way to low pompadour. During the Autumn months a little cap or puff was used under the hair at the crown-line, but now the hair is arranged still higher. It is to be marceled and drawn up from the ears and forehead and massed in a high knot at the top of the head.

What Paquin is Showing in Hats, Dresses and Suits



THE HAT—Belgian straw sailor with velvet ribbon to match and black and gold flowers.

THE HAT—Delightful Empire Polk with quillings of amethyst ribbons, and brim almost hidden under clusters of many-colored flowers. Ties of broad amethyst ribbon to go either under chin or at back.



The Review is fortunate in being able to give its readers the first illustrations of Paquin gowns that have appeared in Canada. The upper one is a smart gown of beige printed crepe de chine with the design in Oriental colorings. The skirt is moderately full over the hips, and drawn in at the knees, flaring at the foot and showing the scalloped arrangement that gives extra freedom and reveals the feet. The bodice is in coatee effect with high girdle of amethyst silk and flaring collar of lace.

The lower one is a strawberry red tailored suit of camieux cloth and shows the new Paquin coat, short in front and long at the back. The skirt has godets added, giving the flare. Note the slippers with hose matching gown, in one case amethyst; in the other, strawberry red.

Milliners will be interested both in the gowns and the hats worn to complete the gown.

Paquin Launches the Tango Skirt in America

One Hundred Models Being Shown in New York and Other Cities —Follows Lines of Figure to Knee Then Flares to Allow Feet Easy Movement—Hats That Were Worn by Mannequins.

MADAME HENRI JOIRE, sister-in-law of Madame Paquin, arrived on March 1 in New York from Paris. Madame Joire's mission on this side of the Atlantic is personally to supervise the holding of a Paquin "Exposition d'Art." Madame Joire opened her display on March 4th at the Ritz-Carlton Hotel, and later the exposition is to be repeated in the leading cities in the United States. Milliners will be interested in the gowns and hats shown at these exhibitions.

Madame brought with her over 100 models selected from those designed for Paquin's Paris Spring opening, and to enable the American woman to see these gowns just as exhibited in Paris a number of French mannequins came along.

This exhibition is to be purely an artistic venture, and all commercial features are to be eliminated as no sales are to be made. As Madame Joire says, the idea is to help the merchant, as the plan is simply to exhibit these 100 models so that a visitor may see Paquin's ideas for the coming season in one well-rounded-out display. The models shown are duplicates of those shown at Paquin's openings in the middle of February. None will be sold and orders will only be taken through a commissionaire.

The formal announcement of Paquin's "Exposition d'Art" reads as follows:

"Paquin, the world-famous Parisian creators of fashions have the honor to announce that they will exhibit for the first time in America, their entire collection of Spring creations. This 'Exposition d'Art' will be the most important as well as the most unique ever held in this country.

Tea Served At $3.

"This 'Exposition d'Art' purely artistic, will also be a social event, as it will be held in the large ballroom of the Ritz-Carlton, where tea will be served ($3) after the French fashion from 3.30 to 6 on the fifth, sixth and seventh of March.

Long before the hour announced the ballroom at the Ritz-Carlton was crowded with spectators, and before the opening of the exhibition, the centre aisle was so filled up that only the side aisles could be used.

The gowns were shown on a stage erected at one end of the ballroom, and each mannequin as she appeared posed there for a little while, then descended the steps and paced down one aisle and up the other, ascending to the stage, and finally disappearing.

(Continued on page 38.)

THE PAQUIN MODEL.

Omits the exaggerated figure, and bouffant hip draperies and poufs, favoring long, straight lines of elegance and simplicity.

Sufficient fullness in skirts to allow of graceful drapery.

Drapery gathered in at knee to follow lines of figure, but below the skirt flares, giving freedom to feet. Some are slit and have drapery set in; others fall in scallops and points at foot of skirt and godets seem to be let into many skirts. Called "Tango Skirt."

Lace collars wired to keep them in shape.

One hat of split Belgian straw sailor, trimmed with velvet ribbon and black and gold flowers.

Another hat an Empire poke with quillings of amethyst ribbons, and brim almost hidden with flowers.

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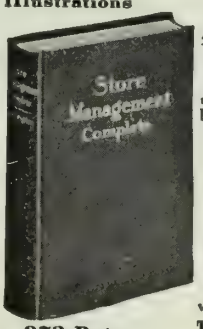
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TORONTO

New "Bustle" Effect and Paquin "Tango Flare" For Window Dressers

Must Prepare to Show Up the Extreme Forms of These Latest Fashions Paris Has Thrust Upon Us—Taffeta Needs no Wiring for "Bustle"—Short on Spring Backgrounds?

THE new styles keep the window trimmer, like every one else, guessing these days. It is not a question of a new departure in draping once a season. That would be easy, for he could master it after a few trials. But no sooner has he one in hand than another crops up, and his newly acquired skill must be relegated to the dwelling-place of fond memories. Paul Poiret's minaret was a dainty piece of work to figure on, and the stiffening of the bottom circle has puzzled the most of them. In this issue The Review presents a minaret drape by one of the most skilled drapers in Canada, our old friend "Eddie" Burns. In this he used a wire around the bottom, and covered it with fur to hide the mechanism. But now he is almost done with the minaret. His thoughts are turned to panniers, and to "bustles."

Ah, that bustle effect that Paris has sent forth. It is being seen in the latest Spring ready-mades, in two tier effects. But the window trimmer must build it up—or down—for his dress goods. It is quite an architectural affair this "bustle." No relation at all to the old timer that confined its extensions to the rear of the figure. This one is almost as generous at the sides, although the "protruberance," as it has been called, is not quite as marked here.

Taffeta Stiff Enough for Bustle.

The silk most adapted for the outstanding bustle effect is the taffeta for it stands up with little trouble, without the limpness of so many others. The best way to secure the bustle effect is to double the silk and arrange it in pleats. It is so rigid that few will require a mechanical device. When it comes to other softer, "limper" silks, that is another matter. Then millinery wire may come in handy.

Next, the Tango Skirt.

There is another new drape that the window trimmer must be trying his hand on at once: Madame Paquin's "Tango Skirt." In this issue The Review is able to give two illustrations taken specially for it at the New York "Exhibition D'Art," two forms of the Tango Skirt idea.

Both of these, it may be said, are extreme styles and not likely to become general in Canada. Quite so, and the private opinion of most of us is that Canada will receive a second rather than a first expurgated edition of Parisian styles in the most of lines. But for the opening display of the Tango Skirt and Bustle, the window trimmer is expected to go "the limit." He has to attract attention to his display; it must give the impression that his store carries the "very latest thing,"—even to colored wigs.



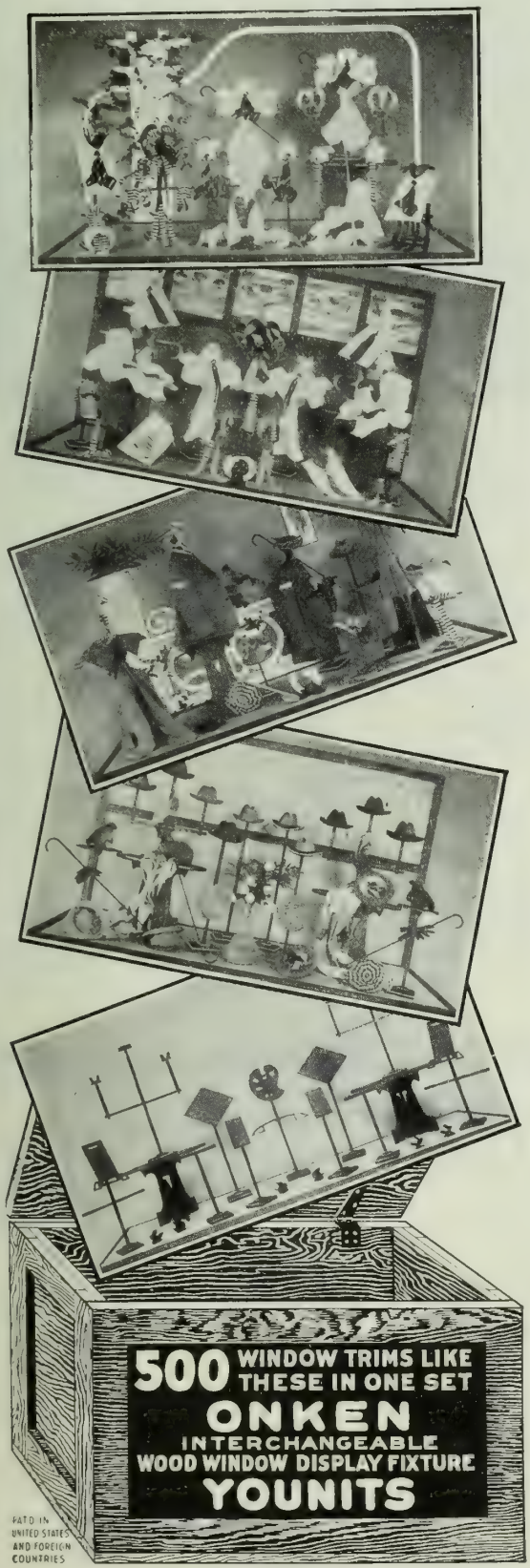
TYPE OF GRACEFUL DRAPING.

This drape was made from shadow lace flouncing over delicate pink silk foundation. A high, crushed girdle of blue ninon with delicate pink flowers was used. The bottom was finished with a very delicate shade of pink marabout, the skirt being caught with pearl buckles to match; sleeves and neck finished with sea pearls of pale blue and pink. Draped by Roy Root, for the Robinson Co., Limited, Napanee.

Cutting Down on Backgrounds.

While the whole tendency in modern window backgrounds is towards artistic simplicity,—making it serve as a contrast to set off the goods to greater advantage or fit in similarly with the goods themselves, but always subordinate to them—there has been a feeling on the part of some window dressers in Canada that too much retrenchment has been carried on this Spring, and that their goods suffered,—particularly at this natural time for rustic backgrounds and floral displays—at the bareness of the window behind the merchandise. The complaints often have been well founded; the sales value of the windows have lost severely in consequence. Those responsible for the appropriation for the window dresser should bear in mind the fact that at this time of year the window, be it in large city or small town,—is of far more importance in selling the new dress goods, the new dresses, coats and hats, than newspaper advertising. The Marshall Field store spent more than $80,000 last year on window dressing alone. An enormous sum, but the Marshall Field windows drew in millions of business.

Make Your Show Windows Pay Your Rent.



The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED-LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Dry Goods Set

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Just ask the merchant who has bought a set of these fixtures with the (NEW CONSTRUCTION) what he thinks of them.

Price for the Full Set No. 119 $31.50 NET

Price for a Half Set No. 119 1-2, $18.50

F. O. B. Hamilton, Ontario, Canada

Order thru your JOBBER or DIRECT

The Oscar Onken Co.

No. 381 W. 4th Street, Cincinnati, O., U.S.A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog
Stock is also carried in CANADA, ENGLAND and AUSTRALIA



The window illustrated above was used the second week of March by Holt, Renfrew & Co., Toronto, to introduce their Spring stock of millinery. The background effect was very graceful and gave an out-of-the-way setting to the goods. In the centre was a lynch gate of weathered oak, with railings of the same, extending to both ends. The gate and railings are constructed of light wood, painted and stained to represent oak. The roof of the porch has a few "patch" shingles to bring out further the "weather-beaten" impression. The sides of the porch are trimmed with honeysuckle and pink and white rambler roses. In each corner is a lattice work with climbing plants with ferns massed around the base. The floor of the window is covered with green felt and pots of flowering plants are also used.

Two wax figures wear smart wraps and millinery to match. One wears a wrap of dollar gold, brocaded silk with turban of picot straw to match, trimmed with ostrich plumes in the same color. The other figure has a wrap in the deep, old rose shade that promises to be so fashionable this Summer and the hat is a flat Watteau model raised high on one side with a bandeau. This hat is of black Belgian split straw and is trimmed with black and old rose fancy ostrich.

Many of the models are in the new canotier shape. One of navy hemp has the brim faced with dull rose and the crown encircled with made taffeta roses in dull blue, pink, and chartreuse shades. There is a beauty rose posed like a door knob both back and front just on the turn of the crown and there are streamers of grass green ribbon knotted together at the back.

This very creditable and original trim was the work of Mr. Cousins.

A variation of the effect and one that would have fitted in well with the millinery showings could have been secured by interposing panels of light color, tinted like the sky, say, between the handsome background and the goods displayed.

Be Careful of Window Models

Old Figures and Stands Make it Impossible for Display Men to do Justice to Innovations in This Season's Suits or Gowns—Living Model or Up-to-date Figure.

THE advantage of holding a fashion show was never more marked than this season, for suit styles differ so widely from what has gone before. This is entirely a fancy suit season and so many of the models need to be placed upon either a living model or a perfectly up-to-date figure to develop their best points.

In putting in the window displays no model should be allowed to be used before it has been critically examined by the head of the ready-to-wear department.

If figures and stands are not up-to-date; if the bust is high and the waist slender, it is well nigh impossible for the decorating department to do justice to either suits or gowns this season. Ingenuity and care can minimize but not take the place of the proper fixtures. Therefore should a hasty requisition be made for up-to-date stands it should be remembered that new stands would be cheaper than a large over stock at the end of the season. If the merchant does not believe this let him get out and study some of the advance displays that have been made so far, and he will soon see enough to convince him of the utility of the advice given here. It is the impression made by the garment in the first glance that clinches the sale, and what chance has a garment to make a right impression when the stand bulges where the present figure is flat, and is flat where it should bulge.

There is no need for advertising a reward for the day that is lost.

• • •

The man who invented the cabaret put the din in dinner and took the rest out of restaurant.



Spring Business Producers



At this Easter season of the year every Canadian woman's thoughts are centred on that new Spring outfit she is planning to buy. Are your window displays going to be attractive and effective enough to bring her into your store for *your* goods? Make sure that they *will,* by displaying your Spring lines on D. & P. Forms.

D. & P. Forms are true to life and present-day styles in every detail. The refined features of the face, the charming coiffure and poise of the head will add an elegance to the garment and a human touch to the whole display that will prove very successful.

Our large, complete stock of 1914 models is at your disposal. Your order will receive prompt attention.

WRITE FOR CATALOGUE

DALE & PEARSALL

Manufacturers of High-Class Forms and Figures

106 FRONT ST. E., TORONTO

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in each issue of Dry Goods Review.

FROM PHOTOGRAPHS TAKEN INSIDE WINDOW.





These views of minaret drapes by E. P. Burns were taken by Mr. Burns himself with a camera in the very window in which they were set up. The one on the left is of white silk crepe with gold and old rose minaret. Wiring is used to sustain the minaret effect and the fur conceals the wire. The right side of the skirt is plain, the other draped, with a slit in front. Black edging is used on waist with rhinestone beads. These trims of silk crepe were so effective that the line was sold out on the second day and the display had to be removed.

Simple Background for Millinery Window

MANY exclusive millinery store windows lose half of their value because of the make-shift or unattractive nature of the background used. It is not quite an easy thing to design a background for this kind of store for it has to be of such a nature as to let in all the light possible. Also the window has to be accessible at all times, and last, but not least, it must not clash with the hats shown at any time.

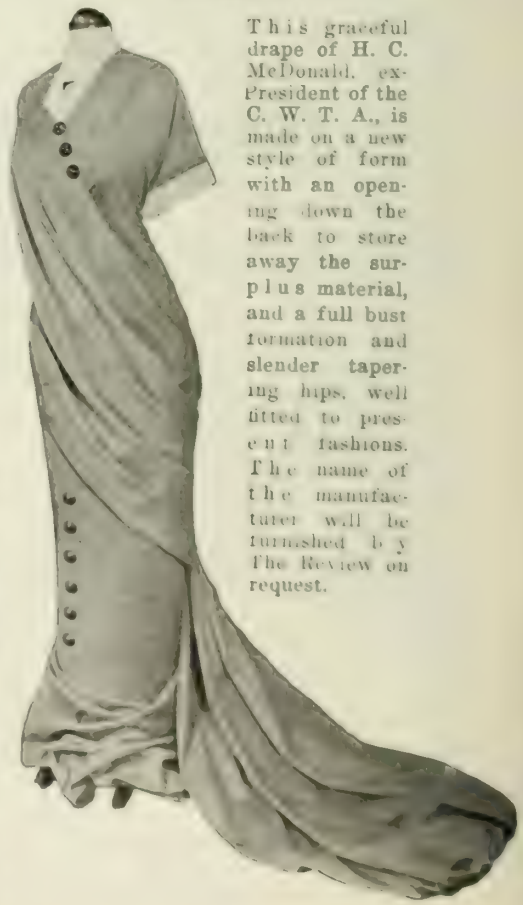
A background seen recently filled all these wants, and at the same time was new and very attractive. It consisted of three panels or frames formed of heavy moulding or skirting boards put together like a picture frame with a piece of wood fitted like a brace into each of the four corners.

These panels were stained green and finished in dull wax effect, and the centre was filled in with a simple patterned curtain net drawn plainly and smoothly into the frame. Two frames were set upright, one on each side of the window and the other frame was arranged in horizontal fashion to run in a groove in the two upright frames. When in its proper place it came within nine inches or so from the level of the window and there was more than this space left above. When anything was wanted out of the window, or when the window was being arranged the centre panel was pushed up. When in place it formed an effectual screen for the interior of the store.

The bottom of this window, as is often the case now, was raised some inches above the level of the glass and sloped slightly inward. This slope and the floor of the window were covered with a soft yellowish tan felt. Curtains of cream casement cloth were hung on brass rods, and, when not drawn hung in straight folds in the corners of the window.

PROFIT-SHARING IN EDMONTON.

Profit-sharing with his employees has been introduced by James Ramsey, head of James Ramsey, Ltd., departmental store, of Edmonton. This notice has been posted in the various departments: "All those who have been in the continuous employ of the house since January 29, 1913, and who do not participate in any other form of bonus, will, at the end of each half-year business term, participate in the distribution of a special bonus calculated on the basis of the net earnings for the current term. This bonus will be divided pro rata according to the amount of salary each person is earning at the time of distribution. Bonuses for subsequent terms will be divided on the same basis among employees who have been in the continuous employ of the house for one year previous to the commencement of the term. It is worthy of note that had this plan been in operation during 1913, the amount to be divided among employees would have been about $8,000 for the year. This sum can be greatly increased by intelligent and loyal service on the part of each employee."



This graceful drape of H. C. McDonald, ex-President of the C. W. T. A., is made on a new style of form with an opening down the back to store away the surplus material, and a full bust formation and slender tapering hips, well fitted to present fashions. The name of the manufacturer will be furnished by The Review on request.



Adapting Paquin Flare to New Fur Coats

Paris Not Far Behind in Latest Novelties—Some of More Fashionable Creations at Race Meetings — Ermine Not as Popular in Daytime—The Silhouette Effect.

IT has not taken the latest idea in Parisian dresses and coats long to sweep across to fashions in furs. Paquin's "flare" or "Tango" skirt, that leaves a trifle more space for the knees and feet in the "glide" or "hesitation" waltzing than in the poor cramped quarters they had been occupying, has been incorporated already in Paris in the new fur coat, designs for next Fall. Of course the length feature is quite different, but the Paqin Tango flare is being imparted to the coat higher up.

Many of the sealskin coats are being made with this flare, as well as the supple furs such as broadtail and moleskin. A number of coats have been made of black taffeta—this fabric being in high favor for coats of this description since the material itself gives that much desired bouffant appearance.

Taffeta With 4-inch Fur.

One new model in taffeta has a four-inch band of black fox round the bottom, and just above a wide puff of taffeta. The neck and sleeves were finished with the wide fur band and wide frills of taffeta. The whole effect might be described as very chic.

Not Much Ermine in Daytime.

At Auteuil a larger quantity of furs was seen than at any previous meet. A large number of long mantles in such furs as broadtail, caracul, mole and astrakhan were worn. The ermine mantle which was so popular two seasons ago is not being worn much now during the day, its use being restricted to evening wear. An Elizabethan cape of ermine worn by a young girl attracted much attention, and there were a number of stole and mur sets of ermine, but on the whole ermine is by no means so popular this season as in former years.

Cleverly Draped to Figure.

A famous Parisian beauty made a sensation at the big race meeting by wearing a draped wrap which really formed a whole costume, composed entirely of ermine and black and white breitschwanz. The form of the wrap was that known in Paris as "vogue." That is to say, the garment was fashioned in long, straight lines and then cleverly draped on the figure. The wide sleeves, put in at the shoulders in raglan style, were made of breitschwanz and the remainder of the mantle was of ermine. The fronts were draped across the lower limbs and then sharply drawn up at the sides, forming in this way the fashionable silhouette which makes the female form seem quite bulky over the hips and very slender at the feet. It is a curious ligne, but an effective one, and the Parisiennes understand its mysteries to perfection.

An evening wrap was of King's blue velvet brocaded on to a white satin ground, the ground forming the new effect of a design of leaves and flowers, Draped up in loose folds and tapering down to a sort of sleeve, it has a large boa collar and wide cuffs of the gray fox used so much on Paris evening wraps this season. An ermine scarf under the manipulation of Drécoll looks almost like a waist. It is hung over the shoulders, belted at the waistline and collared in fox to serve the purpose of a sleeveless corsage. The muff is of ermine with wide borders of the fox.

Wonderful Combinations for Opera.

Opera coats display wonderful combinations of fur and fabric. In one model the exquisite velvet brocaded chiffon in deep yellow is wonderfully matched by the coloring of the canary yellow fox—the most talked-of fur of the year.

CONFIDENCE IN PRICES.

Results of Fur Sales in London Regarded With Optimism.

A special report of Messrs. Phillips, Politzer & Co., on the London fur sales reads as follows:—

Considerable improvement has set in in the fur trade during the last few weeks, and a much better feeling prevails. The depression which was so marked in the Autumn appears to have subsided, and the present sales went off decidedly better than was expected.

No doubt the spell of seasonable weather was partly responsible for the change, but it is to a great extent due to forced transactions, which caused quite a movement in the trade and a substantial clearing of stocks.

It has been realized for several months past that prices paid a year ago were, as a whole, too high; consumption suffered and supplies became in many cases excessive, so that a decline at these sales was inevitable.

It is remarkable, however, that some articles which up to quite recently were sold by holders at a sacrifice, in anticipation of a heavy drop, were now eagerly competed for, and the actual declines in their value now are comparatively small.

Taking the result of the sale as a whole, prices ought to inspire confidence, and it should be a relief to the trade to begin the new year on a safer and more moderate basis.

POPULAR IN PARIS

Skunk, Mole, Ermine, Persian and Fitch Among the Leaders.

A despatch from Paris says that fitch is still the fashion there and looks very much as if it would continue in favor for another season. Skunk, it says, is termed a "classical" fur in Europe and bids fair to stay in that class for one more season at least. Mole and ermine will return with the Spring and there is no indication that their favor is at all on the wane. Persian lamb jackets will probably be popular next year as the half-length silk jackets, mostly taffeta and moire, are very much worn in the French capital. Coney is somewhat cheaper than last year but is expected to be higher as soon as orders of any proportion are placed.



Interior view of store of F. R. Dugre, Montreal, where furs are the winter specialty and hats for spring and summer.

Working Up Summer Fur Sales

Montreal Store Sends Out Circulars in July and August, Announcing Discount Sales—Combination of Furs and Hats.

By a Staff Correspondent

Montreal, March 17.

THE accompanying photograph of the interior of the store of P. G. Dugre, 593 St. Catherine street, retail hatters and furriers, shows how a neat and attractive display can be made in a store of moderate dimensions. The width of the building is about 25 feet and the depth about 75 feet.

The entrance to the store is recessed with modern show-windows at either side. The front portion of the store, or salesroom, extends back about 45 feet, and in the rear is the office and storeroom.

Along the right wall is a glass-fronted mahogany wall-case for displaying hats, while the left wall contains fixtures for hats in the original boxes. Silent salesmen, coat racks and display forms are utilized to show off goods attractively.

During the Fall and Winter months furs are featured most prominently, but with the advent of the Spring and Summer months furs are put in storage in the rear and hats hold first place. The storage is not confined, however, to the firm's own stock exclusively, but they have worked up a very important storage service through storing furs during the Summer months for people who are not in a position to properly take care of them themselves.

About July or August circulars are sent out to regular and prospective customers announcing a Summer discount sale of furs and many have taken advantage of these sales to select furs for the winter-to-come and have them stored until needed. In this way the store brightens up Summer trade in a line that is usually considered out-of-season and the customer has the satisfaction of knowing that the price paid is reasonable.

The store is run under the management of A. Lefort, he having bought out the interest of Mr. Dugre some years ago, but retaining the same firm name.

MONEY IN BREEDING MOLES.

The popularity of mole skin as a fur is bringing fortunes to a few breeders. A Maryland farmer last year made $9,000 clear. He declares that they breed faster than white rats and guinea pigs. The breeding business sprang into existence about five years ago near Amsterdam, Holland. At first, moles were trapped, hunted, and caught in a haphazard way, but the Dutch, fearing their extinction, began to breed them.

INTERESTED IN FITCH.

Reports from Leipzig say that on that market dyed Persian is receiving more attention and daily sales of small quantities have been made. Russian fitch is being bought by America and France and the latter country is also much interested in land fitch. Mink and muskrat sales have been much more active as a result of the lower price.

In Moscow it is stated that extremely cold weather has stimulated the fur trade at that centre to a very large extent. Persian, fitch and raw squirrel are attracting considerable attention.

PAQUIN LAUNCHES THE TANGO SKIRT IN AMERICA.

(Continued from page 31.)

The visitors were charmed with the beauty of the gowns shown and with the marvel of the many perfect color schemes.

Long, Straight Lines.

The most notable feature of the display is a marked departure from all the styles shown on this side from the chief Paris couturiers. Madame Paquin is showing a distinct style just as new as the minaret Poiret exploited in the early fall.

Paquin has departed from the exaggerated figure of the moment and from the bouffant hip draperies and poufs in favor of the long, straight lines of elegance and simplicity.

The natural figure line is followed with just the natural emphasis placed upon the hips and there is sufficient fullness in the skirts to allow of graceful drapery. It is this drapery idea that is totally new for it gathers the drapery in at the knee so as to follow the lines of the figure. Below, the skirt flares in easy, natural lines, giving every possible freedom to the feet. This flare is accomplished in various ways. Some of the more elaborate gowns are slit and have drapery set in. Other gowns full in scallops and points at the foot of the skirt and godets seem to be let into the skirt of many of the fancy suits.

Jackets Short in Front.

All the jackets are short in front and long at the back, and often there is a tunic following the same outline. Collars are high and flaring and fall away from the neck and some have graceful inner collars of lace. Lace collars were noted on dancing frocks that flared away from the shoulder and were wired to keep them in shape.

Tango Skirt.

The "Tango Skirt" is the name given to this new flare skirt Paquin is introducing. Many of these skirts were finished with a frill of lace or a pleating at the feet.

To show how perfectly adapted the new skirt is for dancing, one of the French mannequins danced a number of the new dances in one of the new flare gowns and showed that the fullness below the knee made it possible to dance even Maxixe with comfort. A similar demonstration was given by Mrs. Vernon Castle.

FINE FURS

In New York latest creations

Not last year's styles made over, but smart, snappy, new designs that will mark your store as progressive and up-to-date.

In introducing our large range of exclusive styles in high-grade furs for 1914-15, we wish to draw your attention to the fact that in buying from us you are getting in closer touch with real fur values and the most correct styles, than has, we believe, ever been the good fortune of the Canadian merchants.

We're right on the ground floor of the fur-buying market. Our designers have their fingers on the style-pulse of New York. You get the benefit of both.

We are specialists in **Hudson Seal, Near Seal, Persian Lamb** and **Muskrat coats** and **small furs** in all the newest New York designs in Mink, Skunk, Fox, Wolf and Beaver.

Our extensive range for 1914-15 is at your service. Merely intimate that you would like to look through it and we will do our part.

It will pay you to hold your order until you have seen our line. Travellers are now on the road.

Silver Bros. Co. "Furs"
Limited
Sommer Building MONTREAL



"IF IT'S FURS WE HAVE THEM"

No matter what kind, at prices that defy all competition



We bought furs this year when prices were at their lowest. We are therefore in a position to give YOU good value. Our reputation for styles is well known.



Need we say more?

Our travellers are now on the road. Look carefully over their samples. It will pay you.

Laberge, Chevalier & Co.
Montreal

Makers of Stylish Furs.

POINTED TO WITH PRIDE

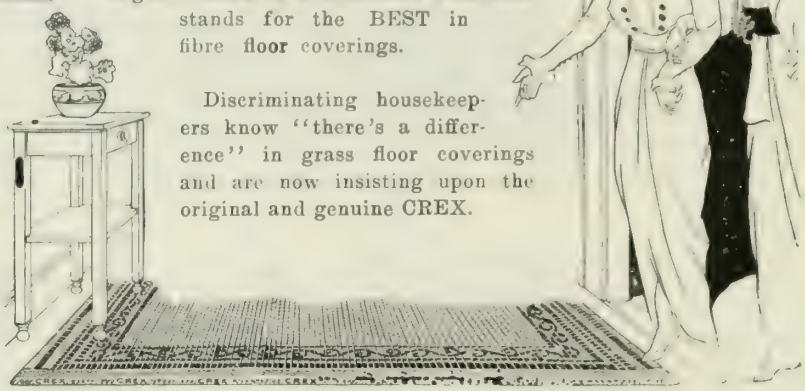
"YES, this is a Crex wire grass rug. How do I know it is the original and genuine? Because it has the name woven almost invisibly in the side binding on rounded edge."

CREX rugs, carpets and runners are advertised everywhere—in Newspapers, Magazines, Street Cars and on Outdoor Signs. CREX is a household word and stands for the BEST in fibre floor coverings.

Discriminating housekeepers know "there's a difference" in grass floor coverings and are now insisting upon the original and genuine CREX.

CREX Grass Carpets and Rugs TRADE MARK

Made of Twisted Grass



CREX Grass Carpets and Rugs TRADE MARK

Made by Patented Machinery

WRITE FOR 1914 COLOR CATALOGS

Crex Carpet Co., Dept. 5, 212 Fifth Ave., **New York**

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

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MEN'S WEAR SECTION

Features of This Number

White Polka Dot on Gold Background.

The New Tango Tie.

Half a Dozen Colors in Club Stripes on Single Tie.

Broad Pink Stripes in Shirts.

Color Combinations in Cross-Stripes on Mushroom Shirts.

Black Soft Hat Coming for Fall.

How Men's Furnisher Reaches the Fans at the Ball Grounds.

A 25-cent Tie Bargain Show Case.

Trying for a "Union" Men's Furnishing Store.

Fall Styles in Suitings.

The MARCH Issue of

"FOOTPRINTS"

contains the

1914 CATALOGUE

of

"JACQUES CARTIER"
"MERCHANTS"
"DOMINION"
"ANCHOR" and
"FLEET FOOT"
Brands of Rubber Footwear

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued

Canadian Consolidated Rubber Co., Limited

SELLING AGENTS

MONTREAL

28 BRANCHES THROUGHOUT CANADA

From the man in the Ditch to the man in the Auto



Every man who has occasion to protect his clothes from soil, whether he be working on the railroad, in the ditch, or repairing his car, he will appreciate the comfort and service-giving features of

"Carhartt's Overall Uniforms"

They are cut in roomy proportions and are well made, being sewed with the strongest thread procurable, reinforced where the strain comes, supplied with a patent safety watch pocket and self-adjusting suspenders. Even the buttons bespeak the Carhartt quality.

Your trade will appreciate these famous working man's clothes. Why not send for a trial order to-day? Try them for sixty days. If they are alright, keep them; if not, return at our expense.

Our approval assortment consists of **Carhartt's Overall Uniforms** and **Gloves** — gloves that have double the life of the ordinary.

Carhartt's Corduroy Pants

Carhartt's Gloves

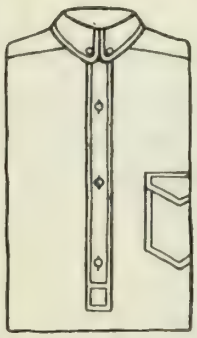
Drop a card to-day. You will be sure to want the exclusive agency.

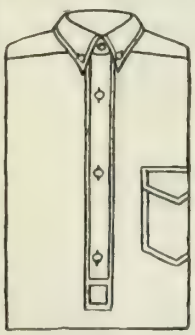
Hamilton Carhartt Manufacturer, Ltd.

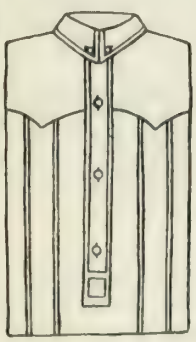
TORONTO, VANCOUVER

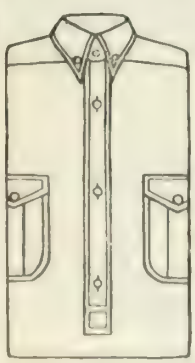
SURETY GUARANTEED SHIRT











"Sell a man one Surety Guaranteed Shirt—and he will come back for a Second. The Shirt makes good because it is good"

THERE is no question about the satisfaction a man feels in wearing a SURETY GUARANTEED SHIRT.

It means something to him to know that he is wearing the best flannel shirt that can be made—roomy, liberal in cut, patterned to fit, finished finely—and sold at a moderate price, and then this big added advantage over any other flannel shirt—a broad guarantee of a new shirt should anything prove to be defective or unsatisfactory.

The SURETY line is the most attractive line of flannel shirts you can handle for the Fall of 1914.

It means a bigger, better and vastly more satisfactory and profitable flannel shirt business than you've ever had—you are selling a guaranteed shirt with a name—and of a quality that lives up to its name.

Every outdoor man who wears flannel shirts—for work or recreation—is interested in the SURETY GUARANTEED SHIRT—whether he wants to pay only $1.00 or go higher for finer grades of materials. But no matter what he pays—he gets a *guaranteed flannel shirt.*

A national advertising campaign to the consumer will help you move your goods in the Fall of 1914.

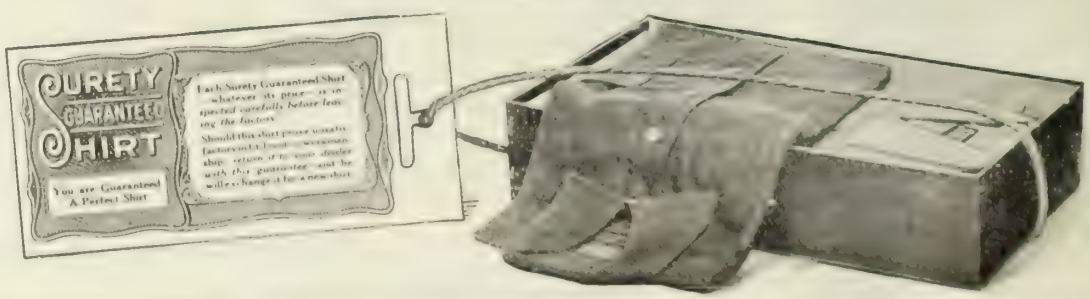
An attractive store hanger in three colors, furnished on request—this is no ordinary hanger. It was prepared by a high-priced artist—and it will move *your goods.*

Here's the big line for you for this coming Fall. Let your jobber tell you more about it. If he does not happen to carry the SURETY line just now—write us direct. We will give you the name of the SURETY jobber nearest to you.

Sidney Rosenstein & Co.

87-K Franklin Street
New York City

Established 1867



"Hero"

THE NAME SUGGESTS

Attractive appearance,
Clean-cut strength,
and staying qualities.

ALPHONSE RACINE, Ltd.

Wholesale Jobbers and Manufacturers

HERO SHIRTS

"Hero"

The name of Canada's best-value, popular-price shirts.

NEGLIGEE, DRESS, OUTING AND WORKING.

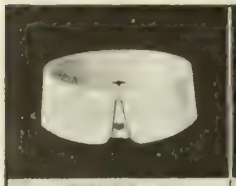
Manufactured and wholesaled only by

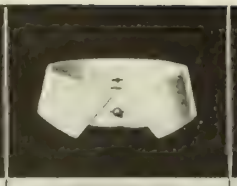
Alphonse Racine Limited, Montreal

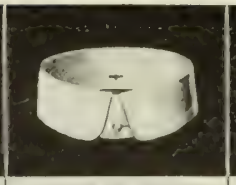
The name makes sales easy.

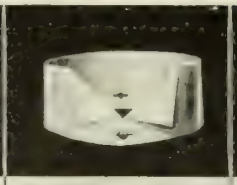
Workmanship, material, comfort and style makes permanent customers.

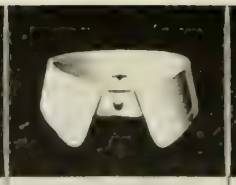
340 to 350 St. Paul Street
MONTREAL


PURITAN


ECLIPSE


SHAMROCK


VIGILANT


AMERICA


ATALANTA


AURORA


COLUMBIA


PILGRIM


MAYFLOWER


GALATEA


WINSOME


ROMAN


SAPPHO

Selling Point No. 2

His Own Laundryman

Two cents a day does not seem very much, but when you figure it by the year it amounts to $7.30. This is the saving which you can effect for your customers by introducing and selling them

CHALLENGE COLLARS

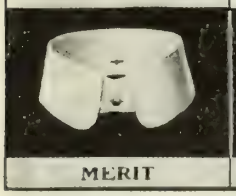
Any man can in one minute have a snowy-white, fresh-laundered collar by using soap, water and sponge.

There are six grades in Arlington Collars, ranging in price from 70c to $2.00 a dozen, of which Challenge is the highest. They are all a third heavier than similar priced goods and are made in forty different styles for men and boys. Samples sent on request.

The Arlington Co. *of* Canada, Limited

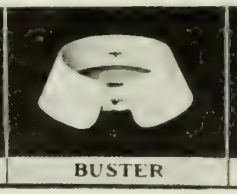
54-56 FRASER AVE., TORONTO

Western Agent: R. J. Quigley, Winnipeg. Eastern Agent: Duncan Bell Limited, Montreal. Ontario Agent: John A. Chantler & Co., Toronto


MERIT


MAGIC


DEFENDER


BUSTER


PRISCILLA

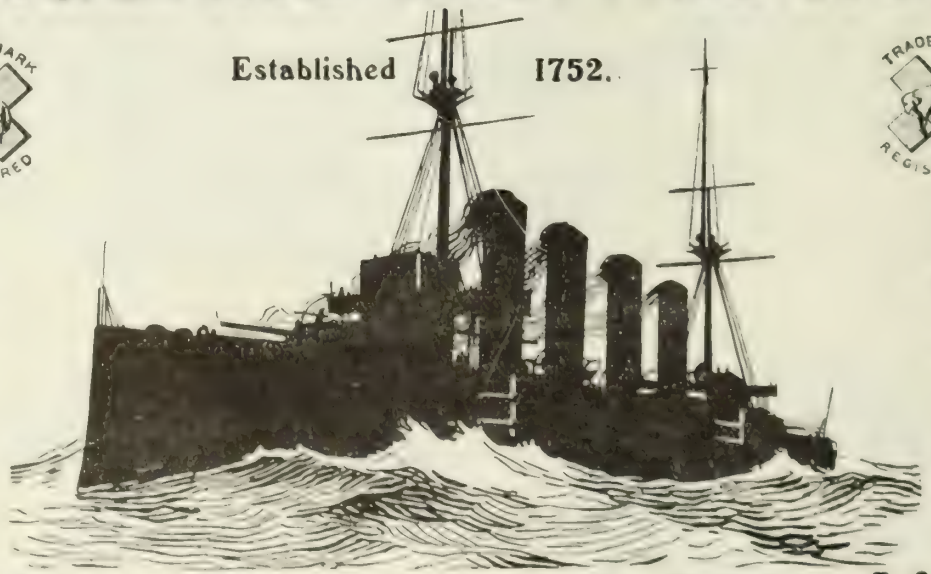

LIVONIA

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.



—a Spring tonic for your men's underwear department

Imperial Pure Wool Underwear

If your men's underwear department needs a tonic try the remedy that has been successful for thirty-four years in boosting up sales. Give Imperial Pure Wool Underwear a trial. These comfortable undergarments for men hold their shape better and wear longer than the ordinary kind and through a process of our own Imperial is as soft as the softest.



Dealers throughout the Dominion have stocked this old reliable line year after year for no other reason than that it has given them and their customers 100% underwear satisfaction. Put *your* underwear department on a profitable, sales-repeating foundation by ordering a supply of Imperial Pure Wool Underwear.

We specialize in Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.

Your wholesaler can now supply you with Imperial for your Spring and Summer trade.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Two dozen reasons why you should handle Deacon Shirts

The first twelfth of a dozen

BEING shirt specialists we study the shirt requirements of the men—the outing man, the working man, and the boy. We study every feature of shirts to the smallest details in fabric, style and manufacture.

We make a shirt for every need.

Let us be your specialists in men's and boys' working and outing shirts. The Deacon line is brimful of interest. **Let us submit samples of our latest outing lines.**

The Deacon Shirt Company

BELLEVILLE, ONT.

MEN'S WEAR SECTION

Making a Hit With the Baseball Fans

Berlin Firm Set Up Score-Board in Field for Canadian League Games — Caused Increase in Business of 25 Per Cent. — Three Circular Letters to Each of 500 Persons.

WHILE the wideawake advertiser will endeavor to reach all classes of the community likely to be interested in his goods, in the men's furnishing business it is of the utmost importance that the younger men be reached. The older men generally tend to be more conservative about their dress, they are not so fussy as the younger set, nor do they change their styles so often.

The younger men are more likely to be caught by the newer ideas. They are more on the watch for the latest styles and, generally speaking, where the young men go the old men will eventually follow. In advertising, therefore, that style and that matter which are most likely to get results from the young men must not be forgotten and care must be taken to place these ads. where they will most likely be seen by those for whom they were designed.

Ball Players Work the Board.

In order to catch the eye of the young men in in one of the places where they congregate most, H. Wettlaufer, the manager of the Berlin store of Thornton & Douglas devised an advertising plan to which he attributes a very considerable increase in business. He had erected on the local baseball grounds at the firm's own expense which was not very great a large score board at the top of which was placed in conspicuous letters, the firm's name and a general advertisement of the stock contained. Below was a suitable space for the names of contesting teams, one under the other, while to the right of these were spaces for the runs scored in each inning, as shown in the accompanying cut. At the District League matches the scoring was attended to by the management of the baseball club, to whom the board was a great convenience, as it kept all spectators well informed as to how the game was progressing. Thus the name of the firm was constantly before the eyes of the "fans," a preponderating percentage of whom were prospective buyers.

Mr. Wettlaufer says that great business was drawn by this ad. Many new customers, both old and young, who visited the store said that they had seen his advertisement in the baseball grounds and had come to see the store. There is no reason why this plan should not be worked to advantage in every town, he thinks.

Circular Letter with Style Notes.

Another scheme which this store has found to be advantageous is to send out a circular letter once a month for three months to a list of 500 people residing within a reasonable radius, both in town and country, whether customers or not. This letter would tell what was for sale in the store, what advantages they had to offer and what was the proper thing for the season's wear. The letter was not sent more than three times to any one individual in order that no person might be antagonized. Many new customers were also secured by this plan.

To each of these schemes Mr. Wettlaufer attributes a growth in business of 25%.



A good ad. set up in the baseball grounds in Berlin by Thornton & Douglas. The local ball club attends to the fixing up of the score each innings.

A Sample Circular.

The following is a sample of the style of circular letter sent out by this firm:

Dear Sir. — Everything is now ready for your critical inspection.

All our Xmas goods have arrived; are unpacked, and are tastefully displayed for your approval. And the gift boxes (which we will pack all Xmas goods in) will be here to-day.

As one who uses care in your dress, we feel that you will be interested to see just what the New York and London fashions have decreed. It is for this reason we are writing you, so that you may see the different lines all complete before they become broken.

Comfortable house coats, dressing gowns, bathrobes, the season's bestin neckwear, warm and stylish gloves, new ideas in ties, the latest in shirts, a splendid range of Christmas gifts for gentle-

Buying early is right good judgment. Every year more gentlemen are coming to believe in the policy of shopping early in the season.

Won't you drop in one day this week?

Respectfully,
Thornton & Douglas.

P.S.—If you have not as yet purchased your winter overcoat, be fair to yourself, step in and try on a Thornton & Douglas model. That is all we want. Our coats speak for themselves.



Interior of men's wear section of Dundas and Flavelle's, Lindsay, showing three methods for handling clothing according to value, and bargain tie display.

Three Methods of Handling Clothing in Lindsay Men's Wear Department

On Tables for Lower-Priced Lines, Racks and Glass Cabinets—Special Show Case for 25-Cent Ties With Handkerchief Background—How 102 Dozen Shirts Are Displayed.

DUNDAS & Flavelles, of Lindsay, have a men's store that is quite as attractive in its way as the dry goods, under the same roof. The introduction comes in a 30-foot window devoted to displays of clothing and furnishings. This extra width is secured by having the entrance at the side in a diagonal form.

The interior strikes the visitor as orderly and systematic in its arrangements. As will be seen by the illustration, one side is devoted to clothing. This is shown in three forms, on tables, on racks and in cabinets. Each has its approved uses. The tables are near the entrance, and the less expensive grades from $13.50 down are set out there. The manager of this department, Mr. Harry Brimmell, states that he arranges the larger sizes on top, "so that in-overlapping slightly they will keep the lower ones from getting dusty." To the left is a series of shelves for separate trousers.

Back of these are series of double racks, in the centre, for the better class of clothing, and behind these again racks for overcoats. The left side of the store is filled up with handsome glass, dust-proof cabinets, for the finest class of clothing $20, $22, $25, etc.

The firm thus are enabled to carry a very large stock of clothing, in all prices and sizes, and find that this ready-to-wear department is growing rapidly.

Selling Double Number of Hats.

The front wall of the store is covered with the latest approved glass cabinets for holding hats, and a large stock is kept in full view in this manner. Mr. Brimmell takes care that it is kept full of all sizes and designs, and considers that two or three hat sales can be made under this arrangement in the time it takes to make one where the salesman has to delve deep into a dozen hat boxes.

In front of this cabinet is a table for caps, arranged according to sizes. It does not take much space but the goods are shown prominently, and, with a good assortment, sales often are induced where they would not be thought of if the caps were hidden away in some other quarter of the store.

The first silent salesman on the right is devoted to jewellery on the top shelf, and soft hats and caps under it.

Handkerchief Background for Ties.

Next it is a show case with an ingenious arrangement for ties, as can be seen in the illustration. Four brass curtain rods are strung across so as to give a pyramid effect, the ends supported on curtain poles. To these are attached ties, each one set on a folded handkerchief for a background. This brings out the colorings of the ties prominently and is a neat and effective arrangement. This show case is used for a special line of 25-cent ties which the store always carries, as good value as it is possible to give. There is a constant "sale" of these going on. One show card is used inside the case, with a tie painted on it, and a short price inscription.

For the higher-priced ties, stands are employed on the top of the show cases, with black and staple stuff kept in boxes on the shelves. At Christmas time the "25-cent" show case is utilized for higher-priced, fancy stock.

Shirts According to Sizes,

Back of these, shirts and underwear are arranged in compartments along the

(Continued on page 53.)

Present Parcel Post Conditions to Last Five Years

Government, It Is Stated, Has Given This Assurance—Weight Limit Now Up to the 11 Pounds and 5 Cent Extra Delivery Charge Eliminated.

ELEVEN pounds is now the parcel post weight limit. It was the original intention of Postmaster-General Pelletier to hold the limit down to six pounds until first of May so as to prevent a tie-up of the system at the outset. However, trade, as the merchant would say, "has not been rushing," so we have the eleven-pound limit thrust upon us two months sooner. Dealers who have been taking advantage of the six-pound limit will, therefore, now be able to send parcels by post to their customers, weighing 11 pounds or less at parcel post rates.

Extra Five Cents Off.

Another change, and one that is of more or less interest and importance to many dealers is that the local additional rate of five cents per parcel has been eliminated. This means that in future all parcels posted within the 20-mile zone will be delivered to any place in the city at the ordinary rate.

TO LAST FOR FIVE YEARS.

This paper has received information on good authority that the present parcel post rates and weight limits will hold good for at least five years. A scale company which is putting a parcel post scale on the market claims that when it was making provision for its "ready-reckoner" weighing device, the question was taken up with the government, and the advice received that the present conditions governing the system would prevail for five years anyway.

There is, of course, always the possibility of a change of government, and it is a difficult matter to say what a new postmaster-general would do. Nevertheless, it looks as if the present government has given its pledge as above stated, and whether there is a change of officials or not it is pretty certain that the pledge will be maintained. The trade should, therefore, make a note of February, 1919, and see that it has a say as to whether alterations should or should not then be made.



READ THE NEW

PARCEL POST RATES

Rates of Postage on Parcels Mailed in the Province of Ontario

DESTINATION.	LBS 1	2	3	4	5	6	7	8	9	10-11 lbs.
Any Post Office within 20 miles, including place of mailing.	c. 5	6	7	8	10	12	14	16	18	20-22 cts.
Any Post Office beyond 20 miles but within the Province of Ontario.	c. 10	14	18	22	26	30	34	38	42	46-50 cts
Any Post Office in Quebec or Manitoba.	c. 10	16	22	28	34	40	46	52	58	64-70 cts.
Any Post Office in Saskatchewan or Maritime Provinces.	c. 12	20	28	36	44	52	60	68	76	84-92 cts.
Any Post Office in Alberta.	c. 12	24	34	44	54	64	74	84	94	1 04-$1.14
Any Post Office in British Columbia	c. 12	24	36	48	60	72	84	96	1 08	1.20-$1 32

IMPORTANT. We Prepay Postage

On all goods bought from us to any Post Office in Ontario. Send to us for everything you want and our Mail Order Department will give it prompt attention.

GUARANTEE. We guarantee all goods sent to you to be satisfactory or money refunded in full

THE RITCHIE COMPANY, LIMITED.

BELLEVILLE, • ONTARIO.

☛ Hang this in prominent place for reference.

One of 3,000 notices on stiff cardboard sent out by the Ritchie Company, of Belleville, to the surrounding district. At the top was a hole for hanging up this card for reference.

City merchants, therefore, who have customers in distant parts of the same municipality will now be able to send parcels to them without paying or charging up the extra five cents. This places the system in its regular running order and it remains to be seen of what advantage it is going to be to the country in general.

For Light Expensive Goods.

Retailers, and particularly general merchants who handle comparatively light, and at the same time, expensive goods, should go fully into the advantages of parcel post before rejecting it entirely. Dress goods, boots and shoes, books, many hardware lines such as tools, etc., and the lighter groceries can be sent within the twenty-mile zone at a fairly low rate. A fifty-dollar dress for instance weighing a pound or so could be mailed for 5 or 10 cents; a pair of boots weighing two or three pounds may also be mailed at little extra cost, and a cost which, considering the price of boots, would not be excessive. Same applies to expensive tools, etc. With

Mail Order Houses Active.

While the twenty-mile zone from each post office was made to protect the retail trade yet the mail order houses are not only taking advantage of the system to get after trade in the first zone, but beyond it as well. The following clipped from a city daily paper partially owned by a mail order house will be of interest:

"At some of the larger stores, the parcel post has been used to great advantage, and thousands of parcels are being sent out each day, and the expectation is that the increased maximum will lead to a very marked increase.

"The present time is an off season, the special winter sales are practically

(Continued on page 53)

Include Interest on Investment in Overhead

Many Owners of Their Buildings Do Not Make Provision for This in Expenses—Why It Should Be There—Example of Successful Manufacturer—An Incomplete Statement.

By Henry Johnson, Jr.

It looks as if this letter might eventually become interesting:—

The Review, Toronto, Ont.

Dear Sirs,—Don't know to whom to address this but expect it will fall into the right hands. Took over this store July 1st, 1913, and doing about $40,000 per year (at that rate). Have $2,000 out on good accounts. My expenses are about $85 per week; get very good prices but don't seem to be able to pay bills the way I should. Please give a little advice, for which I am willing to pay.

Was located at ———— ————, before in a small store; did about $14,000 a year and made money every day.

Thanking you in advance,

Very truly yours,

———— ————

But the writer thereof must give me further details to work with. Certain zoological sharks are said to be able to rebuild an entire skeleton if they are given a single spinal vertebra; but I cannot do that, though I have been able to dig some interesting facts from very few figures and meagre details.

So I must ask this gentleman to tell me what he put into the store; what average amount of cash he has on hand; what he thinks he makes on an average in margin; and complete details of his expense account, including everything—such as his own drawing account, or allowance for household expenses, etc. Then I may be able to help him. There will be no charge for the service—it is a matter of mutual helpfulness. He will aid us as much as we can possibly help him.

* * *

Fixed Charges or Overhead.

Some months ago, quoting from a pamphlet issued by an iron and steel making concern, I enlarged on the sound busines policy of charging our own business with interest on its capital investment. So many have questioned the propriety of doing this that I am going to quote again, since the reasoning in that pamphlet seems to me particularly convincing and conclusive. The case is taken of a man who borrows $10,000 with which to go into business, because he has plenty of money but it is invested where he does not wish to disturb it.

He borrows at 5 per cent., therefore pays $500 annual interest and (properly) charges that $500 into expense, or "overhead." After five years he is enabled to pay off the debt and thereafter have $10,000 paid-up capital invested in the business. So I quote:

"Five per cent. on $10,000 was considered a proper overhead charge five years ago; why is it not proper now?

"Five years ago the business was required to earn 5 per cent. in order to pay interest and (we will assume) 20 per cent. to pay on the principal. Then you based your selling price on cost of raw material, productive labor and overhead, which last included $500 interest. Why should you to-day reduce your selling price and profit simply because you are furnishing the capital instead of your creditor?

"Are you not just as much entitled to demand $500 interest to-day from the business as your creditor was five years ago?"

All of which seems so conclusive to me that I cannot improve it. I have charged interest on my capital investment every year before I have figured any net profit at all.

Division of Expense.

What does it cost us to sell goods? The old, long-established English rule is that we shall pay from 6 per cent. to 7½ per cent.—never more than 7½ per cent.—for our wages; but I know of no rule for selling expense.

Recently I had occasion to figure what a certain clerk was costing me as a salesman. Dividing his salary by his sales over a period of five weeks I found that he was costing me 3¼ per cent.; but that man's time was not all taken up in selling. Probably not half the time could be so charged. This because he was window dresser, took care of the cracker department, buying all the supplies, and planned and executed a lot of the interior displays. I calculated that the actual selling time did not cost me more than 1¾ per cent. to 2 per cent.

To what account, then, should the remainder of his wages be charged? Plainly, to general expense, or overhead.

In the manufacturing business, work done by a man in turning raw material into finished products is called "productive labor," and, as such, is charged into cost of the various jobs. Other work, such as a foreman superintending a job, goes into overhead. Probably a similar practice would be good in our business. We might properly analyze our expenses so that, as in the case of the clerk mentioned, actual selling time should be charged to wages and the remainder to overhead; because selling is productive and other work is certainly general in its character.

Items of Overhead.

The following is given as a list of overhead charges; and I think it will fit our business, so far as it goes, just as well as it fits the manufacturing business:

1. Stationery.
2. Postage.
3 Telegraph.
4. Telephone.
5. Insurance.
6. Advertising.
7. Fuel.
8. Light and Heat.
9. Traveling Expenses.
10. Taxes.
11. Power.
12. Rent.
13. Repairs.
14. Depreciation.
15. Salaries of employees not engaged in productive labor.
16. Claims allowed.
17. Bad debts.
18. Attorneys and collection fees.
19. Salaries of principals.
20. Interest on borrowed money.
21. Interest on investment.

One more quotation will probably give us enough to think of this time.

"19. An individual, a partner or officer of a corporation, should consider his services worth a fair salary and not feel content with simply his share of the earnings of the business. Therefore, it is necessary and right that fair salaries for prinicipals should be considered in overhead."

Examples for Guidance.

In looking around for guide posts to show us the right way, we should choose the sayings of those who have made a success of their undertakings. The concern from whose pamphlet I quote is conspicuously successful in a fiercely competitive field. So it seems to me that details drawn from its long experience should merit our closest attention. That is why I give those details the space I have here assigned to them.



Prepared for The Review by Paul O'Neal.

Attractive Show Cards for the Easter Displays

Coming in April, Opportunities Are Greater This Year—Flowers for the Interior and Windows—Series of Neat Cards for Suits, Ties, Gloves, etc.

Written for The Review by Paul O'Neal.

IF the weather be at all seasonable during the month of April, every merchant should engage himself in a little extra effort to sell his best Spring lines. All the "advance showings" should have been made in March, and the "showings" that are made now should be for present selling.

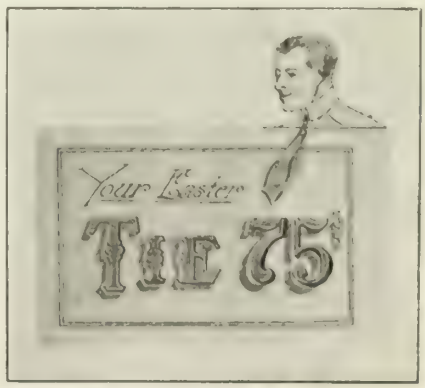
It is now that men are looking for new suits, new hats, new gloves and ties, and other things that are right up in the first row of styledom. It will therefore be to your interest to put forth your best efforts to meet the expectations and desires of your customers and others by displaying your finest lines to the best advantage, that you may reap the best results.

There is something about the Spring season that seems to give new life to all living things. Everyone feels in a happy mood. It is just such a feeling that will, in all probability, induce the buying attitude in an individual. How very appropriate to take advantage of such conditions.

It is fortunate that Easter comes in April, for it always affords a splendid advertising opportunity, from which every merchant should reap rich returns. It comes at a more seasonable period than last year, which should be more favorable for business.

Purples, Blues, Lilac Flowers.

There was a time when women alone were interested in new Easter bonnets, dresses, etc. But to-day men are concerned about their Easter suits, gloves, hats, etc., as much as the women are about theirs. So Easter displays in men's wear are appropriate business bringers. The colors that should dominate in the decorations are purples, blues, lilacs, and white. Flowers that carry these colors may be used freely. These will include violets, lilacs, lilies, apple blossoms, etc. These flowers will necessarily be artificial for the store and window decorations. A few natural flowers may be used, however, in special places throughout the store.



Prepared by Paul O'Neal.

Easter Window Decorations.

The window trimmer of to-day has a decided advantage over his brother of ten or fifteen years ago. To-day there are unique and attractive conceptions in crepe tissue papers that make charming decorations. This material is inexpensive and easily obtainable. To supplement this there are various and appropriate novelties that can be utilized to produce most attractive effects. These will include eggs in a wide variety of sizes. Little chicks, ducklings, rabbits, etc., all of which may be worked in most pleasingly effective.

Give your windows special attention

Complete Postal Rates for Parcel Post

	1st lb.	2nd lb.	3rd lb.	4th lb.	5th lb.	6th lb.	7th lb.	8th lb.	9th lb.	10th lb.	11th lb.
Within 20-mile zone of any post office	.05	.06	.07	.08	.10	.12	.14	.16	.18	.20	.22
Within each provincial zone	.10	.14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Ontario rate to Quebec or Manitoba	.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	.70
Ontario rate to Saskatchewan or Maritime Provinces	.12	.20	.28	.36	.44	.52	.60	.68	.76	.84	.92
Ontario rate to Alberta	.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14
Ontario rate to British Columbia	.12	.24	.36	.48	.60	.72	.84	.96	1.08	1.20	1.32

Law effective Feb. 10, 1914.
Weight limit, 11 pounds.
Size limit, 2 feet 6 in. long; 12 in. wide or deep.

Above table now represents the complete parcel post rates. Merchants will find it convenient to place it on file for future use.

for this Easter season. We have frequently intimated that there is no better advertising medium than your windows. We want to emphasize this all the time. So we suggest that you take a little extra time and expense in putting in the most attractive window you know how to arrange. And no window is complete without a neat showcard of some description. It gives that finishing touch, the climax effect. And we will also emphasize the desirability of price ticketing every article in the window. The most successful business men have found that this method is a paying one, and successful men are worthy of emulation.

Some Sample Cards.

The sample cards shown for April are sufficiently varied to meet almost all demands. The $20 suit card is a very plain design, lacking in embellishment and super-flourishes. Such cards are always acceptable to merchant and customer. Their plainness is attractive. The card may be worked in almost any color—brown, red, black, etc., and shaded with subdued colors, green or grey. The size may be anything from half-sheet (22 x 14) down to a small 9 x 11; but the larger size is preferable if your windows will permit it.

The Easter tie card is a hand-drawn picture with the card cut out. If you find it difficult to draw the picture, cut one from an advertisement and paste it on to a card and cut it out the same as sample. This card can be made very effective by having the head life-size and cutting slits in the card and tying a real tie in the proper place on the collar. The word "tie" and the price are done in red, with a black outline. The shading should harmonise with the color of the tie.

The glove card is an air brush design. The pattern of the egg and rabbit is cut out and laid on the card and air brushed in some dark Easter color, then lettered in blue or purple, and shaded in a tint of the same color. The detail of the rabbit is finished by hand.

Purple Background for Lily Card.

The Easter lily card is done in the same manner as the rabbit card, and the best effects are obtained if the background is done in purple. Leave the lily white and do the stem and leaves in green. The lettering should be done in dark purple and shaded with the same color much required. The size may be 14 x 22 or 11 x 17.

The $5.60 card is a panel effect. The smaller panel is cut out and a picture pasted behind it. This design may be hand-drawn or a print. The one used in the sample card is printed and the flowers are purple, leaves and stock green, and the ribbons the same color as the flowers. The box or tub is green, with gold bands and rings. The letters are in dark purple and the figures in same color and shaded in light purple.

These cards should suggest to you some good selling lines on which you may enlarge and embellish.

THREE METHODS OF HANDLING CLOTHING.

(Continued from page 49.)

wall, according to sizes, not prices, so that the whole assortment of either in a certain size, is ready to hand. In this compact form 102 dozen shirts are displayed in a very limited space.

Boys' Department Separate.

At the rear of the men's section is the boys' department, where shirts, stockings, etc., as well as clothing are kept. Several chairs are provided for the mothers to rest when looking over the goods. It is felt, first of all, that women prefer a separate department for children's clothes, and also are accustomed to purchase the "accessories" at the same time that they are getting "new suits."

FOR GOODS NOT IN STOCK.

When Customers ask for goods which we have not in stock or do not keep, write out one of these notices, describing the goods asked for, and sign "number." No matter what kind of goods are asked for, nor how often in the same day they may be inquired for, one of these notices must be written out every time, and sent up by the cash carrier to the desk.

DESCRIPTION OF GOODS

CLERK'S NO.

Introduce goods to your customers.
When serving customers give them all your time and attention.
Politeness and attention are inexpensive. Give it freely to your customers.

Record of All Inquiries.

One of the regulations in this department, as throughout the whole store, has to do with inquiries for goods not kept in stock. It is imperative that every one be entered on an "inquiry" slip, with the number of the salesman, as well. No matter if the same article is inquired for six times a day, six slips must go in. The object, of course, is to keep the management in touch with what the public want, and is the best kind of hint for the buyer for his next order.

PRESENT PARCEL POST CONDITIONS TO LAST FIVE YEARS.

(Continued from page 50.)

over, and there has been no great rush as yet for the spring goods, but when that comes the number of parcels will be decidedly increased.

"Many of these parcels have hitherto been sent by the express companies, as the old postal rate was practically prohibitive, and, it was remarked, that the companies are bound to feel the competition very severely."

This shows pretty well which way the wind is blowing and emphasizes why the retail merchants should get out of parcel post for themselves everything there is in it.

What of the Express Companies?

The question has been raised as to what course the express companies will pursue if they see their trade slipping away. Possibly their rates may be lowered, but whether they are or not the fact must not be overlooked that the three largest express companies in Canada are subsidiary to the three largest railways which have already been granted an increased government subsidy of $1,000,000 for carrying the extra mails under parcel post.

The Valuable Asset of a Loyal Sales Staff

Loyalty Leads to Bigger Business — No Merchant With An Enthusiastic Staff to Co-operate With Him Can Fail to Make a Success—An Anecdote With a Moral.

IT was at a meeting of credit men and the conversation had been turning on the very pertinent question of assets. For several minutes discussion centered on the case of a retail merchant known to all present who had struggled through countless discouragements and several periods of semi-insolvency to a position of financial soundness.

"There was a time," said one, "when he had no assets worth speaking of. I wonder that his creditors didn't wind him up then and there."

"There was never a time," said another member of the party," when Bennett didn't possess big assets. It all depends on what you consider assets. I'll tell you what Bennett had from the start, and has yet. He was honest as the day is long, he had an indomitable will and he had a loyal staff. Ever consider loyalty as an asset? It's one of the best a merchant can have."

The writer, who happened to make one of the party, pondered the last remark over very carefully. Is staff loyalty an asset? Most decidedly; one of the most invaluable and essential assets in the carrying on of a successful retail business. But is it always regarded as such?

It may seem at the outset superfluous to argue that staff loyalty is an asset to the merchant. It is asknowledged by all. But on the other hand it is equally true that there are a great many merchants who handle their staff as though they had no realization of the fact.

They pay their employees so much per week and make it their business to see that they get value to the fullest extent from them. That is the sole basis on which the relationship between employer and employee is maintained. In the course of a recent address, A. F. Sheldon summed up very concisely the mental attitude of the parties to such a relationship. "How much can I get out of my staff for the wages paid?" is the thought of the employer. "How little can I do for what I am getting?" is the idea that runs in the mind of the employee.

Mutual liking and interest and loyalty; are they possible under the circumstances? An automatic adherence to duty, a cut-and-dried basis of minimum efficiency is the result.

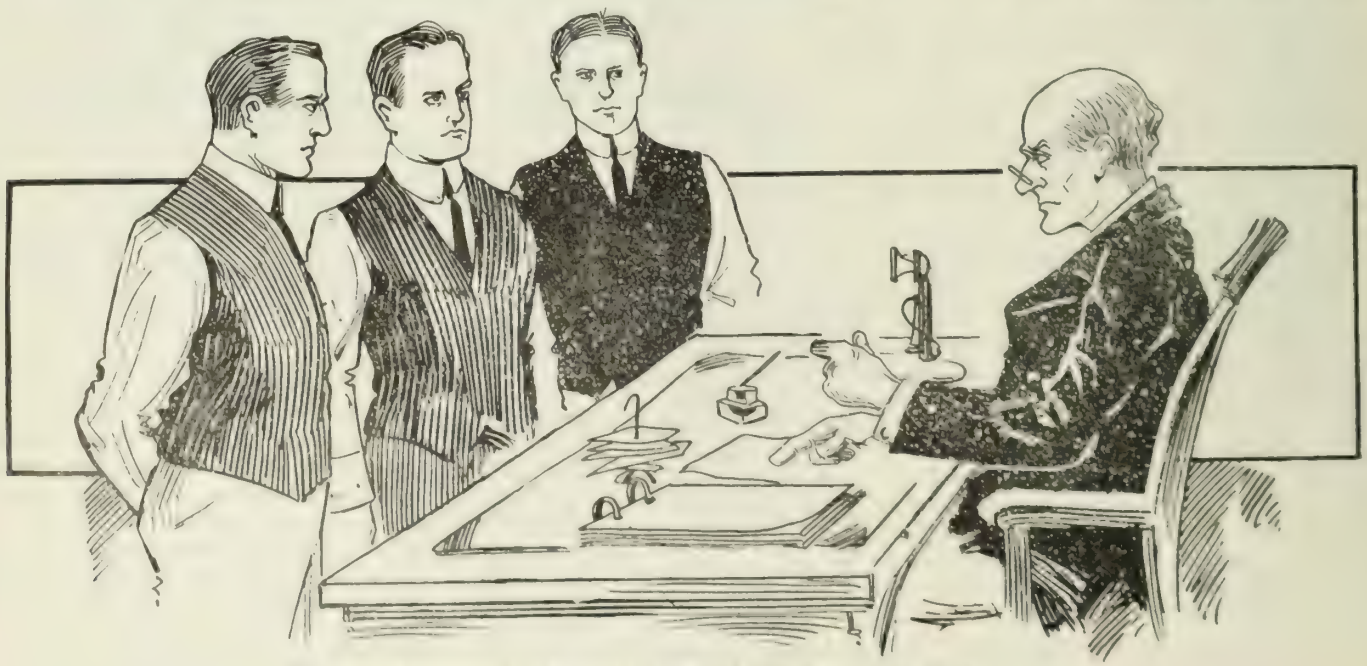
What is staff loyalty? The loyal salesman can be described as one who is really interested in the business, who takes the trouble to think about it, who strives to please customers. The most complete degree of loyalty consists not only in loyal service during store hours but in loyal thought. The salesman who does his best to please customers and to make his sales large but who does not give any thought to how the business can be improved or to the changing of conditions which he knows to be wrong and detrimental, who, in fact, does not bring whatever share of initiative and resource he may possess to the furthering of the interests of the business; this salesman, valuable though he may be, is not in the fullest sense loyal.

With this definition of loyalty before one, the immense advantage of a loyal staff becomes at once apparent, "Give me the services of a thoroughly loyal staff and I can win through any difficulties." said the head of one of the largest retail establishments in the world.

Lack of loyalty is the hardest handicap under which any business can be placed. It spells inefficient service, prefunctory performance of duty, machine-like manipulation of all branches of store work.

The attitude of the staff decides to no inconsiderable extent the growth of a business. It is the merchant who enlists the hearty and loyal co-operation of his staff who builds his business up to large proportions. Where the bond between employer and employee is one of dollars and cents—only that and nothing more—the growth of the business will not be spontaneous.

A case comes to mind of a retailer who had been in business in an Ontario city for a full quarter of a century. He had a good trade, being the oldest established merchant in the town. At one time he had been leader in his



The next morning he called his staff down to the office.

own line in the district, but this supremacy had passed from him fifteen years or more back. Two of his competitors had left him on the back stretch. Their trade had increased very considerably and both had graduated from modest stores on side streets to large, modern-front, handsomely-equipped emporiums. Both had motor trucks for delivery purposes. The former leader, we will call him Smith, had never moved from the store he had first occupied—a spacious but rather dingy looking stand on the main street.

The writer had often visited the store and knew the whole staff from the crabbed old proprietor down. The establishment always left the impression somehow that it lacked something. The store was large and well stocked. The fixtures though old were adequate and had not yet reached the stage of dilapidation. Manufacturers' lithographs were used to good advantage—show cards were to be seen. But there was nevertheless, a distinct something lacking about the place.

After several visits the writer concluded that the trouble consisted in a total lack of originality and action. The clerks performed their work well but they did not seem to be actuated with more than an average share of ginger. There was no evidence of enthusiasm anywhere. New stunts never greeted the eye at Smith's. The window displays were always on the same lines. The store service was good enough in a limited way but one would never need to expect a favor at Smith's. To sum it up, the whole staff seemed to be willing to let well enough alone and to earn their so-much per week,—and not give an additional cent's worth of service.

And their attitude did not seem strange after one became acquainted with the head of the business. Smith was a morose, snarling old fellow with a positive genius for economy in details. He watched the lighting and heating bills with piercing scrutiny. Disbursements were checked and rechecked and put under the microscope of ruthless economy. Needless to state Smith did not believe in liberal salaries. Pay a man as small a wage as possible and keep after him to see that he did his work—such was the policy of Hiram Smith.

Just when his change of heart was effected, or how, is not certain. Probably, however, it dated from the time that he had occasion to visit another city and dropped around to see an acquaintance in the hardware business.

During the course of the conversation, the friend alluded to the fact that he had just closed a nice contract with a builder to supply the hardware and the heating for a row of dwellings that the latter was putting up.

"We got in on the ground floor," he explained. "One of my boys heard that the houses were to be built and he hustled around and buttonholed the builder. We had figures in the builder's hand before another dealer in town knew anything about it. And we got the contract."

"Do your clerks get business for you that way often?" asked Smith.

"You bet they do," affirmed the friend. "I've the greatest little bunch of live wires ever collected together. Why, those boys of mine are fairly bubbling over with sales ideas."

"If an idea got into my store by any mistake," said Smith, morosely, "they'd shoot it out. Wouldn't know what it was, in fact. There isn't a man in my store that has had an idea for ten years."

"Then get a new staff," advised the friend. "Or perhaps you need a few new ideas yourself. Think it over."

When Smith returned, he created somewhat of a sensation by shaking hands with each member of the staff. He seemed in a more amiable mood than any of the clerks had ever seen him in before.

The next morning he called his staff down to the office and gave them a long talk, outlining a plan he had evolved of basing salary increases on the increase in the turnover in the business. The salesmen listened in wonder and with a faint show of growing enthusiasm. It was the first time in the recollection of them all that the boss had ever voluntarily mentioned the odious word increase.

"And now it's up to you, boys," he concluded. "I want you to show an interest in the business. If you can increase our sales, your salaries will go up accordingly."

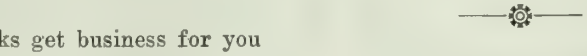
The change in the attitude of the staff was rapid and complete. They began to take a real interest in the store. Innovations were introduced here and there and seldom a day passed but some suggestion was given to the boss. A new snap was noticeable everywhere. Bright ideas were used to improve the window display.

"I hardly know the place," said Smith to himself one day.

And as for the staff, they hardly knew Smith, so complete had he made the change in himself. His attitude invited co-operation instead of repelling it. It was an effort for him sometimes to maintain this new front, but he succeeded.

The result was felt in a largely increased turnover. Business started to steadily increase—and kept on increasing. The improvement was so marked that each member of the sales staff got a substantial advance on the strength of the promise which had been made.

The change can easily be accounted for. Smith had acquired a new asset, one that his business had sadly lacked before— the loyalty of his staff.



THE HEALTHY STORE.

"His store is healthy, that is why I trade there," said my friend, the builder.

"Why do you use the word healthy?" I asked.

"Listen! Dirt is nothing but matter out of its proper place. Disease is nothing but dirt. A healthy body is clean, wholesome, radiant, active, intensely alive. Every fiber is of the right quality, and is in the right place. Every part does the work for which it was created. It is built to serve, to work efficiently, and it does.

"Now, let's look at that store of Henderson's. The outside is inviting. One would think that he had been trained in one of those high-grade candy stores where they sell bon-bons for two dollars a pound. He has somehow performed the miracle of making uneatable things look appetizing.

"Inside is order. There is a place for everything, and everything is in its place. The salesmen and the customers do not have to stumble over odds and ends. He has made the place like a home that radiates hospitality. Henderson is like the fellow who owns the Mission Inn out in California, and who puts cut flowers and baskets of fruit in the rooms of his guests every day. He makes the visitor feel welcome. When I go in there he makes me feel that he wants to serve me, but that he is not vitally interested in selling me things. There is a difference, you know."

There, you have it! You are interested in one thing—to sell your goods at a profit to the satisfaction of yourself and customer. Healthy, laughing, radiant folks attract friends, make them feel at home, fill them with comfort, and they, without your urging, buy your goods. You want them to buy your goods, therefore you make your store healthy, clean, orderly.

Ingersoll used to say that the time would come when people would see that health is just as catching as disease. Employ healthy clerks, treat them so that they will remain healthy, keep your store clean, wholesome, orderly, make friends of both clerks and customers, and you will find yourself blessed with all the business your are equipped to handle. —Plymouth Products.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

SUBSTITUTION BY MAN'F'RS

IN INSPECTING deliveries of their Spring ready-made clothing a number of retailers have come across a certain proportion of suitings that are different from the original orders. So far as can be learned this is a growing tendency. Where the variation is slight and the suit in a good selling color, the returns to the manufacturer are not large. In odd lines, however, or those of risky selling chances, the substitution where not remedied by an immediate return, may prove costly. Moreover, where goods are thrown back on the maker's hands, the retailer runs the risk of having his stock curtailed seriously, at least temporarily, and he may not be able to replace the rejected lines all season. The maker, on his part, blames the mills for introducing variations in his cloth order, which he has been helpless to remedy in time if he would save his retail customers from lateness in delivery. Sometimes his fear of losing an order prompts the substitution. One retailer showed The Review a lot of goods that had been ordered as indigo blue, and when opened showed a purplish tint. He blamed the manufacturer for deciding to make up substituted materials in place of the right order. Often where original samples and a record of orders are not kept by the retailer, the substitution passes unnoticed until it is too late, and the buyer may be "stuck" with a number of unsaleable lines. The situation is not only annoying but risky, and a close watch on individual suits in all shipments should be kept by the retailer.

A DESIGNER'S CONVENTION

APROPOS of the convention of the National Association of Clothing Designers held recently at Baltimore, many Canadian designers are of the opinion that such an association would be of immense value to the clothing trade of this country. "It would serve as a clearing house for clothing men's ideas," said one up-to-date clothier. At present no one knew just what was Canadian style, because each man worked out his own ideas and seemed to be afraid to let the other know what he was doing. If they could only see it, he maintained, an interchange of ideas would be the best thing for the trade as a whole. Such was this man's criticism. Nor does he stand alone among his fellow-tradesmen in making such a statement. That there will be a convention "by and by," when more are in sympathy with the movement, is the present feeling.

MIREPRESENTING GOODS

FRAUDULENT advertising is more or less being practised in Canada. In an endeavor to make money, men still persist in misrepresenting their goods to the disadvantage and injury of their honest competitors.

The recent failure of the New York and Boston department stores controlled by Henry Siegel and associates, which has created widespread interest in commercial circles in the United States recalls a conviction against one of the stores of that firm for fraudulent advertising. It was done at the instance of the Advertising Men's League of New York, and the circumstances in brief are outlined in an issue of Pearson's Magazine as follows:—

> "The Fourteenth Street store advertised '$90 to $100 fur coats—Arctic seals—your choice $47.50.' An agent of the Advertising Men's League, which is trying to stop fraudulent advertising, bought one and proved in court that it was French coney—rabbit skin, sheared and dyed. The coat for which people were paying $47.50 at a great reduction was worth about $45."

This case occasioned considerable comment at the time, and it was claimed to be typical of the operations of a number of large city retailing enterprises.

The Siegel failure was by far the most important mercantile failure in recent years, and it has served to create much discussion as to the comparative efficiency and success of some retailing methods. One or two of the stores were regarded as bargain stores. The American Fair Trade League contends that there is a growing popular inclination to seek established values at standard prices, rather than purchase classes of merchandise without brand names.

EDITORIAL NOTES

THE TANGO TIE! It had to come, and, anyway, it might have been worse.

* * *

SO THEY TELL us the black, soft hat is about due next Fall. Sort of foil for our paddy green cravat.

* * *

TELL ME, are chinchillas going to be good next winter? If so, I'll be able to take a Summer trip this year on the strength of what I've left.

* * *

NEVER BEFORE SINCE the days of Sir Walter Raleigh has an Easter time brought us such a dazzling array of colors in shirts and neckwear.

A Novel Daily Bulletin Will Attract Trade

Easy to Make and Easy to Operate—Useful for Featuring New Goods—Announcement of Seasonable Goods—Special Sales—New Goods, Etc.

EFFECTIVENESS and simplicity are combined in this novel method of advertising by means of a daily bulletin. One of these home-made printing presses may be used advantageously for window or interior dis-

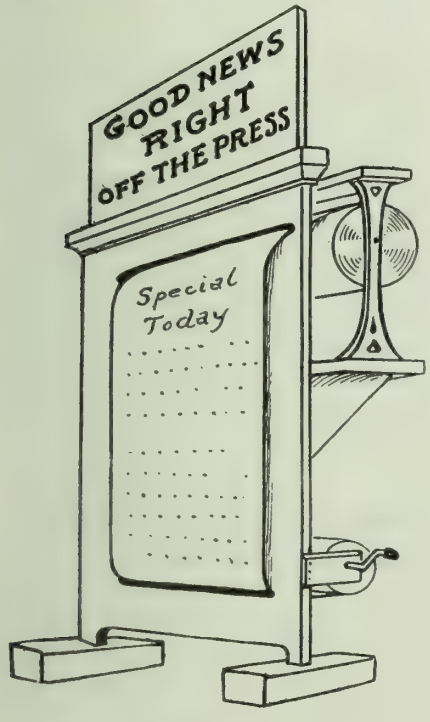


Figure 1.

play or as an outside bulletin to catch the eye of the passer-by.

The upright style shown in Diagram 1 is best for outside use, since it would take up much less space on the sidewalk. The wooden frame can easily be constructed in spare time, and all that is needed is a roll of manila wrapping paper in its holder at the top and a small wooden roller with crank attached at the foot. If desired the sides and back may be closed in so as to protect it from the weather.

The printing press idea is best carried out in diagrams 2 and 3, the first illustrating the skeleton of the press and the second the way it looks when finished.

First of all a couple of packing boxes are secured and on top is placed the roll of wrapping paper. Two scantlings are used for the lower frame and two short pieces for legs. The roller is made to fit into the end of the long scantlings and the crank through the end as shown. If a board is placed behind to support the bulletin, diagram 2 may be used as shown if desired. It is not complete, however, until finished up as shown in diagram 3. This looks rather complicated at first, but the effect is easy to secure. The sides are first boarded in with planed boards, leaving the ends of the upper roll of wrapping paper exposed by cutting the boards in circular manner around it. If the "printing press" is not for outside use and is not likely to be damaged, a covering of cardboard or straw-board may be used instead of wood. The frame should be given a coat of metal grey (dry scenic color) as a background, and the mechanism can be painted in with an ordinary half-inch brush, using black for the outlines over grey. This will give the effect of machinery and will make the sign on the top, "Good News Right Off the Press," seem altogether appropriate.

This is a good practical feature and if changed daily and good, live "copy" used customers will soon look for it just as they would a newspaper bulletin.

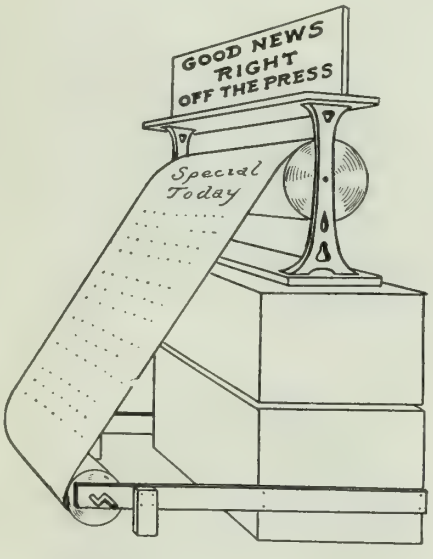


Figure 2.

Make your bulletins timely—seasonable. It is important also to vary your subjects so that all lines will be covered in the course of time. The bulletins can be made much more attractive if illustrated in colors. A few colored crayons and a little practice will enable you to make very fair cartoons. Or, if pictures of the goods featured can be secured and pasted on and the bulletin written around the illustrations, an excellent effect will be secured.

SALESMANSHIP OF COURTESY.

"Persistent advertising combined with attractive window display produce a strong, business-creating force," says a successful Ontario merchant, "but the effect of these important essentials will be greatly reduced without the salesmanship of courtesy."

Customers are human beings, with human feelings, and are as susceptible to the influence of courtesy in business dealings as in social affairs.

Take for instance the merchant offering accommodation to the public as a means of attracting people to his store. He should see to it they are given in a spirit that will make them bear good fruit. A directory carelessly flipped on the counter; a postage stamp sold with a look of annoyance a "five-spot" changed with a tired, weary expression —these things done by an unthinking clerk may kill the effect of a liberal store policy.

Salesmanship may be a difficult science, but surely the "salesmanship of courtesy" may easily be put into practice even by the junior clerk.

A SQUARE DEAL.

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair square deal and beat, him out on your merits.—Walter H. Coddingham.

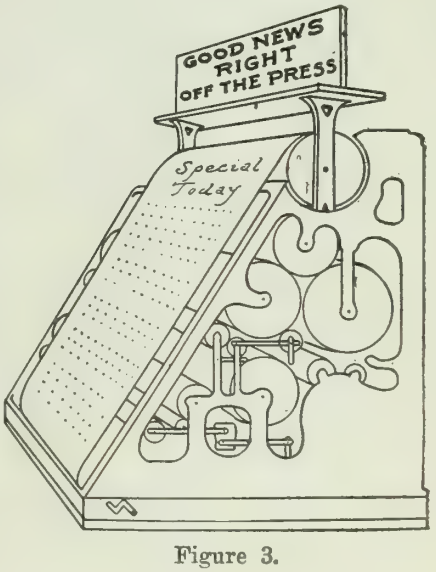


Figure 3.

Are We Leading Up to Black Hats for Fall?

From Dark Brown and Steel Grey and Navy Blue Evolution in Soft Headgear to Black Would be Easy—Fedora Not Much Seen —Telescope Selling Freely.

NEARLY all dealers agree that in sales of soft hats, blue holds the premier position, but is closely pressed with a good demand still for green. Greys and browns, particularly a shade known as stone brown, are also very good. To put the matter plainly there is as yet very little difference in popularity between the various colors, but the order given above is correct in the opinion of many salesmen and jobbers.

The pencil brim and telescope crown are good selling styles though of course the crown is often much manipulated, the diamond style being as popular as any. While many hats of the ordinary type are worn with the diamond crown there are others which have been blocked specially for this purpose. While the pencil brim is undoubtedly strong there are very many who prefer the mushroom style. A flat brim with a decided dip fore and aft is also very popular.

Both plain sarcenet and pugaree silk bands are being sold. The pugaree is going well for a new idea, particularly as the later forms of it are more shapely than the original adaptation from the straw brims. With the latter hat, however, it is going best.

On soft hats the wide flaring bow at the back prevails among the younger men almost exclusively. The three-quarter bow has some followers, however, and the side bow is worn by the more conservative of the younger men and almost entirely by the older ones.

In stiff hats as has been stated previously, the crowns are slightly higher, but there is a call from some for a quite high crown. The general run of brims have a fairly heavy roll. Differing from the soft styles the bow here is worn at the side almost to the exclusion of other positions. Of course there are some who prefer the three-quarter position and a few the rear but these are decidedly in the minority.

Rush for Soft Hats.

The rush for soft hats in preference to stiff which was a feature of last Fall's trade has begun again in the early sales, and promises to continue to an even greater extent. There appears to be a revolt against the stiff hats, and the latest shapes do not tend to remove this.

The velour hats that came in for fair attention last Fall are weaker even than might be expected for light-weight weather. Indeed one might almost suspect they had gone the way of velvet ties. Strangely enough, New York is again showing velour is high grade for the smartest dressers, and velvet ties are being rushed again for Easter—but not for Canada.

The "tail feather" idea has not caught on strongly here as it has in England. Retailers have stocked a few to be in style and for casual demand, but most regard them as extremely "faddy."

In caps, the large checks retain their popularity and are growing in favor. Black and white and grey and white checks have the big run.

Very High Crowns in Straws.

In straws the latest models tend to extremely high crowns, many of them four inches. In this case some are made to taper to a certain extent, easing off the rather top-heavy idea that would otherwise be obtained. In these hats, as is usual, the brim will follow the opposite dimension, and be very narrow, about two inches.

BLACK SOFT HATS?

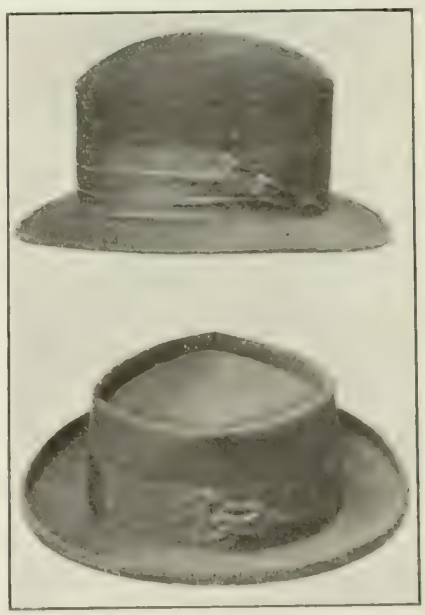
A hat jobber who has supplied as many new ideas for hats for the Canadian trade probably as any one else in the business ventured an interesting prophecy to The Review.

He took up four soft hats and laid them out in the following order:

Dark steel or slate;
Dark brown;
Navy blue;
Black.

"There you see what is really a sort of evolution in hats. You see the best, the strongest colors to-day are the dark ones, and once we get people calling strongly for navy blue as they are to-day, it is but one step to black. In the States they have adopted it already and we will come to it by the Fall, anyway, in Canada.

"The black stiff hat is getting weaker. They do not seem to appeal to the public as they did. As a matter of fact, the new dish brims are approaching very near the soft hats in design without the advantages of the soft shapes."



Two styles of hats which promise to be strong for Fall. On the upper note the puggaree band and flat brim with dip fore and aft; on the lower the pencil brim and diamond crown, for which latter effect this hat is specially blocked. Shown by A. A. Allan & Co.

STRAW HAT SALE IN WINTER.

A straw hat sale in February is something a bit out of the usual, yet such an event was conducted by Strawbridge & Clothier of Philadelphia last month—and it was well patronized, too. They put on sale fifteen hundred hats, all new, freshly imported and in a dozen or so styles at reductions of from $2 to $7 on the hat. The public responded readily to this opportunity of anticipating the straw hat season.

CO-OPERATIVE ADVERTISING.

In addition to their regular advertising the members of the Merchants' Association of Princeton, Ind., print a co-operative advertisement in a newspaper every Thursday in which special offers are made. Each store that is a member of the association is requested to offer a special value in some line of merchandise for the current week. In this way people from out of town can always be assured of real bargains whenever they may visit Princeton.

Winnipeg, Man.—Lurie's Limited, clothiers, 267 Portage Ave., will shortly open up a new store in the Queen's Hotel, at the corner of Portage and Notre Dame Streets. There has never been a store in the hotel before, and considerable alterations have to be made.

Connecting Up Sweater Coats With Outings

Sporting and Camping Scenes Should be Reproduced in Window Trims—Paddles, or Lacrosse Sticks, or Bats, or a Panel Scene as Background Will Suggest Connection and Aid Sales.

NOW is the time to begin preparations for getting the best out of the Summer trade in sweater coats. The recent advances in wool yarns, following closely upon the declines before Christmas, have served to balance up to a considerable extent the new scale of prices that more than covered the actual rise in the "raw" material, so that a small-sized grievance of a few retailers is pretty well dissipated.

Whatever may have been the experiences due to the slump in cold weather during the early part of the Winter, a good Summer's possibilities are before every one. These lie, not so much with every person, as do the Winter prospects, but with those who go on outings or engage in sports at home. It is to these classes that the merchant must carry his appeal.

The sporting connection of the sweater coat is easily suggested in window displays. This may be done in a variety of ways; for instance, by bringing the two together, a window of sweater coats and lacrosse sticks, or baseballs and bats, or footballs. Aquatic requisites could be combined with the coats in the same way; a paddle, if you have no canoe; and a few pennants to diffuse further the air of sport and recreation. Sometimes a panel in the background with a Summer scene, preferably with water, has been used to good effect.



A novelty in knitted goods — men's white evening vest. Shown by Avon Hosiery, Limited.

The sweater coats may be set in the window, thrown over a stand, or placed upon a full-length figure. In the latter case, particularly if there are hands convenient, an oar or paddle or a ball bat of some description, cauld be leaned up against them to give an air of action to the trim.

Anything that suggests that the knitted garment would be most suitable for the season, will form a good selling window, and any trimmer with a little ingenuity can change the whole lay-out every few days and secure a variety of treatment for weeks to come.

Among the Merchants in Canada

Orillia, Ont. — The Lion Clothing House have moved from Hatley's Block to the new store next to Vick & Sons.

Sutherland, Sask.—E. E. Holder has opened a clothing store here.

Sudbury, Ont.—J. N. Foster is opening a tailoring establishment in the Young Block, Cedar street.

Montreal, Que.—Harry Roffey, Limited, will open up a tailoring business here.

Parkhill, Ont.—H. H. Hawley has sold his tailoring business to A. Gammie, of Ingersoll.

High River, Alta.—J. A. Gillis has opened a men's furnishing establishment here.

NO QUARTER-SIZE SHIRTS.

At the annual convention of the Illinois Retail Clothers' Association, a resolution was adopted. Resolved, "That we do not approve of the methods of certain shirt manufacturers introducing quarter-size shirts, as they are of no advantage to the consumer, and a disadvantage to the retailer. Resolved, That the secretary of our association notify the secretary of the other associations of our action in this matter in all States having retail clothiers' associations."

They further recommended that the president appoint a committee of five to investigate the advantages of co-operative buying.

NEW YORK FANCIES.

"In hoisery there is an increased demand for numbers with side clockings and instep patterns. In brief, fancy half-hose is reviving markedly," says The Haberdasher, New York.

"The collar trend is towards the deep-point fold collar with high band. This model has ben produced with both square and rounded corners, in plain and a variety of fancy patterns. The high-band cutaway collar is expected to figure about as generously as last season, while the close-front has taken its place as a very strong staple.

Short-Bosom Shirt.

"The short-bosom shirt continues to gain in popularity. There is also an increased call for silk and silk mixtures with soft cuffs. The decline of madras as a popular material has continued for several years, and is still noticeable, though in some quarters its return to favor in the near future is confidently predicted.

"The unusual vogue of fancy braids in straw hats, which was experienced last year, will probably be once more in evidence this spring. There had been for some years just a smattering of coarse straws in the market, but they made no material headway before last year. Colored straws sold better than had been anticipated.

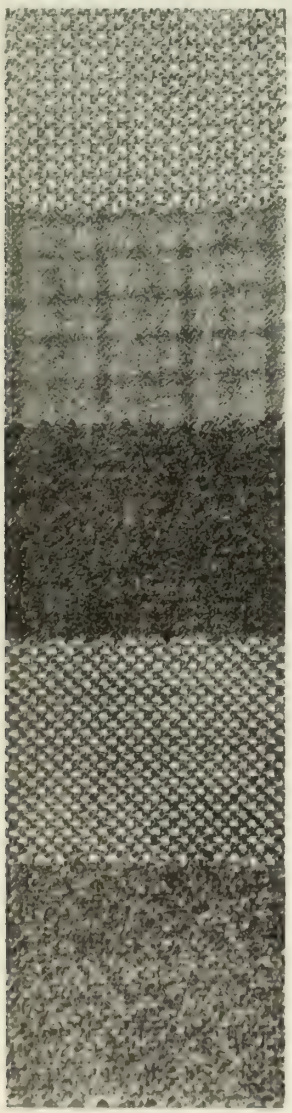
Velvet Still in New York.

"Oriental patterns containing a variety of bright colors rule in the better grades of cravats. For holiday selling these will have a place alongside of Persians. Knit cravats of the more expensive sort are showing a trend toward figures in combination with stripes, while popular-priced goods are best in narrow stripes, both cross and bias, in a multitude of bright hues. It cannot be said, as it could in many previous seasons, that any particular colors have the preference, doubtless because solid grounds are comparatively scarce. Velvet cravats, some with gilt design, some with cut silk, have flooded New York."

Strong Tendency to Patterns in Fall Suitings

Feeling That There Has Been Too Much Plain Material — Browns and Greys, With Tweeds Regaining Some Lost Ground — Smoother Cloths for Overcoats as Being More Wearable — Balmacaans Selling Well.

SOME weeks ago it was stated in The Review that the tendency in Fall suitings this year was towards pattern cloths, as it was felt that for some time we had been having too plain materials. Later opinions quite sustain this view. For while loud colors will not be in vogue, neat check designs and stripes certainly will be. According to some men who are usually well posted on such matters, bottle greens and bottle blues are going to be stronger than ever before, especially in Saxonies and unfinished worsteds. Some are showing unfinished worsteds in olive green, with blue and brown and gold over stripes.



Fall suitings, showing small black and white checks, larger grey overchecks, and mixtures of grey and brown. Shown by Nisbet & Auld.

Small black and white checks are also on display, but it is believed widely that these will not be in great demand, especially for the higher class trade, although they are going well for Spring. Some large over checks in grey are also being shown.

There is a general feeling that brown, which was prophesied as likely to be good for Fall, in spite of its present weakness, will come back much stronger than it has been for some time. Tweeds are expected to be in good demand, as there is a large section of the public which seems to prefer tweeds to worsteds, and, besides, the price of good worsteds is so high that often a better value for a moderate price can be had in a tweed than in a worsted. In tweeds, checks and heather effects are likely to be the prevailing styles.

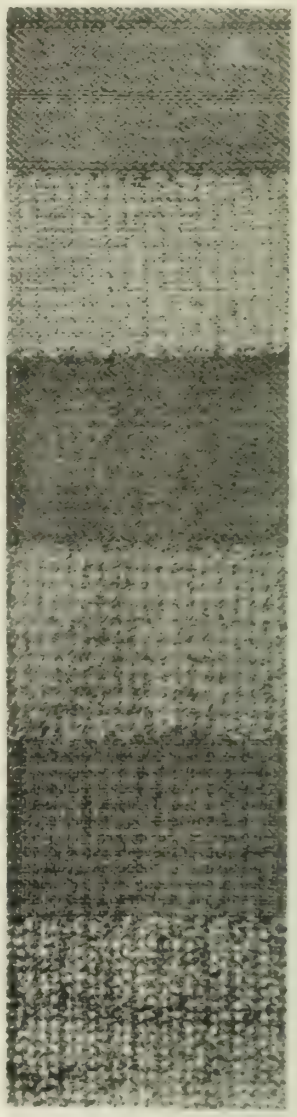
Patch Pockets on Sack Coats.

From what designers have to say, there is going to be a greater striving than ever after more form-fitting clothes. One of the leading clothiers showed The Review representative a new sack suit, which he believed would be one of the most popular styles for Fall wear. In this coat the lapels were about five inches wide, with the lapel seam running parallel to the shoulder seam. The collar was about two and one-half inches wide. The sleeve was trimmed with a narrow cuff, and the coat had four buttons close together. Patch pockets were a further feature. This coat was slightly form-fitting, this effect being secured at the waist by an extra V at the side. It was further stated that the noticeably wide lapel would be a feature of all sack coats next Autumn.

Smoother Cloths for Overcoats.

For Fall overcoats there seems to be no doubt that chinchillas and the rougher and softer cloths will have serious rivals in the smoother cloths. One reason perhaps is that the rough goods do not wear as well as the smooth ones. And it would almost seem as if the better the quality of the soft goods the more quickly they wear out, which certainly is not the case with the smoother goods. By this it is not meant at all that the woolly fabrics will not be worn, but they will have stronger opposition from the other materials than they had.

On the rough goods the shawl collars and the large convertible collar for ulsters will obtain. These coats will be cut on a very ample scale, about 50 to



Samples of Fall suitings, showing tendency towards goods with a pattern, in small checks and stripes. Shown by Nisbet & Auld

52 inches in length, with belted back. On young men's coats a box pleat will be a common feature.

Velvet Collars.

On coats of the smoother materials velvet collars will be fairly strong, and here again the extra V at the side will be used to cause a tight fit at the waist. In fact, this tight fit will be a feature more or less of all men's clothes. Brown and grey mixtures look to be in the lead for next year's colors in Fall and Winter overcoats.

For Spring overcoats some exclusive houses are specializing in loose flowing

The premier ordered-to-measure tailoring house *of* Canada

"Crown Tailoring" is the original special order tailoring house of Canada—built up from one agency to a service which now covers Canada from coast to coast, is represented in most of the best towns and cities in the country.

Our aim has always been and always will be, to have only the livest and most reliable merchants as our agents. Our service is the best and we want men who take full advantage of it—men who look to the interest of their patrons as well as their own interest.

With the steady growth of the **"Crown Tailoring"** business we have added such facilities that the increased business warranted to keep our service second to none. To-day we have the finest clothing factory in the Dominion, devoted to the made-to-order men's clothing business.

There are still a number of towns where we are not well represented. This is an opportunity for foremost clothiers to obtain a set of samples which will make money for them.



The Crown Tailoring Outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you, without a cent of outlay, to cater to the men who buy only tailor-made clothing. Why not write for the agency to-day?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

garments, with a more or less wide skirt. One man in conversation described the chief advantage of this style as being that it gave the feeling of ease and the appearance of what he aptly called unconscious dress.

Among the characteristics of some of the coats shown was the set-in sleeve with the seam on the shoulder meeting the seam in the sleeve. A convertible cuff is also to be had, which can be turned down to button right around the wrist for greater comfort when motoring, driving, etc.

Many coats have leather buttons to harmonize in effect with the cloth. A favorite material for these garments is a fine homespun stuff called "hand-woven Connemara," which is made in the lighter shades of greys, browns and greens.

Balmacaan Going Well.

The Balmacaan in tweeds is meeting with public favor. This coat combines lightness and great freedom of movement. Very deep armholes are a special point to be noticed, allowing the coat to be slipped on and off with the greatest ease. Some firms are taking the chance of heavy stocking in this, almost discarding the Chesterfields.

With regard to belts, there is considerable divergence of opinion, but there is a strong feeling that the belt will not be so much favored this season. The general trend for Spring and Summer overcoats, according to one of the most exclusive clothiers, is all towards looser-fitting lines.

Will Specialize in Clothing For Boys

New Preston Store Will Make the Young Folks as Important as the Grown-Ups—Busy During Day When Men Are Working.

C. H. MASON, who has recently opened a furnishing store in Preston, Ont., intends to specialize in children's wear. He believes that children's goods are a fine drawing card and help to advertise the store. Besides, in a town like Preston where a great part of the male population is busy during the day the presence of children's clothing in the store attracts considerable custom from the female population. The following is a circular which he issued last month when starting:—

"Dear Sir,—In a short year and a half while I have been in Preston, I have particularly noticed the rapid growth of our town, both from the standpoint of population and that of enthusiasm which our people take to make this a bigger and better Preston.

"During the last year several young men have taken over businesses formerly run by older inhabitants, and one cannot help but feel the different spirit that it puts into the business section of the Hub of Waterloo County.

"I believe with the man or men who composed the wording on our sign boards—

PRESTON: A Good Town to Work In.
PRESTON: A Good Town to Live In.

"Taking these things into consideration I am about to open a Men's Store here. You will agree that this town is sufficiently large to warrant—besides what men's stores we now have—an up-to-date high class Men's and Boys' wear store handling Men's and Boys' furnishings of all kinds. Ready-Made Clothing and specializing in Made-to-Measure Clothing for Men.

"As you know our place of business in the Schultz Block has been undergoing excessive alterations both inside and out, and we assure you that all which will tend to make your purchases from us unregrettable ones will be our aim while in business here.

"*Mason's*, for this is the name of the new store, will formally open on Friday evening and Saturday of this week. We solicit a share of your patronage, guaranteeing you in return QUALITY and SATISFACTION.

"If your garments are marked *Mason's* it is a standard of quality.

"Trusting that you will favor us with a call in the near future."

Selling Clothes By Phone

Follows up "Lookers" and Makes Sales That Otherwise Might be Lost—Man is Pleased at Notice Taken and Often Buys.

"YOU see that clerk over there telephoning?" queried the owner of a clothing store in a big Western city, writes W. E. Norton in System. "He'll sell more suits of clothes in the next half-hour over the 'phone than any other man on the floor will sell regularly in an entire day."

"He has a system all his own. When a man comes in and does not buy, this clerk gets the 'looker's' name and address and hunts the name up in the telephone directory. He gets a pretty exact line on how the prospective customer's taste leans; then he waits until a special sale is on and calls up his man.

"'Mr. Blank,' he says, 'you were in here a few weeks ago and said you liked a light-weight, navy blue suit, but preferred to pay about eighteen dollars. We've a sale on suits that regularly bring twenty-seven fifty, at seventeen seventy-five. I am holding your size, coat forty-two, trousers thirty-six thirty-four, and you can put the suit right on and wear it away—or I can send it over for you to look at if you like.'

"The man called up is pleased because he was remembered, and often comes right over to the store, asks for the clerk who called him up, and ten to one, buys. This first satisfactory experience often makes him a 'regular' and after that when there is something special on, all the enterprising clerk has to do is to call him up.

"You'd be surprised to find how many men like this easy-to-buy method. So many, in fact, that we think of putting this clerk in charge of a 'telephone notification department,' and let him work the idea with all the tactful energy he possesses."

Actors Help Trade

At Least They Create Demand for High-Class Goods—Stocks in University Cities Must Keep up to Mark.

That the young men of the larger cities are becoming much more fastidious as to dress is the contention of one of the more exclusive men's furnishers in one of the largest Canadian cities, and the reasons he assigns are the university and the theatres. "It is a fact," he says, "that if a haberdasher is to keep in the front rank here he has to keep the very latest things in clothing and general men's furnishings. Two things to which I attribute this are the university and the theatres. At the university, while it may be said that the majority are not flush with money, the enrolment is now so large that the number of men with means in attendance there is suf-

(Continued on page 70.)

1913 LEFT OVERS

OR

1914-15 STYLES?

Do you want "left overs," or new, natty fabrics and styles—1914-15 styles?

We are no doubt in a different position than most clothing manufacturers—for every order of Art Clothes, Ready-to-Wear, is made up especially for that order. We have no "left overs"—not a single suit from last season.

ART CLOTHES
COOK BROS. & ALLEN LIMITED

In buying Art Clothes you will get the newest fabrics and smartest styles. We are featuring a number of young men's exclusive models in suits, overcoats and evening clothes.

Our representatives are out with these models, complete range of new fabrics and an advertising proposition that will get and keep the best business in your town.

Write or wire NOW, for an appointment.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.
(The Art Tailoring Co., Toronto)

Wholesale and Retail Man of Mutual Benefit

How Co-operation Between Two Classes in Clothing Trade Can be Made Helpful—British Business Methods Superior in Absence of Continuous Price-Cutting and Cancelations—Address to Ohio Association.

THE following address by Wm. Goldman, president of the National Wholesale Clothiers' Association at the first annual banquet of the Ohio Retail Clothiers' Association at Columbus, will be of considerable interest to Canadians in his analysis of the contrast between the systems in the United States and England. Mr. Goldman said in part:—

I have been asked particularly tonight to tell you how wholesale and retail clothiers' associations can benefit each other, and it is because we of the National Association of Clothiers have felt that there were ways by which we might be mutually helpful that we have advocated these organizations of retailers, with the idea that they should ultimately be merged into a national association, just as our local organizations were merged into a national body; and that these two organizations would come together in conference, through a joint committee, to be named to represent each association, that the representatives of these two associations should consider all questions which might help to make the manufacturing and distributing of clothing more efficient, that an effort should be made to eliminate the waste that results from a lack of co-operation, and that both should do what they could to put the standards of trade on a higher plane.

Bettering Relations.

We have such a joint committee composed of clothing manufacturers and woolen and worsted manufacturers, and it was because of the betterment of the relations between these two great trades and because of the correction of many of the abuses in these industries, that we have come to advocate this method for the wholesaler and retailer. Such an organization now exists between the manufacturers of boots and shoes and the retail boot and shoe dealers. Co-operation is the order of the day. We must replace antagonism and the old defensive attitude of one trade toward another with a disposition to work out our common problems in a spirit of mutual consideration.

The Joint Committee of Woolen and Clothing Manufacturers, in addition to dealing with questions that would serve to make both more efficient, established an arbitration board and a board of joint examiners, and these organizations were predicated on the theory that in the adjustment of all disputes that arose between the members of the two associations, equity and fairness should control, rather than legal or technical considerations. A vast number of cases have been satisfactorily handled under the auspices of this committee.

Early Buying and Late Deliveries.

While it is not my purpose to take up in detail the questions that seem to require attention, and, as I am human, I will confess that I perhaps see some that appeal more clearly to the manufacturer than those that appeal to the retailer, and the reverse is perhaps true of those of you in the range of my voice, I cannot refrain from referring to two subjects—one that worries you and one that worries us. I refer to early buying and late deliveries, on the one hand, and to the instability of orders, on the other. The more we examine these subjects the more convinced are we that they are really only one. That if a joint committee of manufacturers and retailers began to study them they would find that one overwhelmingly involved the other.

Now, isn't it worth while for wholesaler and retailer to come together and tell one another what there is in the present method that creates hardship, and what might be done to mitigate, or perhaps remove, the causes of waste and loss that result? Most of these questions seem quite baffling at first glance, but in the light of the methods evolved to deal with some of the great and necessary governmental reforms, shall we despair of our ability to solve them? If we accomplished nothing more than a better understanding each of the other, a fuller realization of what was required to free our transactions of restraint, what a gain that would be.

But I am optimistic. When we consider the progress that has been made in the past 15 or 20 years in many directions, who is there that will gainsay me when I predict that the solution of many of the problems that face us to-day is not only possible, but not far distant?

British Business Methods Better.

There is much that we needed to do to bring the whole industry to a more uniformly high plane. I have had an object lesson recently, resulting from a trip abroad, which I made for the purpose of investigating what avenues would be opened to competition by the new tariff, and while I had the satisfaction of learning that even the violent reduction in Schedule K (the storm centre of the tariff) would let very few foreign goods in, and this served to reassure me as to its effect on our industries generally, my observations tended to convince me that there were certain directions in which we might with profit emulate the English business man.

The very enterprise that is characteristic of the American often causes him to follow a false lead. His aggressiveness not infrequently causes him to depart from sound practice. We are prone to accept the existence of an evil with complacency and as a matter of course, to assent to a proposition because the "other fellow does it." While my contact with English business was confined to the woolen and clothing trades, I learned that the men engaged in these industries were a uniformly prosperous lot of business men. They appeared to average up better than we do over here. There was not that disparity in degree of prosperity that is significant of American business, and I am very much inclined to attribute this to the fact that the English business man has a wholesome respect for traditions and for sound commercial practice. He believes that if he has been thoroughly schooled in the technique of his trade and practises economy in the conduct of his business, there is a place in the business world for him that he can hold without stultifying himself or sacrificing a single time-honored principle.

I am not defending all of the British methods. It is easy for us to understand how rigid adherence to traditions has entailed some narrow, and to us antiquated methods, but, on the other hand, our breadth of view and progressiveness often cause us to disregard vital principles, the violation of which not infrequently returns to plague us.

Cut-Price Sales and Cancelations Unknown.

The continuous performance of cut-price sales that we see over here are unknown on the other side. There, when a merchant wants to clean up stock, he offers a reduction of 10 per cent. to continue for a certain number of days, to which the buyer responds because he knows it is genuine. Over here the very extravagance of the announced reductions creates doubt and brings demoralization.

Cancelations are unheard of in Eng-

Style-Craft

Tailored Clothes

¶ Our travellers are now out with the full range of Style-Craft tailored clothes for Fall and Winter 1914-15.

Never have we offered a range more notable for its exclusive, smart styles in both cut of garment and design of fabric.

Style Craft clothes make a strong appeal to the men of the day—the men who make appearance a matter of much moment.

They equal the finest clothes of the best city tailor except in height of price.

Have you looked into the Style Craft made-to-measure proposition? The agency for your town should appeal to you.

Write for full particulars.

E. G. HACHBORN & CO.

TORONTO

land. An order over there, if its terms are observed, is an obligation of equal standing with any other business liability.

It is not my purpose to rehearse the serious shortcomings that we encounter so often in the conduct of business over here, because they are known to all of you, but the aggressiveness of the American business man manifests itself in so many directions that we don't examine some of them very closely.

The Moving Habit and Others.

Let one or two wholesalers or retailers move to a new locality, in which the chief attraction is higher rent. We have the moving habit over here. Pretty soon they are all in line like a flock of sheep.

Some enthusiastic retailer comes to market with a rosy plan for financing his business, selecting certain firms as among the chosen whom he will permit to subscribe anywhere from $1,000 to $10,000 of his capital stock. I have known wholesalers with an eye to volume alone to vie with one another to get in, and they usually do "get in"—bad.

The manufacturer sends his salesman out with a tremendous assortment of merchandise. He has almost every conceivable model, and yet he finds retailers want to be their own designers and are ready to create any number of specials for him, and, rather than see the "other fellow" get some business, he takes this along, and destroys his manufacturing policy and adds to the cost of his whole product.

I do not care to elaborate too much on this theme. I realize, of course, that a majority in all branches of the industry can say "not guilty" to these lapses, but the shortcomings to which I refer are conspicuously in evidence, and contaminate the whole trade.

We have no quarrel with the ambitious or progressive man. He should be keenly alive to any wholesome influence that will extend his trade, but he must learn what makes for healthy development and what is the path to his own undoing. We need, in other words, to combine with the enterprise and energy which are significant of all American business men that "spine," poise and sense of perspective which many have here, but which is characteristic in these English trades as a whole.

We appear to be on the eve of a new era. Let us of the competitive trades share in the national prosperity to come.

I am not pleading for larger profits; our gross profit seems entirely adequate yea, even liberal, but I do ask for an elimination of the waste which these weaknesses entail, for a sounder conception of the meaning of the words "self-reliance in business," for a more wholesome regard for the principles which make for permanence and prosperity in trade.

Union Label Stores in Canada

Labor Unions in Toronto Subscribing to New Concern to Sell Only "Label" Men's Furnishings—Appeal to Different Union Organizations.

AN interesting document has come into the hands of The Review in the shape of an appeal addressed "To fellow trade unionists of Toronto," to subscribe to the stock of "The Union Label Stores Co. Limited," organized to open a store for the sale of many union label gents furnishings, "not made at present in Canada," such as collars, shirts, neckwear, suspenders, underwear and socks. "The Retailers," the circular states, "refuse to import the above-mentioned goods from across the line where our brothers and sisters are obtaining fair wages, but continue to sell the sweat-shop articles and will sell them if you are fools enough to buy them.

"Don't you wish to see your union flourish? Don't you desire to see other workers become organized? We believe you do.

"We herewith submit a practical remedy to protect our unions against the unscrupulous employers and which will help to organize many other lines of industry."

The statement is then made that the Union Label Stores Co. Ltd., has been organized by local unions and union members to advertise, display and promote the sale of Union Label goods, "which we will be able to sell at close competitive prices." About $2,900 of the share capital has already been subscribed, among the shareholders being the District Labor Council, Garment Cutters, Garment Operators, Boot and Shoe Workers, Lithographers, Barbers, Brass Moulders, etc.

"It is a bread and butter proposition," it is declared, "and the workers are realizing that they must do the co-operating if progress is to be made.

"Now, Brother, we expect to open our first store, centrally located, in another month. Are you prepared to do your part? We need your subscription for stock! Every union member has a duty to perform to advance the interests of his fellow workers. As a trade unionist we believe you want to discourage non-union conditions in a most effective manner; you can do so by helping to get our store in operation, and to open the store, more shares must be subscribed."

As a further reason for support it is stated that "if our union members are to obtain constant employment in union shops, then the products of those union shops must be purchased by us (consumers). If you fail to do this and use your union wages to purchase the products of non-union concerns, then you are defeating the aims of your union. Invariably the local retailers are prejudiced against Union Label products, often advancing the price so that you may be discouraged from purchasing same."

It is further declared that later on as the Company develops it is proposed to sell the workers all kinds of fruits, vegetables and provisions to be obtained direct from the producers—to reduce the "high cost of living."

"ABBREVIATED" SUITS.

A cable from London states that "abbreviated" suits for men are the latest decree of fashion. The tailors have ordained that there shall be a reduction all along the line. Even the dress suit is to be abbreviated—it is to be short and form-fitting.

This is the official decision for the overcoat: Three-button, single-breasted, patch pockets, no outside breast pockets, narrow shoulders, small sleeves, extremely form-fitting. Also four-button, double-breasted. No belts on either coat.

Other styles are: Sack coats, three-button, "conservative natural" shoulders, with straight line, 9-inch centre vent for skirt and 3-inch vent for sleeve; two buttons on sleeve, and slight form-fitting; or, three-button, narrow shoulders, no pads, small sleeves, extremely form-fitting.

The walking coat is one-button, peaked lapel, short-waisted, and skirts extremely "cutaway."

Dinner coats will be satin-faced to the edge, the collar and cuffs bound with satin, with outside breast pockets and link buttons.

MONTREAL CLERKS ORGANIZE.

The retail clerks from the hardware, dry goods and grocery trades in Montreal have decided to organize a protective association affiliated with the Retail Clerks' International Protective Association.

For Fall

Very shortly our salesman will call upon you with new Fall and Winter 1914 models of

Sovereign Brand Clothing

FOR MEN AND YOUNG MEN, AND

Sanford Juvenile Clothes

We indulge in absolutely no exaggeration when we say that in these lines you will see clothing values that have never been excelled in Canada.

The smart, distinctive styles, the up-to-date exclusive materials, the perfect fit and the splendid quality of tailoring shown in these goods, can hardly fail to elicit your admiration—and your orders.

See them; make a point of it—Sovereign Brand and Sanford Juvenile Clothes have a tremendously strong reputation. Every dealer who has ever tried them has found them good and quick-selling lines that can be relied upon for profits and satisfaction.

W. L. Sanford Manufacturing Co. Limited

HAMILTON WINNIPEG

SHAPE RETAINING
Sovereign Brand CLOTHING

SHAPE RETAINING
Sanford JUVENILE CLOTHES

Strong and Weak Points in Clothing "Ads"

Two Samples of Prize-Winners in Newspaper Competition — Where Selling Idea is Combined with Pleasing and Attractive Display.

TWO types of clothing advertisments are presented here that were secured under interesting conditions. Some time ago "Printer and Publisher" arranged a Newspaper Advertisement Competition and in order that the judging of the entries might be carried out along uniform lines, the "copy" for the ads. was supplied. The one on this page was adjudged the best, and the one on the next page was given second place, out of a large number of competitors.

The first was submitted by H. Beattie, of the Sudbury "Star," and the second by J. W. Cowan, with the "Saturday Sunset" presses, Vancouver, B.C. In its criticism of the first prize "Printer and Publisher" said: "It will be noticed that Mr. Beattie's entry is treated in that forceful, but pleasing style. A notable feature of this arrangement is the telling four-line bit of information at the start that catches the eye, holds attention and rouses interest. Farther down the price and other important information stands out prominently. The arrangement on the whole is neat and attractive, although it weakens in the final three lines with inconsistent letter spacing, unnecessary panels, and light-faced type with 'quotes.'"

The second prize advertisement was declared to show "unity, pleasing form, emphasis of white space surrounding matter, is well balanced and shows consistent harmony of type faces. Good emphasis is given to three headings in 1, 2, 3 order, and secondary emphasis to three or four subordinate points. The panel is effective and emphasizes one of the main points of the advertisement."



First Prize Clothing Advertisement.

Too Close to Border.

Another prize winner was weakened by being set close to the border. It was said to "weaken the emphasis given by white margin."

Another was "weak in the solid portions which have been set too small for rapid reading." This type was indented but set very small.

In its summary of the entries "Printer and Publisher" says: "There was one point in ad. composition proved beyond cavil: to attain its highest efficiency an advertisement must have good advertising force as well as good style of display.

Ad-Compositor a Salesman.

"The ad.-compositor may be likened to a salesman. Really the main difference between the two is the medium with which they work. The salesman sells goods through the medium of speech and gesture; the ad.-compositor through type and ink. The minute the ad.-compositor starts to work on an advertisement, that minute he has begun his appeal to the reader of his paper in favor of the advertiser's goods. Like the salesman's selling talk, the effect of the ad.-compositor's appeal will depend largely on the points he chooses to emphasize most strongly, and the manner in which he presents them. Every line of type, every rule, each piece of material plays its part in the sum total of the effect on the reader.

WHO IS WALKING THE STREETS?

You will find that it is the untrained man or woman who is dispensed with when the financial pinch comes and expenses must be lowered. It is not the clerk who has had thorough training in

CARDWRITING ADWRITING or SALESMANSHIP

through the mail courses of the Shaw Correspondence School. Our courses are compiled by America's most practical instructors. They contain the cream of knowledge gleaned from years of practical experience of these men and others. Will you look into them and prepare to insure yourself against joining the ranks of the unemployed?

Fill in and send the attached coupon.

The Shaw Correspondence School, Toronto

Cor. Yonge and Gerrard

FILL IN AND MAIL THIS COUPON TO-DAY

D.G.

The Shaw Correspondence School

Yonge and Gerrard Sts. Toronto

Please send full particulars of the course marked with "X"

CARDWRITING
ADWRITING
SALESMANSHIP

Name.....

Address.....

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.
TORONTO 14 Manchester Bldg.
MONTREAL 100 Anderson St.
BALTIMORE 114 W. Fayette St.
ST. LOUIS 426 Victoria Bldg.
PHILADELPHIA 839 Market St.
BOSTON 68 Chauncy St.
CHICAGO 223 W. Jackson Blvd.
SAN FRANCISCO Postal Telegraph Bldg.
ST. JOSEPH 201 Saxton Bank Bldg.
KANSAS CITY 205 De Graw Bldg.
ST. PAUL 242 Endicott Bldg.
WINNIPEG 400-02 Hammond Bldg.

Some That Repelled.

"Among the entries in the competition are many advertisements arranged in a pleasing and attractive manner. Harmony of tone and shape is good, balance well preserved and contrast in size and tone of type effectively utilized. . . . Yet with all this many of these entries seem to suffer seriously from the lack of spirit and force and are by no means impressive from a commercial or advertising point of view.

"In other cases, crude and coarse arrangement tends to repulse a reading, even where the salient points of the copy have been picked out and boldly emphasized.

"Others strike a happy medium and effectively combine the selling idea with a pleasing and attractive display."

ACTORS HELP TRADE.

(Continued from page 62).

ficient to be taken into account by the most up-to-date haberdasher. These young men, many of them, keep in touch with their confreres in other college centres and get the latest ideas in clothing from other cities and, of course, as a result demand of the local clothier the newest ideas in apparel. This city, too, is a great theatre town, the attendance at the theatres is very large and at such places the latest things in men's wear are often worn on the stage, and many a young fellow sees something there that catches his fancy and he must have the same. You know years ago we used to have a man come in and say, "I want a sack coat," well we gave him a sack, and he was satisfied. Now in order to satisfy the public we have to carry ten different styles of coat and fifty kinds of material."

A MOST AMAZING OPPORTUNITY

FOR YOU TO SECURE A STYLISH, DRESSY SUIT

made to measure from choice materials at an exceptionally low price.

¶ In order to have our left-over stock of heavy fall suitings out of the way in time for our winter goods WE ARE OFFERING YOU FOR THE NEXT FIVE DAYS

SUITS TO MEASURE

$12.50

¶ Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says.

¶ Our tailoring is guaranteed satisfactory.

¶ The materials are of the best quality from English, Scotch and Irish weavers.

¶ You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

SMITH & SONS

QUEEN'S ROAD OPPOSITE THE POST OFFICE

OPEN EVENINGS

Clothing Advertisement Winning Second Prize.

SILK SWEATER COATS.

Popular in New York for Street Wear—Vivid Colorings Order of the Day.

A New York authority writes: Sweaters knit on loose, straight lines, which suggest rather than reveal the figure, seem to have the call with women. Demand is good for a sweater coat at $5.00 and over, which allows the manufacturer a fine margin for the addition of style and quality. Silk sweater coats, on account of light weight and small bulk, are popular for general street use worn under jackets or coats. Originally imported from the other side, these silk coats are being made in considerable variety by domestic manufacturers. With their increasing popularity among those who are able to afford a higher-priced garment, there is no reason why a manufacturer should hesitate to allow his ingenuity and creative ability free scope, with the surety of a ready and appreciative market always at his command.

Very soft wool sweaters are being imported from the other side, with a plain knitting stitch, very long, coming well down over the hips. Vivid colorings are the order—greens, orange, purple, yellow—with scarf and cap of contrasting color. Should this vividness of coloring come into vogue on this side, it will do much to liven and warm up the coldest Winter weather.

WOOL WILL KEEP HIGH.

Production Falling Below Demand, Says French Knit Goods House.

The following statement has been received from an important French house: "We note with satisfaction that the English wool trade now looks on the future with more confidence, and that they are now operating more largely in wool and tops. Here trade continues good. No one is unloading and prudence is observed by all manufacturers. It is precisely this which makes the strength of the situation. Both manufacturers and merchants hold no speculative ideas. We may expect well-sustained prices in London, if not some little rise. The United States continues to operate in Europe in fabrics and wool, and transactions from this source grow monthly. We must accustom ourselves, therefore, to higher values for wool as well as other articles. Wool holds an exceptional position, because consumption is increasing with population, while production is undergoing a progressive diminution. We are not, therefore, frightened by wool values. In the future we shall see higher prices."

KANT KRACK

COATED LINEN

COLLARS

Only a 25c. sale—but

hanging to that sale may be a hundred dollars' worth of business, perhaps more—you never can tell when you sell a 25c collar, what it is going to bring, but if it is a KANT KRACK you can be certain it will give perfect satisfaction and with satisfaction comes continued patronage. It is the long-wearing quality (the result of the flexible lip and the long slit over the back buttonhole) the natty style and perfect fit that appeals to men.

Made in Canada in "One grade only and that the best."

Sold direct to the trade by

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Tango Tie Leads Novelties for Easter

Figure of Dancers Shown Below Knot and Near End—Hosts of New Designs for Spring Opening—All the New Colors Featured—Polka Dots Return in Strength—Social Influences on Men's Wear.

THE oldest living merchant has seen nothing like it—this flash of color that has burst upon the neckwear market. The ladies won't be in it with us on Easter. We can match them in every color-scheme they like to bring out—in their wardrobes.

Is it tango, paddy green, mustard, mahogany, cerise, champagne, indigo or porcelain blue? We have them all.

But if by any chance one has been omitted, you'll find it in our galaxy of shirts. Probably honored with a stripe an inch or more across.

You have heard of the tango? Or rather have you heard of anything else? A cartoonist recently pictured mankind as tango-ing, two and two, down town to their work in the morning, so as to lose no time from the tango, and three couples in a Canadian city tangoed up and down a street car at 2 a.m.!

Well, we stop the press to announce—to welcome—the TANGO TIE. Spell it in caps., compositor; shout it out upon the housetops. "Let joy be unconfined"; we have the Tango Tie and we have, likewise, the Tango Shirt.

Recipe For Tango Tie.

The recipe for the Tango Tie might read as follows: Take a plain cold silk, grey, navy blue, and so forth. Make some whirls below the knot and near the end to represent motion. Inside set a figure of a man in black and a lady in a fashionable shade for dango dancing—and you have the tango tie. It is simply an adaptation of those bizarre figured designs of aeroplanes that set Paris and London by the ears—and eyes—a few months ago.

These "Tango" ties have colleagues in the "Tango" shirts, which are described elsewhere in this issue. The two are quite in the running for Easter.

As prophesied several months ago in The Review, the ties that held their drawing powers chiefly from the pattern, stripe, or contrasting color or design at the flowing ends, are weakening. In their place are all-over effects; whether in flowered patterns, or conventional designs, or a succession of stripes, Roman or club, it matters little which. But in the great majority of lines of ties the all-over effects are manifest.

Softness, Not Loudness In Colors.

To the colors there is no limit. And And yet, bright as they are, they do not—except in a few extreme cases—approach the oppobrium of being "loud." There is a certain softness about the new shades and an artistic arrangement of the patterns that transform them into things of beauty. There is a lack of crudeness in design that has distinguished most of the bright color creations in years past.

This favorable attitude of the public may be, and no doubt is, due to a special reason. The vests, as a rule, are higher; the space below the collar is therefore smaller, and the portion of the bright tie revealed, proportionately smaller. So the bright color display is less in degree, though not in kind. This safety valve will be removed, of course, when the vest is discarded in summer weather, and it will be interesting to note whether there will be a reaction against the vivid scarfs. Chances are there will not, for by then custom will have "staled" their infinite (and bright) colors.

THIS IS " IT "



Tango tie, showing printed figure below knot and at end, surrounded by a "whirl." Courtesy of Brass'.

Polka Dot Back Again.

There are certain well-defined tendencies in ties. The all-over design in various lines has been mentioned, and self colors in plain silks and in brocaded satins. But our old friend the polka dot is back again, in renewed strength. Indeed one might surmise the designers had spent the intervening years of absence in working out a variety of sizes for the dots and colors, so many are the forms in which it is turning up. It has been a favorite remark for years that the polka dot in navy blue and white for flowing ends and bow ties were "always in good taste." But this Spring the navy blue has half a dozen or more quite successful rivals.

Nor in this summary must the knitted tie be neglected. More and more it is being shown in the broader widths and in club stripes with pronounced contrasting colors.

Chief Materials.

Among the materials selling well at the present time are pure silk repp and foulards, and that popular line in feminine fabrics also, crepes.

One dealer thus summed up the color situation: "Ties will be very gay. The best sellers will be mustard, paddy green, burnt orange, tango and cerise in self colors and combinations. Black and white stripes and checks are also shown in profusion with black satin borders." Woodbine stripes and mugadores, he said were also strong and knitted ties still held favor, particularly with conservative men.

Some Ties That Are Selling.

Among the special lines of ties that are selling may be mentioned the following:

The heavy club stripe, running on the bias, a sample of which was given in last month's Review. These come in black and white, blue and black, green and black, and some of the brighter colors, in twos.

Another bias effect is in Roman stripes in brilliant combinations of three colors, arranged like this: red, black, yellow, black; or yellow, black, blue, black.

An unusual effect is secured by a broad stripe green, yellow, blue, purple, etc., running across the tie, and in between a series of narower stripes of black and white.

Various forms of shepherd's check are also selling well, closely following the popularity of this venerable combination in suitings.

Plain colors with a jacquard figure.

Brocades in self colors, tango, paddy green, mahogany, cerise, mustard, navy blue, purple, and a few more.

Silk in self colors with a broad satin stripe about 1¼ inches wide, running on the bias.

In polkas the latest novelty is a white spot on a gold ground; and another uncommon one is a gold ground with a black dot. Green on blue ground is another combination.

These dots are in all sizes from the smallest pinhead to the half-inch in diameter forms. These latter have at a distance almost the effect of a honeycomb pattern. A few ties are being shown with the polka dots growing larger towards the bottom of the tie.

Pinhead Dot on Silk Bengalines.

Among others selling well just now may be noted silk bengalines with a pinhead dot. These are further distinguished by a plain bar crossing the tie on the bias and coming just below the knot when tied up. The same idea is worked out in ties of a check pattern. This makes a very neat tie of a rather unusual style.

In medium-priced lines the bordered ends and panel borders continue to move out well.

Some dealers are pointing out as one of their best sellers some very neat ties of a narrow cut in black material, relieved with a diamond spot of various colors coming just below the knot. Others again following the same idea have a star-shaped or sun-burst spot taking the place of the diamond.

A peculiar pattern of several colors in what might be called a "hit and miss" weave, following no particular design. It has been stocked heavily by some dealers, and they report these to be a very satisfactory line.

A deep satin border also is a feature of many ties. Often this border is edged with Roman stripes.

Another buyer gave the following opinion: "There appears to be no doubt that highly colored ties will be strong for Easter trade. One reason is the fact that the vests buttoning up fairly close enable a man to wear a bright tie without feeling too conspicuous, as the amount of brilliant coloring shown is pleasing rather than startling."

Foulards Strong.

For later on in the season foulards will be very strong—stronger than for years in fact. These will be made from bandana handkerchief squares in ancient madder effects, printed crepes and crepe de chine. Many of these have the wide border of the corner of the handkerchief retaining the effect of the bordered ends.

"In fact," as one man said, "any style is good as long as it makes a good appearance. Some prefer the all-over effects, some prefer the spot and others again the Oriental patterns or the bordered ends. Everything goes, but it is necessary to have a variety."

One house in showing some very pretty ties in plain colors of Swiss crepe. These, they say, are selling very well.

Knitted Ties in Better Lines.

Knitted ties seem to be holding their own very well and a dealer who has had long experience with knitted ties says he believes that the future for these is extremely good, especially in the higher-priced goods. One firm at least has bought more and is selling more than ever before in their history. A feature that augurs well for the future of the knitted tie is that some Canadian manufacturers have installed machinery which enables them to put out goods of the very best type and to give Canadian dealers every facility. The cheap knitted tie is becoming a thing of the past. In the better lines club bars of about a quarter-inch or wider are good and also horizontal bars in two or three colors.

Here, as well as in ties of other material, all colors are good, quiet greys and blues holding favor, as well as more brilliant tangoes, purples, reds, etc. The general opinion is, however, that the brilliant stuff will be most in demand. Heavier linings are now being used by many leading firms in order to make a larger knot to fit in with the wider collars.

Samples Of Easter Ties



Foulard silks, showing the all-over designs. In the second and third the well-known Dresden pattern is worked in. Shown by Bilton Bros., Toronto.

TANGO INCREASING SALES.

The craze for the tango has become so pronounced that it has long passed on from tea rooms holding afternoon teas to the Big stores. In New York Wanamaker's arranged a program in the auditorium of their store in which a chronological history of the dance was shown from the old Grecian days to the present. Gimbel Bros. are holding a daily exhibition and demonstration of the "latest dances" every afternoon in their Tea Room while a shirtwaist manufacturer lifted the monotony of



Easter Ties

No. 1, Ombre crepe in Paddy green, purple, black and white. No. 2, Parisian scarf, with hand-painted flowers. Courtesy of Brass'.

"Sew, Sew, Sew," by installing" an instructress of the giddy tango in their establishment during the lunch hour.

In New York it is reported that several fashionable cafes are arranging to sell evening dress collars for men in their dressing rooms,—so strenuous is the exercise that it wilts down a collar half way through the evening.

"CASHING IN ON DANCE CRAZE"

In an article on "Cashing in on the Dance Craze," Men's Wear, New York, says:—

That old saying, "He who dances must pay the fiddler," should have an addition tacked on the end of it. It should read, "He who dances must not only pay the fiddler, but he must be a pretty good patron of his clothier and haberdasher." If there is one place more than any other where a man wants to look and feel well dressed it is on the floor of the ballroom. He may go to a banquet, and if he is particularly careful to keep in his seat the other guests need not know and he need not feel particularly conscious of the fact that the tails of his evening coat are cut on the lines favored by our best designers in 1907. He can go to a card party, and, if careful to keep his feet under the table, no one need know that his evening pumps were purchased three seasons ago.

But when he gets out in the spotlight on the ballroom floor it is a far different matter. He does have something to worry about then, and the 1907 coat tails which he sat upon at the banquet and the 1910 pumps which he kept under the card table are very likely to spoil his evening if he is a sensitive soul. Before he goes to another affair he visits his favorite men's apparel store. "I have found," said a live men's wear dealer in the middle West, the other day, "that these tango parties, which are becoming an every-night affair in my town, are boosting the sales of evening clothes and evening dress accessories. Men who have not danced in years are getting to be fanatics on the subject, and every day finds a number of them in our store freshing up their evening wardrobe. It is not only the younger men, who have always been considered the dancing men in past years, but the middle-aged men, and even the portly elderly chaps are taking it up."

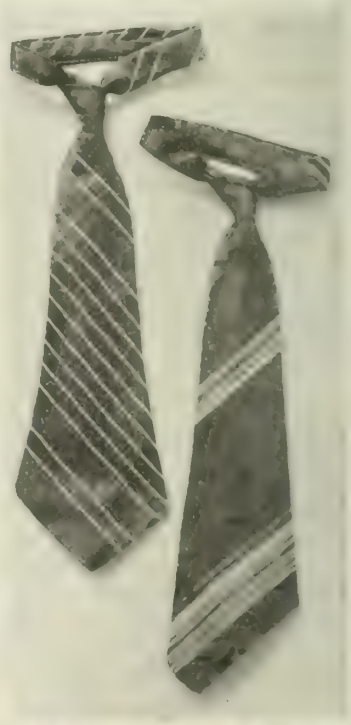
Unless your town or city is a rare exception, the new dance craze is gaining a large-sized foothold in the social activities of the place. In nearly every city, town or hamlet from New York to San Francisco one can find good-sized crowds dancing to the strains of the snappy tango music or the graceful hesitation waltz. In a number of places they are tearing out the seats in the moving picture palaces and installing ballroom floors. Ice and roller skating rinks are being transformed into large dance pavilions. Dancing teachers are again in their glory, and leading exponents of the art like the Vernon Castles are becoming wealthy and world famous.

There is no time limit to the new dance; they go on nearly all hours of the twenty-four. Back in the days of the waltz and two-step we confined our terpsichorean activities to the evening hours; but now we have the tango afternoon teas, the tango luncheon parties, and in some places they are said to be contemplating tango breakfasts.

While the dance has always retained its hold in the smaller towns and cities, it has not in years, if ever, developed into the craze that is sweeping the country to-day.

Where It Affects the Apparel Trade.

The progressive retailer of clothing or furnishing goods can make this epidemic of dancing add a considerable amount to his sales and profits. He can announce through his newspaper advertisements and display windows that his establishment is the proper place for the men to purchase their dancing equipment. He can install special displays showing the complete outfits for formal day and formal evening wear. He can make a study of the correct dancing dress for men, as outlined in the Dress Ethics Chart and in special articles in this magazine, and gain the reputation of being an expert on the subject of what to wear and when to wear it. That reputation will pay handsome dividends in increased trade from the men of his town. When it comes to matters of formal dress, when a man wants to



New ties for Easter wear, one showing the double border of Roman stripes on figured silk in a variety of patterns and colors; the others a new shaped four in-hand of silk reppe with white corded effect. Courtesy of Fowke, Singer Co., Limited.



ROB-ROY

If you want a coat that will sell on sight—show the new Beaver Brand "Rob-Roy"

Here is a coat that is fast making "Beaver Brand" the talk of the trade. It is made along exceptionally manly lines, heavy hand-spun worsted yarns in massive ribbed stitch.

The workmanship of the "Rob-Roy," as in all Beaver Brand knit goods, is the finest. The finish and fit are perfect.

The "Rob-Roy" has the heavy shawl collar, which adjusts to fit high around the neck, giving warmth and comfort in the coldest Winter weather.

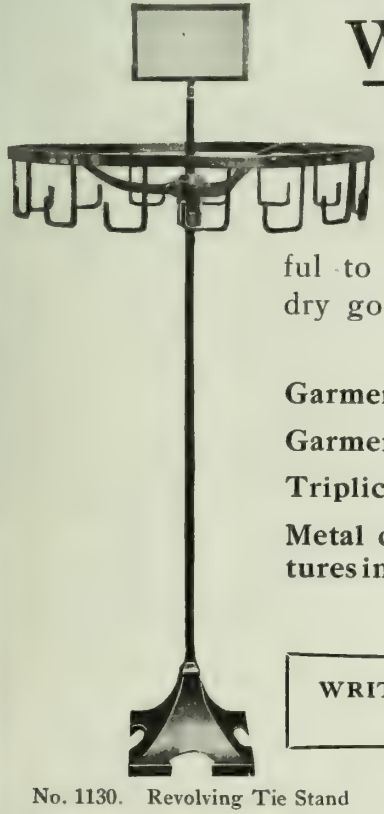
Place your order now for Fall. Samples sent on request.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

STRATFORD, ONTARIO

WE MAKE BOTH STYLES

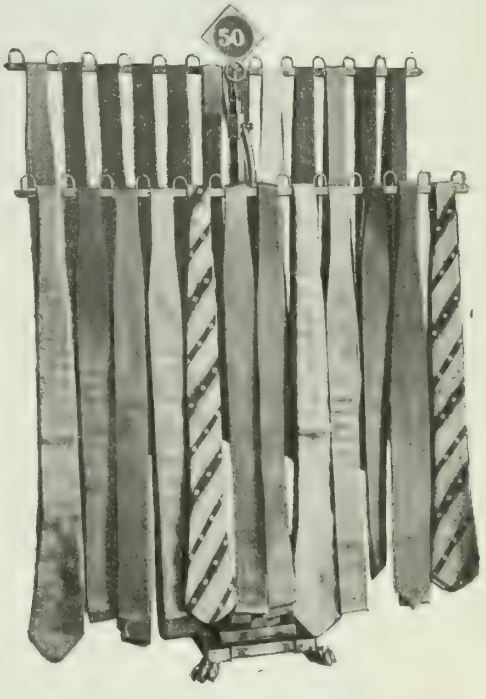


No. 1130. Revolving Tie Stand

Either revolving or straight bar Tie Stands—as well as hundreds of other lines useful to the men's wear man or the dry goods merchant.

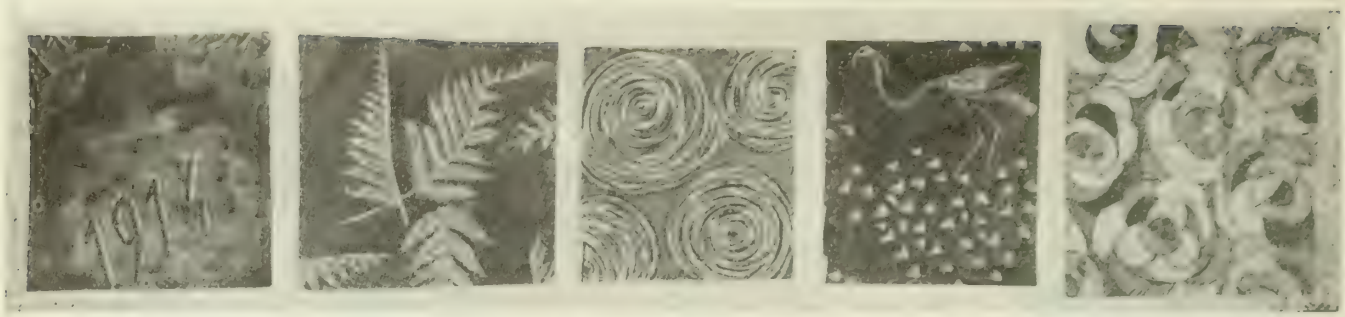
Garment Racks
Garment Hangers
Triplicate Mirrors
Metal display fixtures in all finishes
Wax Figure Forms
Silent Salesman Cases
Glass Shelf Clips

WRITE TO-DAY FOR OUR LARGE CATALOGUE



No. 1056. Tie Stand, price, each, $5.50

CLATWORTHY & SON, Limited, Toronto



WHAT PARIS IS SHOWING IN MEN'S SCARFS

No. 1.—The "1914 scarf" of figured silk, the figures 1914 being in satin effect on clouds of lighter color.

No. 2.—Black silk ground, brocaded fern leaves, veins and stems dotted with light violet silk, outer lines of leaves brown mordore. Carried out also in blue and Havana, and green and dark prune.

No. 3.—Spiral effect, figured on black background. Design is brought out in somewhat lively shades, red or green, or gold, mauve, etc., and is accentuated by black threads.

No. 4.—Japanese design, flamingo sitting on bush with broad leaves. This "motif" repeated in different directions. The shades are purple, wine color, green, Havana, etc., on black background.

No. 5.—All-over floral design of brocaded roses, made in light shades, salmon, light mauve, light garnet pink, etc. Courtesy of "Men's Wear," New York.

TANGO INCREASING SALES.

(Continued from page 74.)

be positively sure he is right in every detail of his garb, he will take his patronage to a man he knows can give him the proper advice.

More Shirts and Collars Will Be Sold.

The shirts and collar end of the business will reap an added harvest from the dance craze. More men are going to buy evening shirts, and, as for collars, there is no greater booster of collar sales outside of a Chinese laundry than a fat man at a dance; in fact, nearly any man, no matter what his weight may be, will wilt down several collars during an active evening on the ballroom floor.

One authority in the trade believes that the "craze de dance" is going to be a big factor in reviving soft collars during the coming summer. He believes that for the informal dances at the summer resorts and summer homes silk or mohair suits, negligee shirts and soft collars will be worn by a great many men.

Without question the awakened interest in the dance will help the sales of silk hoisery and the tango slipper with rubber insertion in the soles. It may be an aid to the sale of athletic underwear in the winter time. One man stated the other day, "Whenever I attend a tango party I lay aside my full-length underwear and get into one of the athletic knee-length suits. I find them very much more comfortable than the regulation winter garment." Another man in the trade suggested that the combination outer shirt and knee-length drawers made an excellent garment for dance wear, as the shirt was held securely in place and could not work up from the trousers.

Opinions of the Retail Trade.

A number of men's wear dealers in the Chicago market stated that there was no doubt in their estimation but that the dance fad had been stimulating business in many ways. Clothiers say it has brought an increased demand for the Tuxedo, or evening jacket, as well as the full dress suits. It seems that at many of the Chicago tango parties one notices more of the evening jackets than full evening dress. It depends largely on the occasion and place. Many of them are formal, while others are what one well-known furnisher and club member termed informally formal. This furnisher related an incident which took place in his store. He was recently asked the question by a prospective customer, "What is the proper shirt to wear with a dress suit at a dancing party?" He answered by showing the man a line of white stiff-front full dress shirts. These, he said, were the proper thing, a fact upon which he thought there could be no doubt, yet the prospective customer walked out, saying he had several of that kind. The furnisher, after another similar experience, gave instructions to his salesmen to say in such cases, "These (referring to the regulation full dress shirt) are the proper things, but many of these (referring to the pleated-front shirt) are being worn." The result was that many more of the finely pleated and tucked bosom shirts were sold.

"Even though we are selling many of these finely tucked shirts for evening wear," said this furnisher, "it is not probable that such a shirt will be worn at a strictly formal affair, nor, of course, would the Tuxedo be worn on such occasions."

Some stimulation is noted in regard to evening dress jewelry, and neckwear has also felt the effects of the demand.

"The number of these tango parties," said another dealer, "has brought out many a dress suit and Tuxedo which may have been unused for some time. Finding that the garments are not exactly in style many owners have been impelled to buy new ones."

Demand for Soft Shirts.

"One of the most significant effects that this dance craze has had on men's wearing apparel," declared a buyer for a big string of men's furnishing stores in New York, "is the development of a remarkable demand for soft-bosom dress shirts. We sell hundreds of dozen of dress shirts, and I believe I can truthfully say that during the past few months we have sold a dozen soft-bosom shirts to every one stiff-bosom shirt for evening dress wear. Personally, I feel that for any kind of formal evening affair the absolutely proper shirt to wear is the stiff bosom, even though it be a fancy figure, but that is evidently not the prevailing opinion to-day, because almost every man, both young and old, seems to prefer the soft pleated-bosom shirts, and I think it may all be attributed to this dance craze that is sweeping over the land and sea.

"I attended the annual dinner of the Southern Society at the Waldorf-Astoria the other evening. This is an exclusive society, composed of prominent southerners in New York City—men prominent, both socially and commercially—and it was the nicest dressed and finest-looking assembly I ever saw. There were 1,100 members and guests present at the dinner, and I believe that considerably more than half of the men were wearing soft-bosom shirts with their evening coats. There was dancing, of course, and this may have accounted for the as-



The New American-English Coat Form

This coat form gives the proper set to the garment displayed. Has the round, narrow shoulder. Makes the collar stand up without bulging or straining and the front to hang right either buttoned or unbuttoned. Is adjustable to any desired height.

PRICE.

No. 5 E, as cut	$ 5.00
9 in. round base in black Japan	4.50
9 in. round base in oxidized copper	6.00
Vest Form (Japanned)	3.00
Vest Form (Ox. Copper)	4.00
No. 6 A. Coat Form (any plating) with oak stand and revolving motor, with heavy steel springs, as used by "New York Tailors"	30.00

(Revolves 12 hours without winding.)
Form Booklet sent on request.

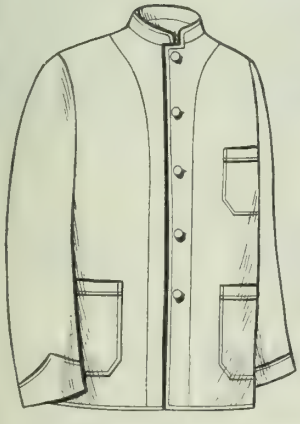
A. S. Richardson & Co.

99-101 Ontario St.

TORONTO

The first manufacturer of Wax Figures, Forms and Display Fixtures in Canada.

Haugh BRAND



Duck Trousers—
$9.00, $10.50, $12.00, $15.00

Duck Coats—
$9.00, $11.50, $12.75, $13.50

As Illustration—
$11.50, $12.75, $13.50.

Duck Vests—
$9.00, $11.25, $12.00, $12.75, $13.50.

Aprons—Carpenters'—
$2.25, $2.50.

Aprons—Butchers'—
$2.50, $2.75, $3.00, $3.50

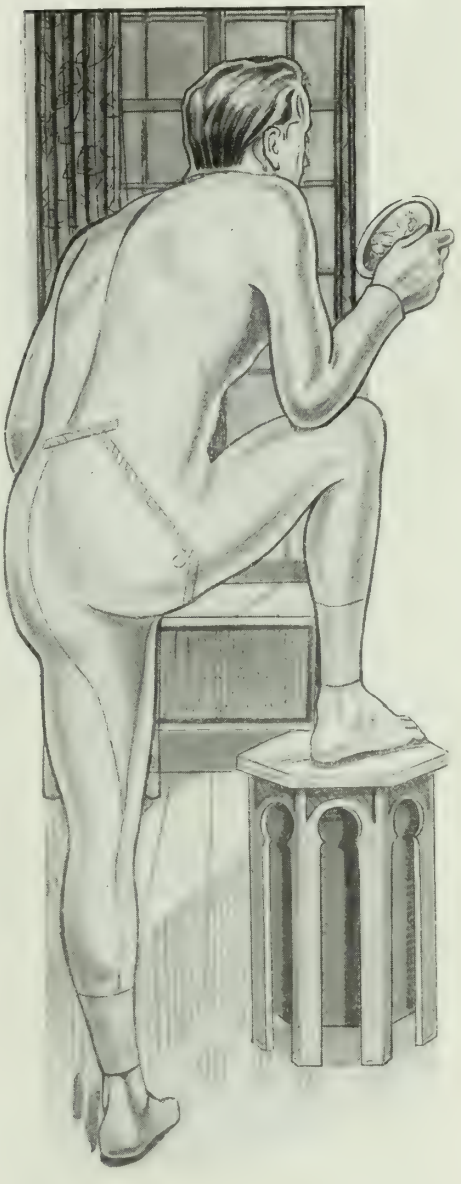
Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College & Bathurst Streets
TORONTO

Dr. Neff's PURE WOOL Underwear



made with the perfect-fitting one-piece closed crotch

This feature alone makes Dr. Neff's combinations the most comfortable on the market.

Dr. Neff's underwear is made of a soft non-irritating wool fabric—perfect in fit, close-fitting, but not binding.

We are exclusive makers of this famous underwear for Canada. Our 1914 samples should be of interest to you and will be sent upon request. Write direct or to our nearest agent.

Samples for Fall sent on request.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

Mr. W. R. Mosey, Toronto, agent for Ontario; J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta; Garneau Limited, Quebec, agents for Quebec and Maritime Provinces; J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; If latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

TANGO INCREASING SALES.

(Continued from page 76.)

tonishing number of soft-bosom shirts that the men wore, for I think the tango and its variations must be held responsible for the wonderful popularity of this style of shirt at the present time."

The manager of one of the stores operated by another prominent and high-class retail clothing and furnishing goods concern in the metropolis declared that, in the absence of any definite figures, he believes they sell almost twenty times as many soft-bosom shirts as they do stiff-bosom shirts for dress wear. "Only the most conservative dressers and the older men buy stiff-bosom shirts now," he said, "and we seldom have a demand for anything but the soft-bosom styles. Business in our evening dress department has been very good this season, dress suits, shirts, collars and ties, silk hats and accessories all having sold very well."

Interferes With Business.

There is another phase of this dancing craze which this manager pointed out is having an evil rather than a good effect on business. He claimed it is causing young men in various lines of business to neglect their work. Salesmen, clerks and young men in other vocations, so the report goes, are being paid to attend the afternoon teas in the big hotels and cafes and dance with the women there, the attraction for them being twofold—the pleasure they get out of dancing and the financial compensation they are given. This manager said that he had had no such experiences with salesmen and clerks in his store, but that he had heard of cases where employees got down to business very late in the morning, and the cause was found to be late dancing the night before. In New York City especially, and perhaps elsewhere, too, there are many young men and women who have developed a craving for the modern dances and who spend every minute they possibly can in the dance halls of the hotels and cafes, and here it becomes a moral as well as a commercial question.

BIB OVERALLS IN WEST.

Winnipeg, March 18.—(Special.)—Western farmers are wearing bib overalls, formerly made specially for engineers. This change has taken place within the past few years. It was formerly customary to make denim overalls, of grey and blue, but now most of the overalls going West are made of indigo blue. They have found the engineers' overalls roomier, durable, and yet they are more expensive. They are utilizing the bib as a protection for the shirt.

ADVANCES IN UNDERWEAR.

An advance of from 5 to 12½ cents is reported in most Spring lines over that quoted in June, according to New York advices. A portion of the Fall duplication of these lines was booked at an advance over the opening figures. This is a legitimate raise, in view of yarn prices, and not much further chance of revision is entertained by agents. Deliveries of Spring lines have been hastened by some concerns, probably to insure a proper delivery, in most instances, as mills have been extremely slow of late years in following out instructions for Spring shipment.

Knowledge is the gradual discovery that you possess precious little.

* * *

Clothes might not make the man but they very often make the opportunity that makes the man.

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

EVERY RETAILER
In Saskatchewan

should attend the Annual Convention of the Saskatchewan Branch of the Retail Merchants' Association of Canada, Inc., to be held in

MOOSE JAW, MARCH 23, 24, 25

Keep the dates open, and make it a point to be present.

There are 1,200 Retail Merchants in this Province working in co-operation for the good of the Retail Trade. Help swell the number.

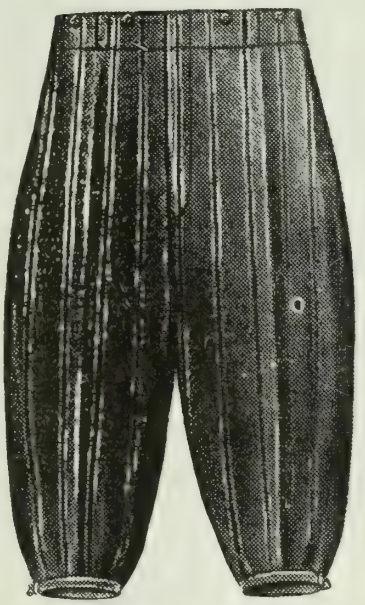
Convention rates over all lines, and a hearty invitation from the City of MOOSE JAW.

Remember the dates—March 23, 24, 25.

Let us work in unity, for in co-operation lies our strength.

For further particulars apply Mr. F. E. Raymond, Secretary, Saskatchewan Provincial Board, Box 475, Saskatoon.

Lion Brand Clothes
the Boys' Favorite



are an important factor in the building of your business that should not be overlooked. Lion Brand clothes are in great demand among the well-dressed youths for the reason that they are in perfect harmony with his ideas of what snappy, correctly finished clothes should be.

Get the exclusive boys' trade of your town by stocking this popular line.

Write for catalogue to-day.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :— Clinton, Goderich, Exeter, Zurich

Tango Shirts and Fine Pink Lines For Easter

Cross-Stripes on Pleated Shirts—Jacquard Allover Design With Soft-Colored Stripes Latest Novelty in from Paris—What Stores Are Showing.

ENTER the Tango Shirt, arm in arm with the Tango Tie. This Easter creation has been pleased to adopt the pleated shirt for its display of bright colorings and marches boldly across it, instead of in the customary "up and down" fashion. These cross stripes in tango or tan colors give the name "Tango Shirt" to the goods they ornament, but many dealers are using the term indiscriminately to apply to all shirts with cross stripes and pleats. These appeared from New York the first few days in March and made a hit at once. Indeed, the public appear to be ready for any novelty that is offering, and do not want it unless it is a novelty. One of the most popular of the cross-stripe patterns comes in navy blue. It is an odd fact that late last Fall a Canadian retailer brought in a shipment of these cross-stripe shirts, showed them a day or two, and then gave it up. Evidently he did not strike the "psychological moment." At the time of writing he is featuring them again rather cautiously.

Broad Colored Stripes.

The deep colored stripe is undoubtedly one of the features of the Easter showings, one that was hardly anticipated by the manufacturers in their offerings last Fall. But along with this general fashion, is a distinct revival of pink shirtings. These, so far, are shown mainly in the more expensive lines, such as silk crepe de chine, and the bulk of business reported is of the made-to-order type. Several exclusive men's wear stores report a very brisk demand for the goods they are showing in this line. There is surely a reason for this favorite feeling; the samples, so far from being "loud," are among the most tasty, indeed beautiful, that have come on the market in years, in this or any other shade. It is usually of a delicate, soft coloring, and the pink generally is the main feature, with perhaps a broad stripe of white silk running up and down at long intervals. Of course, pink is a difficult color to find a match for in cravats, but here is where the popularity of black, in men's as in women's goods, comes in.

Beautiful Pink Lines.

These pink lines are made in silk and wool, soft crepes, including grenadines, and fine quality of taffeta. In the grenadines, red stripes are being shown as well as the pink, but the latter are in more demand.

SAMPLES OF SPRING SHIRTINGS



These samples of Oxford shirtings include Farley cord with shadow stripes of reddish brown and blue, and Russian cord with stripes of taupe grey and pink spot, and blue with orange spot, and stripes of two-shade tans. Courtesy of R. J. Hunter & Co., Toronto.

In silk twill some very neat patterns are seen in the softer shades, purple, pink, etc. Indeed in the finer goods the tendency is all the soft colors, with very broad stripes.

One of the latest novelties in the finer lines, a direct Paris importation shown The Review, was a beautiful light weight silk in an elaborate Jacquard, all-over pattern and stripes combined in delicate shades. A letter from Paris describes this as the latest thing over there, and Canadian up-to-dateness thus has received a striking testimonial

Among shirtings generally mauves, blacks, blues and tans in heavy stripes seem to be the best sellers.

French Soft Double Cuffs.

Everywhere are to be seen the French soft double cuffs, and they promise to be bigger favorites this Summer than on their real debut last year. As for collars, there is not the same demand for the soft ones to match the shirting. They are made up in many lines of shirts, but where they are absent, little effect is observable on sales. An early prophecy of a different patterned collar from the shirting, which was introduced in England, so far has received no support in this country.

Of course, with the silk shirts the soft French cuffs are almost the inevitable accompaniment.

There is a peculiar looking shirt being shown at one or two places, a pleated white linen, with cross-stripes of black. The effect is almost cold, and not as alluring as the softer color shades in the "tango" and others mentioned before.

Russian cords also seem to be taking hold well among the new Spring shirtings on display. In some of these materials the cords are about two inches apart, raised noticeably from the surface of the goods. These make up well in the coat style with the French cuffs and are made up frequently with the stripes running crosswise or on a herringbone style.

Pure wool taffeta shirtings are also finding a good place for themselves.

Extra pair of cuffs.

One large firm is making a practice of giving an extra pair of cuffs with each made-to-order shirt. These cuffs are ready to stitch on when the first cuffs become worn out.

Long Point and Cutaway Collars.

In collars the long point and the cutaway seem to be as popular as any and some declare that low cutaway collars will be the leading style soon. This is only a matter of opinion, however.

"The Selling Power of the Dealer"

In the year 1910 one of our trade papers brought out its Fall number with the above headline as a slogan. It proved conclusively that the dealer, the retailer, is the strongest factor in the chain of distribution and that a manufacturer who ignored him was working at cross-purposes in his sales plan.

This was merely emphasizing the principle upon which the MacLean Trade Papers have always sought advertising from manufacturers and jobbers in opposition to the illogical claims of many consumer mediums and ill-informed agencies that "you could advertise to the consumer and compel the dealer to handle your goods."

It was thought that this silly theory was buried beyond recognition, but it has recently been revived, thinly disguised by some of the metropolitan dailies, who would have one believe the retail merchants of Canada were but a series of automatic slot machines to be played upon by consumer-hypnotizing and dealer-compelling advertisements in the aforesaid metropolitan dailies.

Printers' Ink, the well-known advertising authority, pricks this fragile bubble with a serious article in a recent issue entitled "An Investigator's Experience Among Retail Dealers," which every advertiser, national or local, should read.

One paragraph quoted will suffice to show the scientific accuracy with which the investigator, Geo. L. Lewis, entered upon his work and will appeal as true to life to every reader who has not been inoculated with the coercion germ.

We quote:

> I kept accurate statistics of how the consumers inquired for the goods they wanted. My records showed that ninety-seven per cent. framed their first query: "Have you got so-and-so?" and only three per cent. "I want so-and-so." Ninety-seven per cent.—think this over carefully—came to their dealer in a question mark attitude, awaiting his comments, his suggestions, and his final selling climax. Three per cent. only came resolutely to get just the article they had named. The ninety-seven per cent., an overwhelming majority, proves to me that the dealer is the court of the last resort. The "desire" and "created demand" are but the first elementary step in the buying. THE REAL SELLING FORCE IS THE ACTION OF THE DEALER IN INTIMATE CONTACT WITH THE PROSPECTIVE BUYER.

Every sales manager should have the words of that last sentence printed in gold and hung over his desk where he could see it every day. It would save much misdirected energy, wasted money and disappointed hopes.

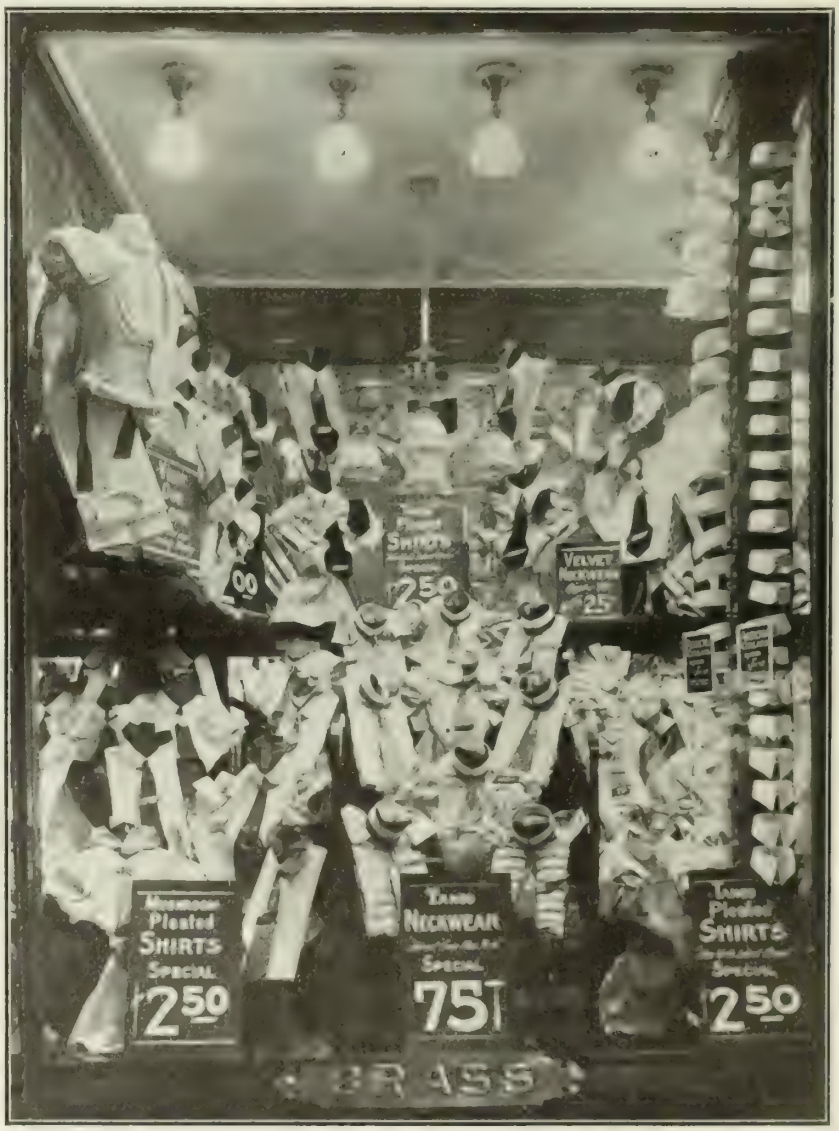
The advertisers in The Dry Goods Review work with the dealer, not against him. Their motto is co-operation, not coercion.

Drop us a line and have one of our representatives call and talk over our co-operation plan. It will place you under no obligation, and is certain to tend to your benefit.

The Dry Goods Review

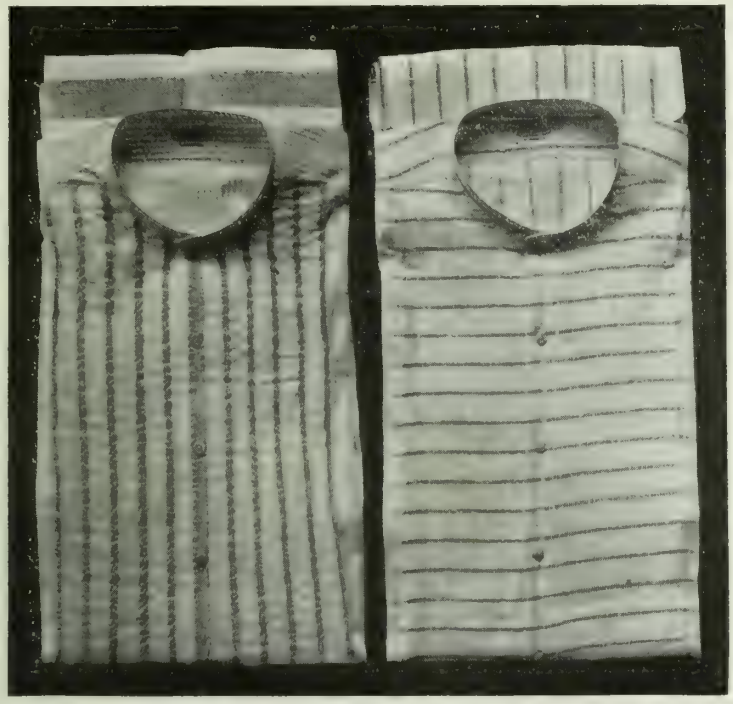
Publication Office, 143 University Ave., Toronto

Playing up "Tango" Ties, Shirts, Collars and Gloves



This window trim, which caught the eyes of thousands early in March, was regarded generally as one of the brightest selling propositions this store has ever turned out. It marked the "Spring Opening" of Brass', and abounded in novelties in men's wear. The window is divided into three sections, and each was devoted to a particular line of goods, skilfully arranged to attract attention. The "Tango" Tie, as illustrated elsewhere, was prominent in the centre. Farther up were the "Tango" Shirts, shown in a separate cut on the opposite page. The "Tango" Collar, a Madras or rather Jacquard pattern effect, was in the foreground, and "Tango" Gloves—chamois with black stitching on the back. The firm advertised in a five-column space, as shown here also, and had men in the store to illustrate the different materials shown in the window. These features with a store decorated with bright Spring flowers, made an effective handling of Spring novelties, and a most successful sale was the result. The show cards, white lettering on a dark ground, were quite appropriate. This clever trim was the work of C. C. Caldwell.

A Snappy Window Trim For Busy Thoroughfare



THE "TOWEL" SHIRT AND THE "TANGO."
On left: "Towel" shirt with blue stripes on pleated bosom. Note broad blue band on cuffs. On right: "Tango" shirt, with mauve stripes across pleats. Shown by Brass'.

"Well," the office boy stammered, "I sold Mr. Flanders a machine."

"You what?"

"I sold him a $300 machine and he paid cash down for it."

The startled salesman showed his appreciation by raising the office boy's salary from $5 to $7 a week. Just thirteen years later the office boy—whose name is Hugh Chalmers — was vice-president and general manager of the whole cash-register business and his salary was $72,000 a year. To-day he is the head and majority owner of one of the half-dozen largest automobile factories in the country, which this year will do a business of $12,000,000.

He is still rather small, thin, quiet and smiling, with the same eager, questioning look in a pair of brown eyes that have never grown in the least tired. Also he is still on the smiling side of forty years.

BOSTON'S SHOPLIFTING LOSS.

Shoplifting costs each of the larger department stores of Boston an average of $50,000 a year, District Attorney Joseph C. Pelletier told the Twentieth Century Club recently. He added that the owner of one of these establishments had offered that sum for guaranteed protection from the loss.

THE SUCCESSFUL SALESMAN.

By Henry M. Hyde.

On day in the late '80's a man who was selling cash-registers in an Ohio territory hired a new office boy. He was a small, thin, quiet little boy with a pair of big brown eyes. At first glance one was reminded of a scared white rabbit. But presently the boy smiled and the smile somehow made it clear that the boy wasn't scared at all, but was simply very curious and very anxious to find out about things. After he had been on the job with eyes and ears both wide open for about six months, the boss went out on the road one Monday morning, leaving the boy alone in the office to answer telephone calls and forward the mail.

On the following Saturday the salesman got back home. "Well, Hugh," he asked, "did you have any callers?"

"Mr. Flanders called yesterday afternoon."

The salesman ripped out an oath, "I've been trying to get that old stiff to call at the office for a year," he snapped. "And now I've lost a chance to sell him a machine. Well, anyhow," the salesman consoled himself. "he's a pretty cheap man. He wouldn't have bought anything but the cheapest and he'd have stuck out for an extra ten off."



Tango Display
at
BRASS'



Grand Spring Opening and Men's Style Show---Featuring Tango Shirts---The Tango Tie---Tango Collars---Tango Gloves, etc., for Smart Dressers.

Don't fail to see our Tango window. Come Saturday and have a glimpse of what Paris and New York favor for Spring.

Tango Ties
75c

Tango Shirts
$2.50

Tango Gloves
$1.50

Tango Collars
20c each

Special Attraction
See the Men Models wearing the
LATEST CREATIONS
Will be well demonstrated between the hours of 12 noon to 2 p.m., 3 p.m. to 4 p.m., and 8 to 9 p.m. Saturday.

BRASS--- Sets the Pace

ORIGINATOR OF STYLES NOT FOLLOWER OF FASHION.

148 Yonge Street

How British M.P.'s Dress

Morning Coat Still Worn by a Large Portion—Smart Touch From Breast Pocket With Edge of Handkerhief Visible—A grey Lounge Suit—Cuffs, too, on Trousers—Men's Fashions at Westminster.

THE editor of the "Tailor and Cutter," writing in the "Daily Chronicle," London, gives his impressions of the garments worn by members of the House of Commons.

It was a raw, damp day, he says, when I paid my visit to St. Stephen's in order to take my notes for the purpose of writing this article.

A drizzling rain had succeeded a bright frosty morning, and the touch of spring which had given promise of flowers and sunshine had vanished from the air, so that there was little temptation to don anything approaching Summer garb, and as there was nothing of a very special nature before the House, it may be taken that what I observed represented the average dress of the gentlemen who make, mend, or mar the laws that govern this "gem of the ocean."

The first impression of the House, as viewed from the press gallery, is that of a sombre crowd; black, indigo blue or dark grey clothing covered the figures of the vast majority, so that it looked like a monotony of neutrality, but as the eyes become accustomed to the subdued light it was easy to detect the widest possible differences not only in the cut and quality, but also in the fit and finish, to say nothing of the grace (or otherwise) with which the garments were worn.

There were specimens that would do credit to Savile Row, as well as examples of provincial tailoring that were quite worthy of being worn in that august assembly, but unfortunately that does not complete the story, for there were here and there articles the "reach-me-down" origin of which could hardly be a matter for doubt, to say little of a few combinations of clothing that violated every canon of good taste.

A Very Mixed Gathering.

The House of Commons is a very mixed gathering; the members are not all Apollos in figure any more than they are Solomons in wisdom; still it is probable there is a larger proportion of tall, well knit men sitting in this Parliament than would be found in any corresponding number of men in any other assembly, apart from the Horse or Life Guards, and it was a pleasing sight to behold these fine figures attired in really well made and smartly tailored morning or frock coats, or lounge jackets; but there were others whose eccentricity of form must have given their tailors many anxious hours in order to clothe their abnormalities, so as to tone them down, or to dress their angular bony figures in such a way as to impart to them some suggestion of grace.

My visit quite dissipated the idea—which has so frequently been promulgated by certain sections of the press—that the time has come when the frock coat and silk hat would in future only be met with at the theatrical costumiers—for both were in evidence by the score, and as many of them appeared to be in regular wear, it seemed hardly necessary to have issued a Royal command to popularize them, for both appeared to be the standard articles of attire of a considerable proportion.

The Most Popular Coat.

The most popular coat was unquestionably the single-breasted morning coat. It was usually made of a dull-surfaced black or dark grey cloth and made to button one, two, or three, according to the taste of the wearer, and in most cases finished with plain edges and those soft rolling turns which are so notable a feature of London-made garments. These were worn in conjunction with the single-breasted no-collar vests, having long pointed corners and the bottom button usually left unfastened. Dark grey striped trousers of medium width completed the suit. Some of the best-dressed men in the House donned this style. A particularly smart morning coat with bound edges and pointed lapels was worn by Mr. Fred Hall, who also set off the neck of his new collar-vest with a white slip which gave an added touch of smartness to his appearance. He, however, was only one of the many attired in a similar way who were tailored to perfection.

The third style of garment which found favor was the lounge, and in their liking for this garment all parties of the House were agreed; for Liberals and Conservatives, Home Rulers and Unionists, Labor members and Socialists, all had representatives dressed in this easy style of jacket.

Mr. F. W. Jowett introduced a little brightness to the benches by his adoption of a light grey lounge suit, and in this respect he was followed, to a certain extent, by Mr. Arthur Henderson, who is certainly to be complimented on the general appearance of his mid-grey suit of the three-seamer pattern.

Other members wore this style, but popular as it was, it was not dressy enough to satisfy the majority; and it was with pleasure I observed many men wearing morning coats as above described, which for smartness and style are unsurpassed.

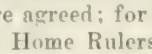
The Finishing Touch.

It has been suggested that fancy vests are a relic of the past, but I observed a small number of these, both on the Opposition benches and in other parts of the House, and it was in this particular garment that the signs of cheap and nasty factory manufacture were most clearly visible, though there were some that had doubtless emanated from good-class tailoring establishments. The best of these were made in the double-breasted style.

Another feature which calls for comment is the outside breast-pocket from which appeared the top of a white handkerchief. This was evidenced in the dress of Mr. Asquith, Mr. Lewis Harcourt, Mr. R. P. Houston, and several others. It was utilized on frock and morning coat, lounge and chester, and in each case added to the smartness of the appearance.

The white vest-slip was equally attractive, being worn by all the best-tailored men, not a few of whom had also donned spats, thus giving the finishing touch to a well-dressed man.

As I passed out through the lobby and gazed for a moment on the statues of Gladstone and Granville, both of whom are attired in frock coats of almost standard shape, I realized how slowly fashions in men's garments change, and that, after all, it was in the waistcoat and the overcoat that the greatest alterations had taken place. If it had not been for the introduction of the crease down the front of the trousers and the permanent turn-up at the bottom, the nether garment of to-day would not differ much in style from those worn by Beaconsfield and Bright; so that it was only when I passed into St. Stephen's Hall and stood before the statues of Pitt and Walpole that I realized to the full the advance that fashion had made since the last century was in its prime.



When we laugh at our troubles we lighten them. Troubles and smiles cannot chum together.

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Politeness pays the biggest dividends. It is nature's free capital. Cultivate it.



Young men's and boys' clothing department, Lord & Taylor's store.

Novel Features in Men's Store

Barber's Shop, Manicuring Room and Place to Change to Evening Wear in Basement—All Parcels Down and Up on Dumb Waiters—Drawers for Ties—Lord & Taylor's Store.

New York, March 20.

THE men's furnishings departments of the new Lord & Taylor store, one of the most beautiful in the country, are located on the main floor and have a separate entrance. The equipment and selling arrangements in this section are quite in keeping with the rest of this palatial and splendidly planned establishment.

The provisions for the convenience of the customers seems almost endless. Rapid service is the motto. All goods bought are sent down on dumb waiters from the counters to the basement mezzanine and are returned promptly by the same means. This is a provision all over the store and avoids littering up the space within the counters, and frees the clerks from the delay of wrapping. Money transactions are facilitated by cash registers at each counter. Heavy plate glass covers the tops of the counters.

Below the furnishing department in the basement, are a barber shop and manicuring parlor. It is fitted out with the latest electrical applicances for shampooing and massaging. Next there is a suite of private dressing rooms where customers may change from business to evening wear. The former clothes are sent home without charge, if requested.

On the roof is a men's smoking room.

The completeness of the arrangements for the display of goods is a feature of this store. The fixtures and counters are of fine mahognay, inlaid with ebony. In the cases a special glass has been developed for lighting which cuts out the yellow rays and gives a pure white light, allowing colors to be matched readily.

Hundreds of open-front mahogany drawers are used for keeping neckwear. These are arranged so that the patterns and colors may be easily selected.

Bathrobes, dressing gowns, and similar goods are displayed in glass cabinets along the wall. The shirts are kept in drawers that are dust-proof, and also displayed in show cases, with vests, gloves, etc.

The clothing departments for the young men, boys and children are located at the rear of the fourth floor. The goods are kept in glass and mahogany cabinets five feet high, insuring no dust or creasing. A special feature will be made of English lines of clothing.

$100,000,000 a YEAR.

Marshall Field & Co., of Chicago, do, in the wholesale and retail business, a volume of approximately $100,000,000 a year. In the height of the holiday season, in their retail store, the number of employes runs as high as 12,000. The normal force in the retail during the past year has been between 8,000 and 9,000. In the wholesale, they regularly employ about 3,500 or 4,000 people. These include warehouses, barns, garages, etc., but do not include factories or foreign offices. Marshall Field & Co., have just completed for occupancy, within the next thirty to sixty days, 16 acres of floor space in connection with their retail business in Chicago, which will give them, when finished, approximately 62 acres of selling space.

A SQUARE DEAL.

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits.—Walter H. Coddingham.



Men's hosiery department, Lord & Taylor's Store.

Mail Order Houses and the Newspapers

Editorial Arouses a Great Deal of Discussion on Subject of Vital Importance to the Retail Merchant—Metropolitan Newspapers Circulated at Low Rate Carry Mail Order Advertising—A Word For the Trade Press.

SOME time ago an editorial appeared in this paper in which the statement was made that mail order interests held stock in certain metropolitan newspapers.

The editorial pointed out that the newspapers carried the advertising of the mail order houses to all section of the country and went on to say:

> "The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get $3 to $5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c. to $1 a year. This does not pay for the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used."

This editorial created a wide degree of interest. Not only have many retail merchants realized for the first time that the mail order menace has been fostered in this way, but the newspaper press of the country has become aroused. The newspaper published in the smaller city or town, with a circulation largely local, has a double interest in this matter. The invasion of the cut-rate metropolitan daily threatens the circulation of the local newspaper. But it does more than that. It carries mail order advertising broadcast and thus threatens the local merchant who is the mainstay of the local newspaper.

That this phase of the situation is being recognized, is evidenced by the comments which have appeared in the daily and weekly press.

The Port Elgin Times says, in part, under the caption, "Unfair to small retail merchants."

"The smaller retail merchants throughout the country are at an unfair disadvantage under the present postal arrangements. Because they are subsidized by the big mail order houses, some of the metropolitan dailies are selling their newspapers at outside points at a mere fraction of what the white paper costs. As these advertising sheets go through mails at newspaper rates, it simply means that the government is circulating the advertising literature of the big department stores practically free of charge. Already the mails are almost clogged with these advertising sheets and the situation is becoming steadily worse. The mail order dailies do not actually interfere with the circulation of local newspapers except setting an unfair standard of newspaper values. The unfairness is in a greater degree to the retailers. The effort of some local newspapers to give their town merchants a fair show by refusing to carry department store advertising is offset by the unfair advantage which the postal department gives to the 'dollar' dailies. We believe that the suggestion of Dry Goods Review that the big dailies be forced to charge the same subscription price in the country as in the city, would provide a proper and adequate remedy. This is a matter which should receive the serious attention of the retail merchants in their association."

This is typical of the attitude adopted by the newspapers throughout the country on this vitally important problem.

The Value of the Trade Papers.

It is also evident that the value of the trade press is fully recognized by the daily press. The one great object of the trade paper is to serve the best interests of the trade to which it applies, to work for the advancement of the merchant, to help him in his daily problems, to show him what others in his particular line of business are doing. It follows that the trade press has been a staunch advocate of the value of advertising for the merchant and has thereby influenced many to a course which has brought them increased business.

The good work of the trade press is eulogized in the St. Mary's Journal, as follows:

"Few people realize the value of good trade newspapers to the whole community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates. For instance in the advertising field, the trade journalist, who understands the science of advertising and appreciates its value, passes his ideas on to his readers. And he is doing more to educate the retailers of Canada to the value of judicious publicity than any other single agency."

COLORS IN CARDS



These samples of cards for Spring suits designed by R. C. Edwards, with the Robert Simpson Co., show a departure in the use of color in card-writing, the direct result of the rage for bright colors, first in women's wear, and later in men's ties and shirts. In the upper one is a panel worked in with the initial letter in mauve, and in the other a floral design also in colors. The bands across are a combination of gold and green. The display line, "Spring Suits," is lettered with a brush, and shaded in green

This new vogue is likely to become popular.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto,

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. R. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Mercury Mills, Limited, Hamilton, Ont.
"Craftana."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland

McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fulbrairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Parker Bros. & Co., 67 St. James St., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Canada Veiling Co., 84 Wellington W., Toronto

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Lace Curtains.
T. I. Birkin & Co., Nottingham, Eng.

Men's Furnishings.
John M. Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Pim Bros. & Co., William St., Dublin, Ireland.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
John Heathcoat & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sons Co., Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Nets.
T. I. Birkin & Co., Nottingham, Eng.
Novelty Import Co., 76 Bay St., Toronto Ont.

Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal,

Oil Cloths.
The Dominion Oil Cloth Co., Montreal, Que.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal Que.
Halls, Limited, Brockville, Ont

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont
W. R. Brock Co., Notre Dame St. W., Montreal Que
Greenshields, Limited, Montreal, Que
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont.
Clotworthy & Son, King St. W., Toronto
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway New York, N.Y.
B. Berger, 40 Crosby St., New York, N.Y.
DeFosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.

Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Pride of the West Knitting Co., Vancouver, B.C.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
W. H. Wright & Co., 433 Queen St. W., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

Silk Nets.
John Heathcoat & Co., London, Eng.

Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand Rapids, Mich.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Shoe Buckles.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto,

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., 251 Mutual St., Toronto

Silks.
Debenhams, Ltd., Montreal and Toronto.
Belding, Paul, Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Suits.
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
The Clayson Co., 280 College St., To-Ave., Toronto, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Brophey Umbrella Co., King and Duncan Sts., Toronto.

Vacuum Cleaners.
Clements Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Berlin, Ont.

Veilings.
Canada Veiling Co., Toronto.
John Heathcoat & Co., London, Eng.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St. Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester, Eng.
"Louis," 57 Newton St., Manchester, Eng.

Velvets.
The Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.

Wholesale Carpets, Oil Cloths and Linoleums.
John M. Garland Son & Co., Ottawa, Ont.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Wholesale Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U. S. A.

Wholesale Smallwares and Fancy Goods.
John M. Garland, Son & Co., Ottawa, Ont

Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St. W., Toronto, Ont.

Wholesale Drygoods.
John M. Garland Son & Co., Ottawa, Ont.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers, Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes.
Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Colonial Weaving Co., Peterborough, Ont.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Woven Labels for Garments.
Krantheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que.

IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

SPECIALIZING ON FURS.

Silver Bros. Co., "Furs" Limited, is the name of a new company recently formed in Montreal with offices and factory in the Sommer Building. They intend to specialize in the manufacture of high-class coats and small furs for women, from such pelts as mink, skunk, fox, wolf, beaver, Hudson seal, near seal and muskrat.

They are convinced that the trade will appreciate a specialized service such as they intend to give and that buyers of furs will be quick to see the advantage of securing new smart garments made in the latest and most approved styles. A skilled designer has been secured who is thoroughly familiar with both German and American methods of fur manufacture, and who is prepared to turn out snappy styles modeled after the latest interpretation of the experts in the best style centres. Representatives of the new firm are now on the road with samples and intending buyers should see this new range.

ALL YARNS QUOTED HIGHER.

A cable from London says:—Market buoyant; big week's business, with wool still dominating. Everything in active demand. Most descriptions of tops one to two cents up on both English and Colonial. America is buying freely of English and Colonial wool, merino cross-bred tops, some Botany yarns, noils, soft wastes and mohairs. Ten per cent, rise in London expected. All yarns quoted higher.

GOOD YEAR FOR PENMANS.

At the annual meeting of the shareholders of Penman's, Limited, in Montreal, D. Morrice, who has acted as president since the organization of the company in 1906, resigned from the presidency and C. B. Gordon was elected president. R. B. Morrice succeeds Mr. Gordon as vice-president. Wm. McMaster was elected to fill the vacancy on the board caused by the resignation of E. B. Greenshields.

The financial statement for the year ending December 31st is considered very satisfactory in view of the general slackness in business during the past year.

Mr. Morrice, who presided, stated that notwithstanding the fact that trading in many of their industries had been somewhat curtailed during the year just closed, their business had more than maintained its usual volume.

Profits for the year amounted to $444,053, inclusive of all expenses of administration, and after providing for bond interest, bad debts written off and machinery scrapped, the net profits amount to $325,900, an increase of $38,684. From this the usual quarterly dividends on the preferred and common stock have been distributed. The reserve account has also been augmented by $100,000, which now stands at $600,000.

The balance at credit of profit and loss account amounts to $525,483.



A partial view of the new showrooms of Walter H. Barry & Co., ribbon importers, Montreal, showing a display of some of the new Spring fancy ribbons.

A BIG EQUIPMENT ORDER.

The Kaufman-Baer Co. of Pittsburgh, Pa., has placed its equipment order for the new establishment there. This is said to be one of the largest given. An interesting thing about the specifications is that all the metal parts of the movable display devices are in the same finish as the permanent fixtures, so that a new copper bronze tone will predominate.

It is expected that wax will be extensively featured in forthcoming windows. This is in line with what has recently been done by Marshall Field, Macy and other large concerns with master decorators. That Palmenberg, of New York, will supply all the wax in addition to the display fixtures means that an American manufacturer is favored over his French rivals, for there has recently been very sharp competition between Paris and Manhattan. This evidences a decided tendency in favor of the American market.

It seems, too, that the order for the metal parts of the equipment calls for the finest in material and construction, which is significant of the growing interest in merchandise decoration. The disposition among the big, successful department stores is to supply the display management with everything necessary to obtain the best results.

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PATENTED IN CANADA
OLUS
REG CAN PAT OFF



The New Idea in Men's Wear

SHIRT AND DRAWERS IN ONE GARMENT

Olus for Spring

The truly wonderful sale which Olus shirts and underwear have already had in the trade indicate that 1914 will see this practical idea firmly established as a staple garment.

Get these features in your mind—they sell the goods:—

Olus is the first and only one-piece garment which is coat-cut and having an absolutely closed front and closed back. Olus slips on like a coat and is so designed that it does not bind or draw at any point.

Olus will be advertised from coast to coast for the Spring trade. We will gladly send to dealers handling Olus, cuts for local advertising, and attractive showcards on request.

There will be a big rush for Olus as soon as the warm weather arrives—We advise all dealers who have not already taken up Olus to get in touch with their wholesalers.

The Canadian Converters' Co. Limited
Montreal

High-class tailors to the trade

FALL and WINTER MODELS READY



New Fall Styles

The height which the modern tailoring art has attained is exemplified in the Fall and Winter showing of our Fine Tailored Clothes for men.

Finest Range of Woollens

Our new range of woollens is the finest ever offered to the merchants of Canada. It represents the best produced in either the domestic or foreign market.

Inspect Range Early

Our representatives are now on the road showing the finest range of Fall and Winter models ever shown the Canadian trade. Make an effort to see them.

Special Order Department

Merchants who use this department are building up big business with minimum outlay. It enables them to cater to the tailor-made man with satisfaction.

Spring and Summer Business

During the Spring and Summer you can bring our Special Order Department to your aid in increasing your service and revenue

Ask for Full Particulars

Write to-day for full particulars of our proposition and find out if the agency for your town is taken.

Wm. H. Leishman & Co., Limited

CANADA'S BEST TAILORS TO THE TRADE

119 Adelaide St. W., Toronto

Makers of the Best Tailored Garments for Men

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

FEATURES OF OUR NEXT ISSUE

The April 1st issue of Dry Goods Review will contain a number of articles of particular moment.

Fancy goods will be featured in a big way, many hints for Fall and Christmas buying being given.

Another striking feature of the next number will be the starting of a Footwear Department. This is an important department of many dry goods and general stores in Canada, and our subscribers have suggested from time to time that we give them news for that particular section of their stores.

We will endeavor to make this department of "The Review" live up to the reputation of the other departments of the paper, and the readers can look for some real live interesting articles that will help put new life into their Shoe Department.

Look for this new feature in the April 1st issue.

VOL. XXVI. No. 7.

DRY GOODS REVIEW

FEATURING

Fancy Goods

and

Dress Fabrics



Tango Hair Pin

This is extra heavy stock plated with fine Rhinestones. Sells at from 15c up.

The line here illustrated retails at 25c. leaving a good margin of profit.

Sample orders of $5 to $10 will be sent parcel post free.

Take advantage of the popularity of everything Tango by placing a trial order today.

We also carry the new Trot pin and a complete range of plain and mounted pins of every description.

The IDEAL HAIR GOODS CO.

77 YORK STREET, TORONTO

Montreal Office: 5 La Presse Building

LIMITED



"Rooster Brand" SHIRTS

We make **500** lines

SOFT SHIRTS

The best mills in Europe and America produce the fabrics we use.

You will consult your own best interests in stocking **"Rooster Brand."**

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

Shirts, White Coats, Trousers, Overalls, Khaki, Duck and Automobile Clothing

MONTREAL OFFICE: 501 New Birks Building

OTTAWA OFFICE: 62 Bank St. (Gamble & Trowbridge)

VANCOUVER OFFICE: 707 Welton Block (Robert A. Cranch)

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

Your Counters Where Women Linger Longest---

IF you will watch women when they're in the store, you will notice that they stop, and linger longest at the counters where you display your most attractive novelties and fancy goods.

A well-stocked small-wares department, near the door, will catch many a dollar that would otherwise go on down the street.

Here is a line that every woman will stop to look at, and that many will buy:—

Nickel and Silver-Plate
Vanity Boxes

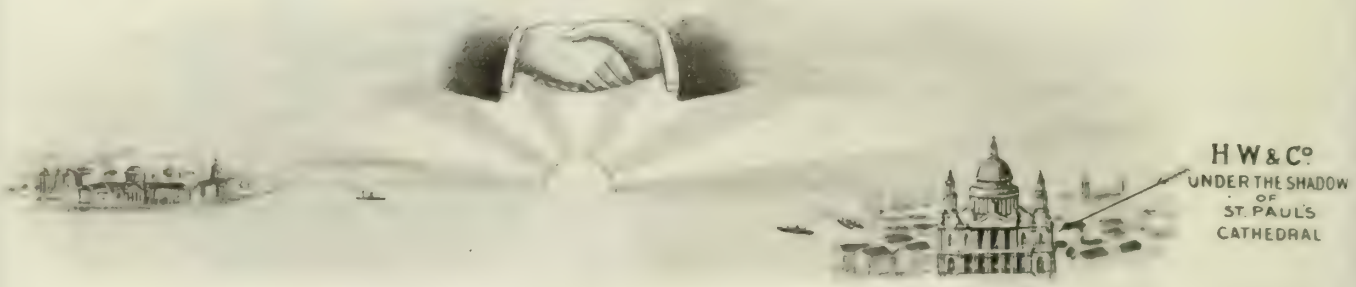
NEW, very attractive designs, in the latest styles. Silk-lined, with mirror, coin-purse, powder puff and pocket for visiting cards. Also some in handsome inlaid enamel.

$2.10 to $14.00 per doz.
(assorted if desired)

Our fancy goods department also has some other very attractive new Spring goods, which will bring you quick profits and sales you might otherwise miss.

GREENSHIELDS LIMITED
Victoria Square, Montreal

Hitchcock, Williams & Co.



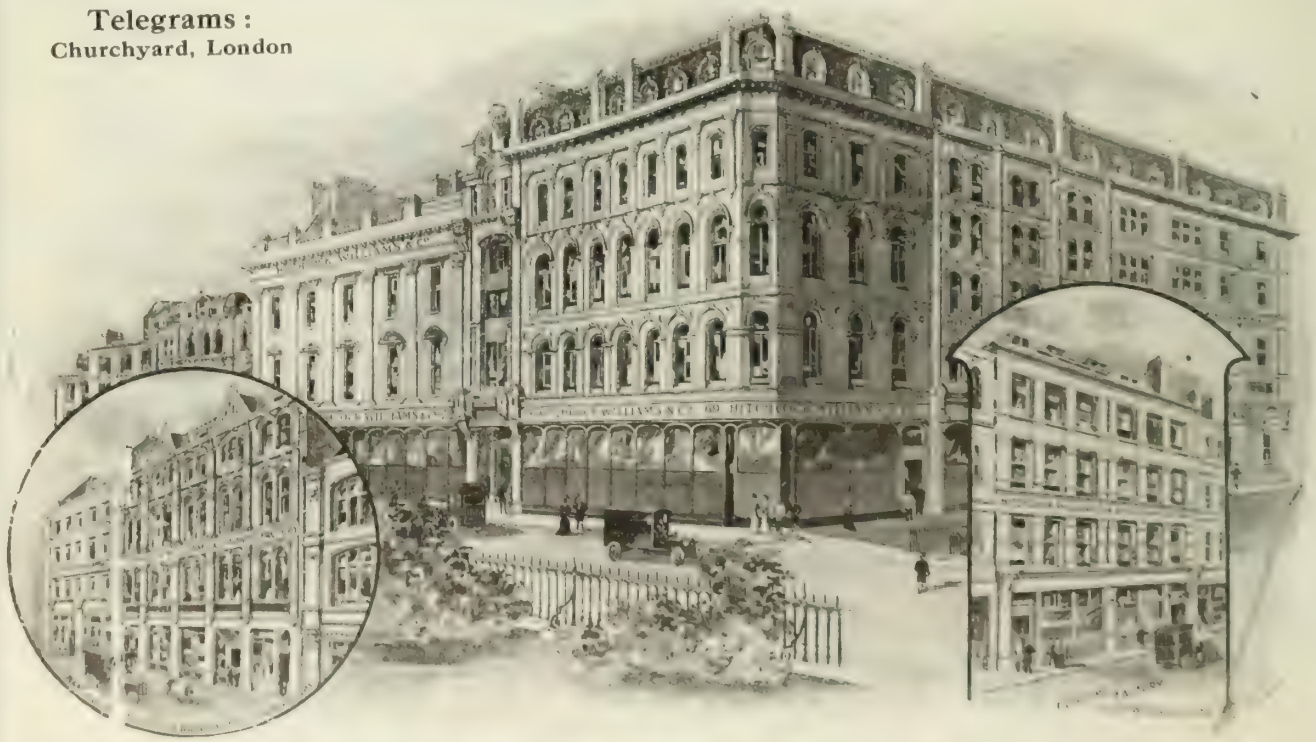
Represented by **MR. A. W. CLIFFE** who can be communicated with at **The Windsor Hotel, Montreal; The Queen's Hotel, Toronto;** also **Mr. W. P. Frisley, Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver.** Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk around our warehouse and inspect the above goods also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.

Orders sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

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"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

English Mohairs

B.D.A.



English "Mohair" Costume by Martial & Armand

English Mohairs, guaranteed by the B.D.A., belong to the class of merchandise that you *must* carry. No store of size and importance should fail to have a good assortment of Mohairs—and stores of *reputation* will add the words "English" and "Guaranteed by the B.D.A."

English Mohairs — with the B. D. A. guarantee — are recognized everywhere as the *best* mohair fabrics the world produces.

They are produced in a tremendous variety of colors and patterns, and keep a step in advance of style all the time.

Still a *staple* seller—having a demand twelve months in the year—English Mohairs have, by reason of their beauty and quality, achieved importance as *style* fabrics also.

Their *practical* features are too great to be overlooked even by the *smartest* dressers. The more economical class cannot even afford to overlook English Mohairs—Guaranteed by the B. D. A.

The Bradford Dyers' Association

Limited

of Bradford, England

Advertising cuts (free) and further information may be obtained by addressing the American Bureau, at No. 239 West 39th St., New York City

Marshall Field & Company

Will Sell

McCall Patterns

After May 1, 1914



THIS great retail house, after a most careful investigation and many pattern tests, chooses McCall Patterns.

A splendid new McCall pattern section, which will bespeak the last word in fixtures, will be installed in the main section of this wonderful store.

Shrewd, far-seeing dry goods merchants realize the supremacy of McCall Patterns. Style, Economy, Accuracy, are three reasons why the women of America (both Canada and the United States prefer McCall Patterns.

The McCall Company

World's Largest Manufacturers of A Paper Pattern

NEW YORK TORONTO

To better enable them to serve
the increasing demand for

Ladies' Home Journal Patterns

Marshall Field & Co.

announce the enlargement of their present Ladies' Home Journal Pattern Department and also the opening of a second Ladies' Home Journal Pattern Department in the basement of their great store.

This is another evidence of the growing popularity of Ladies' Home Journal Patterns. There are 8,500 other merchants enjoying the prestige and profitable business of a Ladies' Home Journal Pattern Department. Are you one of them, Mr. Merchant? If not, it will pay you to investigate. Our terms are fair and liberal. Your inquiry will not obligate you in any way except to consider our proposition.

The Home Pattern Company

615 West 43rd St. New York

LADIES' HOME JOURNAL PATTERNS

You Can Be Sure of Getting The Money By Using Our Plan The Same As These Merchants Have

J. M. CONNER
Dry Goods, Groceries, Boots and Shoes
Oklahoma

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:

On the 1st of November we closed with your plan and found it to be all that was claimed for it and even more, and to-day we are giving your Mr. Price an order for another, which we will start at once.

We highly recommend your system to any merchant looking for a fast cash producer.

Yours very truly,
J. M. Conner.

BURCH CLOTHING COMPANY
Clothiers and Furnishers
Missouri

The Brenard Mfg. Co.,
Iowa City, Iowa.

Dear Sirs:

Please send us more cards as ones enclosed. We are in immediate need of them and would like to have them as soon as possible. Our business for November 60 per cent. increase over same month last year. Please rush cards. We are.

Respectfully yours,
Burch Clothing Co.

H. H. HEWITT
General Merchandise,
South Dakota

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:

In regard to your plan, we made a great success of it, winding up the last day with $2,000.00 cash receipts. On this day it was almost impossible to get into our store, which is a double store with two entrances, and anybody going along the sidewalk walked in the street. Business was good all through your plan. We got a lot of new customers who are still with us.

Yours truly,
H. H. Hewitt.

We Grant Exclusive Use of Plan Against Competitors. If you desire to use our plan in your town let us hear from you, as any delay on your part may mean that your competitor will already have secured the exclusive right in your town. For quick action telegraph

BEWARE Of salesmen who come to you claiming to represent the Brenard Mfg. Co., or claiming to represent a company that is a branch of it. We have no branches—we do business under the firm name of the Brenard Mfg. Co., Iowa City, Iowa.

It has come to us that some unscrupulous salesmen from another company have been going about showing letters and claiming to be connected with us. BEWARE OF THEM. Our salesmen carry proper credentials. You can get the famous Brenard Plan only from the Brenard Mfg. Co., Iowa City, Iowa.

Brenard Mfg. Co., Iowa City, Iowa

TRADE The Sun Bleaches MARK
"OLD BLEACH"

"Old Bleach" Linens should be the basis *of* your Spring linen displays.

Right now is the time when the bride-to-be is given her linen shower and is selecting her linen trousseau.

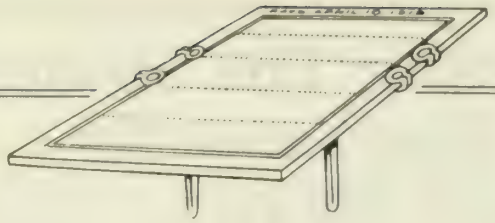
Specialize on "Old Bleach."

O. B. STOCK IN TORONTO

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST TORONTO



For Safety's Sake Use the

TRADE MARK

"Noesting"

Pin Ticket

The large transportation companies are carrying on a "Safety First" campaign by giving special instructions to their employees and printing "Safety First" signs along the principal thoroughfares throughout the country.

Why not carry this safety idea into *your* business by installing the Noesting Pin Ticket? These tickets are made with rounded points—they will not prick the fingers or tear the materials—and are just as easy to use as the old-fashioned, temper-ruffling kind.

A free sample box will be sent on request. Write for it to-day.

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto

Liddell's GOLD MEDAL Linens

are popular for linen showers

At this season of the year it is very certain that linen showers will be much in evidence. Keep Gold Medal Linens to the front in your displays. They will prove to be big trade-getters.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

Importers of Dry Goods

Agents for the "Washrite" Torchon Laces

Keen buyers will find it worth their while to send for our samples in

English Curtains.
English Laces.
Bedspreads.
Pillow Cases.
Table Covers.
Runners and Squares.
And all kinds of
Swiss Embroideries.

Special—3,000 pairs of Pants must be cleared regardless of cost.

All orders promptly attended to.

Cable Address "Barkains"

Manufacturers and Jobbers

Tauber Bros. & Co.

67 St. James St., Montreal

"The Selling Power of the Dealer"

In the year 1910 one of our trade papers brought out its Fall number with the above headline as a slogan. It proved conclusively that the dealer, the retailer, is the strongest factor in the chain of distribution and that a manufacturer who ignored him was working at cross-purposes in his sales plan.

This was merely emphasizing the principle upon which the MacLean Trade Papers have always sought advertising from manufacturers and jobbers in opposition to the illogical claims of many consumer mediums and ill-informed agencies that "you could advertise to the consumer and compel the dealer to handle your goods."

It was thought that this silly theory was buried beyond recognition, but it has recently been revived, thinly disguised by some of the metropolitan dailies, who would have one believe the retail merchants of Canada were but a series of automatic slot machines to be played upon by consumer-hypnotizing and dealer-compelling advertisements in the aforesaid metropolitan dailies.

Printers' Ink, the well-known advertising authority, pricks this fragile bubble with a serious article in a recent issue entitled "An Investigator's Experience Among Retail Dealers," which every advertiser, national or local, should read.

One paragraph quoted will suffice to show the scientific accuracy with which the investigator, Geo. L. Lewis, entered upon his work and will appeal as true to life to every reader who has not been inoculated with the coercion germ.

We quote:

> I kept accurate statistics of how the consumers inquired for the goods they wanted. My records showed that ninety-seven per cent. framed their first query: "Have you got so-and-so?" and only three per cent. "I want so-and-so." Ninety-seven per cent.—think this over carefully—came to their dealer in a question mark attitude, awaiting his comments, his suggestions, and his final selling climax. Three per cent. only came resolutely to get just the article they had named. The ninety-seven per cent., an overwhelming majority, proves to me that the dealer is the court of the last resort. The "desire" and "created demand" are but the first elementary step in the buying. THE REAL SELLING FORCE IS THE ACTION OF THE DEALER IN INTIMATE CONTACT WITH THE PROSPECTIVE BUYER.

Every sales manager should have the words of that last sentence printed in gold and hung over his desk where he could see it every day. It would save much misdirected energy, wasted money and disappointed hopes.

The advertisers in The Dry Goods Review work with the dealer, not against him. Their motto is co-operation, not coercion.

Drop us a line and have one of our representatives call and talk over our co-operation plan. It will place you under no obligation, and is certain to tend to your benefit.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto

Fall and Winter Season 1914

Dress Goods :: and Silks ::

WE have much pleasure in announcing to the trade that our efforts to obtain the most striking novelties in the market have been most successful. Your attention is respectfully requested to the remarkable range of values and attractive materials we have gathered together for this season. Beyond question they represent a complete assortment of the best selling features in colors and fabrics. Buyers should keep us in mind when they are considering Fall purchases.

THE

W. R. Brock Company

(LIMITED)

Toronto

Dry Goods Review

VOL. XXVI. APRIL, 1 1914 No. 7

Exclusive Ladies' Store in London Shows Unusual Equipment and Display

Uniform Arrangement of Mahogany Fixtures Along Both Walls —Thirteen Mirrors Across Pillars on Ground Floor—Long Lines of Glass Show Cases With Beautiful Stocks—Dark Rooms for Night Effects on Fabrics and Dresses.

By a Staff Correspondent

SPECIAL FEATURES.

Electrical cash system connecting with each department and equipped with 34 "cars" for carrying change.

Store heated with steam from factory two blocks away, thus being free from furnace dust.

Fire proof, with doors encased in metal, and steel and concrete stairs.

Prism lights in front and rear, light thus being thrown forward and back, to meet.

Hose reel on every floor.

Electrical switchboard on every floor.

House telephone department in addition to two trunk lines to the outside.

Dark rooms in rear of dress goods department fitted with electric lights and mirrors, used as trying-on rooms to test colors and general appearance of dress goods and dresses, suits, etc., by night.

Cedar lined glass cabinet for blankets and comforters.

No hand bills; keeps to "straight newspaper advertising."

Records kept of each clerk's sales by day, week, month and year, and department sales.

Stock record made up each month by adding purchases and deducting sales, less a certain percentage, to get cost price.

Baler in basement for waste paper; sold for good sum each month, not burned.

Thirteen mirrors around pillars by night.

London, Ont., March 31.

ON the first of March, 1900, a new dry goods store was opened in this city. It closed soon after, not however, through any fault of its proprietors, Messrs. Gray & Parker. It closed some four or five hours after opening, but the occasion was a celebration, one marked by almost delirious joy, the relief of Ladysmith. Next day Gray & Parker opened again, and have remained open ever since, and to-day that little store of 14 years ago has flourished like the green bay tree, until the space it occupies is ten times as great. Four years ago, Mr. Parker withdrew to enter a manufacturing business, and one year ago the firm name became what it is to-day, Grays, Limited, father and son. Grays, Limited, had the proposition before them of utilizing a 22-foot frontage and 185 foot depth, in such a manner as to make the people of London sit up and take notice, admire, enter, buy and come again to their exclusive ladies' wear establishment. They have done so, not only to their own satisfaction but the public's in one of the neatest, "classiest" and most systematic interiors that can be found in Canada to-day. Mr. Gray has made an artistic and highly practical use of Store Equipment and the Art of Display, as the accompanying illustrations and descriptions will bear out. And, best of all,—if its advantages are to appeal to the business men with a certain limit to the expenditures, he can allow for fitting up his store for the public's delight and accommodation,—there has been no lavish output; no waste in fixtures; an economic utilization of every foot of space, and yet a general effect throughtout the four floors of taste that amounts almost to daintiness; a most convenient subdivision of departments, and a handling of goods in a manner that brings out their best features while it judiciously preserves them from the evils of shop-worn goods.

The Five Floors.

In brief the arrangement of the store is:—

Fifth floor.—Reserve stock.

Fourth floor,—Millinery—the whole length of it.

Third floor.—Ready-to-wear.

Second floor.—Dress goods.

Ground floor.—The rest.

That was why we started at the top, so as to get the benefit of excluding the upper three from the staple lines carried on the first.

Just a word about the windows first. With so narrow a frontage, under ordinary plans it would become necessary to sacrifice the width of the door entrance, or of the display windows. Mr. Gray did neither. He gave the windows size by sloping them in, so that the display met the customer slantways, not square along the street front, an arrangement adopted in many men's wear stores.

On entering, the first idea is "How neat! How uniform! How systematic!"

Uniform Plan for Whole Side.

Seldom has a store been fitted up with cabinets, a shelving, or whatever be the wall fixtures, in such a way as to appear a unity; as if the plan had been worked



View on entering Gray's, London. On left are mahogany drawers for gloves and hosiery, and beyond these glass cabinets for underwear and corsets. Note long line of show cases on right for ribbons, fancy goods, embroidery, etc., and glass cabinets of mahogany with mirrors across each pillar. The floor is granolithic.

out for the whole side at once. In so many stores there is a patch of closed cabinets here, and open shelving there, with often a break. This is no stigma upon it, it is the inevitable result of fitting up by degrees; usually a quite necessary result. But as the photographs and drawings both bring out: there is a uniform casing for hosiery as for gloves; and on the other side, the mirror system is carried out along each pillar as far as the eye can reach towards the rear end. The small drawers, each with a neat card, the larger cards on the top of the ledge indicating the sections—are suggestive not only of "a place for everything and everything in its place," but also in their very compactness and numbers, of a full stock in each department.

The wall fixtures are handsomely finished in mahogany, with drawers that pull out for the hosiery, gloves, etc., or glass doors that move up and into the wall as in a book-case. Below these are the usual drawers. A variation is found on the left at the entrance, where there is stationed a large glass cabinet for umbrellas, with upright doors opening out at right and left.

Mirrors for Each Pillar.

The right of the store, facing to the back, has an attractive arrangement of mirrors. There is a necessary break in the cabinets for stock owing to the pillars. This pillar space, left undecorated in many stores, is covered here by a mirror, one of each, or thirteen in all.

LAYOUT OF GROUND FLOOR.

The order of the goods on the right hand side starting from the entrance is as follows:—

Neckwear.
Fancy goods.
Ribbons.
Art department.
Embroideries.
Pattern cabinet.
Linens.

On the other side the sections are located in the following order:—

Umbrellas.
Gloves.
Hosiery.
Underwear.
Corsets.
(Elevator).
Ginghams, ducks, denims, etc.
Cabinet of cedar for comforters and blankets!

These meet the mahogany sections on either side and give a very handsome effect to the side wall. A section, showing the mirror across the pillar, is illustrated in this article.

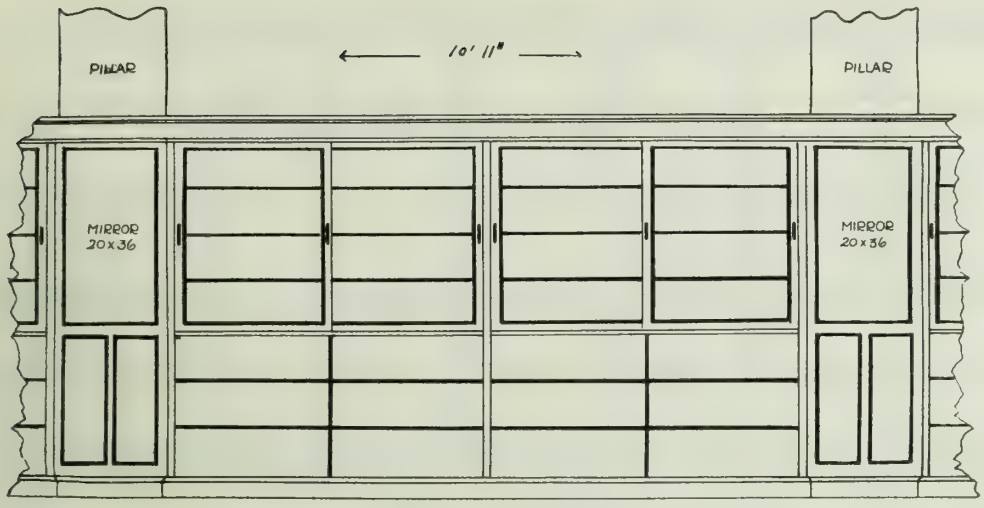
Supplementing the wall fixtures, as one would expect, are brightly lighted show cases. It is one of Mr. Gray's strongest maxims, "You must display your goods to sell them." He has carried this out on every floor, and while he keeps his stores of glass and hosiery, in closed drawers he shows what manner of stock it all is in his show cases along both sides of the store. Opposite the elevators, for there are two—special display arrangements are made, by glass cabinets and show cases. The elevator itself makes a necessary break in the continuity of the wall fixtures, and advantage is taken of this to have special displays of goods meet the eyes of customers in stepping out. On some floors there is extra space secured by the very position of the elevator, for being this.

Cedar Cabinet for Blankets.

The cedar cabinet,—smelling fresh and sweet, like the housewife's cedar chest—is one of the proprietor's justifiable causes for pride. It is of glass in front, showing the blankets and comforters; and it takes no argument to show that goods come out fresh and sweet, there is an optical—as well as nasal—proof of it. This has the ordinary plan for handling blankets left far behind.

Dress Goods by Colors.

The second floor is devoted to dress goods which, strange to say, has in some exclusive stores, witnessed almost an equal development with the Ready-to-Wear. In the front section shelves on both sides are lined with a well assorted stock. At the left, facing the front, are black dress goods; next come the blues; the browns, the greys, and mixtures in the order named. Mr. Boles, the head of this department, who is building up rapidly, has a problem about the arrangement, whether to keep certain



Section of right wall of store showing nature of fixtures. Glass drawers on top to display fancy goods, ribbons, etc. Note mirror across each pillar.

priced goods together, or to make the division according to the nature of the fabrics, or the shades, as he has done. Probably he will in turn experiment with all three, and more. Above each color section, is a ledge drape of goods in that shade.

On the opposite wall are silks, and adjoining them the spool section.

An attractive effect is attained by a large show case right across the front, which gets the full benefit of the sun through the windows. This is all the better owing to the store occupying a vantage point with a break in the building line of the street just opposite it, as a lane starts there. This show case is used for special lines of French dress goods, of dainty color and texture.

The rear portion of the floor is devoted to linings, with two silent salesmen for displaying the non-colored goods, and to cotton dress goods the other side, except ginghams and prints which are kept downstairs on the main floor.

Dark Rooms Lighted.

Opposite there are two "dark rooms" —a feature much appreciated by ladies for comparing the appearance of dress goods under electric light with their sunlight look. This is used also for dresses, suits, etc., and removes any objection to purchase, or a delay, through the old feeling, "yes, it looks all right in daylight, but I'd like to know whether I like it at night."

The curtain and drapery department is at the extreme rear.

Cabinets and Racks.

The Ready-to-Wear Department is situated on the third floor. Here again is seen ample provision for the display of the fine stock. On the left, facing the front, are covered cabinets which will soon be fitted with glass doors. These contain coats, one-piece dresses, separate skirts, kimonas, waterproofs, lingerie waists, silk waists, and wash dresses and skirts, in order named. On the right are open racks for suits. A couple of circular racks on either side are used for mantles on which there is a special price, to clean them out.

Thus for the whole length of that 185 feet, the goods, in systematic division, are displayed in glass cabinets, or open but "roofed" cabinets, on long racks, on circular, on tables, or in show cases.

At the rear is the children's wear section, with a show case across the end, with infants' belongings, looking like a baby's pretty wardrobe.

To the right back of the elevator is the whitewear department, and behind this the pressing room, and the alteration and fitting room.

185 Feet of Millinery.

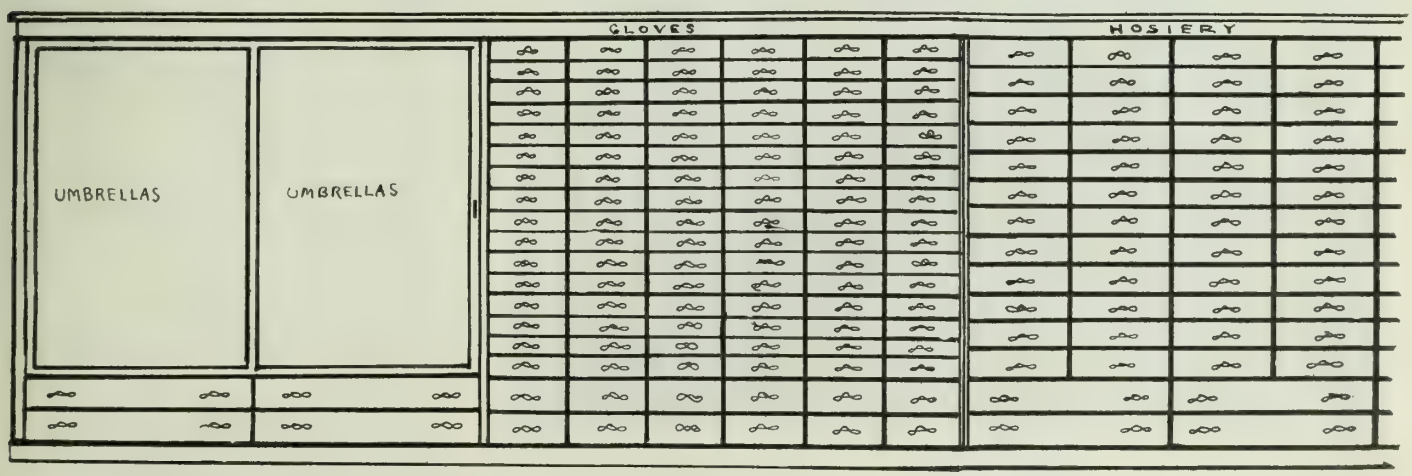
On top of this is the millinery department, 185 feet long! A fine vista it presents with its nest of tables, show cases, and glass wall cabinets. Again the principle of the maximum display

DRESS GOODS DEPARTMENT.

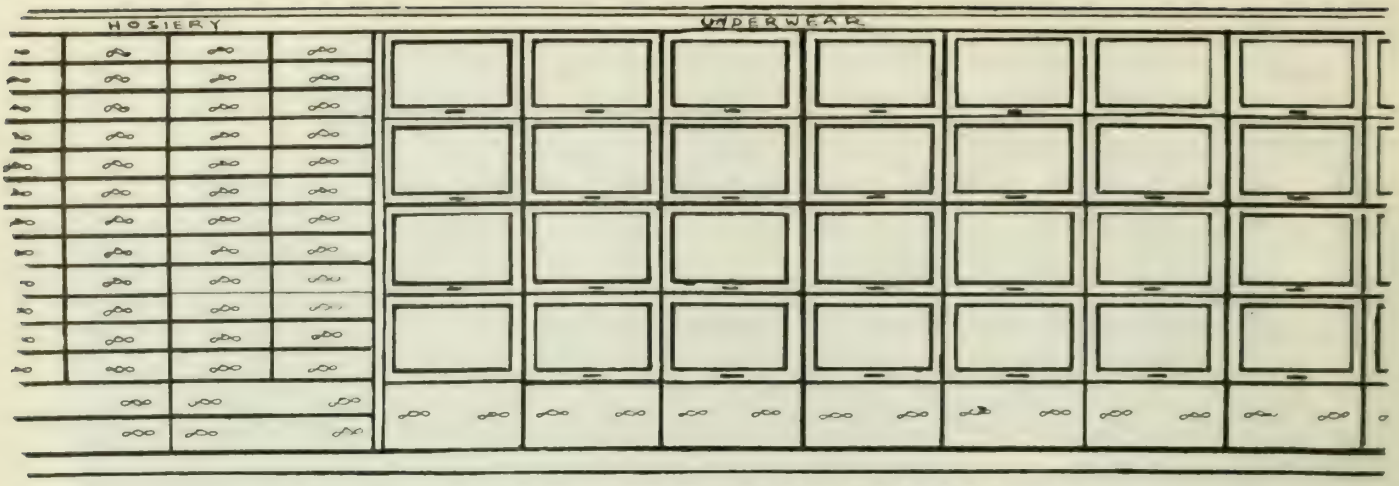
The arrangement is:—

Blacks	**Silks.**
Blues.	
Browns.	
Greys.	
Mixtures.	**Spools.**
Linings.	**Dark.**
Cottons.	**Rooms.**

Curtains, Drapery.



Showing first section of wall fixtures on left of store on entering. Glass cabinets for umbrellas, and drawers for gloves and hosiery.



Section of left wall fixtures. Doors are of glass, working as on a bookcase.

of goods is in evidence. On the right side it is proposed to place a huge glass cabinet thirty feet in length, for displaying hats, with ribbons and flowers. At the rear is the work room.

The fifth floor is used for reserve stock and a system is being installed by Mr. Gray's son for keeping an accurate record of everything that is on hand, and of marking off all that is taken downstairs to put on the shelves. This is where, also, he prepared his ads.

In the basement is a boiler, as an auxiliary system in case the outside heating plant goes wrong. There is in addition a room with lockers for the employees.

In another issue some account will be given of the bookkeeping system of the firm, including the handling of individual sales of clerks, and the monthly system of stock-taking by arithmetical process.

Best for Least Money.

In discussing with The Review the principles that are guiding him in building up this exclusive ladies' store Mr. Gray said:—

"We are catering for ladies' medium and high class trade. We aim to keep good stuff, and will avoid all kinds of fakes. We wouldn't touch them with a forty foot pole. We give no prizes, and hold no lotteries. We aim to build on a good solid foundation: 'the best of everything for the least money.'

"We are strong advertisers, but stick to the newspapers. We use no handbills, but keep to straight newspaper advertising believing it to be the most serviceable.

"I never interfere with the customer or salesman. I would never think of saying, 'Did that lady get what she wanted?'" We let the clerks do the best they can, with guidance, of course. There is always a floor walker to see that people get waited on, either myself or some one else. There our surveillance on actual selling stops."



Millinery room, showing use of display cases for hats, flowers and other trimming, and tables. A 30-foot glass cabinet will be set along the left side.

This system, Mr. Gray thinks, is responsible for his retaining many of his clerks for over ten years.

In general the policy of this firm is to bring up the quality of its goods so that people can get the best that is going. For instance, in neckwear, a 25-cent line used to be common a short time ago; now 50 and 75-cent articles are among the lowest-priced goods kept.

In linens the firm is building up a special trade from the wide range and first-class goods.

The dress goods department is made a special study, and a dressmaking department is found to work in well, one helping the other. The greatest difficulty all stores find in this department is to find the proper dressmaker; once she is secured, most of the difficulties vanish.

Dressmaking an Aid.

In its relation to the dress goods department, the dress making is in a sense a dependent. That is, all goods used in this department are charged up at the full selling price, even when the goods are ordered first through the dress making department. So with linen, spools, etc. The dressmaking department simply adds its own charge for making up the goods, for example:

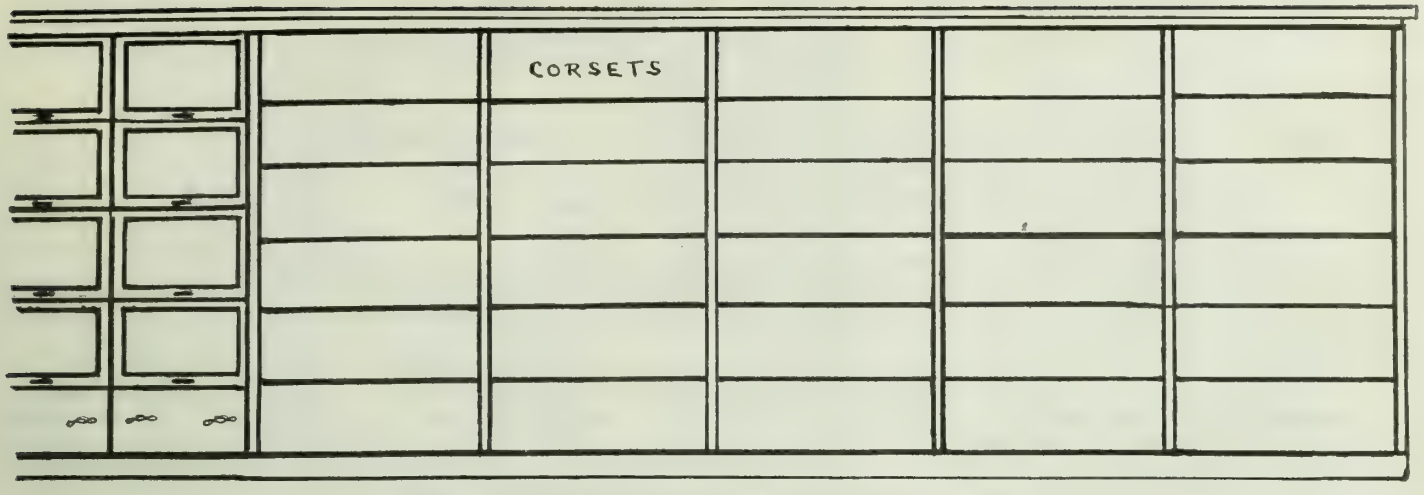
1914.
Feb. 27.—Hooks..laces..twist beads..lace..ribbon ..goods..making gown $9.00
Total 13.20
Mar. 14.—Cash 13.20

Such is a typical entry in the "dress making book."

The clerks, of course, in the dress goods department, are instructed to recommend the dressmaking department, and a good percentage of the custom is thus secured.

Unique "Full Page" Effect.

In advertising the firm takes liberal space. Mr. Gray, Jr., is keen on the



Section of left wall fixtures, showing selving for corsets.

study of this art and is continually looking for new schemes. One of his ideas is to arrange for using two columns on each side of a page, having ordinary newspaper reading matter in the three centre columns. This, to a great extent, gives the appearance of a full-page ad.

He avoids, where possible, stereotyped ideas. For instance, when the firm was about to move to its new building from a short distance down the street, he was about to use "Removal Sale," but noticed that another firm had made use of it. So he changed the heading to "Winding Up" Sale.

Beats Out Rivals.

He keeps copies of all the ads. he writes and if at a loss for an idea some time, generally gets it by looking back over the files.

In addition he keeps a record of the special announcements of his rivals. If this year, on a certain date, one of them announces a special sale that catches the public, ten chances to one, twelve months later less two or three days, Grays, Limited, will hold a similar sale, and head them off from repeating.

The illustrations and drawings will explain in themselves many other details of the first-class equipment of this London store.

Among those responsible for the success of the store are the heads of departments: J. Boles, dress goods; J. G. McKay, ready-to-wear; E. J. Cossey, linens; Miss Kindree, fancy goods, neckwear, embroidery, notions, and Miss Young, hosiery, corsets, underwear, umbrellas, gloves, etc.

Chicago Firm Sells Tickets.

Mandel Brothers, of Chicago, advertise to furnish their patrons with tickets to all the principal theatres in Chicago at box office prices. These tickets are on sale in the rest room of the store.

Household Utilities

Marshall Field Adds New Section, Including Kitchen and Laundry Requisites, Paints, Vacuum Cleaners, Etc.

IN the new annex of Marshall, Field & Co., Chicago, a new department of "Household Utilities" will be added. The newspaper announcement reads:—

"Increased floor space afforded by our two new buildings now enables us to handle additional lines, which, together with similar merchandise heretofore carried in various sections, are now grouped in a new section of household utilities.

"The section will contain kitchen utensils, kitchen furniture, laundry requisites, refrigerators, household hardware, garden tools, lawn mowers, bathroom fixtures, electrical sundries, enamel ware, aluminum ware, sewing machines, household paints, woodenware, vacuum cleaners, and all the usual merchandise of this general character.

"This new section is the outgrowth of a general demand from our customers for goods in these lines, and is another step forward in the policy of this store to render a complete service and make it possible for our patrons to find here whatever they need in such merchandise," continues the announcement.

"In keeping with the policy of Marshall Field & Company the merchandise will be the best obtainable, the assortments most complete, and the prices the lowest consistent with good quality. Those contemplating purchases in these lines will find it to their advantage to wait till next Monday, when the new section will be open for business. It will occupy the entire ninth floor of the North Wabash avenue building."

New Liskeard, Ont.—A men's furnishing store has been opened here by Messrs. Sproule and Soucie.

Fredericton, N.B. — S. Kerner will conduct a general clothing, boot and shoe and women's furnishing business.



View of ready-to-wear department, showing excellent display in cabinets and on racks and full-length forms.

Roof Gardens in New York Store for Welfare Work

Gymnasium Exercise With Special Provision for Weak Points—Cafeteria at Less Than Cost—Rigid Examination on Entrance—Amusement for Tired Minds and Bodies—Even Medical Care for the Feet.

Second of Series by T. B Costain

THE prosperity of a retail store depends in no small degree upon the standard of efficiency maintained on the staff of employees. If the sales force is made up for the most part of clerks who are zealous, loyal, and reasonably well versed in the fundamentals of salesmanship, the growth of the business is assured. People are bound to shop where they meet with courteous and efficient service. On the other hand, if the standard maintained on the sales force is not a high one, no amount of aggressiveness in other directions will serve to "keep the public coming," as the saying is.

This opens up a decidedly vital phase of modern merchandising. With the need for efficient help staring him in the face, the merchant finds that to keep his staff up to the mark entails more than the payment of a fair living wage, and providing of a well-ventilated, sanitary store. The young clerk, male or female, needs exercise, a chance for fresh air at certain times during the day, relaxation, even amusement—something to stimulate the interest and take away from work the apathy that a steady routine is so apt to breed. Recognition of this necessity has led to what is known as Welfare Work.

Plans for the Employees.

Practically all the big retail stores of the world have well developed welfare plans. It was the good fortune of the writer recently to spend a day in the new store of Lord and Taylor, New York. In a great many respects, this store is the most up to date in the world and that claim might perhaps most justly be laid in the matter of looking after the health and welfare of the employees. In the Lord and Taylor store, the employee is looked upon as a decidedly valuable asset, something to be watched closely and treated fairly not only for the individual good of the employee but for the resulting benefit to the store as well.

Rigid Test on Entrance.

In introducing the topic, it will be necessary first to explain the steps taken to supervise the selection of employees. Each applicant for employment is passed through a rigid investigation, including a medical test. Only those giving every evidence of physical fitness and mental alertness are taken on. It is intended as time goes on to make the tests more rigid and exacting, as it is recognized that the great secret of keeping a sales staff up to a high average is in selecting the material right.

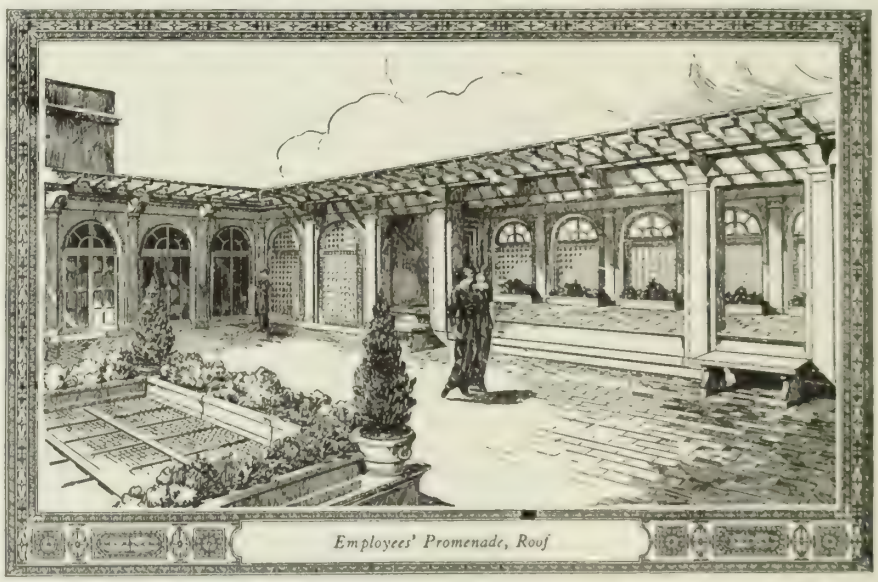
After passing the examination and being put on the employment list, the new clerk is not left to his or her own powers of acquirement and initiative to become efficient in the art of selling goods. There is a department, presided over by a personal efficiency man, which is responsible for the coaching of clerks, the proper placing of employees and the sifting out of such as are "found wanting." The scope of this department is to be enlarged and it is probable that classes of instruction in salesmanship will be instituted.

Roof Garden for Employees.

So much for the direct means adopted to insure efficiency; now for the indirect. When studying the methods of Lord and Taylor to increase the comfort of the employee, the first step is to take an elevator and travel to the roof. Here one finds a really unique arrangement, one that speaks volumes for the whole-hearted interest that the firm take in the welfare of their employees.

The whole roof is given over to the various departments of welfare work. It has been fitted up elaborately, without regard to cost and every possible convenience that ingenuity could suggest is there.

There are in all four roof gardens, each of good size and fitted up with seats, palms and flowers of all kinds. Here, high enough above the city to get fresh air, the tired clerk can at the lunch hour, or in cases of indisposition, enjoy a quiet and invigorating rest.



Employees' Promenade, Roof

There is, in addition, a large gymnasium on the roof. On the occasion of the writer's visit, this had not been completed but equipment of all kinds was being moved in and the information was obtained that the sum of $6,000 was being spent in appliances for acrobatic exercise. When completed, the gym. will be open at all hours of the day and each evening, the men and girls having the privilege of its use on alternate days.

Serve Meals.

On the roof also is a large dining-room on the cafeteria plan. Here food is served at less than cost. It is quite possible to obtain a good lunch for 15 or 20 cents which enables even the poorest paid of the staff to lunch in the cafeteria without straining the pocketbook. Service is rapid so that after lunch the employee generally has half an hour of leisure to spend. In addition to the gardens, halls are provided with music. The writer was present during the noon



Employees' Gymnasium

hour and found the girls tangoing and "trotting" among themselves with every evidence of enjoyment. Tables and magazines are provided for the studious-minded.

The Hospital Service.

The outstanding feature of the welfare work, however, is the medical facilities provided. One corridor on the roof is given over to hospital work. There is an operating room and two wards, containing 3 cots each. Two doctors, one a lady practitioner, are in attendance and three nurses. If an employee falls sick, he or she is taken at once to the hospital and given the best of treatment free. What is more, if the sickness is of such a nature as to entail a lengthy absence from work, the same free service is given.

Operations are performed almost daily, this service also being gratuitous.

In the same corridor is found the dental parlors and the chiropody department where a service on a par with that in the medical department is rendered. If a clerk finds the long hours of standing hard on the feet, a visit to the chiropody department will serve to bring relief. If suffering from toothache, a ready relief can be obtained.

To Maintain Physical Standard.

A lady instructor has charge of the gymnasium work for girls and training classes are being organized. Before enrollment on the list the young girl is given a thorough test with a view to ascertaining what form of exercise will be needed most to bring her up to the desired standard of physical fitness. It may be found, for instance, that the applicant has a weak back. The instructor then sees that the girl has work to do which should strengthen the back. and so on.

Welfare Work

Rigid medical examination of clerks before engagement.

* * *

Coaching of clerks and assigning to departments.

* * *

Roof gardens with gymnasium, dining rooms, halls for music, rest rooms, etc.

* * *

Hospital service with nurses; dental and chiropody departments, etc.

It is an interesting fact that each employee is provided with a metal locker for storing of clothes and personal belongings.

Work in Departments.

Such in brief is the welfare work undertaken for the staff as a whole. There are many other ideas being worked out, however, in separate departments. In the correspondence department, for instance, the manager has formed a "harmony club." For half an hour each afternoon, the girls stop work and gather together around the desk of the chief. A programme has been provided for—songs, readings, story telling, etc. After half an hour's relaxation, they return to work with renewed energy.

And what is the result of it all? Are the Lord and Taylor employees more efficient as a result of the privileges thus accorded?

From all that the writer saw on the occasion of his visit through the store, an emphatic answer in the affirmative might be given. The clerks seemed bright, willing, courteous. The service rendered in all departments was prompt and business-like. Routine system work proceeds without a hitch.

Employer and employee alike are reaping the benefit.

Paying Gas Bills

St. Louis Store Starts Unique Service System — Direct Wires to Theatres — Will Cash Cheques.

IN St. Louis the Grand Leader store has established a unique system of rendering services to its customers. By judiciously advertising the new service it has strengthened its hold upon its patrons. The manager in discussing the new department said:—

"In this wonderful corner you can lighten your shopping burdens and save many unnecessary steps by stopping and asking for a little information and advice. We are always willing to explain and make shopping a pleasure for you.

"We have exercised greatest effort in supplying our patrons' wants. You can save several days of worry by mailing packages and letters, paying your accounts, such as your city gas, electric and water license bills, and that it not all; your county gas, electric and water bills may also be paid.

"After a customer is through shopping, the next thing is a rest, and where is a more satisfactory place for rest and pleasure than at the theatre? And here is where we can give you the best of service. We have installed a direct wire system to all the leading theatres, thus giving us accurate service and preference in the choice of seats for our patrons. If you have an account, you may charge same, if you desire to do so.

"Gift bonds and certificates are proving decidedly popular with many practical-minded people. The recipient may select merchandise from any department at any time desired. They have also become very popular in many ways for social functions, such as prizes for parties, clubs and euchre entertainments.

"Cashing checks and receiving want ads. for all the newspapers is another convenience, for ofttimes one neglects to insert an ad. just because the newspaper offices are out of reach of a department store and this alone has proven a splendid success to our patrons who have already tried our system of taking care of their want ads."

Posting up the Order of Each Clerk's Sales

First, Second, Third or Twentieth in List, for Everyone to See—System Found to Work Well in Kingston and Other Stores—How to Regulate Salaries by Sales Records.

"HOW can I stir up my salesmen to work for increased results?"

This is an inquiry that has reached The Review several times of late, in some cases with a despairful note lurking in the correspondence.

One method, readers will recall, was suggested a few issues ago, as used by the E. B. Crompton Co., of Brantford. This was to forward to each clerk at the beginning of a week the amount of the sales for the corresponding week of the year before, thereby letting him know what record he had to work to beat. This system has been worked successfully in many stores, and others are trying it out.

Some have objected to The Review that such a system involved "telling too much of one's business," meaning, of course, that if each clerk had a record of his own sales he could consult with the one next him and by a process of addition gain a pretty good idea in a short time, of the total business being done by the firm. This information, if gained in this—or any other way—might not always prove advisable, for the firm.

For those who feel there is force in this objection the store of John Laidlaw and Son, of Kingston, Ont., furnishes another method in which definite figures are not given. This involves simply posting up the names of each sales clerk in the order in which she (and he) comes in actual totals for the week that has just passed. In the blank form from the Laidlaw store that is illustrated here, it will be noted that there is a division, something corresponding to the first and second in a baseball record; those in the first fifteen, and those below that mark. This particular number it may be supposed, was taken as a half-way point in this store.

THIS IS YOUR STANDING

For the Month of _____

No.	Name
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
	TRY AND GET YOUR NAME IN THE UPPER LIST.
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

Form used in store of John Laidlaw & Son, Kingston.

This same system has been worked out in many other stores and invariably the experience has been that it is productive of good results. There is a wholesome spirit of rivalry stirred up, for a "good" place in the class which aroused all school children who have any ambition whatever, still, influences us when we are grown up, whatever our occupation. In most lines of work, a comparison with fellow-workers is impracticable, but in a record of sales it is easily operated, and it has been found to incite clerks who have fallen low down in the list to work the harder to improve their relative position.

Divergence in Possible Sales.

Of course, objections have been raised to this system on the ground that it makes no allowance for the wide variations in the natural totals of sales in different departments. For example, where a clerk is handling smallware for individual purchases of 10, 15, or 25 cents, the total for the day or week, cannot eclipse or even approach that of the seller of $25 mantles, or a suit of clothes or an overcoat. Which is quite true in itself, and makes it possible for the clerks in the departments where sales bulk larger to retain their places at the top of the list.

But this discrepancy is understood perfectly well by the clerks themselves. Each one is aware that her opportunities in a certain department may not be able, even with the utmost exertions, to raise her from twentieth to second. But she can improve her relative position. Probably her fellow clerk in smallware is fifteenth in the list. Why should she not be sixteenth or even fourteenth? There are many in other departments she can beat, even if she cannot head the list. Hence there exists what may be called "relative" rivalry; the topping of the list is only one of a score or more of the ambitions that are created by the weekly and monthly record.

Sales Improved by Use of List.

Mr. Robert Bruce, who is in charge of the Laidlaw store in Mr. David Laidlaw's absence, assured The Review that he had had abundant evidence of sales being improved by the efforts of clerks to come up in the list. While the fifteenth might not be able to be first, the first had to work hard to keep from falling to second, and, indeed, it was surprising, he declared, how many changes there were from week to week in all parts of the list.

The manager of a large store when spoken to by The Review in regard to this, said he quite approved of the system, and it was operated in his own store. He explained that the whole working out of the salary system depended on the sales, along the following lines:

How Salaries are Fixed.

"When a man or girl enters our employment, unless we know their work, they may start at some nominal figure, say $8 a week. We tell them their salary will depend on their sales. That is what we engage them for—to sell goods; and that is the product they have to sell.

"Now, we have each department graded according to the average cost of selling goods. In one the clerk's salaries may average five per cent. of the sales; in another where the amount of each item is large they may not average more than 3 per cent., and in some cases fall as low as 2. On the other hand a few departments may cost as high as 6 per cent.

"Now here this clerk starting at $8 a week. If her department averages 5

(Continued on page 20.)



View of stage in store on which mannequins paraded, showing the new season's models. This event was put on by The Regina Trading Company at night.

How Regina Store Drew Immense Crowd of Women

Packed the Streets to See Evening Exhibit of Living Models in Ready-to-Wear Department—Beautiful Stage in Store With Orchestra Nearby—Came Day After to Buy Goods.

Special Correspondence of The Review

GRAND FASHION PARADE.

Do you want to see for yourself the newest and best in the Spring fashions? This evening, commencing at 8 o'clock, there will be held on the second floor at the Regina Trading Company, a Grand Fashion Parade, wherein living models will display the new garments for every occasion. Only ladies will be admitted to see the review, which will be given in the following order:—

1. **Fresh from the tailor.**
2. **Spring Showers.**
3. **Peggy from Paris and her friends.**
4. **Ready for the afternoon stroll.**
5. **As seen on Fifth avenue, New York.**
6. **Suggestions for the morning shopper.**
7. **What society demands.**
8. **The Easter parade.**
9. **The leisure time girls.**
10. **The ball room.**
11. **After the ball.**
12. **The morning after.**
13. **Comfort and good sense.**
14. **Wedding bells.**
15. **Good night, ladies.**

One may guess the first stands for tailor-made suits, the second for raincoats, umbrellas, etc.; probably the 11th and 12th for negligees.

The parade will do more than display the season's modes; it will give an object lesson in the matter of correct gowning for every occasion.

Regina, March 25.

THE ladies of Regina showed their appreciation of a rare entertainment along the lines of one of the most enticing subjects possible—Spring styles—when they not only crowded the entrance, but almost blocked the street in front of the Regina Trading Company's store at eight o'clock in the evening to witness a "Grand promenade of Living Models." So great was the crowd that all could not be accommodated at the first "view," and the programme had to be repeated, the early comers leaving to make way for those who were still waiting.

As will be seen by the photograph of one scene, the exhibition took place on a raised platform which was handsomely decorated with spring-like effects. This was changed constantly by a few deft touches to represent outdoor or ballroom or other surroundings that would fit in with the line of ready-mades that were being exhibited. Mannequins promenaded up and down upon this platform. Mr. A. Fraser Little, head of the ready-to-wear department, making an announcement as each group appeared upon the stage. To add to the delight of the entertainment—which began at eight o'clock in the evening—an orchestra was placed in the well below and played appropriately to the various features set forth.

What was the result of this elaborate entertainment for the ladies of Regina?

Crowds Lined Upon Street.

"A splendid success," writes Mr. Little to The Review. "Never in the history of Regina has such an eager, interested mass of ladies assembled, crowding the entire store to its fullest capacity and lined up on the street for a block from each entrance. The following days after the parade **we found business enormous; ladies who heretofore were not patrons of this department, visited the garment section to buy the much-talked of costumes worn by the mannequins.**"

The programme that was provided is indicated in the list of the titles of the "Review" numbers as given here, "The Easter Parade," "The Ball Room," "The Morning After," etc.

The first to appear on the stage were four smartly tailored models, in natty

suits of blue. Suitable hats were worn with them. "Spring Showers" were long loose rain coats of blue, tan, grey and taupe corduroy or rainproof cloth. Little sailor hats with narrow drooping brims and broad velvet bands completed these costumes.

Peggy From Paris in Slit Skirt.

"Peggy from Paris," created somewhat of a sensation in her stunning white and green creation. The white cloth skirt could be buttoned to the bottom or left open to the knee, as it actually was, revealing a tango petticoat of green silk, white silk stockings and green slippers bound up the ankle tango fashion. With this outfit was worn a three-quarter green coat, and a poke bonnet with high flare and long green streamers, and a green bell-shaped parasol. Several other "milder" costumes were also shown under this head, varieties for Peggy.

Afternoon gowns in blue shot silk, and others in brown silk and wine red voile next appeared.

"What Society Demands" brought out corsage bouquets, draped minarets, heavy beads and girdles with very narrow skirts.

Sporting Suits.

The "Leisure Time" girls included the Motor Girl in a striped grey skirt, long taupe coat and hat with grey veil. The Canoeing Girl was clad in a bright red coat with yoke and belt, and narrow brim panama with band of red velvet. The Tennis Girl had a white linen skirt and blue linen Russian blouse.

The evening gowns were exceedingly dainty and pretty models in blue, mauve, pink, yellow, etc., in minaret and tunic effects, and short overdresses of net-edged with fur, lace and stiffened gauze.

In "Wedding Bells," a dainty little flower girl led the way, followed by the bride, gowned in soft white satin with a fish tail train and a filmy net veil. The gown was draped with handsome silk embroidered chiffon and heavily trimmed with brilliants. The bride's bouquet was of pink orchids. Her four bridesmaids were daintly gowned in pale pink and pale blue gowns with overdresses of lace and net.

The last exhibit was of kimonas, negligees and boudoir caps. In dainty crepes, both plain and figured, and in silk spotted delaines, all of dainty colors and trimmed with lace and shirred ribbons, these garments looked both pretty and useful.

Business Grew 50 Per Cent.

All the mannequins were on the staff of the department. Able assistance was given by Mr. Atkinson, of the advertising department, and Mr. Morgan, the store decorator, who is on the edge of the group in the photograph. Mr. Little, the manager, is in the centre of the group.

It is by such striking devices that this department has been build up. So rapid was the growth last year that the turnover was 50 per cent. above that of the previous year.



DEAD QUIET.

The little chap was playing "store"
Along with other boys;
And as they romped around the floor
They made a lot of noise.

"Keep that store quiet," mother said.
The little chap was wise.
"All right," quoth he, "we'll just pretend
That we don't advertise."

Posting Up the Order of Each Clerk's Sales

(Continued from page 18.)

per cent., she must sell $160 a week to earn her $8 even. If she cannot sell more over a period that gives here a fair trial, than say $120 or $140, we would tell her she is not earning her salary. In this case we would hardly reduce her wages, but would feel that it would not pay us to keep her on even at the $6 or $7 that she earned, as we are paying our clerks, as a rule, considerably more than that.

One Good Better Than Two Medium.

Our theory is that we prefer one, $16 a week clerk to two $8 ones—supposing the salaries are on a sales basis. For it follows that the $16 a week clerk sells as much as the other two together, and in being able to do this, at the same time probably gives a more intelligent and more pleasing service to our customers. So that we prefer five good clerks to ten fair ones in any department, provided, of course, it is possible for the five to wait on the customers without any undue delay.

"Now to come back to this $8 a week beginner. Suppose, instead of dropping to $140 she sells up to $300 a week, and keeps that up. We would raise her salary to $15 a week, and with no long series of delays between the advances either. Selling $300 a week, in a "5 per cent." department she is worth $15 a week to us, and if she earned $18—selling $360 weekly—we would pay her that. In some other department—a "3 per cent. one" we would expect $500 a week in sales, for a $15 salary; but in a "6 per cent." department $250 sales would bring a $15 a week salary.

Percentage Varies with Seasons.

"There is one other point to notice. The percentage salaries bear to sales varies with the season in each department. In a shoe department sales are larger in Winter on $4, $5 and $5.50 lines, whereas in Summer with pumps replacing shoes, they might fall off almost one-half. In that case the percentage cost of that department rises automatically. But we make allowance for this in fairness to our employes."

AMONG THE MERCHANTS.

Edmonton, Alta.—A merchant tailors' association has been formed here which will be affiliated with sister societies in other cities.

Fredericton, N.B.—Cecil Holder has opened a dry goods store.

Winnipeg, Man.— Borbridge, Brophy & Clark, Brandon, have been incorporated as manufacturers' agents.

Weyburn, Sask.—W. T. McConachie has started a tailoring business.

Gull Lake, Sask.—W. J. Leaf, dealer in men's furnishings, has opened a branch in the east end.

Brandon, Man.—Nation & Shewan, a departmental store, have taken over the store next door, formerly occupied by Doig, Robertson, Ltd., dry goods merchants. Doig, Robertson, Ltd., have amalgamated with The Merchants, Ltd., formerly A. D. Rankin & Co., and are now known as Doig, Rankin & Robertson.

Western Merchants on Trail of the Dead Beat

Some Lively Discussion at Big Moose Jaw Convention on This Important Subject—Banking, Another Problem Dealt With

Moose Jaw, Sask., March 25.—Some four hundred delegates from all parts of the province are in attendance here at the annual convention of the Retail Merchants' Association, Saskatchewan Branch. Up to last night the discussion was lively. Particularly so has this been the case on the paper read by W. F. L. Edwards on the subject of Credits. This is one of the livest questions in the West, and the merchants during the last couple of years are working more determinedly to eliminate the vast losses caused by people who will not pay their bills.

J. L. S. Hutchinson, of Saskatoon, spoke on banking, collateral security, etc.

Invitations for next year's convention came from Swift Current and Saskatoon, and considerable discussion took place on this. At time of writing this question had not been settled, but a full report will be forwarded for next week's issue.

Work of the Past Year.

The Saskatchewan branch of the Retail Merchants' Association was organized a year ago at a large convention in Regina, Sask., with F. J. Bole, Regina Trading Co., as president. Other officers elected were: T. J. Agnew, of Agnews, Ltd., Prince Albert, as first vice; W. W. Cooper, of Cooper & Co., Swift Current, as second vice, and J. L. S. Hutchinson, of the Saskatoon Hardware Co., as treasurer. F. E. Raymond, of Saskatoon, was made provincial secretary.

During recent months the association had two organizers in the Province, one of whom, J. M. Brayley, took up the work in August last, but as it would have taken a great deal of time to cover the Province with only the one organizer, it was decided to place another on the field. R. M. Jewell was therefore engaged in November last, and as a result, there are in Saskatchewan alone over 1,400 members and the organizers have been adding to these at the rate of from thirty to forty every week.

The way the organizers have been working has been to call a meeting at the largest of several towns in easy reach of each other and appoint officers to form a local branch. The merchants then in the towns which come under that local branch, turn in lists of their customers, with their ratings on each to the local secretary, who, in turn compiles a list of all the names he has with the rating on each, and hands a copy of that list to all members. In this way it is possible to keep track of those parties who live within reach of several towns or villages, and who exhaust their credit in one place and then go and repeat the performance elsewhere.

In addition to this there is the credit reporting department which is situated at the provincial head office in Saskatoon. This department issues collection letters to all the members who apply to them. These letters are in two portions and the member fills in the stub giving all the particulars as called for, and sends the other part to his debtor. In many cases the first letter is sufficient to bring in the money or at least to have arrangements made for payment, but where this is not done the stub is turned in to the Saskatoon office and a second letter is issued from there. This second letter gives the debtor fifteen days to arrange settlement, and if at the expiration of that time no adjustment has been made, the debtor's name is reported to Toronto, for publication on the list of delinquent debtors, a copy of which list will, in due course be placed in the hands of every member in that Province.

Since the first of November last up to the 15th of February, there have been reported to the officials as being paid through the results of the collection letters issued by the Credit Reporting Department no less than 411 accounts representing a total amount of $15,968 and during the same time there have been reported to Toronto for publication on the list of delinquent debtors some 1,470 names representing a total amount outstanding to the members of $64,114.

Much Outstanding Money.

These figures are just three months' work of the credit reporting department, and from less than 20 per cent. of the present members of the association. If every member had sent in his collection letters' stubs, these figures would at a low estimate have been trebled. Even then that would only have represented less than 15 per cent. of the merchants in the Province. With these figures to work upon, it does not need a great deal of reasoning to realize the money which must be outstanding on the books of Saskatchewan's merchants. The genus "dead-beat" is evidently abroad in the land all the time and in ever increasing numbers.

Through the efforts of the association the first piece of legislation ever obtained by the merchants of Saskatchewan as a body came into force on the 15th of February last. This was the Small Debts Act and while this is claimed to be a great improvement over pre-existing conditions, it was hardly what we wanted. Still it is recognized as a start.

At the next sitting of the Provincial House there will be several matters brought up such as Continuous Garnishee, Unfair Advertising, etc., etc.

Saskatoon has alone a membership of 105, and has a rating system whereby any member who is approached for credit, has just to telephone to the office of the association, and if the particular party is not rated, within a very short time the applying member can be assured that he will receive authentic information to guide him in his judgment as to granting the credit or not.

The Saskatoon branch at the present time has several matters before the city council such as licensing transient traders and improving the city market, and is taking up the question of free telephone service to nearby towns, rural free mail delivery, and numerous other items of interest to the local retail merchant.



F. J. BOLE, REGINA, SASK.
Who Presided at the Big Convention in Moose Jaw.

Investments Apart From the Business Itself

Idyll of the Boy Who Found the Way Through Hearing Opportunity When She Knocked—Laying Aside From the Business a Certain Sum Each Year in Bonds.

Written for Dry Goods Review by Henry Johnson, Jr.

IN 1890, in the city of ————, a boy was born. Nothing unusual about that and, apparently, nothing unusual about the boy. He was just an ordinary, regulation, nondescript, red-headed youngster, sturdily built, with plenty of "git-up-and-git"—simply a good, healthy, wholesome sort of kid. There was in his character just one trait with which we have to do. That was the predisposition to "get there" in as lively a way as possible, by the shortest legitimate route. I say legitimate because, though the boy had unlimited ambition, he was made to play the game according to the rules. He was not to be tempted to do anything shady in any circumstances nor for any apparent reward. This indicates that he was entirely safe and sane; honest, industrious, hard-headed; a genuine, though not an exceptional North American hustler.

Barney Leaves School.

Like many another practical-minded youth, this boy did his own thinking and was impatient of anything that he thought stood in the way of his material advancement. So he chafed under instruction in grammar and other regulation school-stuff, though he was good at arithmetic, spelling and other things which he could readily understand as having a direct application to everyday life. At fourteen, therefore, in 1904 that is, he persuaded his folks to let him cut school and go to work in Templeton's grocery store. It happened that Templeton's was the best store there and it also happened that Templeton was a merchant of the old school who knew how to tie old-fashioned packages and delighted to teach his boys everything on the old lines of the grocery business. This means that Barney's busines education was thorough and absolutely practical.

Barney was only a boy. He was not a man all at once. Hence there was the usual amount of foolishness and playfulness in his development. He was no infant prodigy. There was nothing of the high-brow stuff about him. But he was of the stuff that soon tires of futile things. So at 18 he was a finished clerk. He knew the stock from top to bottom. He knew the store completely. He knew most of the costs and, being apt at figures, the margins were familiar to him. He knew all the customers and salesmen; and, because he was a bright, cheerful, inquisitive seeker after information, many of the "boys" liked to tell him things to help him along. Needless to say he always saved money. He was constantly thinking about how best to use that money, having in mind the starting of a business of his own, or going in with the "Old Man" some day. He had confidence in his own ability to handle his money properly, and did not fear to use it; but up to the beginning of his 21st year he had not used it—it was drawing the regular savings bank interest of 3 per cent., compounded semi-annually.

In 1910 Barney was getting $60 per month, and was the "main squeeze" in Templeton's store, and he was saving half his wages. That was the time that many high-class bond dealers awakened to the value of the small investor and began to comb the country for purchasers of $100 bonds. One particularly sincere, earnest young salesman used to talk with Barney about putting his money into bonds at 6 per cent. Barney listened and seemed to absorb all the reasoning, but could not quite see it until once when his friend went to him with a new line of argument about this way:

$30,000 at Fifty.

"Barney, boy, you are a young man with ambition to really accomplish something definite. You know that a competence, in money, is about as solid a thing as any man can work for. If, now, you were to be shown a way by the following, of which you could be SURE, ABSOLUTELY SURE, that at fifty years of age you could have a competence of $30,000 in good, solid securities, all without overtaxing your known capacity to produce and save, would you think it worth while to follow the plan during the coming 30 years?"

"Thirty thousand dollars, did you say, Jerry? Did I understand you aright? Stop a minute—do not answer too quickly; remember, old man, you are talking of a FORTUNE."

"Thirty thousand is right, Barney—here are the figures," and Jerry drew from his pocket a document covered with figures, as below:

Jan. 1/00	$150.00	
July 1/00	4.50	
	150.00	
		$304.50
No. 1 1/1/'	9.13	
	150.00	
		463.63
and so on down to:		
No. 31 1/1	$788.68	
	150.00	
		27,227.88
7/1	816.84	
	150.00	
		28.194.71
12/31	845.84	
....		29,040.55

Barney looked at the figures for some minutes before he spoke, and Jerry did not interrupt his thoughts. Then Barney said: "Looks good, all right, and I surely shall not kick over any conclusion you have shown; but tell me, old man, why you slopped over to 31 years, and also why you have not shown the $30,000 in full?"

"Easy enough," replied Jerry. "To begin with, you are going to set aside $150, and thereafter you are going to put away $25 every month, on a plan I shall outline to you, and the result will be fully thirty thousand dollars—maybe more."

(Continued in next issue.)

Among the reasons for expecting a good 1914 business is the favorable condition in the agricultural field, for even where the volume of crop yield may not be up to the bumper point, the ruling prices for crops and produce are high and insure the farmers having purchasing power. Farmers are now among the largest consumers of heavy handwear. Some of the credit for the development of this trade must go to the canvas glove it is said, despite the fact that some pessimists did predict that the cloth gloves would injure the leather goods business. It seems, that by reason of their cheapness, they have served to educate folks to glove wearing and once they "get the habit" they're inclined to want the better goods of leather.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, APRIL 1, 1914 No. 7

Everything But Shoes

IN THIS issue The Review commences a Footwear Section at the request of a number of dry goods merchants who include this line in their regular departments. It will be the endeavor of the editors to make the department instructive, not only in recording the leading style features, but through articles on merchandising and the equipment and lay-out of such a branch. The subject matter in the Footwear Department will be thoroughly practical, as it will deal with the actual experiences of dry goods merchants who have made successes with shoes and findings.

Not only so, but this new department will seek to perform a special mission. For some time The Review has believed that a footwear department was a highly profitable factor in many a dry goods store, and that the introduction of such a feature into scores of others would secure a similar result. The investigations that have been carried on at different points throughout Canada have strengthened this impression ten-fold, and The Review believes that a study of the articles in the introductory section in this issue will convince many merchants of the great possibilities that are before them in following the example of those who are making a pronounced success of footwear and its accessories.

You keep everything a woman wears except shoes,—why not shoes?

Who Controls Fire Marshal

THE announcement of the Ontario Government's intention to appoint a Fire Marshal will be received with genuine satisfaction by the retail merchants of the Province. The need of some such official has long been urged, for fire losses have been mounting steadily higher until now Canada's per capita record exceeds that of all other countries in the world. The inevitable result has been higher rates, and the certainty of sharp advances in the future.

The official statement of Hon. J. J. Foy contains no definite information as to the powers of the new official. The bill gives a Provincial Fire Marshal power to investigate into the cause and origin of any fire, to enter summarily into certain buildings and order necessary fire precautions to be taken, and any inflammable matter lying about removed. Structural changes may also be ordered. The insurance companies are to pay the cost of this service by an assessment on their premium income, a provision that was embodied in a resolution passed with the first reading. Whether the official will be subject to one of the Ministers of the Crown has not been made clear, nor whether there will be any appeal from his ruling. This point was brought up at the late O. R. M. A. convention, when a protective resolution was passed along the following lines: "That it is the opinion of this meeting that if it is the intention of the Ontario Government to appoint a Fire Marshal for the Province of Ontario, that he should be appointed under the direction and authority of a Minister of the Crown so that in the event of any severe restrictive measures being imposed upon us by the said fire marshal, or his deputies, that we, as merchants, will have access to the minister and be able to lay our complaints before him." This position was supported strongly by dry goods men at the convention, and it is safe to say is held by the majority of merchants throughout the country, because a "new broom," undirected, is liable to compel arbitrary and expensive measures that may prove burdensome and out of proportion to the benefits sustained.

Relief in Garnishee Act

RELIEF is in sight for the retail merchant who under the present garnishee law finds himself balked in the collection of a just debt. Under the present terms in Ontario the salary due a man cannot be attached unless it exceeds twenty-five dollars, and only that portion in excess of this amount. This relieves the debtor, of course, in the great majority of cases except where his salary is paid bi-weekly or monthly. At a conference of retail men with the Attorney-General the former suggested that the $25 amount be changed to $10. In reply to this a Government official suggested a provision whereby fifty per cent. of the salary due, of whatever amount, might be garnisheed in payment. This was favorably received on both sides and may form the basis of new legislation in Canada that will spread to all the Provinces. This would save expensive suits in the Division Court.

The Best in Trade Journals

THE opinion was expressed in these columns some months ago that the great majority of business men were quite willing to impart the results of experiments on their part to others who were working, perhaps unsuccessfully, upon similar problems, and very few were held back by the fear of rivals imitating their methods and making their generous information act as a boomerang upon their own business. This idea is taken as an assumption by the Saturday Evening Post in an article on the Trade Journal: that the successful merchant is quite

willing to assist others, either as individuals, or as members of an association, or in presenting his views through a trade journal to a wide circle of readers. The Post was advising a young man as to how to succeed in life, and declared: "When a man begins studying a field of business in trade journals and technical books, he will soon be led farther if he is really interested. These books give him general principles and current news, tell him what the trade is driving at, who the men are that count in its activities, and he will soon want to know some of these men, and there is nothing in the world to prevent him from getting acquainted with them. The young fellow who selects a field of work because he likes it and studies methods therein for the purpose of developing his own personal value, has every right to profit by what the best men in the field can tell him, and they will be always glad to help him, if he is intelligent and tactful. Leaders in every field of business are continually laying themselves open to his approach. They work out new methods. They build up organizations. They speak at trade gatherings. They expound their opinions and it all appears in the trade journals devoted to their work. Mighty few men are too busy or too big to pay attention to the inquirer who is interested in their methods."

Where Rejection May Be Serious

IN AN issue that is devoted strongly to dress fabrics and fancy goods it is fitting to utter a warning against a practice that is being carried on during the past few weeks by many retailers, the cancelation of orders in a number of lines, but particularly ribbons, simply because delivery is late. However praiseworthy and necessary in self-defence this action may be under ordinary conditions, all information at present to hand would urge to the opposite course. As pointed out in the last two issues, the delay in delivery of ribbons is not the fault of the wholesaler. A large proportion of the orders he gave last June are coming to hand only now, and are being forwarded to the retailers as rapidly as possible. The real fact is that there is a world scarcity of ribbons in the face of an abnormal demand. Cancelation of late deliveries would thus appear to be a mistaken policy, as the merchant has no guarantee that he can stock up elsewhere, and if his order was accepted, the delay attending it would usually be still more serious. This looks to be a case where everyone must be content to "make the best of it."

Watch the Bogus Agent

FOR WAYS THAT ARE DARK and tricks that are vain, they tell us the "heathen Chinee" is peculiar. But as the retail trade well knows, the "heathen Chinee" has no monopoly on the dark and evil ways.

To illustrate, a Kingston, Ont., merchant sends us the following:—

"Thirteen young fellows from 17 years to 20 years of age made an onslaught on the citizens here, principally merchants, and cleaned up a few hundred dollars. They claimed that scholarships were offered by the Pearson Magazine people to young fellows sending in subscriptions of 50 cents each for a year, and 3,000 within a certain time.

"No magazines have come as yet, and it looks like a hold-up again. Next!"

The dealer in question wrote the magazine to determine whether these men were bona fide subscription agents or not, and he received this reply:—

"Dear Sir:

"We thank you for the interest in this magazine which prompted your letter of the 2nd inst. We have arrangements with various subscription agencies for canvassing subscriptions for Pearson's Magazine. We have made no scholarship offer. It may be that some of the agencies have made such offers to their canvassers."

Inquiries have been made by The Review in Toronto, and it was discovered that this same gang, or one similar to it, has been operating there. There was at least one man operating with a proposition resembling that to which the Kingston dealer refers. He called from door to door offering magazines at greatly reduced clubbing rates, giving three $2.00 magazines, for instance, for $1.50. It is only necessary to cite a particular case to show that this was a bogus subscription canvasser. One party is known who some three or four months ago gave him $1.50 for three magazines, but nothing has yet arrived to represent the outlay.

This case is merely cited to show how we must be ever on the alert. Men are not prone to publish widely the fact that they have been separated easily from hard-earned money. Perhaps if they were more open about it, these bogus agents might find their occupation gone. But since human nature—in the average at least—is such that these losses are kept secret, it must be urged upon those who have not yet been caught to "sleep with one eye open." One cannot be too secure in these days of fraudulent stock-watering, and wildcat schemes.

Editorial Notes

SALESMANSHIP is the power to persuade plenty of people to pleasurably purchase products at a profit.

• • •

PARCELS POST limit has increased to 11 pounds. Are you making full use of the opportunities offered?

• • •

THE ADVENT of spring has created a feeling of optimism among drygoodsmen. Push your Spring campaign to such an extent that all pessimism will be forgotten in the rush.

• • •

THE SPRING is the harvest season of the drygoodsmen. Begin your harvesting operations early and garner in the business and profits that can be secured at this season of the year.

• • •

IT MIGHT PAY you to try out that method of posting up the order in which your clerks stand in sales, week by week, and by the month. Many who have used it were surprised at the rapid changes that followed.

• • •

IF THE CLERK puts himself, mentally, in the position of "the boss," he will think of many a good suggestion to make, and not only will he be unconsciously building up his own ideas, but he will be preparing the way for his own promotion to a bigger position, for it is the man with initative, the man with ideas, that the employer is waiting to promote.

How Are You Treating Your Customers?

HAVE YOU got what they want WHEN they want it, or do they have to buy from out-of-town houses?

DO THEY think YOU can't get the goods—are they afraid of your prices?

YOU positively can get any dry goods to be had and the prices meet competition.

Let's show YOU. We're doing it for others.

You will not need to look for results—they will overtake you. Try.

The W. R. Brock Company (Limited)

MONTREAL



MATERIALS—SILKS.

TAFFETA comes first from the fashion standpoint. The extreme trade is taking all it can get of this fabric at the present time.

MOIRES and moire effects are in a high position, and buyers think well of this fabric for Fall.

COTELES and cord effects are coming into favor, and are particularly good in printed fancies.

METAL BROCADES and *cord materials interwoven with metal threads indicate the tendency towards the use of very rich fabrics.*

CREPES — crepe meteor, crepe de chine, crepons, etc., are still big factors in silk distribution.

SATINS—In spite of the many new fabrics introduced, the trade is still banking on soft satins, such as duchesse and messalines for Fall selling.

FANCIES—Hardly too much stress can be laid on the plaid development. Tartan effects, particularly in blue and green are strong, and every confidence is expressed in novelty plaids in soft, harmonious colors.

ROMAN STRIPES are in a high position, and there is promise of a further development in the stripe situation.

PRINTED SILKS are a big feature and there is a wide development both in patterns and materials.

Wide Range of Fancy Silks for Fall

Prices Are on Up-grade Owing to Universal Demand—Moires Strong—Taffetas Limited to Dancing Dresses—Printed Crepes Strong.

THE silk industry is at present in a firm and are on the up grade and very healthy condition; prices are every indication points to a continuation of the present big distribution. Other indications of strength are found in the preponderance of silken garments shown at the Spring openings both in America and in Paris, showing clearly that the fashion originators are still favoring silk materials. To this may be added the advances in raw silks that have taken place since the first of the year, and the slow deliveries in so many lines from the foreign mills.

Every account of the gowns produced by the leading model houses emphasizes the vogue of taffetas. The new taffetas are exceedingly light and supple, and are very soft and rich. Notwithstanding the fact that they are a high-priced silk they are hardly to be obtained and mills and firms that had stocks on hand left over from the last taffeta vogue have had no difficulty in disposing of them to advantage. Though the present vogue will call attention to taffetas, present indications are that they will only be used for dancing dresses in the coming Fall, and that it will be Spring, 1915, before this silk reaches the general trade.

Besides plain taffetas this fabric is shown in plaids, Roman stripes, pencil stripes, checked stripes, surface and warp printed patterns, and embroidered and faconne effects.

Wide Range of Fancies.

A very wide range of fancy silks is shown for Fall. Surface and warp prints are strong. Plaids are shown in wonderful variety both in Scotch and in fancy patterns. Warp prints showing a blurred design in pompadour colorings are designed for dressy gowns. Printed patterns come in Oriental and New Art designs, but New Art designs are taking the place of the Oriental effects.

As in other materials, cord and coteles weaves are strong. Coteles come in Roman stripe, in Scotch and fancy plaids, and in multi-colored new art designs. These fabrics are for trimming purposes, and for the same come the metal brocades, and the same fabrics showing designs of metal threads over a dull foundation. Cord weaves show metal interwoven in the ground and giving glittering touches to the material. Gold is used with black and silver with dull blue or the pattern will be of many dark shades forming a background for the rich gold and silver designs.

Indications point strongly to moires in silk, velours and in crepe effects. These materials are shown in black and in street and novelty colors. Moires with brocaded and embroidered designs are also shown. Moires will be used for trimmings, suits, costumes and also for dressy wrap coats.

Crepes have by no means dropped out of favor, but are showing in new effects, some of which have almost the appearance of a cord. Crepe meteors, and heavier makes of crepe suitable for Winter wear are well shown. Not only are crepes strong in solid colors, but printed crepes in New Art, Chinese and in floral designs are indicated. Chiffons and crepes with metal printed and floral designs are new and promise to be prominent as the tendency is towards the use of gold and silver in the coming Fall.

Notwithstanding the many novelties, full stocks of colored satins have to be kept up. Orders are being placed for satins by both the retail and the cutting-up houses, and they are regarded as a leading article from a yardage standpoint for the coming Fall.

Fall Colors are Deep and Rich

Relief and Trimming Colors Bright and Vivid—Black is the Keynote, with Dark Blues, Browns, Reds and Greens in Order of Favor — Orange Shades and Yellows Strong.

THE vivid colors that came in with the Balkan craze are losing their importance, and the tendency is not only for softer but for darker, deeper tones. This tendency has been very marked during the past Fall, and is exemplified by the strong position into which black has worked. During the Winter that is now passing the black hat has had the leading place and the black gown has been freely chosen by fashionable women. Black used to be looked



---and now we've solved your lining problem

The day of stiff, harsh satin has passed. Women know too much to willingly accept a material entirely unsuited to present-day styles and requirements. Wise merchants are everywhere ready to boost the satin that combines the necessary SUPPLENESS with wearing quality and fine lustre.

Such material is Maxim Satin—the ONLY such material, in fact. Read how we make it. Learn right now why this Satin is so SUPPLE—and when you do know how much a lining branded "Maxim" means in satisfaction to your customer you will realize how safe we are in making our guarantee so strong.

HUNDREDS OF EXPERIMENTS.

Weight is not the main test of Satin quality. Construction is far more important. On the way Satin is woven—and on the raw material used—depends the wearing quality and the real value of a piece of goods. We have spent thousands of dollars in hundreds of experiments and can now announce a perfect construction—exclusive in Maxim and an invaluable talking point to you. Incidentally the new Maxim Satin is the heaviest in its grade on the market.

WHY MAXIM IS SUPPLE.

Ordinary cotton has no lustre. Mercerized cotton is almost as lustrous as silk. Maxim Linings are woven with the finest silk warp—and Sea Island mercerized cotton weft. No other satin uses Sea Island cotton. In order to give this cheaper cotton a shimmer, ordinary satins are "finished." This finish artificially stiffens the fabric. Maxim Satin retains all the natural suppleness—and has the genuine silk "lustre."

WHY MAXIM SATIN WILL NOT BREAK.

Ordinary cotton fibre is about 2 or 3 inches long. Sea Island cotton is 6 to 9 inches long. Ordinary cotton thread has none of the qualities of silk thread. Sea Island cotton thread has most of the qualities of silk thread—due to the long strong fibre. Weaving silk and ordinary cotton together makes an inconsistent fabric. Like oil and water—"they don't mix"—and the satin breaks and cracks. Maxim is guaranteed not to break. A new lining from us if it does. Need more be said?

CAPPING ALL THESE ADVANTAGES.

Maxim Satin in 40 beautiful shades is actually less expensive. When you show your customers this material and tell them of its advantages they will expect its price to be greater. But due to the saving in duty and to the world-wide business of the mill that manufactures Maxim Satin it actually costs less to the consumer and shows a better profit to you.

YOU CAN GUARANTEE MAXIM TO YOUR CUSTOMERS

You are hereby authorized to guarantee Maxim Satin Lining as follows:—

"Our Guarantee: You get a new lining without quibble if Maxim Satin fails to give the satisfaction you expected."

Could anything be fairer?

WRITE US FOR FURTHER INTERESTING DATA ABOUT LININGS.

LOUIS ROESSEL & CO., LIMITED

Manufacturers and Importers

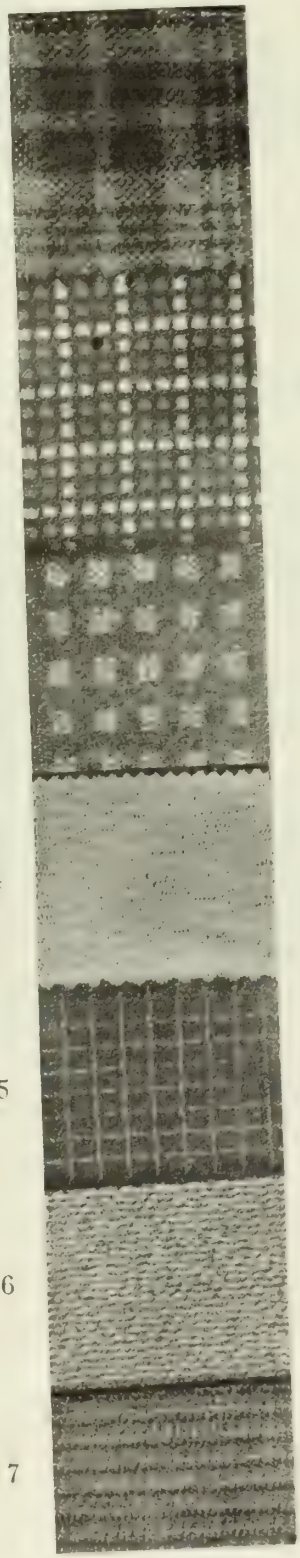
64 Wellington St. West TORONTO, ONT.

McINTYRE, SON & CO., Limited

Distributors to Retailers

MONTREAL, QUEBEC

WOOL FABRICS



1. Fancy two-toned plaid; 2. Honeycomb check in novelty colors; 3. Two color novelty check; 4. Velour crepe; 5. Two color check; 6. Pebble cloth; 7. Fancy crepe. Shown by Nisbet & Auld.

FALL AND WINTER COLORS.

BLACK has worked into a very high position, and there will be a very large distribution of black fabrics. With black, favored interest will centre in dark colors. For some time the tendency has been in this direction.

BLUES are prominent now, and will certainly stand first on the color list for Fall. Dark navies, corbeau, and dark blue greens, such as petrol, and paon, with Madonna, and Delft blues in the lighter shades will be most favored.

BROWN promises to run next. Tete de negre will be strong, and taupe for the better trade, with dark seal and tabac in favor with the popular-priced section. Yellow browns will be good, and prominence must be given to beige or sand shade.

REDS come third with deep Burgundy, currant reds and mahogany shades for street wear and coral and shrimp pinks, and bright rose reds for trimming and evening wear.

GREENS have been working into prominence for several seasons, and the outlook is good for deep olives and myrtles, and for a new shade of green called Deauville which is softer in color than emerald green. Nile is good for evening wear, and in neutral shades there is some indication that jade green will be good. Light olive shades are also good.

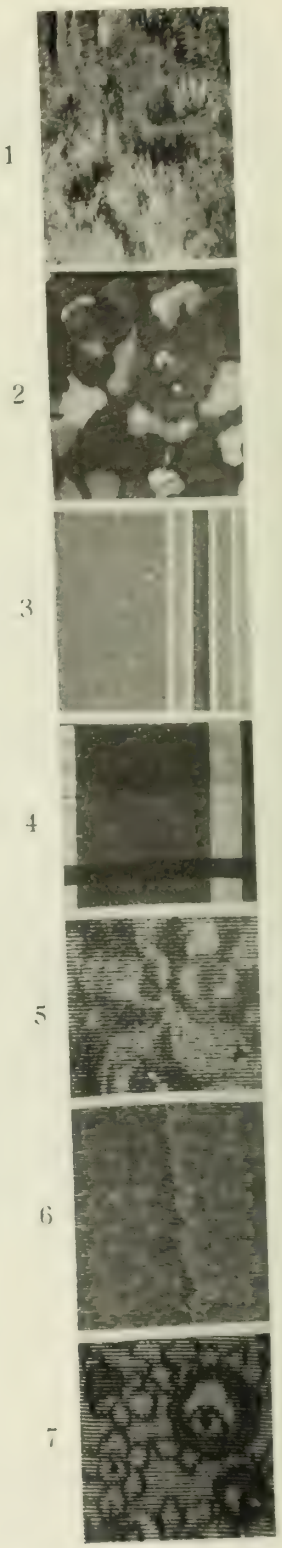
ORANGE and carrot shades, dollar gold, maize and lemon are colors that will be used for wraps, novelty suitings and trimming colors.

PLUM and wisteria are staple colors with the better trade.

upon as only for matrons' wear, but is now adopted by the majority of young girls. More black materials than in many seasons have been sold this Spring, and buyers' ideas are that the sale of black materials will be larger than ever in the coming Fall.

With black gaining ground, it follows that deep, rich dark shades will be those most fashionable, and that such colors as dark navy, night blue, petrol and deep shades of novelty blues will come first on the list. Blue is placed first because of its position this Spring. At the present time it is the best selling color, and is the color that is gone first when a shipment of new goods is

SILK FABRICS



1. Ribbed silk with pattern of metal threads; 2. New art printed silk; 3. Roman stripe; 4. Novelty plaid; 5. Novelty print with gold threads in the warp; 6. Crepe moire; 7. Printed cotele in new art colors. Shown by Silks Co., Ltd.

---and remember, they must be in WORRALL'S Fast Dyes

that's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND
HAVE ADDED VASTLY TO THE BEAUTY
AND UTILITY OF

VELVETEENS

GRAND PRIX
FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J. & J. M. WORRALL Limited MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX
TURIN EXHIBITION, 1911.

Sharp Rise Takes Place in the Wool Market

Prices of Woollen Fabrics on the Up-grade — Materials on the Velour Orders in First Place—Crepes and Ripples Good—Piece-Dyed Materials Are the Big Sellers — Plaids Very Much in Evidence.

THE sharp rise in values in the wool market is undoubtedly due to the need of replenishing stocks of raw wool, and the motive underlying the rise was the belief that wool values were down as low as they would fall. Conditions in some branches in Yorkshire are not all that could be desired, but the present advance proves that any deficiency in consumption on the part of the Yorkshire mills is made up for by the increasing demand from America and the Continent.

Not only are prices of wool materials advancing, but deliveries are none too good, and manufacturers who are making the materials that are selling are demanding longer delivery.

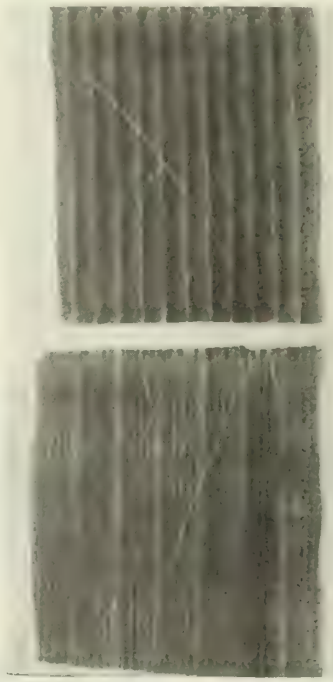
Buyers are most interested in piece dyed cloths and in spite of the fact that it has three years of success behind it, goods with a velour finish are the strong lines. Peau de peche will be one of the leaders in dress fabrics. New finishes are interesting the trade, which have all the softness that this name implies. These cloths are half-way to broadcloths and the opinion is expressed that they are leading in the direction of a return of that material. Velours come in various novel effects such as cords and diagonals, and also in weights suitable for cloakings. Crepe velours and close sheered zibelines are other materials of the same class.

Crepes are selling well for Spring and Summer wear and crepes in wool and in silk and wool mixtures are brought out for Fall in light weight materials. Also there are ripple cloths, pebble and granite cloths as well as other materials to which a crepe effect is given. The new gabardines come in crepe effect. This material resembles a crepy whipcord with a very fine twill.

The recent demand for serges will mean that large orders will be placed for the various weaves for Fall. Cheviots are staple and are regarded with great favor.

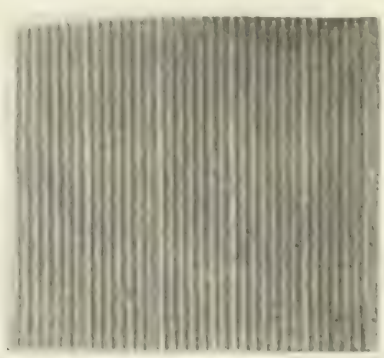
Roman stripes are the latest innovation in the novelty end and as some very attractive color combinations are offered they will become popular among the newer ideas.

Plaids have not reached the height of their popularity and the outlook for them is very promising. Tartans are showing but the most interesting effects come in two tone and in combination effects in very dark colors. Many of these novelties are very harmonious, and some of the high novelties are so constructed that the plaid effect only shows when the light falls on the material. Expensive materials of this class are in terry effect and have a looped surface in rows like uncut velvet. Other plaids have the design blurred with boucle yarns, and plaid broadcloths are an indication that broadcloths are again due in favor.



Novelties in golf cords. Shown by Sperling & Lea.

Checks will have some attention. higher colors are used here than in other combinations, and there also is a strong representation in monotone and two-color effects.



Novelty in golf cord. Shown by Sperling & Lea.

Fall Colors are Deep and Rich

(Continued from page 28.)

received. Blue is the next color to black.

Blacks, Blues and Browns in Order.

Light browns and yellow tans have sold next to blues for several seasons, and following along the same analogy, very dark shades of brown should be in a high selling position next Fall. This brings us to tete-de-negre and dark seal browns. For two seasons tete-de-negre has been a prominent millinery color, and now that it is introduced into dress fabrics, it promises to become a popular shade. Taupe is also mentioned, but this color has never taken well in this market with the popular trade, but it is a sure color in high-class fabrics. The popular trade will also be interested in yellow browns such as tabac and in copper and mahogany shades.

Greens have been coming back as a dress color for several seasons, and the coming Fall promises well for deep myrtle and olive greens. For dressy wear there are a number of rather high tones that are softer than emerald, and more on the leaf-green order, and also some light olive shades that are very well thought of.

Deep Burgundies, and currant reds are certain, and there are various terra-cotta, yellowish reds, and coral and rose reds that will be strong as relief colors and as colors for dressy wear.

Orange, carrot, dollar, gold, maize, and lemon yellows will be chosen for trimming purposes, and for dressy suits and wraps. Very few neutral shades will be seen, but some prominence will be given to beige and also reseda green.

Pale Evening Shades.

The evening colors are pink, blue, Nile and maize, all in pale shades.

In a season when dark colors are so prominent, the use of high colors for trimming and relief effects are always strong, and such colors as French blue, vert green, coral, petunia, tango, orange and carrot are those that promise to be most used for this purpose.

In novelty materials, colors are so intricately and artistically combined that they may be used in combination with a number of plain colors. Several deep shades of colors will be combined and life given to the whole by the presence of one or more of the above-mentioned high colors.

Interesting News

We are pleased to state that we are in the peculiarly fortunate position of being able to place at the disposal of the trade something like fifty thousand yards of the famous "EMPIRE" Satin, which we can sell at old prices.

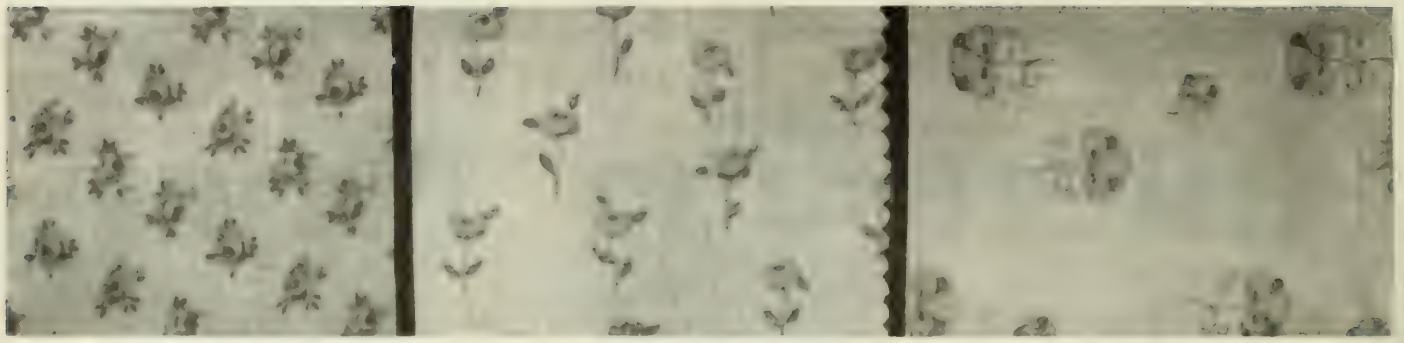


Under ordinary circumstances this is quite a large quantity, and would be enough to keep prices down for some time, but those who have been in close touch with the markets of late have been placing big orders with us for this brand, after every possible comparison with all other brands. Buyers would do well, in face of this important information, to send us their orders at once and be liberal in anticipating their wants, both for now and Fall delivery, in order to get well in on present prices.

Sample Shade Cards on request
(To the trade only)

Nisbet & Auld, Limited

32-34 Wellington St. West, TORONTO



1 and 2, Printed voiles; 3, Crepe. Shown by Dominion Textile Co.

Velvets for Trimming Purposes

Novelty Velvets in Plaids, Stripes and Fancies Selling Well for Trimming—Fur Fabrics Showin Dress Weights and High Colors — Dress Velvets in the Better Qualities.

A VERY general use of velvets for trimming purposes is expected for Fall, and as dark colors are the rule the natural inference is that trimmings will be bright. Manufacturers are bringing out velvets and velveteens in fancy plaids and Roman stripes, as well as in dots and printed fancies for this purpose. These velvets are selling well in Europe, both for millinery and for dress and suit trimmings, and in view of the vogue that plaids, stripes and fancies are attaining, should be a success here.

There has been a very general distribution of cord velvets for separate coats, and manufacturers are showing cord velvets in new effects that are more sharply cut and which have a better lustre and finish. Novel cord effects, and combinations are shown, and some cloths have a rough back that adds to their weight and warmth. Other cloths show distinct cords on light material and are softer and more adapted for draping purposes.

Straight pile velvets are being ordered by the millinery trade and there is every reason to expect a big season in millinery velvets and plushes.

There has been considerable hesitation in placing orders for wide width dress velvets and velveteens. This condition was due to the price cutting necessitated by the non-success of some lines of fancies. Chiffon velvets and better grade velveteens sold extensively and finished the Fall season in a strong position.

Much of their success was due to the fact that the demand is for materials that command a better price and which can be relied upon to give satisfactory service. This also applies to plushes which have been so improved that they can be worn without crushing. Chiffon velvets and velveteens of this class should again have a good season in the coming Fall as they are in the direct line of fashion tendencies.

Fur fabrics are being brought out in novel effects and in a variety of colorings. The high novelty comes in the light-weight cloths which are intended for suit purposes and for evening cloaks and are showing in street and high colors as well as black. In this class of fur effects baby and moire lamb are the best sellers. There are many novel effects and imitations of expensive furs included in the line and these materials will be used instead of the real article for trimming coats, wraps and street suits.

Cotton Novelties

Rough Plaids and Honeycomb Checks Showing—Printed Fabrics Hold High Position — Organdies the Novelty in Sheer Materials.

MANUFACTURERS of cotton materials have not been content to let the profitable novelty business that is being done drop out for the coming Fall, and are taking advantage of the present tendencies to show cotton materials in weights and colorings appropriate for Fall selling. The rough plaids and imitations of wool fabrics brought out for sports coats have been duplicated. The chief novelty here is the reproduction of honeycomb checks. New lines in plaid ratines are also showing and there are many novelties in silk and cotton mixtures which closely reproduce the more expensive silk materials.

Crepes are the big sellers, and because of the high favor accorded to printed crepes in silk fabrics, cotton crepes are being brought out in similar patterns. But printed crepes are by no means all that the cotton manufacturer has to offer. Sheer materials are coming into favor and voiles and crepe voiles are shown with novelty printings both on white grounds and in soft tones of color suitable for dressy wear. Prints are in growing favor and it is only logical to suppose that their vogue will be stronger when the Fall season opens, and also that they will have a big representation in the Spring of 1915. Pompadour patterns are staple but the new feature are the New Art floral patterns printed in novel color effects.

There is a decided return to cord weaves and poplins and Bedfords are showing with silk stripes and also ornamented with silk jacquard figures as well as stripes.

In white materials the tendency is towards the use of sheerer materials. Organdie is the novelty, and materials that may be classed as organdies both in soft and in stiffer finishes are being prepared for the spring season of 1915. Crepes hold the lead and plain and novelty crepes in crepe chiffon weaves are in high favor. Crepes of this class, both embroidered in colors and having chenille or plush figures will be taken by the high-class trade for evening wear. Crepes embellished with ratine yarns and nub yarns in the form of checks and stripes are again showing.

Sheer cotton crepes, and crepes with crinkled stripes suitable for making under-garments are in a good position as owing to the extensive use made of crepe de chine for this purpose, there is a tendency in the popular trade to buy cotton crepe.

With organdie weaves as the high novelty, voiles in sheer weaves gain in strength. Plain voiles are used for waists, and for dresses and the general tendency is towards an increased sale.



Fabrics *for* Spring

from an authoritative viewpoint

Coming events cast their shadows before—coming styles to a very great extent have forerunners and especially to those who keep a close tab on everything pertaining to them.

We are in the closest touch with advance styles in silk fabrics, and our past predictions have been so correct that we are considered authorities.

Our present stock of newest shades and fancy effects in chines, brocades, novelty stripes and prints for Spring and Summer wear are convincing proof of our constant alertness to the latest vogue at all times.

It will pay you to call on us when in the city.

Write for samples.

The Silks Company, Ltd.
55 BAY ST. TORONTO, ONT.
Thomas Block *Calgary, Alta.*

MATERIALS

PIECE-DYED MATERIALS made of fine wools and merino yarns are interesting buyers. Velours are prominent in these materials, and all the leading materials are soft in feel and finish.

CREPES AND CREPE EFFECTS continue in vogue, and are showing in wide variety both in light-weight cloths, and in ripple, pebble and granite effects.

COTELE AND COTE DE CHEVAL weaves are coming to the front owing to the prominence of these effects in other lines of materials.

CHEVIOTS AND SERGES are staple and will be among the best selling weaves.

STRIPES, CHECKS, PLAIDS, Roman stripes are the high novelty in fancies, and the plaid development is strong in blue and green tartans and in novelty plaids.

PILE.

CHIFFON VELVETS in street and novelty colors for dressy wear. Velveteens in the better qualities. Cord velvets in high colors for evening wraps and suits.

PLAID AND ROMAN STRIPE printed velvets will be used for trimming purposes.

FUR FABRICS are expected to have a good season. The range is large, and includes suitable weights for tailor-made suits, in black and in novelty colors.

Dress Goods Higher

Tendency is Upward– Light Weight Crepes Ordered for Fall Spring Serges Scarce.

New York, March 30.– Local selling agents are still receiving large re-orders for Spring dress goods. Most of them are for crepes, poplins and other fancy weaves, and it is practically impossible to make deliveries near the time stipulated. Both black and blue serges for prompt delivery are scarce also, and difficulties in making deliveries on these staples are reported in many instances. When the scarcity of fancy-weave goods became apparent earlier, the trade turned to serges to help out, and as this move was more or less unexpected by mills, it took only a short time to clean out available stocks. Especially good Spring duplicates are reported from certain sections of the South. Last week some reordering from Texas was reported which was unexpected, inasmuch as that State is usually through with Spring goods and ready to go into wash goods as late as this.

Duplicates from other Southern points were reported.

It was hinted early last week that the demand for crepe weaves, which fabrics have proved leading selling items for Spring, had dropped off suddenly, and that stocks were beginning to accumulate. The rumor was apparently groundless, however. In fact, in not a few instances, a continuance of the crepe demand is expected into the Fall.

Prices of dress goods seem to be tending upward. Already several advances have been made notably on serges.

Velour de laine have been active selling items among the finer suiting lines, and fine sheared zibelines also. Peau de souris is strong for cloakings and suitings, and this fabric will be used extensively for combination effects. For instance peau de souris combined with velvet will be strong. Better grades of pile fabrics in plain weaves, diagonals and striped effects, all in soft colors are in active demand for suits and coats alike. A good demand is reported for what is called llama cloth, a 12½-oz. fabric, in a sort of duvetyn effect which is suitable both for coats and suits. All dark, rich shades are preferred. There is a good demand also for all-wool and silk and wool duvetyn.

Both skirt and dress houses in New York are reported as ordering light weight crepes such as Tokio and Cascadeaux effects. These goods are rich and attractive in the new Fall colorings, such as dark greens, blues, plum, browns and olives. All lines of coatings are moving fairly well, especially those for Balmacaan coats. Chinchillas are fairly active also.

SILKS STILL RISING.

Some Manufacturers Asking Five to Seven Per Cent. More.

New York, March 30.—Interest is now centred on the price situation, both for broad and for raw silks. Since October last prices for desirable qualities of raw silk have been gradually increased until the total advance for various qualities amounts to from 35 to 50 cents per pound. Dealers in raw silk say that from present indications quotations are likely to be higher. They say no new raw silk will arrive here until September next, that stocks everywhere are low, and that the demand is excellent. In judging the situation, it must be noted that there is a large movement of broad silks in Europe, that practically the same conditions rule here and that manufacturers in general are having an excellent Spring business in a wider variety of weaves than was the case one year ago.

Another important factor in contributing to comparatively high prices for raw silk is the large demand for silk ribbons, both in Europe and in this country. Not only are ribbons freely employed for millinery purposes, but they are also put to many other uses.

Manufacturers who keep up a high standard of quality state that they are entitled to an advance of from 5 to 7 per cent. In many cases these advances are being paid, especially on lines of silk that are scarce and that manufacturers decline to make for stock. Moreover, manufacturers say that, in their opinion, the present high prices for raw silk will show no falling off for some time to come and that broad silks will go higher.

Apparently, large buyers are of the same opinion, for wholesalers have this week ordered silks in thousand-piece lots for Fall delivery, and retailers have given orders for as high as 200-piece lots of a given line.

SOME FABRIC SUGGESTIONS.

Materials for mourning gowns and costumes already familiar, in woolens, are Henrietta and tamise cloth, imperial serge, cheviot, lustreless broadcloth, nun's veiling, challis and cashmere, and to this list may be added queen's cloth, melrose (a most exquisite black fabric) and tussah Roxana; while in silken textiles there are Canton crepe, matelasse, (a very crinkled crepy surface), and crepe de Chine; chiffon, ninon, black nets, and grenadines.

Black chiffon relieved with bandings of mat jet makes an ideal dinner gown.

All that's new in

DRESS FABRICS SUITINGS and COATINGS

for FALL 1914

We have secured the cream of the fashion centres of Europe and have perfect confidence that the goods we are offering are RIGHT.

When our travellers call, look carefully over the entire range of samples. You will be interested in the many novelties shown.

We would especially call attention to the following lines:

VELOURS DE LAINE,

PLAIDS, Clan and Fancy Plaids, ROMAN STRIPES,

BROADCLOTHS,

in all the new shades, such as Mahogany, Beet Root, Copenhagen, Saxe, Russian Green, Taupe, Tete de Negre, and all staple shades.

DUVETYN, PEAU DE PECHE, GOLFINE.

We have a full range of **Velvets, Velvet Cords** (hollow cut), **Chiffon Velvets** and **Plushes.**

"IF IT'S NEW AND DESIRABLE WE HAVE IT"

McIntyre, Son & Co., Limited

Victoria Square
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47 Rorie Street
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Offices in Halifax, Ottawa, Peterboro, Toronto, London, Calgary, Vancouver

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

KING'S Established 1775 — Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS Sold by leading jobbers — for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH Every piece perfect — Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS — They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

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Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

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BRITAINS BEST

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COSTUME SERGES

Stylish and Durable

Best in All Weathers

ALL WOOL SPECIAL FINISH

Always Smart

SUPERIOR TEXTURE

Stamped "DREADNOUGHT" every Yard.

Always Fashionable

Sole Agents for Canada: J. B. Henderson & Co., Ltd.
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ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

¶ The same wisdom and foresight which prompts a manufacturer to advertise, will naturally guide him in forming his whole selling and general business policy, and, like a good general, he is prepared for every contingency and emergency.

For All-Wool and Union SHIRTINGS
"LOCKTITE" FINISH

(Regd.)

"Locktite" REG° B D A

(Selvedge Stamp)



(Stamp at end of piece)

A finish applied to ALL-WOOL and UNION SHIRTINGS which so locks the fibres as to make them UNSHRINKABLE.

SUPPLIES A LONG-FELT WANT

NO GUARANTEE without the "Selvedge" and "End of piece" Stamps, facsimiles of which are shown at side.

Full particulars of "LOCKTITE," and of the many other different Finishes adaptable for all purposes, with patterns showing Finish, from

The BRADFORD DYERS' ASSOCIATION, Ltd., (Dept. 6) Well Street, BRADFORD
128-129, Cheapside, LONDON

"Wulmella"

(Regd.)

FOR ALL-WOOL DRESS FABRICS.

A Special Finish devised to give a soft, mellow handle, and a rich appearance to all-wool dress fabrics. Goods so treated tailor well and drape artistically.

"Wulmella" Finish gives a richness to the Wool which has not been obtained before.

NO GUARANTEE WITHOUT THE STAMPS
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"Wulmella" B D A
REG°

(Selvedge Stamp)



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THE "PNC" FINISH

for Lustre, Alpaca, or Mohair Twills

Great attention has been given to producing a Black Dye and Finish on Lustre, Alpaca and Mohair Twills better than anything previously obtained, and after extensive experimenting over a long period the result is that **the "P.N.C." Finish** has no equal in the market. Its special points are great brilliancy, clearness of dye, fastness to rubbing, with a greater permanency to the Tailor's Iron than has ever been previously attained.

The Fast Black has also the great advantage of being perspiration proof.

NO GUARANTEE WITHOUT STAMPS—
facsimiles of which are reproduced at side.

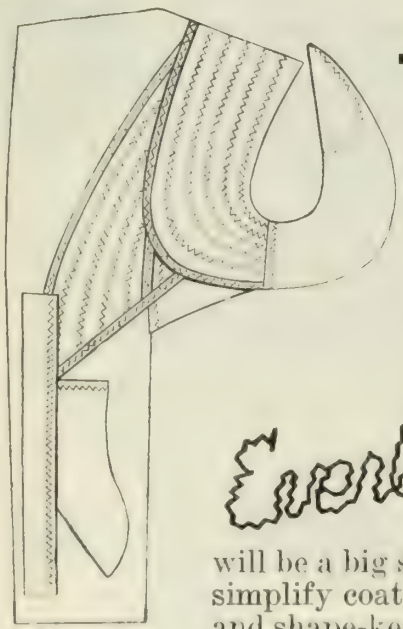
BDA PERMANENT NON-CROCH "PNC" (Selvedge Stamp)

(Stamp on the end of each piece)

Dye & Finish Guaranteed by Perspiration Proof THE "PNC" FINISH Non Crock and Permanent. The Bradford Dyers' Association Ltd.

PATTERNS showing FINISH, and full particulars from

THE BRADFORD DYERS' ASSOCIATION, Ltd., 39, Well Street, - BRADFORD
128, 129, Cheapside, - LONDON



No. 500

--the best dress goods sales-producer

More women would make more clothes —would buy more fabrics from your dress goods department if only they were able to make their coat-fronts keep their shape. This is where the

Everlast CANVAS COAT FOUNDATIONS

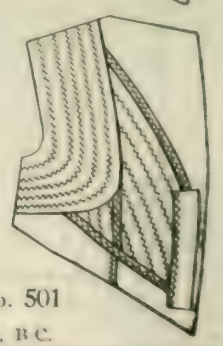


No. 503

will be a big sales-producer for your department. They simplify coat-making, and their superior workmanship and shape-keeping qualities prolong the life of the coat.

Get in a stock of Everlast forms and advertise them to your customers. They will sell themselves and your dress goods also.

Booklet sent on request, or send for sample order.



No. 501

TORONTO PAD CO., LIMITED

569 QUEEN STREET WEST TORONTO

Western Representative, J. W. Leathorn, Pacific Mercantile Agencies, 603 Mercantile Bldg., Vancouver, B.C.



Dainty Scrim Curtains are made from Dominion Textile Co.'s

MUSKOKA AND LAURENTIAN SCRIM

The cloths are a full yard wide (36 in.). Neat double borders, with a few allover effects. Undoubtedly the best quality in the market, even at double the price. Can be retailed at from 12½ to 20c per yard. **Ask your wholesaler to show you samples.**

MANUFACTURED BY

DOMINION TEXTILE CO., Limited, MONTREAL

Tango the Keynote to Many Novelties

The Trade is Specially Interested in Tango Beads, Tango Pins, Tango Slipper Sets, Bead Bags and Vanity Cases—Some Colored Hair—A Big Selling Season Promised.

MORE than the usual amount of interest is being taken in fancy goods and novelties at the present time, simply because fashion has decreed that for several articles the demand promises to increase to a perfect craze, and that for a time at least their sale will be only limited by the supply. Generally speaking, the word "tango" is prefixed to such articles, and there is also an element of glitter attached.

Paris decrees that artistic combinations of color rather than costliness is to set the value in jewelry, and that a simple string of beads well chosen to tone in with or to give the needed touch of high color is in better taste than a necklace that dazzles most by its cost.

Beads of all kinds of semi-precious and imitation stones combined with gold in various colors, and with silver, bronze, copper and platinum and in lapis lazuli, turquoise, carnelian, clear and clouded amber, jet, coral, and other beads, are made up into necklaces 20 and 27 inches long and longer. Large beads, beads in different shapes such as round, olive, oblong, flat, etc., are used and there is much combining of color, such as black and amber, black and white, etc. Small irridescent beads, are strung between large ones, and much use is made of multi-colored Venetian and Chinese beads. The big craze is for clouded amber, coral and jet in graduated necklaces with very large beads in front and decreasing in size to small ones at the back. This demand has only sprung up since the beginning of the year and the trade was not well prepared to meet it Therefore supplies are short, and as manufacturers are busy with other markets, the trade will be hungry for beads for some time. This fact and their suitability to Fall selling means that it will be Fall before this craze gets fully under way, and a very big season is expected then in bead necklaces. The demand is widespread even at present and one leading store is stocking necklaces from 50c up to $20.

Beads in Many Lines.

Not only are beads to be used for necklaces but the demand is all along the line. Beads are being used to decorate both fancy work and ladies' gowns. Bugles and round beads, beads large and small in jet, pearl, crystal, moonlight, vivid colors and in white are made into shoulder straps with festoons and loops falling over the top of the arm instead of sleeves and from which long strands fall to be connected with the corsage by a large plaque or cabuchon. Cut jet beads are used to edge the low corsage, and to outline tunics. Tunics are edged with fringes of many colored beads mostly in waterfall or festoon effect, and there are tassels, passementeries and bead embroideries of every description.



This evening gown is one of the models shown by Paquin in America. It is of satin draped with tulle. The feature to which attention is chiefly drawn is the lavish use of beads. Bead necklaces are taking the place of jewels. Note also the strands of beads that take the place of sleeves and hang in festoon effect from the arms to the bust.

Among the many bead lines, bead bags are well to the fore. These bags come in handsome tapestry designs in New Art and in Oriental colors though the floral patterns are still adhered to. Jet and jet and gold, gold and steel, all steel or silver and all gold are also included in the new lines.

The new pannier and pouch shaped bags are included as well as the flat shapes, and as in all other bag lines much is made of the vanity feature. The bags are lined with rich cord or moire silks in matching colors. Fringes made of tiny beads or bead tassels are used as the finish.

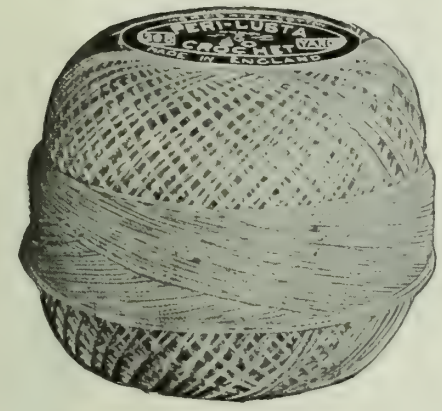
Colored Hair to Some Extent.

The openings have made a feature of the wearing of false hair in green, blue, rose, violet and other shades and there is little doubt that it will be used to some extent for evening wear. Street wear is another matter, but one day last week a woman appeared in a green wig on Toronto streets. The chief use of this fashion to the trade will be to emphasize the change from simple to elaborate styles of hair dressing to styles that need the finish of hair ornaments. High back combs are on the way and are included in the lines of Parisian novelties for the coming Fall. These combs are on the order of three turban pins interlaced and for the popular trade are set with rhinestones.

Use of Turban and Tango Pins.

Besides the anticipated coming of combs the new coiffure demands a lavish use of turban and tango pins. The new pins are big and heavy and are decorated with three, two and single rows of rhinestones, and there are also pins showing that point to the use of colored

Highest Quality Crochet Cotton



This high-grade mercerized cotton is renowned for its uniform good qualities. Is a good seller because it gives the crocheter unfailing satisfaction.

"PERI-LUSTA"

RETAINS ITS LUSTRE AFTER REPEATED WASHING

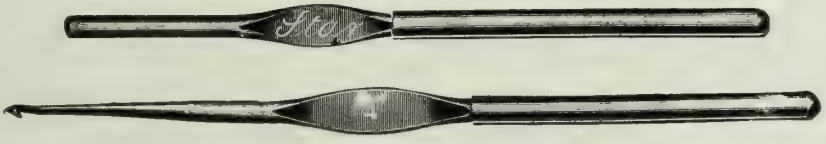
WHITE—Supplied in sizes 1, 2, 3, 5, 10, 15, 20, 30, 40, 50, 60, 70, 80, 100, 150.
ECRU—Supplied in sizes 1, 2, 3, 5, 10, 15, 20, 30, 40, 50, 60, 70, 80.

ARABIAN—Supplied in sizes 20, 40. LIGHT PINK, MEDIUM PINK, LIGHT BLUE, MEDIUM BLUE, DARK BLUE, RED, YELLOW, LAVENDER, BLACK. Supplied in sizes 3, 10, 30, 50, 70.
Put up in 10 balls to a box.

"Wristlet" Holders

Simplify Crocheting and Knitting. Avoids tangling or dropping of the ball. Unwinds as you use it.
Ball Holder No. 1142
Wool Holder No. 1153
Made of nickel-plated steel, well finished. Put up one in a box.





"Star" Steel Crochet Hook

Adjustable Cap gives protection to hook when not in use. Flat centre gives perfect control.

Made in thirteen sizes.

"Peri-Lusta" White Embroidery.

ART. 4.

UNEQUALLED FOR WORKING ON FLANNEL, LINEN AND WHITE GOODS.

Supplied in white in sizes A, B, C, D, E, F, G, H, coarse to fine, 36 skeins to box.

Crochet Ball Stand No. 1170

Makes crocheting a pleasure; wide base prevents stands from slipping off the table; loops at either side hold crochet hook when not in use.



"Peri-Lusta" Indelible
ART. 3.

The correct twist for colored embroidery supplied in all leading embroidery shades. Put up 36 skeins, 16 yards each, in a box.



Our line includes the largest assortment of art needlework supplies and appliances. Samples on request.

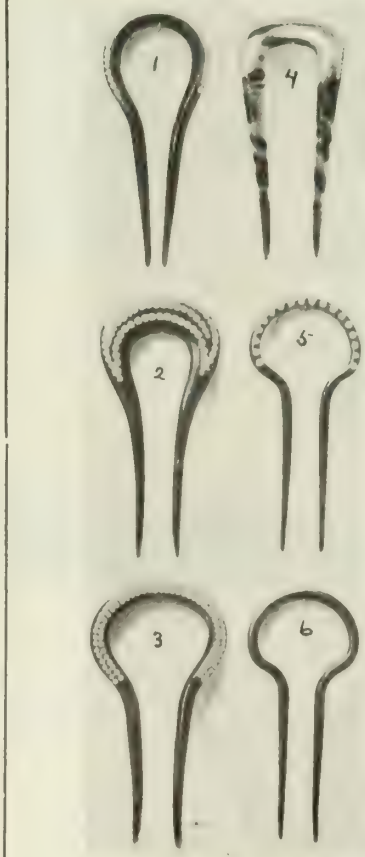
CAMPBELL, METZER & JACOBSON, New York

SOLE CANADIAN REPRESENTATIVES

JENNINGS & WILSON, 63 Bay St., TORONTO

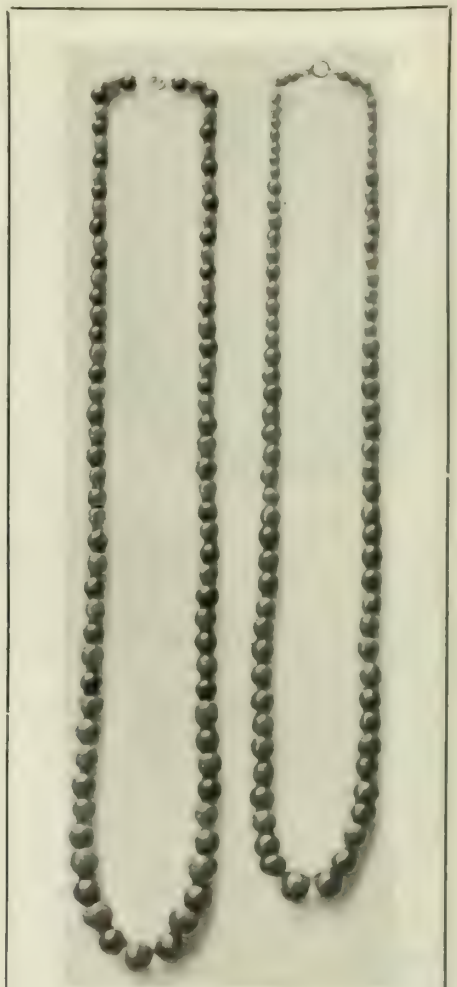


Cushion in the new ribbonsene embroidery worked on filet net. The flowers and foliage are worked in soft shades of pink and green, and the bow-knot in pale blue and basket in brown. Shown by Belding-Paul-Corticelli, Limited, Montreal.

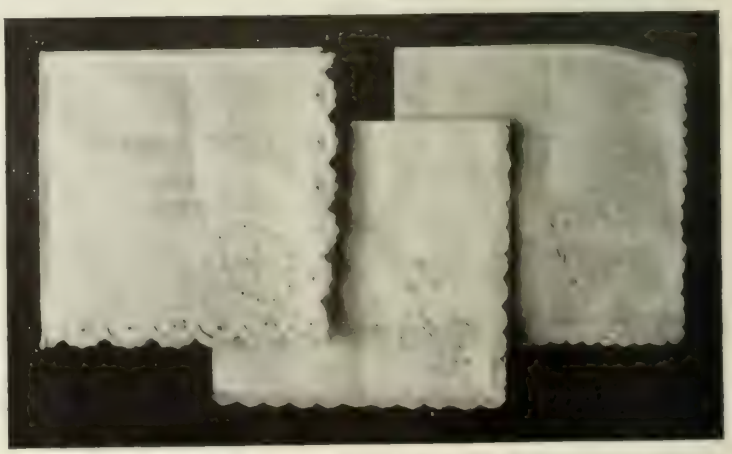


NOVELTY HAIR PINS.

1, Stone set; 2, Flat Empire stone set, 3 rows; 3, Stone set, 2 rows; 4, Tasmanian shell pin; 5, Tango stone set, 1 row; 6, Plain tango pin. Shown by Hibbert & Jaslow.

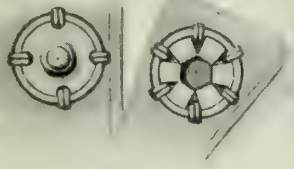


Tango necklaces: 1, Amber and black beads; 2, Amber beads. Shown by Hibbert & Jaslow.



Five o'clock tea napkins embroidered in Madeira patterns. Shown by Wm. Liddell & Co., Belfast.

DE LONG PRESS BUTTON



World's Flattest Fastener

ORIGINAL

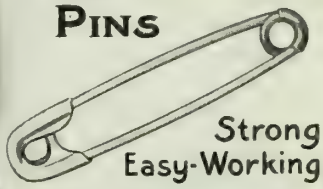
DE LONG HOOK AND EYE

See That hump?

TRADE MARK REG. U.S. PAT. OFF.



DE LONG SAFETY PINS



Strong Easy-Working

Rust? Never!!

THE ORIGINAL "SEE THAT HUMP" DE LONG HOOK and EYE

is the World's Standard of Quality in Hooks and Eyes.
Make your Notion Counter known as the place for reliable goods. With our Canadian factory at your service, you should never be without full assortments of De Long Products -invariably the best in their respective lines.

DELONG HOOK and EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario

See that hump?

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ORIGINAL

DE LONG HOOK AND EYE

PATENT INVISIBLE EYES

Nub

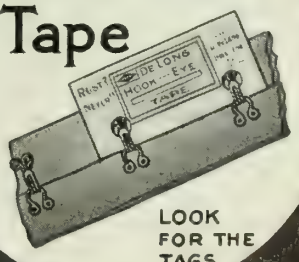
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

stones. The new styles of hair dressing are modified pompadour with the height at the back of the head supporting the new slant to the hat. Frames are being put on the market over which the hair can be gradually built up. Marcel hair wavers are also being called into use, and already there is very perceptible increase in the sale of switches. The slicker curl in front of the ear is a new feature.

The novelty in jewelry are the necklets made of silk cord or folds of silk crepe in high colors and beads. Sections of cord or material are joined together with beads and are finished with pendants and tassels of cords and beads. Clouded amber beads and small colored beads are very much used.

Ear-rings in the Field.

With the hair dressed high, and in many cases with the ear showing, ear-rings enter the field with added favor. Jet and amber often brightened with rhinestones are best liked and coral is good and so is turquoise. Long drops and large single and double rings lead, and as the earring screws to the lobe of the ear no piercing of the lobe is required.

Jet jewelry is very strong in sample lines, and is expected to be good for Summer wear. Jet is no longer looked upon as for mourning wear but is used in all cases where a touch of black would be effective.

Impossible to Fill Pearl Orders.

Jade is fashionable but for popular selling it is not the real article, and the same may be said of amber. At present it is the color, not the cost, that is important. Pearls are more worn than ever and manufacturers are finding orders so big that making deliveries on time is impossible. Therefore the wholesale and retail trade is very short of pearls.

The "sautoir" as the French call a narrow black ribbon for the neck, finished with a metal slide and a fastener for a pendant, is another fashionable item. These ribbon chains are very much used for carrying coin purses, and vanity cases.

Metal Vanity Case.

One of the best selling lines at the present time is the metal vanity case. These cases come in sterling, plated and German silver. Some of the more expensive ones are beautifully enamelled in pearly tints and in soft rose and blue shades, with wreathes and bunches of flowers as added decoration. Inside are places for coins and car tickets as well as a mirror and powder puff. These cases hang around the neck by long chains, and small round vanity cases have a shorter chain and a ring through which the finger can be slipped.

With smaller hats has come a very general demand for the shorter hat pin. Large heads are out of date also and just a single stone or a cluster of rhinestones are best liked. Small flat heads are set with mother of pearl or have an enameled pattern. Boxed sets showing showing two hat pins, one bar pin and buttons for the front of the blouse come very attractively boxed. There is still a good sale for the longer pins as many women prefer them.



Some Fancy Lines

Art Needlework Departments Paying Well—Pillow Top Designs—Colored Embroidery on Towels.

AMBER is the new thing in brooches. Bar pins are best liked in enamel but brooches are not selling quite so well as they interfere with the line of the V-front. To offset this a V-pin is showing which follows the line of the V.

Manufacturers of leather bags are competing with fancy bags by putting them out in the very softest of finished leathers and in a big range of colors. Many leather bags are combined with moire and others that are all leather are shaped and draped like materials. Another idea is to treat the leather so that it has a stripe running through it.

There is a tendency to show better bags and to pay more attention to linings and inside fittings. Many bags are beautifully lined with moire, and have a dainty little change purse and framed mirror and card case of the leather. An assortment of colors is necessary in every stock for women are matching their gowns with their bags, and every woman has two or three in her wardrobe.

Art needlework departments did an excellent business all through the Fall and holiday season and have contrived to keep things going in a satisfactory manner since the turn of the year. Active preparations are being made for Summer and Fall selling and as retailers' stocks are light there is good reason for anticipating a good selling season.

Departments conducted in the modern way which conduct classes and have plenty of room for display purposes are always busy. These departments keep stocks well assorted and show all the novelties as they come along. The majority of women's magazines keep right up to date in art needlework. They show the new designs and the new effects and it is the department that has the goods that gets the business.

Classes in needlework are a great help and at least one woman capable of teaching should be included in the selling staff. It is not a hard matter as the manufacturers do not favor patterns that are hard and intricate. The patterns that sell are those that are showy and effective and which are easy to work.

Ribbonsene.

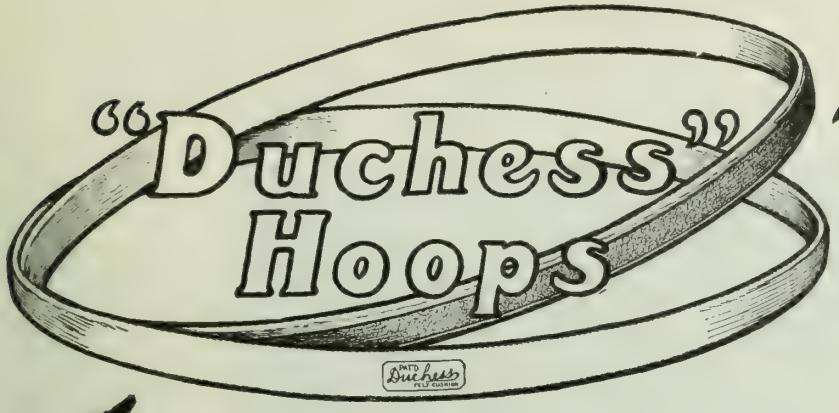
Ribbonsene is one of the most attractive of the new embroideries. This embroidery is worked on filet net with a specially woven ribbon. The ribbon comes on spools and the patterns are mostly on the Marie Antoinette plan, showing baskets of flowers with ribbon scrolls worked in pastel colorings. Cushion tops, runners, centrepieces, pincushions, sachet cases and a variety of other articles can be worked in this embroidery. When worked the net is backed with pale pink, blue or nile green satin and the edges finished with Cluny lace.

Towels, guest towels, baby towels, etc., show much colored embroidery worked out in French knot stitch. Groups of small flowers worked in Dresden and Jony colors are very much in evidence. Lazy daisy stitch, cross-stitch, couching and darning stitches are all used. Colored Coronation braid is also used effectively.

Pillow top designs come in a bigger assortment than ever. The new patterns are both conventional and floral, but as floral patterns have not been favored for years they are best liked now. The favorite flowers are fuchsia, clover, roses and daisies, and are worked in silk, wood silk or mercerized cotton. Wood silk is very much used because of its low price and its brilliant luster, and also because it forms a raised embroidery without the labor of padding. Of course, if padding is used it pays for the added trouble.

Stamped Goods.

In the time of the year that is coming there is always a heavy call for stamped goods in lingeries and in garments for children's and infants' wear. Garments ready made up and only needing the embroidery to complete them were put out a season or so ago. These garments were finished with scalloping. Scalloping unless very well worked is not altogether satisfactory, so made up garments edged with lace insertion or beading and edge are showing for the coming season. These garments need only the sprays and sprigs working to make them complete and are assured of a great success.



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.

Millions of Women use Duchess Hoops

or embroidering and would have no other, because:—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.



The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.
Absolutely Guaranteed

BEADS

We can deliver from stock a round Amber Bead Necklace at $4.00 a dozen.

Also Amber and Black Beads mixed, at $4.00 a dozen.

Order at once, as we cannot guarantee deliveries

HIBBERT & JASLOW

43 Leonard St. NEW YORK
207 St. James St. MONTREAL

Specialists in Hair Goods and Style Accessories

The Latest Fall Novelties in Fancy Goods



Top Section—1. Beaded pannier bag in rich tapestry colors; 2 and 3. Round and oblong vanity cases of German silver; 4. Blouse and hatpin set of silver and blue enamel, in case lined with amber velvet. Shown by Warwick Bros. & Rutter.

Bottom Section—1 and 10, Paris novelties in turban pins; shown by the Smith D'Entremont Co., Ltd.; 5 and 6, Earrings—amber and rhinestones, and jet and rhinestones; shown by Defries Importing Co.; 2, 3, 4, 7, 8, 9—Shoe buckles of black celluloid, white in moire effect, and black set with rhinestones; also of white metal set with rhinestones; shown by Smith D'Entremont Co., Ltd.

P. W. LAMBERT & COMPANY

Announce the removal of their Show-rooms on or about May Fifteenth to

THREE-EIGHTY-THREE FIFTH AVENUE

Between Thirty-Fifth and Thirty-Sixth Streets

In the heart of the Hotel Transportation and Fine Commercial Section. ::

WHERE SUPERIOR DISPLAYS WILL COMBINE WITH IDEAL CONVENIENCE.

Factory and Office will remain as heretofore at 64-66 Lispenard St., New York

Represented in Canada by THE JOHN ROUND & SON, Ltd., 210 Lemoine St. MONTREAL

FOR THE NOTION COUNTER

ALSO A GREAT BOON TO MILLINERS

"The Beetee" "HALO" MILLINERY SUPPORT

PATENT. Reg. Gt. Britain, Germany, France, U. S. A., Etc.



ONE YARD IN A PACKET



ONE YARD IN A PACKET



ALSO USED FOR FRILLING SUPPORT FOR MEDICIS COLLARS

Up-to-date styles of millinery with new "HALO" LACE BRIMS used with lasting effect.

Made in 2 in., 2½ in., 3 in., 3½ in. BLACK and WHITE.

FOR PARTICULARS WRITE OR CALL ON THE MANUFACTURERS AND SOLE PATENTEES,

BURNET & TEMPLE, Limited, 4 Fitchetts Court, London, Eng.

SOLE AGENT: R. W. R. COWIE, 77 York Street, Toronto



This toy group shows many of the Fall and Winter novelties: the ship worked by steam; Noah's ark with a boat bottom; "Snookums" roly poly; bird in cage that sings when wound up; whale that spouts water; bear that roars; man walking on crutches; doll that is pressed down and rises with musical sounds, and many more. Shown by Nerlich & Co.

Big Array of New Ideas in Christmas Toys

Mechanical Toys in Many Amusing Types, Such as Dog That Somersaults, and Bird That Sings in a Cage — Motorcycle on Gyroscope Plan—Musical Dolls—"Snookums" on Hand in Roly-Poly Design—Many Novelty Lines.

ADVANCE showings of toys for Christmas indicate that there will be hosts of novelties for the little folks and those dry goods stores that are cleaning out slow sellers, or crowding up two departments to make way for space for toys at the beginning of December will have lots of material for whetting the appetites of the children and their mothers. At this early date it would pay the dry goods merchants to look into the subject of a display of toys as a profitable side-line for the last month of the year. There is always the risk of breakage, but you can afford a little of this when you sell the toys at an advance of one hundred per cent. on the invoice price.

For those who go into this line at all extensively it would be well to inspect the wholesale samples now, as in the Fall they are far less varied. By that time the chance of importing novelty lines is growing smaller, and the most of the houses keep in stock only a tithe of what they were showing in the Spring.

Wonderful Mechanical Toys.

One of the fields in which a decided advance has been made the last couple of years is in mechanical toys. There has been little short of a rage for these and noting this the manufacturers have set their wits to work to invent novelty after novelty.

There is scarcely a movement that an attempt is not made to imitate. This is notably true of the dance craze, and now there is a mechanical toy made that shows the lady in an imitation of the old crinoline skirt, and her partner. Which one is impelled by the internal contrivance it would require a close inspection to decide, but at any rate they whirl round in various phases of the tango, and towards the end give an excellent imitation of the "hesitation" waltz.

Dog Takes Somersault.

There are many amusing toys along a similar line, including the zig-zag,—a sort of combination of teeter-totter and "loop the loop." There is a monkey on a tricycle, who turns around when he strikes the wall and continues on his course; an excellent motorcycle that turns corners, working on the principle of a gyroscope, and keeping its balance on a single set of wheels. One of the funniest is a dog that turns a somersault landing on all fours; then after crouching as if to wind itself up like a baseball pitcher does the sault again. A clown with a dog attached to the seat of his trousers will cause some fun also.

A novel line in mechanical toys is an automobile, to which is attached a long arm with a bent end, which enables the car like a blind man, to keep moving along the edge of the table and turning the corners.

Another form of the winding up process is shown in a circular basin where a duck is attached to a machine under a bridge which draws it around in a circle on top of the water.

A bucking broncho is likely to be a winner, and even those who are not naturalists will be struck by the life-like features of a huge brightly-colored bug—in the semblance of the potato species—that raises its wings as it moves on. A negro on crutches, and a whale that draws in water and blows it out, and a nurse pushing a carriage with a moving baby in it, are among the new toys that look to make good.

A bird in a gilded cage—a canary—provides an agreeable surprise. When wound up, it sings a regular Albani trill, a very good imitation of singing.

The musical ideas have been extended to a merry-go-round, which has the regulation flag floating from the top, and music starts when it begins to operate.

Squeaking Dolls.

A different style of music is secured from doll figures, also a novelty for next Christmas. These are sometimes on a stick, and go under the name of "musical sticks," while in other cases

(Continued on page 118.)

We Can Increase Your Business in

Carpets, Oilcloths and Linoleums

Special rug orders, successfully handled, will help your profits in this department and gain you many steady customers. We know they are difficult to handle, and are out to help you in every possible way. Be it special size or design, just send us the particulars, and you will receive samples and quotations by return.

Seamless tapestry squares and stair carpet to match are exceptionally strong and we have a very large and interesting range. Squares are stocked in sizes 2¼x3 to 4x5 yds., and carpet in ⅝ and ¾ widths.

Brussels and Wilton squares in all sizes, designs and prices are also a feature of our showing, as well as a large range of mats and sofa rugs.

OILCLOTHS in the best selling makes and qualities in 2/4, 5/8, 3/4, 4/4, 5/4, 6/4, 8/4 and 10/4 widths

LINOLEUMS in 8/4, 12/4 and 16/4 widths



SAMPLES OF ANY ON REQUEST

John M. Garland, Son & Co.

Ottawa **Canada**



Slight Improvement in Fur Prices at March Sales

Slump of January Was Not so Pronounced—Coats With Loose-Fitting Backs and Flare—Hudson Seal Very Popular—Some Pretty Neckpieces.

RANGES of Fall samples for the 1914-15 fur trade are still incomplete but with the manufacturers now it is simply a matter of further developing or modifying the styles which have been described previously in The Review. The shorter coats with the more or less flaring skirts, the fancy stoles and the large square muffs are now pretty well established as the standard.

While all agree that coats, this year should be made with large loose-fitting backs, there is some difference of opinion as to the amount of flare which should be given to the bottom of the coat. Although most garments being made have the bell effect in some degree there are a good percentage of them on which it is scarcely noticeable. Perhaps the best solution of the matter would be to say that the more extreme flares will find their place mostly in the trade of the larger cities, and the more modified ones will be good in the smaller centres. It is, however, largely a matter of taste.

Kimono sleeves and shawl collars show no signs of weakening, nor does the new Dutch collar which seems to be taking hold very well indeed. For the woman who does not like the full kimono sleeve there will be an easy set in sleeve which is a sort of compromise, not giving the full kimono appearance but with a great deal of its ease and convenience.

In the opinion of a number of manufacturers there is a strong tendency for coat linings to be lighter in color than the coat. "For instanee," said one,, "take this," and he held up a very pretty garment of Hudson seal the lining of which can best be described as soft "mink colored" silk. "Linings this year," he continued, "are mostly of soft silk and not of satin as formerly."

Hudson Seal Very Popular.

"While all of the shorter haired materials will be worn," he went on to say, "Hudson seal looks to be exceptionally strong. A very durable as well as handsome fur it can be used for almost any purpose. So soft and light that it will not crush the gown underneath, it makes a no less serviceable wrap and many dealers look forward with great confidence to heavy sales of this fur."

Neat Hudson Seal Coat.

"Here is rather a neat thing," he went on, and he picked up an attractive coat of Hudson seal trimmed with chinchilla squirrel. This coat had a wide convertible collar and a very slight ripple at the bottom. "That style of coat



especially with a shawl collar will be very strong, I think," he added.

A very pretty neckpiece which was shown by the same dealer was made of black persian lamb with a wide inner edging of white ermine making a very effective contrast; the muff of this set was of persian lamb in the centre with wide white edges at the end. A "misses'" set which deserves special mention was of red fox, the muff being made of one skin with large brush attached and full shirred ends of purple silk, the silk showing at the bottom as well, for the fur did not go all the way round. The neckpiece was of one skin but was so manipulated that when the head from the muff skin was attached it looked as if made of two complete skins with a head over each shoulder and the one large brush hanging at the back.

The March Sales.

At those sales which took place in London the last week in March the Hudson's Bay Co. offered for sale 17,000 red fox, 8,950 white fox, 78,850 mink, 140,000 muskrat, 5,150 skunk and 45,300 ermine.

Reports from London state that while most of these lines were much cheaper than a year ago, the drop of January was partly counteracted. Red fox was reported to be 20% cheaper, white fox 10% and mink 25% lower than one year ago, while beaver and muskrat sold at approximately January prices.

At the same sales Lampson & Co. offered 420,000 skunk as against 338,414 in 1913, 500,000 American opossum as against 519,029 last year, while their offerings of musquash increased from 840,000 a year ago to 1,800,000, as well as 700,000 southern musquash. Their offerings of Russian sable showed a falling off from 8,000 in 1913 to 5,000 this year, while 40,000 Australian opossum were offered as against 87,500 a year ago.

In dressed and dyed furs their raccoon offerings were 250,000 as against 140,550, and 1,400 fisher for 1914 as against 1,100 last year. Blue fox was offered much less freely than last year as also were cross and silver fox.

Information to hand regarding prices at which these skins sold says that fisher was 40% cheaper, blue fox 20% dearer while cross and silver fox went at pretty much the same prices as in March, 1913, and skunk and musquash at the same prices as last January.

The Nesbitt company offered 14,200 wolf, an increase from 6,113 in 1913; 60,000 squirrel as against 1,708 last year, 1,500 marten, an increase of 967 over March, 1913; 750,000 musquash as against 142,000 last year, and 15,000 mink as against 6,643 last year. Their offerings of skunk this year was 182,000 as against 72,712 last year.

Of these skunk, marten and fine mink are said to have sold at January prices, while common mink and southern muskrat were rather cheaper.

Reports of the later sales in March were not to hand at time of going to press.

Season 1914

Moose Head Brand Furs

SAMPLES NOW BEING SHOWN

The fur-buying markets never viewed such a creation of fine lines as our line represents this season.

MARKET PRICES AGAIN REASONABLE. HANDSOME STYLES, combined with our concrete foundation, will help your fur business to success.

Established 1852



Over SIXTY YEARS of Service

QUALITY PLUS QUANTITY PLUS SERVICE

Why not connect with reliability?

L. Gnaedinger, Son & Co., Montreal

INCREASING PRICES OF PELTS

(Statement Based on the London Sales of C. M. Lampson & Co. by Alfred Fraser, New York)

Kind of Skin	—Percentage Increase in Prices— 1892-1901 over 1882-1891	1902-1911 over 1892-1901	1892-1911 over 1882-1891
Fox, silver	155	55	300
" cross	10	100	125
" red	85	85	245
" blue	25*	145	100
" white	120	100	350
Marten, pine	475	15	580
Fisher or pekan	5	430	430
Mink	60	150	300
Skunk	20	110	150
Muskrat	6	230	230
Lynx	25	130	200
Otter, land	30*	170	80
" sea	110	65	240

* Decrease

DECREASING NUMBER OF PELTS

(Statement Based on the London Sales of C. M. Lampson & Co. by Alfred Fraser, New York)

Kind of Skin	—Percentage Increase in Prices— 1892-1901 over 1882-1891	1902-1911 over 1892-1901	1892-1911 over 1882-1891
Fox, silver	10	45	50
" cross	5	65	70
" red	53	2	55
" blue	34†	46	23
" white	750†	25	510†
Marten, pine	65†	55	20
Fisher or pekan	5†	95	95
Mink	75†	65	20
Skunk	30†	55†	110†
Muskrat	250†	10	215†
Lynx	3800†	80	700†
Otter, land	45†	30	5†
" sea	65	50	85

† Increase

R. M. A. FOR HAMILTON.

Provincial Officers Present and Give Addresses—Eric Jamieson, Grocer, is Secretary.

Hamilton, Ont., March 30 (Special)—A meeting was held in the large hall of Central Y.M.C.A. to elect officers for a local branch of Retail Merchants of Canada. Eric C. Jamieson was elected Chairman for the evening and read over a synopsis of the resolutions that had been discussed and adopted at the convention in Toronto, at which he had been the Hamilton representative.

B. W. Ziemann, of Preston, President of Dominion and Provincial Boards gave an address on the workings of the Retail Merchants' Association as a whole, saying that retail merchants, strange to relate, were the slowest class to see the value of true co-operation and organization. He advised the members in so far as they were able to eliminate the fakir in business, to cut out all unfair competition, and by giving a square deal and real service to the public, to prove themselves of some advantage to the community in which they live.

F. C. Higgins, a Toronto grocer, and provincial treasurer, then spoke on what the Association had done to block the Bulk Sales Act and what was being done to reduce the Business Tax from 25 to 10%, and other matters pertaining to the legislative work of the Association. On the proposal of Dominion President Ziemann, a committee of 5 were asked to withdraw and consider who were likely members for office, and while this was being done, E. M. Trowern, Dominion and provincial secretary for the Association, gave a stirring and instructive address on the ethics of organization.

The names of members for election being submitted by the committee, not meeting with any opposition, on the motion of D. L. Clarke, grocer of Ottawa order of them being:—President, Gordon McLaren,(jeweller); 1st Vice, A. C. Mason, (Butcher); 2nd. Vice, Controller Chas. Gardener, (Men's furnishings); Treasurer, Alderman J. H. Plunkett, (Hardware); Secretary, Eric C. Jamieson, (grocer and butcher).

Gordon McLaren then took the chair and after admitting that it was an entirely new position for him to be president of such a body, he hoped with the help of the other officers and members to be able to accomplish some good, and to infuse some real life and energy into this branch of the Association.

It was then moved by Mr. Clarke and seconded by James Maine that one member from each section of the trade be appointed to act with the executive as a sort of advisory or outer executive board and the secretary was instructed to assist the different sections in appointing representatives to this body.

MERCHANT TO INTRODUCE GARNISHEE AMENDMENT.

Secretary Wm. C. Miller, of the Ontario Retail Grocers' Association, interviewed Hon. J. J. Foy, Attorney-General for Ontario, in March in regard to what was being done to amend the Garnishee Law. The secretary was advised to see J. R. Dargavel, member for Leeds, who is not only a prominent member of the Government, but is in the retail business when at home in Leeds. Mr. Dargavel expressed sympathy for the proposed amendment, and when shown the signatures to the petition which was circulated last year, and after going into the question with Mr. Miller, agreed to father a bill requesting a change in the present law, which now says that only moneys coming to an individual over $25 are subject to garnishee. He suggested that the signatures to the petitions be classified according to constituencies so that each member of the legislature could be confronted with the names of his own constituents who favor the change.

It is quite likely, therefore, that notice of a bill covering the proposed change will be seen in the course of a few days as the time limit for these notices ended the early part of this week.

POLITENESS.

Sales clerks doubtless have read and heeded the new signs posted about the building: "Did you say 'thank you' to every customer you waited upon today?" says Maude! Brothers' Store News.

The best social usage in matters of etiquette is none too good for retail selling. No matter how much one knows of merchandise, without an observance of the spirit and the best forms of politeness one's salesmanship is seriously impaired.

Here are other axioms that likewise will be of assistance to the younger salespeople in selling, and in acquiring a personal following of customers:

Correct Forms of Address.

"Madam, may I interest you in —?"

"Are you receiving attention, Madam?"

Customers appreciate being addressed by name, as, "Good morning, Mrs. Jones"; "Good afternoon, Miss Brown."

Young people strongly appreciate respectful service. By according it, sales clerks may make excellent friends and permanent customers.

Sell to others as you would have others sell to you.

Successful sales clerks are enthusiastically interested in their merchandise, and in their customers' wishes. That's why they're successful.

Boosts Other Sections.

The "booster" tells his customer of sales in other departments. It would be highly profitable for every sales clerk if every sales clerk were a "booster."

The wise sales clerk knows that little extra courtesies are big factors in making permanent customers.

Sales clerks who read the store's ads. are fitting themselves for better positions.

Neatness and cleanliness are evidence of self-respect. Customers respect sales clerks who respect themselves—and buy of them.

The habit of promptness affords one leisure to do more—and to do it at the right time.

A uniformly pleasant manner, when combined with efficiency, is a great aid to advancement.

LIGHT AND WINDOW DISPLAY.

Dark blue reflects 6½ per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, more than 16 per cent.

Dark yellow, 20 per cent.

Pale blue, 30 per cent.

Pale yellow, 40 per cent.

Pale green, 46½ per cent.

Pale orange, nearly 55 per cent.

And pale white, 70 per cent.

A window finished in light oak can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which white goods are displayed.—American Architect.

Every time you allow yourself to get angry you lose a few minutes or hours of happiness you might have had.

Style and Reliability in FURS

One of the first requisites in buying furs is to have CORRECT STYLES.

Then you must have reliable goods—in appearance, quality and workmanship.

Finally, prices must be right in order to assure a fair and reasonable profit.

All this has been taken into consideration in offering our

1914-15 Line of Furs

for your inspection. Look over the samples carefully and we feel sure you will recognize the advantage of placing your order with us.



We specialize on stylish coats and small furs and are not afraid to have our values compared with any others.

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs

MONTREAL



You be the Judge

See the samples of high-grade Furs we are now showing for Fall, 1914-15, and judge for yourself the values we are offering.

We are specializing in

Hudson Seal, Near Seal, Persian Lamb, Muskrat Coats

and

Small Furs in Mink, Skunk, Fox, Wolf and Beaver

We follow closely the style trend of the New York designers, and we feel sure you will appreciate the service we can give you.

Our travellers are now on the road. Look carefully over their samples when they call.

Silver Bros. Co. "Furs"

Limited

Sommer Building MONTREAL

¶ It pays to advertise if your line is good, and it pays to buy advertised lines, because they are invariably satisfactory. The general public have long been educated to believe that advertised goods are best. Can't you see that you are laboring, not only under a handicap, but under a cloud, if your product is not advertised? Publicity dispels the cloud of suspicion and removes the handicap.



WIDER SKIRTS.

SUITS are selling well in the larger centres and in those sections of the country where women keep up with the various style changes. In some quarters buyers have been a little afraid to stock the new models, and therefore reports as to suit selling from these sections are not so good.

Merchants who have shown suits have done well with them, as in the larger centres a suit is a necessity, and the change in style is so marked that a new model must be purchased. There is still a period of active selling before the trade, as the demand for suits will continue right up to Easter.

One factor that is in favor of the new suits is that few alterations are necessary. The coat is loose and easy fitting and practically hangs from the shoulder. Therefore any alteration that has to be made is in the nature of a minor one.

The selection of models for the present season was an arduous task, as buyers had to carefully keep in mind the ideas and tastes of their customers, and had to be careful not to be led to stock styles too extreme to sell, until their customers became used to the shorter coats and the new lines on which skirts are cut.

Manufacturers are beginning to busy themselves with Fall models, and while no definite idea can yet be given as to the styles that will be put forward, there are signs appearing that lead one to suppose that skirts will not be so narrow as at the present time.

At the Spring openings now terminating in Paris several of the model houses have endeavored to introduce additional width. The slit skirt is by no means so strongly featured, and box pleats and the flare below the knee have made a good impression.

Pantelettes With Short Skirts Feature in Paris

Shortness Replaces Tightness at Feet—Other Models Have Narrow Petticoats Instead of Pantelettes—An Innovation in Waists—Big Vogue of Plaids—Striking Cape Models.

Paris, March 31.

THE openings this Spring have caused unusual interest, and now Paris is agog with gossip as to which feature is going to influence the course of the mode. One point that seems to be pretty well settled is the passing of the very tight skirt. The skirt it seems must be extreme in some feature and now that it is no longer to be tight at the feet there is a tendency to make it very short. Premet leads in this direction, and is showing skirts that clear the ground by fully seven inches below which appear the early Victorian pantelettes.

If Premet's skirts are short and wide his bodices are tight, the shoulders are fitted and the sleeves are long and tight also, and the waist curves in at the waist line and fits over the hips in a long-sloping line. There is a big lined bow at the back with looped ends. Just how great an innovation this Premet waist is may be gathered by the fact that it is cut in the old manner with middle back, side back and under arms seams.

The pantelettes are made of organdie batiste or net with frills of lace as a finish. Other models have narrow petticoats instead of the pantelettes, so narrow indeed that as far as freedom is concerned the very tightest of skirts might still be worn. Both Premet and Cherint show these narrow skirts in tulle and organdie, and Beer has them made of satin.

The bustle dresses have short skirts with all the fullness bunched up at the hips and the back. The front of the skirt is tight and is draped upwards. These skirts are long and moderately narrow and are pulled up to the proper length.

Capes are Flourishing.

It yet remains to see what impression these dresses will make upon the general trend of fashion, but capes, and garments reminiscent of dolman fashions are flourishing. At the Auteuil races quite a number of capes were worn. One of the Poiret models was of dark green duvetyn lined with Martine printed silk. The most striking models were the Spanish capes with large hoods lined with plaid or Roman striped silk and worn with one corner draped over the shoulder.

Some models had cape backs and coat fronts and it is here that practical development promises to come. Besides capes, short loose coats are shown made for the most part of heavy cheviots and tweeds both in plain colors and plaids.

Some the short bunched up skirts seen at some houses are finished with narrow frills of silk or lace and more than one apron overskirt was trimmed with fringe.

Poiret still sticks uncompromisingly to the straight line, and some of his models might have stepped from a Kate Greenaway illustration. Poiret goes to the extreme with his collars, some of which stand up straight for several inches. An odd flare collar perched on top of a high band cannot escape notice, and to match there are flare cuffs that almost hide the hand.

Minaret Reaches to Feet.

The street suits shown here have loose coats which hang very full in the back. These coats are cut along kimono lines, and some are hip-length while others reach to the knee, and some are even shirred at the back of the neck to give extra width. All hang in godets at the bottom and when they are belted the belt is slipped under the fullness. Coat sleeves are all wide and loose.

The lamp-shade or Minaret tunic is still retained, but it reaches to the feet now and is worn over a very tight satin skirt. The edge of the minaret is outlined with beads and lines of beads edge the corsage and sleeves. Poiret still shows culotte skirts and one remarkable model of black satin was worn with bright red boots.

In recent years the gowns worn on the stage have had a very marked influence on fashions, and though plaid taffetas have had a marked vogue this Spring, Sacha Guitry's play "The Plaid Cloak," is responsible in a great measure for the perfect rage that is springing up for plaids.

Costumes for Greek Play.

The greatest interest is being taken in the costumes Poiret is designing for "Aphrodite." There was a costume rehearsal the other day, and details as to the dresses became known. The styles

PARISIAN FASHIONS.

Skirts seven inches off ground with pantelettes showing.

Bodices tight, shoulders fitted and tight, and waist fits over hips in long sloping line.

Some very narrow skirts being shown instead of pantelettes.

Striking models of capes with large lined hoods, one corner draped over shoulder.

Minaret retained, but reaches to feet.

Stage play starts furore for plaids.

Flare skirt a Spring novelty.

are Grecian and old Egyptian, and much gold and silver cloth is used in their development. One dress is made wholly of gold tissue and has a three-tiered skirt. Martine painted silks are used for some of the costumes, and the corsages are extremely low cut. Many are sleeveless and some have only one sleeve.

Jeanne Lauvin is noted as the designer of youthful dresses. The dresses here are always simple in effect and the slouch that so many Americans object to has never been featured here. Lauvin's novelty this Spring is the flaring skirt.

The skirt of the tailored suit is gored and has a decided flare. All skirts are slightly full at the waist line, which is either shirred or laid in narrow pleats. Some models have these pleats only in front and are plain at the back. The coats worn with these gored skirts are straight and just cover the hips, and many of them have a straight belt which is placed just below the waist line. This belt may be of patent leather, the material of the suit or of striped material. Madame is partial to stripes, and is using them for collars, cuffs, belts and linings.

A kind of jumper is shown here that is very becoming. This garment is belted low and buttons up the middle of the back with buttons matching the material. Full boleros are also much used. They are cut up in front to show the girdle and simulate a cape at the back where they fall to the hip-line.

Sketch by Review Artist.



Party dress, carrot colored wool crepe, collar and sash of new art-printed silk, with over-collar of net and lace. Shown by Sperling & Lea.

For the Children

Clever Adaptations of Women's Fashions—Wool Crepes Popular for Fall.

MANUFACTURERS catering to the misses' and childrens' business are in receipt of good orders, for children must have frequent changes. Merchants are beginning to realize that children's garments must be well made and made from serviceable material so that they will stand the hard wear and frequent tubbing to which they are subjected. Cheap garments cannot be expected to stand the strain and buyers, therefore, find them of little use in building up business and reputation.

Not only is material of great importance but more attention than ever is given to styles and clever adaptations are seen of women's fashions, still retaining the simple straight line, and long-waisted effects. One smart little dress of crepe is made perfectly straight and is finished with two shirred frills of the material. Revers open to disclose a chimesette of net and there is a collar of printed silk in art tones over which falls one of lace and net. This collar is basted in and can be removed.

Many dresses are cut with the Raglan shoulder, and with wide arm-holes. This style is especially good for children's wear.

The combination of two fabrics is very much used and both Russian blouse and middy models come in plain and plaid materials. Sometimes the blouse is of the plain and the skirt and trimmings of plaid and sometimes vice versa. Pleated skirts have never gone out for children's wear.

Looking towards Fall in better-priced dresses, wool crepes in high colors will be very popular for the party dress, and smart wear. There is really not much change in style, for the low belted straight line model is too practical to be lightly discarded. Draped girdles and sashes, tunic skirts and skirts with double frills, and the Raglan and batswing sleeves are the most notable features. Dresses of this class are remarkable for the touches of hand work that give distinction. Thus a smart little dress of black velveteen had a sort of pannier sash of Scotch plaid silk ending under the front and back panels and this sash was connected both back and front by cords covered with the plaid ending under fancy buttons. Plaid cuffs and a plaid collar with an extra collar of lingerie finished this smart little dress.

Serge dresses are mostly of the low-belted middy type and the collar cuffs and trimmings are of serge in novelty colors, such as tango, coral pink, forest green, emerald, amber and Nattier blue.

Trade Allens Mark
MADE IN CANADA

The Balkan and The Middy

This season is going very strongly to the Balkan and Middy styles of waists. We have prepared a range that is well worth your early consideration.

The numbers here illustrated represent some of the best selling lines, samples of which will be sent upon request.

Drop a card to-day for Samples, which will be sent per return express.

Our prices are right.



1764
Ladies' Balkan Middy.



2012
Beau Brummel



1333
Misses' Middy



1833
Beau Brummel

Allen Manufacturing Co., Ltd.

103-5-7 Simcoe Street, Toronto

Long Distance Phone Adelaide 966



Roman stripes are in the line of the novelty development in wool fabrics. Street dress of this material. Shown by McIntyre, Son & Co., Limited, Montreal.

Dress Season Opens Up Well

Silks Have Been Prominent at the Openings—Cottons, Particularly in Crepes, Are Proving Big Sellers.

ALL tendencies point to a big dress season, and it is no exaggeration to say that manufacturers and buyers are well pleased with the fashion developments for this Spring and the coming Summer.

The styles are new, and at the same time if the selection is carefully made, and the purchase of extreme models is guarded against they are quite practical enough to suit the taste of the ordinary woman. And their novelty is sufficiently marked to make the purchase of a new dress imperative, as there is an emphatic change from the lines of a season ago.

Even in popular priced lines the styles are dressy and there are very few plain models shown. Not only is the style dressy but the color development assists the effect. Another factor that must not be forgotten and which has a very direct bearing on the welfare of the dress section is that women are becoming more and more willing to pay a fairly high price for a dress provided there is the proper value given in material and style. This gives added scope to the manufacturer in producing garments that are well designed, well cut and well made and finished, and developed in materials that will give the proper amount of wear. And it is good for both maker and retailer that the demand for such merchandise is increasing.

The demand for worsted and wool dresses has been limited this season to those intended for useful wear. Serges in black, Copenhagen, navy, tan, made in simple styles with V-yoke, finished with ruching and having silk girdle and sash, are shown, in more dressy models dresses are developed in all wool crepes and crinkled cloths in the new Spring shades. Many of these are in coat effect, and are decorated with novelty silks and buttons.

Silk dresses stand out prominently at all the retail openings. Taffetas are high style and are taken when there is a supply to be obtained. Crepes lead the selling and for popular priced trade soft satins are good.

Tunics, pannier tunics and flounces are all showing and while all dresses show a tendency to width at the hip line and bouffant effects, buyers are demanding modified styles.

Cotton materials are made up into smart little dresses and buyers have stocked them freely. Crepe models lead, and combinations of plain and fancy crepes and such novelty cloths as ondyn, rice cloth and fancy ratines with plain, striped, checked and embroidered crepes have been great sellers.

Short sleeves come strongly to the front in these later models and there is a tendency towards bell effects. The Raglan cut at the shoulder is very much in evidence and all waists are cut on loose floppy lines with wide arm holes. Vest effects are good and so are bolero models with the front of the waist developed in net or shadow lace.

Good for Cotton Waists

Cotton Crepe, Crepe de Chine and Lace and Net Big Sellers—Novelty Chiffon Waists in High Colors.

BUYERS are more interested in cotton waists than for quite a number of seasons, and they are being taken in quantity. Only the cheapest waists are of lawn or batiste trimmed with lace and embroideries, and those selling are on simple lines with little trimming or elaboration.

The same applies to cotton crepe and waists of sheer voile. Trimming in these waists is only applied in the form of the vest, and the rolling Directoire collar and to the finish of the cuffs and sleeves. Hemstitching is used extensively. Seams and yokes are defined in this way, and vest of shirt fronts are often suggested by lines of hemstitching.

Novelty in cutting and fineness of material rather than elaboration is the idea that is being followed. The pointed yoke reaching well down the arm, and the cutting in one piece of the sleeves and body is new. Waists define the figure only at the shoulder; at all other points they are loose and floppy. The armholes are wide on the mandarin or bats-wing order, and sleeves are full and loose. The collars flare or roll and the V front and uncovered neck reigns supreme. A new collar shows the front closing in surplice fashion, and the collar laid back in long revers, while across the back is a pleating of lace or organdie forming the collar.

Many blouses are of crepe de chine, and hemstitching is used for the trimming. Often the hemstitching is cut forming a picot edge. This trimming is used to finish softly draped revers, flat



Hot Weather Wash Dresses

Every merchant needs just the right kind of merchandise to keep things moving in the hot weather.

And it's true of dresses.

No line so well repays a buyer for time and care in selecting his purchases as Hot Weather Dresses.

Realizing this fully, we have put our best efforts, and our keenest judgment into our line of Hot Weather Wash Dresses.

It is now in the hands of our salesman and is well worth your inspection.

Have you seen our *Growing Girls' Dresses*—Intermediate sizes?

They are being bought extensively wherever shown.

We can reach you anywhere with a salesman—or samples and glad to do it.

Detroit-Princess Manufacturing Co.
Detroit, Mich.

TORONTO OFFICE, 52 BAY ST.

Children's Juniors' Women's
WASH DRESSES

collars, fancy cuffs and narrow ruffles. Organdie is being used for collars and cuffs, and Paris news tells of organdie waists, also.

For Summer wear orders are coming in for simple tailored waists of white Habutai silk in good qualities.

Buyers have also taken waists of colored chiffon in simple styles, and a feature here is the introduction of high and unusual colors, such as tango, petunia, and bright shades of yellow, green, blue and purple.

Shadow lace and lace and net waists continue to be extremely popular both for high and medium priced waists.

Cord Weaves in Skirts

Cotton Velvets High Style in Summer Skirts—Fashion Again Favors Cotton Bedfords, Cords and Piques—Plaids and Check Models Strong.

FASHION is assuredly moving in the direction of the separate waist and skirt and more skirts have been sold up to date than for many seasons. Not only have skirts sold well, but there has been a decided increase in the sale of better-grade skirts.

Back and navy blue lead, and there is a growing demand for broadcloth, particularly in black. The serge skirt is staple, but some very smart models have tunics and frills, both shirred and shaped, arranged in tunic fashion.

Plaids and checks are the high novelty and promise to be a big feature again in the fall. Though many single and double tunic styles are good, there is a general tendency towards the adoption of simpler models for wear during the outing season. These skirts are cut upon modified peg-top lines and many have either one or two patch pockets. They open at the side seams at the bottom of the skirt, with buttons and button-holes that can be opened or closed at will.

For Summer selling cotton novelties are showing in cord effects with cotton velvets as the high novelty. Cord materials are making a new impression and all cotton cords on the Bedford, cote-de-cheval and pique order will be wanted. Skirts of this kind are made up on simple lines so that they are easily laundered.

Swift Current, Sask.—A millinery department will be added to The W. W. Cooper Co.'s many departments.

Capes the Latest Development

One of the Most Fashionable Models is Full Spanish With One Corner Thrown Over Shoulder—Balmacaan Model the Most Practical —Shaped Flounces.

AS the season advances the big diversity of styles shown becomes apparent. All models are short and the Summer tendency seems to favor those that are shorter still in dressy models.

Moire, silk poplin, taffeta and crepe materials are best liked, and the majority of the new models have shaped flounces giving the godet flare at the bottom. Many of these coats have sashes knotted low at the back or tied in front. Though black is the best seller, there is a very good demand for fancy colors such as tango, Nattier blue, tete de negre, petunia, forest green, and absinthe. All the new coats are lined, the quieter colors with bright shades of satin and the novelty colors with satin to match. Expensive coats have linings of printed crepe or heavy chiffon cloth.

Sports coats are very much in evidence and are cut with raglan shoulders, convertible collars, and with the low belt below which the coat often flares. The favored material for Spring wear is cord velveteen in high colors. Soft rough, checked materials and light weight chinchillas are also made up into sports coats. Black and white checks, fancy plaids and high novelty colors are the best sellers.

Novelty silks printed in modern art colorings and also in Roman striped materials are used for collars, and the new roll collar is well liked. Many coats have extra collars of organdie or net and lace over the collar of self material or of fancy silk. These collars are removable as they are only basted in.

The latest advices from Paris predict that capes are to be much worn. Capes are showing in various draped styles and in various lengths. One of the latest models is the full Spanish cape with hood lined with printed silk in dull rich colors. This cape is very full and is worn with one corner thrown over the shoulder. Capes of this kind are made of satin, moire, brocade, taffeta, faille, and the new light weight corded cotton velvets.

Another form of cape hangs open from the shoulder showing a kind of coat front, and for sports wear capes come with a vest front and loose full cape. These capes come in Scotch plaids and in tweed materials.

Perhaps the most practical model is the Balmacaan coat developed in tweed. These coats are very graceful and very practical and are well suited to automobile or street wear.

Glaring in London

Bright Colors in Mantles For the Summer — Confidence in These Restored by Early Sales.

London, March 21.—A visit to the warehouses in the city during the last few weeks has revealed a wonderful confidence in sports coats, in the most brilliant colors, black and white check coats and costumes, and small shapes in millinery.

At first sports coats were looked upon very doubtfully, shepherd checks were treated dubiously, and the brilliant colors, yellow, copper, cerise, green, purple, saxe, tango shades were handled with a delicacy that bespoke caution; but since the early days of February confidence has been given to the trade by the early buyers, who found that there was quite a ready demand in the country for them. Everything points to a brilliant color season, and even the elderly people (if there are such) will be transformed by the gay attire. Right through the mantle department it is a question of black and white check, and glaring colors in blanket cloths, while a kind of suede cloth is being pushed to the front. Many of the coats are gathered in at the back with strap and buttons, but the long-waisted belt is more stylish, and seems to be selling better. The sleeves and back of the coat are a feature, many of the sleeves and backs being cut from one piece, others from the centre of the back, which gives rather a sloppy appearance. Another outstanding feature are the pockets, evidently meant to be used in masculine fashion.

BLACK BRINGS JOY.

The revival of black for evening gowns has brought joy to the women who have passed their first youth. Filmy black in chiffon tulle or figured net, is indubitably becoming, and when developed in flowing draperies gives an air of mystery to the wearer, which makes for elegancy and distinction. Debutantes, however, should not attempt it.

National Rain and Utility Coats

For a rain coat or utility coat *of* real merit *The National is a winner*

Every National coat represents, in both style of fabric and design, something distinctly correct and new.

The fabrics and models are the studied choice of expert buyers and designers and are always popular with the trade.

With Spring right here and Summer a close second your trade will be on the look-out for both rain and utility coats. Why not make sure of meeting the requirements of the women of your town by getting in line with a full range of National styles? See that this

"Mark of Quality"



is in your coats.

The National samples and new handsomely illustrated catalog will be sent to you upon request

The National Rubber Co.

of Canada

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Show Rooms at:

286 Bannatyne Ave., Winnipeg,
Chas. Coppleman, Rep.

60 Front St. West, Toronto,
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National Rain and Utility Coats



SECURE THE MOTOR AND TOURIST
TRADE OF YOUR DISTRICT
by selling

Waterproofs and Raincoats

from the
ORIGINATORS of STYLES

Our range of samples for 1914 will please the most fastidious wearer. Every garment is cut on the newest lines and the materials are the best that can be procured.

The full range is now in the hands of our travellers. Examine them! You will find it well worth your while.

Ask to see our Balmacaans

We are leaders in

STYLE QUALITY PRICE

THE

Montreal Waterproof Clothing Co.

The largest and oldest Waterproof Clothing House in Canada
MONTREAL -:- CANADA

Gowns by the Leading European Courtier Just Arrived

OUR collection of Spring Gowns, representing the latest creations of the leading courtier, has just been received from the Fashion Centres of Europe.

We request the pleasure of a visit of inspection any day during the coming month.



Gebr. Riegel & Langer

Kings Hall Building
St. Catherine St. W., Montreal, Que

HOME & WATTS
Children's Garments



109

From the tiny infant to the grown-up Miss we can supply the neatest and most suitable dresses and give you prompt delivery.

Write to-day for a few samples.



660

HOME & WATTS, Limited

19 Duncan Street TORONTO

An Exceptional Range—

The Goldhamer range of suits for Spring and Summer is an exceptionally fine one. It presents the most popular styles, the newest fabrics, and values that are above the ordinary.

We are showing some fine French two-tone stripes which should interest every ready-to-wear buyer. *Samples will be sent upon request. If they are not up to your expectations send them back.*

THE GOLDHAMER CLOAK CO.
183 Roncesvalles Ave.
TORONTO



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

SILK AND COTTON

Natty Woven Labels

AND SKEIN DYEING

A tree is known by its fruit—a store by its merchandise. Make your store stand for what is the best and latest—and then label your goods. Your customers will be proud to show this label, just the same as they are the sterling mark on their silverware.

Write to-day for samples and price list.

Narrow Fabric Weaving & Dyeing
LIMITED
Galt, Ontario



If there is any one thing more than another in the ready-to-wear department of your store

that produces quick and telling results it is an attractive line of women's and misses' wash dresses and blouses. Especially is this so at this season of the year when the warm weather is "banging pretty heavy on the door," and "the old furnace is giving its last kick."

For something really attractive and at the same time rattling good value you cannot overlook the "Star Brand" specials which we are offering for immediate delivery. The "Star Brand" reputation is so well known throughout the trade that we are not going to illustrate these specials here, but ask you to mail us **an open order,** which we will fill and send entirely on approval. If the garments, either blouses, dresses or whitewear, are up to your expectation, keep them; if not, send them back at our expense. **Mail order to-day.**

Watch for our Fall showing. It will contain a new line—silk waists and dresses (a new addition) as well as flannel waists, flannelette underwear, serge dresses, etc. See later announcement.

Star Whitewear Mfg. Co.

BERLIN, ONTARIO

BUYING NOVELTIES.

THERE is one feature of the present business situation that every buyer should make due allowance for in buying fancy goods stock. This is the strong development in favor, not just of novelty goods, but of novelty goods that command a high price. The tendency has for some time been strongly in this direction, and the financial stringency of the past year has made no change in this situation. High novelties are just as much wanted, and the price is still cheerfully paid. The fact is the financial stringency has never gone deep enough to hinder the sale of any little luxury a woman wanted in this line, or else in many cases, economy has been effected at the expense of the other departments, and the old gown has been brought up to date by the use of a new trimming.

It is the man who has had the courage to stock novelties while they were new that has done the best trimming and fancy goods business, for this applies equally well to laces, veilings and other sections. True, you have to pay for the element of newness, but if you do you can charge for the same. Extra profit on such goods is legitimate, for you are charging for extra risk incurred in buying in advance of the demand.

Once get the confidence of your community, and obtain the reputation for having the right goods as soon as they are put on the market, and you will find that you have a following that will pay your prices. The problem you will then have to face will be that of re-ordering. As a general rule the safe and sane rule will be to sell out, and even though there be a seemingly good demand to buy some other novelty, rather than buy the one you have had at the much reduced rate now offered. You have made your good substantial profit on this artitcle, and it is well to let well alone. How many times, when this rule has been broken, has the merchant lost the early profit made, through unsaleable stock, just because the sale for that particular article has dropped suddenly and left him with his repeat order on his hands. "Sell while the selling is good, but be very careful about what you repeat," is a good buying rule.

Many Novelties in Colored Laces Shown For Fall

Paris, Ecru and Ochre-Tinted Grounds New—Patterns Outlined With Gold Threads — Shadows Have Become Staple — Light Net and Orientals New Feature Now.

THIS is a season of light laces, and shadows still hold a high place, but shadows are fast becoming a staple lace, and are being brought out in patterns suitable for white wear trimmings. In this connection new ideas in edgings and beadings and narrow bands are showing that are meeting with good success. Very wide beadings are used for drawing in slips and skirts, and changes in fashion promise an even greater use for this purpose. Galoons used as beadings and beading that come in the form of separable motifs are also new. Camisole laces are as much in demand as ever, and everything points to a continuance of the heavy sale in these articles. Camisoles are now being brought out in Oriental laces and beaded galoons to match are showing for the shoulder straps.

Orientals and other net laces are taking the place of shadows for dressy purposes. There is an increasing tendency towards heavy designs, but the net must be of the finest and must be soft finished. New laces are appearing with edges and motifs of Venise, and this is regarded as the entering wedge to a returning vogue for Venise lace. Craquelle nets are not quite so good, but all light laces, such as Alencon, Chantilly, Point de Paris, and punched laces, are good, and in the new collections showing for Fall reproductions of the "real" laces are very much en evidence.

Fall collections include many novelties in colored laces. Paris, ecru and ochre-tinted grounds are new. Patterns come in soft blues and rose shades, and are outlined with gold threads. Laces on net foundation have woven-in bands in tapestry or brocade effect in quite large patterns and in soft colors. These effects come in flouncings in various widths, and are intended primarily for the makers up of evening and dressy gowns.

Gold and silver laces, with the pattern developed both on fine tinsel nets and gold-colored or grey nets, are expected to eb strong for trimming evening gowns. Rich floral and Oriental patterns are best liked, and many of the designs show the use of color.



Plaid sash. Shown by Morton Manufacturing Co.



Entry and shipping room

"The Ribbon House of Canada"

Hundreds of pieces of Ribbons of every shade, width and description are sent out from this department of our warerooms every day.

Just now we are busy filling late orders for Easter trade. How is your stock? Do you need anything in Ribbons now? Remember, April 12th is Easter Sunday. No time to lose.

These lines are in strong demand now:—

FAILLES—In widths, 80 and 100.
MOIRES—In widths, 80 and 100.
VELVETS—In widths, 5, 7, 9, 12, 16 and 30; all colors.
FANCIES—In all widths; wide widths are the best.

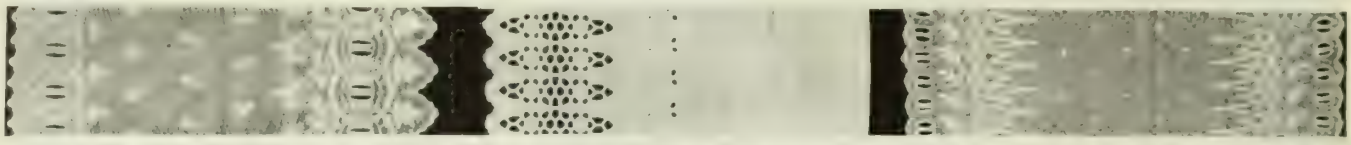
We will ship your order the same day it is received, and guarantee absolute satisfaction.

Walter H. Barry & Co.

Winnipeg Branch:
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"



Nos. 1 and 3, Oriental Camisole laces. Shown by Voss & Stuffmann, Montreal. No. 2, Swiss embroidery, showing crochet effect. Shown by J. H. Gagnon, representing G. Thoma & Co., St. Gall.

All black laces are showing in unusually handsome designs, and a bigger vogue than usual is predicted for black laces. At the present time black laces are strong, both in shadow and Chantilly patterns. The call is for the narrower laces, and is coming from the millinery trade.

Every width in flouncings and edgings from three inches up is selling. In flouncings, 16, 20 and 27 inches are the best sellers. Allovers are selling to the waist houses, and the demand is coming on the 36 and 40 width, as they cut to better advantage.

The demand for pleating laces is good, and pleatings are selling better than ever, and nets, organdies and chiffons are all utilized for this purpose. Plain nets are in high favor, and all kinds of meshes are in use, such as Brussels, Alencon, point d'esprit, hexagon, and all kinds of fancy nets. These nets come in colors as well as in black and white. Malines are selling in all the new colors, and fancy goods houses are showing immense ranges of printed crepes and chiffons. These come in New Art, Chinese, Pompadour and floral patterns. Many of the new patterns are metal-printed, as a decided revival in metal effects is looked for for Fall.

Possibly because marabout trimmings have enjoyed such a wide demand, marabout scarfs, stoles and marabout sets are selling extremely well at the present time. Large flat stoles and muffs to match are particularly good, and the colors wanted are black, taupe, and natural. There is some exploiting of marabout in high colors for Easter trade and some of the fancy stoles are mixed with ostrich. These goods are selling all over the Dominion even out at the Coast.

Embroidery Novelties

Baby Novelties Active—Organdie Embroideries the Newest—Flouncings Selling in 45-in., 18-in. and 27 in. Particularly.

BUYING in embroidery lines is being done with better confidence. For one thing, buyers are assured as to what class of embroideries will sell, and

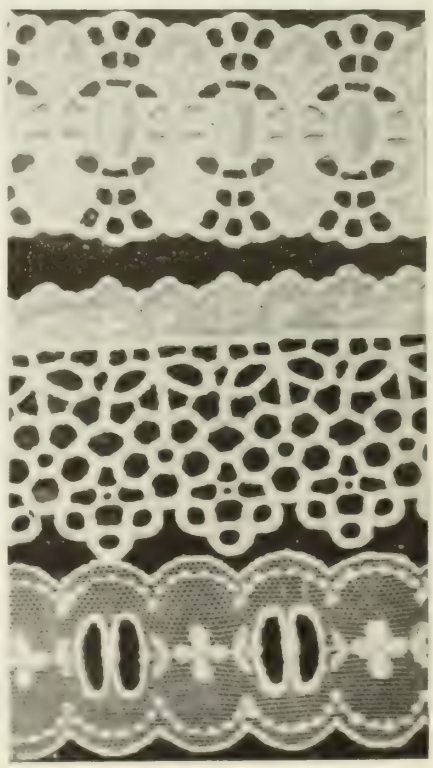
(Continued on page 118).

Ribbon Novelties For Display

In Stripes, Plaids, Checks, Brocades and Gauze Effects Patterned With Gold—Bustle Sash Important—New Minaret and Waistcoat Girdles—Tango Sash.

MAKE hay while the sun shines, should be the motto of the millinery department at the present time. There is always a steady trade in ribbons, but once in a while Dame Fashion takes a hand and proceeds to make things hum. She finds manifold uses for ribbons, and the demand soon jumps 100% or more. The trade is now entering on one of these periods and the outlook for ribbons is very bright.

Competition is keen, and the man who gets the profit out of the situation is the one who studies it and makes the most of it by drawing the attention of his customers to the ribbons he has in stock by making attractive counter displays and by putting in frequent windows. When he has interested his trade in this manner he proceeds to suggest additional uses. Ideas can be gained from the fashion journals and trade papers, and illustrations can be mounted and used in the department. Other individual ways can be thought out of imparting this information. For instance, now that ribbon girdles and sashes are so much worn several could be made up and used for display purposes. Models should be chosen that do not call for extreme lengths of ribbon, though one or two of these effects might be included as giving the style idea in the display. Also it is not wise to subordinate the style idea to the working off of undesirable stock, for this kills the sale all along the line and ultimately defeats its own ends. Hat bows of ribbon are never quite out of style and at present are quite prominent. Many women cannot make a bow and are quite willing to pay a reasonable amount for having this done. In many departments bows are made up free of charge, as this inducement is found to add materially to the sales made in the department.

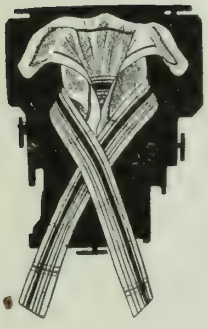


1 and 2. Crochet effect in embroideries, beading and edge. Shown by J. H. Gagnon, representing G. Thoma & Co., St. Gall 3. Oriental beading, shown by Voss & Stuffmann, Montreal

Fancy articles such as numerous kinds of bags, cushions, handkerchief cases, and other articles too numerous to mention call for the use of much ribbon. A glass case with articles of this class displayed made from ribbons in stock is fruitful of suggestions. This case should often be rearranged, and of course, ribbons should be used in the arrangement. Also from time to time novel articles should be procured. An arrangement with the art needlework section should be productive of results satisfactory to both departments.

After all there is no method of holding trade which is more helpful than the time-honored one of having in stock what the public wants. At the present time this means careful going over stock, and re-ordering ahead as deliveries of all ribbons are very slow.





"Lily" Collars



The collars here shown represent three versions of the "Lily" collar which we are showing.

The collar to the left is the new popular Roman Stripe.

See our Salesmen or write us

Ladies' Wear Limited
TORONTO

W. F. GOFORTH, Managing Director
Arts and Crafts Bldg., Vancouver Hammond Bldg., Winnipeg



Brocaded ribbon. Shown by Walter H. Barry & Co., Montreal.

All the world is wanting ribbons, and the looms are working up to their full capacity, and there is nothing like the immediate filling of orders. Many ribbons in stock now were ordered a year ago, and ribbons ordered last June are just coming into the hands of the wholesale houses at the present time. Possibly the buyer placed his order well ahead, far enough so to have the goods when he wanted them, and naturally he feels sore when shipments are delayed. With many buyers the first impulse is to cancel, but decidedly in most cases second thoughts are best. The fault lies with the wide demand, and in the majority of cases the merchant really needs or will need the ribbons he is sending back and it is risky trusting to other sources of supply. Many cancellations from this cause have been received this Spring, but these ribbons have not remained long in the wholesalers' hands. They have been used to fill other orders, and perhaps are now being used against the very department that sent them back, because they are rounding out the stock of some competitor. In any case the wholesale house is not to blame for he too is the victim of delayed deliveries.

Moire weaves are considered the smartest, and failles and taffetas are also popular. Velvet ribbons are always wanted for Summer trade, and beautiful all silk effects with faille backs are included in the high class lines. Plaids and Roman stripes and bayadere ribbons are much shown. Tinsel effects are featured and there is a staple call for prints. Very handsome brocades in self in light shades and in two tones in dark colors are showing chiefly for sash purposes.

White Gloves Strong

Buyers Placing Big Orders—Embroideries Selling Well—Long Gloves Used for Evening Wear Only — Chamois-Lisle Gloves Going Freely—A Whisper of Mitts — New Leather Glove.

IMPORT orders are now being placed for Fall delivery and while some sections of the trade report fairly satisfactory business others are not so well pleased. The truth is that buyers are all working more or less on a conservative basis, and though styles and colors have been ordered, quantities have been limited.

Summer styles are sufficiently advanced to give definite point to the statement that the long glove reaching just above or just below the elbow will be the lengths selling. Easter novelties are now on the market and while their influence is only limited to a certain trade the study is interesting as among such novelties is often contained the germ of a new development.

Advance styles in silk gloves come in elaboration of the embroidered effects. Not only are some of these gloves embroidered but they are inset with lace, and the embroideries are touched with both black and self color. Another whisper is that mitts are due, but very little has been seen that would lend substantial color to this rumor.

The demand for white gloves is strong and as the season advances will increase. White gloves form the bulk of the orders for Fall, and buyers evidently favor embroidered gloves. The demand for gloves of this character has been steadily increasing for the past two or three seasons, and though there is some talk of its dropping out in high grade lines, the way in which pre-Easter selling is going does not give any great point to this opinion. White with black embroideries, and also with self are the big sellers.

One of the new things for next Fall is a leather glove that is absolutely washable, and that will stand even careless washing. "Fool-proof" was the word applied to its washing qualities. When washed the glove is absolutely soft and white and these qualities will be appreciated as cleaning is both hard on gloves and also a source of much extra expense.

Big orders have been placed on chamois lisle or chamoisette gloves for the coming Fall. These gloves have worked themselves into a high position during the Winter that is passing, and buyers are ordering them freely for next Fall. New numbers that more closely than ever approach the appearance of leather are put out. These are particularly well liked in embroidered lines. A particularly good glove is backed with silk, making it highly desirable as a Winter's glove. Chamoisette gloves come in white and natural.

Among the Merchants

Lindsay, Ontario.—A by-law has been passed giving Horn Bros. Woolen Co., Limited, a fixed assessment and granting them $7,500. They will in turn increase the number of their employees to 200 this summer and extend their plant.



The Mona Lisa veil, shown by Sterling Lace & Novelty Co. Note the snug fit under the chin.

VAN RAALTE *Veils*



Our Newest Origination, The Cleopatra Veil.

This is one of our Latest Fascination Veils, one and one-quarter yards in length. Comes in a complete assortment of coloring, including the original serpent colors on black or on ivory. Originated and made in our American mills—Direct to your shop. Sample assortment sent upon request.

E. & Z. VAN RAALTE, 100 Fifth Avenue, New York

Factory at Paterson, N. J. The Largest Veiling Manufacturers in the World



TO GLOVE RETAILERS

THE FACTS

It has come to our knowledge that specific mis-statements calculated to be prejudicial to the sale of DENT'S GLOVES in Canada are **again** being circulated in certain parts of the Dominion.

The following are absolute facts and any and every statement to the contrary is positively untrue.

DENT'S is the largest glove organization in the world.

DENT'S operate their own skin dressing and staining yards at Worcester, Eng.; San Giovani, Italy; Cerouz Mousty, Belgium.

DENT'S operate their own factories at London, England; Worcester, England; Martock, England; Grenoble, France; Brussels, Belgium; Naples, Italy; Leipzig, Germany.

DENT'S manufacturing output at all of the above factories is steadily increasing, particularly at Grenoble, France, (Kid and Suede) factory, and our Martock, Eng., (Fabric) factory, which has recently been rebuilt and enlarged in order to adequately meet the growing demands of the Canadian and general markets.

DENT'S turnover in Canada has increased forty per cent. during the last two years.

DENT'S ADVERTISING has not and will not increase the prices of **DENT'S GLOVES.**

DENT'S consumer advertising will not be curtailed. During the recent depression DENT'S advertisements appeared with greater frequency.

DENT'S advertising appropriation has been increased and placed for 1914.

We gratefully acknowledge the expressed appreciation by the Trade of the high standard of our qualities and values. We highly esteem their co-operation in upholding to the Canadian Public **DENT'S** reputation for integrity and merchandise which has extended over a period of **TWO CENTURIES.**

Dent, Allcroft & Co.,

52 Victoria Square, MONTREAL



Our lines of Laces and Embroideries are now quite complete, particularly in

Shadow Laces and Flouncings, Camisole Laces in Shadow and Net Effects

Send us your open order when in need of any of our lines. We feel confident that we can satisfy you.

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St., Montreal

Good-Bye, Short Skirts, Long Skirts the Fashion Now.

Making a good demand for

CORTICELLI

Mohair, Wool, and Mercerized Cotton Skirt Braids

All Fashionable Colors in Stock

Write for Samples We are Always Leading

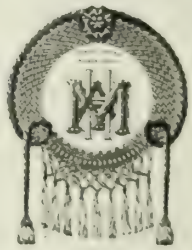
Belding Paul Corticelli Limited



LOOKS GOOD, MAKES GOOD AND KEEPS GOOD

Like its Sister line, SPHERE SUSPENDERS for ladies, quality of materials has gained for it a world-wide reputation.
Both are fitted with the famous 'grip that grips and never slips.'
Don't lose the chance of good business, Mr. Dealer.

FAIRE BROS & CO., Limited, Leicester, Eng.



Don't Forget!

that we are continually adding

NOVELTIES

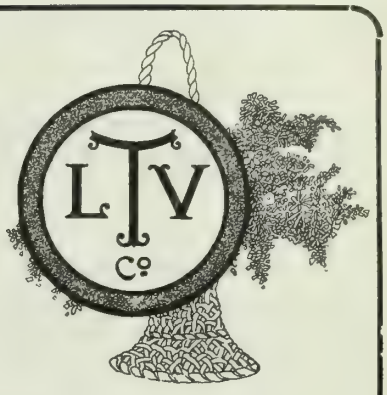
to our range of Trimmings for Dresses, Cloaks and Furs, so that if you wish to be up-to-date with the fashionable styles, whether you are Manufacturer or Merchant, you can't afford to neglect our lines or be satisfied with having seen those of some other trimmings manufacturer.

Promptly upon your request we will send our representative in your territory, or Samples by Post.

The MOULTON MFG. CO., Limited
MONTREAL



SPRING NOVELTIES



for

QUICK SELLING

Veilings—*in all colors*

Collars—*in all shapes*

Laces—*in all widths*

Frillings—*in various styles*

Allovers in Silk and Cotton

BLACK WHITE PARIS

also

Flouncings, Camisoles, Plain Nets, etc.

Mail orders promptly attended to





The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

It pays to sell

CORTICELLI TWILL TAPE

Gives the dealer 75 per cent. profit.

The superior quality will please your customers.



Twill Tape
5 YARDS
Length Guaranteed

On sale at our branches and by the wholesale jobbers.

Price 36c per dozen. Retail price 5c per roll.

A special strong-twilled tape for dressmakers.

Made in nine sizes. Try one of our 12-dozen Cartons, assorted, no extra charge.

Belding Paul Corticelli Limited

"P.C." Corsets

We're Critical
that's why
P.C. CORSETS
are scientifically and practically correct.



And because we're critical and careful of our patrons' interests and the interests of P. C. Corset wearers, we study the correct requirements of every woman from the standpoints of comfort, perfect fit, graceful, correct lines and service. Because we look to you and your patrons' interests we encase every steel in P. C. Corsets in a **double canvas interlining**, which greatly increases the wearing qualities of the corset and promotes greater comfort.
Our 1914 styles are at your service. Samples will be sent upon request, prepaid.

Parisian Corset Mfg. Co., Ltd.
QUEBEC
Ontario Branch, 77 York Street, Toronto

Buttons for Spring

Are you prepared for the immense demand for buttons that will be made by the great army of Canadian women who will be making their Spring and Summer clothes? The Weyerstall range of buttons offers you one of the largest and most up-to-date assortments from which to choose.
Get in touch with us to-day.

A. Weyerstall & Co.
Head Office: 145 Wellington West, Toronto
Branches: Montreal, Winnipeg

Buying Buttons

from us is not guess work. No effort is spared in placing before you the Right-To-Date goods. We stock the Buttons we show. You can get sure delivery and quick sorting. Our traveller will call on you soon. Wait for him.

Forsyth Kimmel Co., Ltd.
IMPORTERS BERLIN, ONT. MAKERS

The Glove House of Canada

Feature Perrin's Gloves for Easter

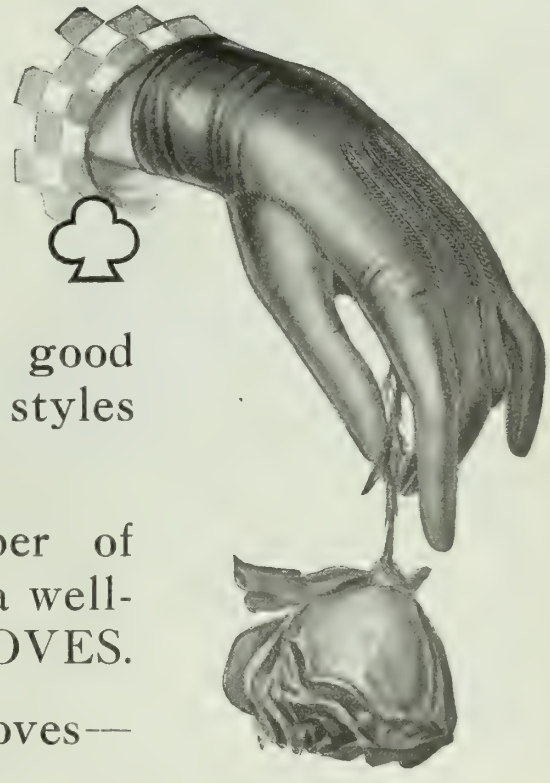
Perrin Gloves

are continuously advertised to your customer.

Glove success comes from good assortment of correct saleable styles of undisputed quality.

An ever-increasing number of merchants find it pays to keep a well-assorted stock of PERRIN GLOVES.

Concentrate on Perrin Gloves—IT PAYS.



Good stock of Long and Short Gloves for QUICK SERVICE this month

Perrin Freres & Cie

28 Victoria Square MONTREAL

HOUSEFURNISHINGS

HOUSECLEANING.

The present month should be the best time in the year for the house furnishing department — the typewriter almost made it "housecleaning" department. To the woman of the home the store with its rugs, carpets, wall papers and hangings is the most prized auxiliary to housecleaning. When the coat of Winter's dust and dirt has been scoured away, and the bright sunlight of Spring, and the balmy airs that are gently ushered in through the open windows, and the abandoning new life of Nature stir strong in her the desire for something new, fresh, and bright-colored to replace the faded, and something clean to cover up the smoky: then the house furnishing department has its one best opportunity of the year.

Now is the time to bring forward your house furnishings in a way to attract notice. Discard the old way of showing paper here, and rugs there, and draperies in some other place entirely apart. The main charm of the effect is lost. They go together in the house: so why should the store departments not co-operate in securing the most striking combinations?

Particularly is this essential now that the hangings are made to suit the paper, and the paper the hangings,—beautiful chintzes and cretonnes and tapestries that are repeated in the borders on the wall. Make up sample corner "trims" in your department and in your windows, with curtains, lace or net, side curtains of chintz or full lambrequins, a window seat to match and a rug with it. When you show your curtains in the window throw a drape of chintz, or if of leather design, a velour over the top or down one side. Show the public what pretty combinations can be secured. Have each "unit" carry a suggestion and, as The Review will show in next issue, you can do as big a business even in the height of Winter as you did before in the balmy Spring time, and double or treble your last Spring's records.

Prediction That Papers Will Run 30 Inches Wide

Better Results From Wider Lines—Many Think Cut-Out Borders Will Weaken by Fall—Tapestry and Cretonne Effects Very Strong—Some Fall Favorites.

FROM the time that Goldsmith wrote of the village school master that "even though vanquished he could argue still," there seems to have been no change in the tendency of the human race to hold different views on various matters. At any rate there is at the present time considerable difference of opinion among wall-paper men with regard to the future of the "cut out" border. This style of border seems to have been rendered necessary by the plain walls which have figured largely in mural decoration of late and have supplied the relief which was required, but as to the future of the real "cut out" many controversial statements are being made. Some maintain in uncompromising terms that the style shows no sign of waning popularity but will on the other hand be more popular than ever: others again are equally vigorous in contending that after next Fall the extreme "cut out" border will lossen its hold on the esteem of the householder and the tendency will then be towards more modest cut outs and narrow panel borders and binders.

Whichever view the future may declare to be the correct one there is little doubt that at present the "cut out" border is selling very well but the fact must not be overlooked that many retailers are not at all kindly disposed to the wide cut out border.

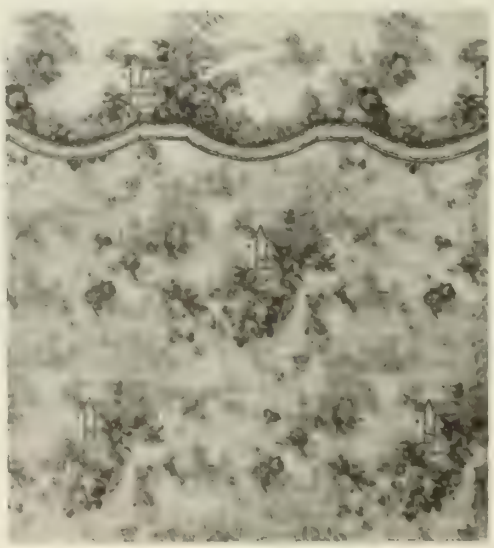
Panel designs and plain walls do not show any signs of weakening just now but more than one authority have given their opinion that all over floral and foliage effects, representing tapestries and cretonnes, will by Fall be enjoying a very good run. Period patterns too will have a good demand.

Blue for Dining Rooms.

It has been said that "Mr. Nurien, when furnishing his new home, complained that he was compelled to have a dressing-room where he did not dress, a smoking room where he did not smoke, and a drawing-room where he did not draw." Be that as it may, it is almost certain that he had a dining-room where he dined and if he were to decorate it any time within the next six months he would surely have it done in blue for blue has pretty well established itself as a popular color for dining-room decoration and shows signs of still greater popularity next Fall, and white enamel woodwork it is expected will be largely used.

For halls and living-rooms tapestries will be good and some very nice fabric effects are being shown as well, heavily embossed with an overprint in different shades and here grays will be very common. Cloth effects and grass cloths and imitation grass cloths also promise to be well liked by a large section of the pub-

(Continued on page 119.)



This Japanese design with its quaint, characteristic border is one of the effective novelties for Spring. The hanging is also printed on heavy stock in flat embossed finish when it is shown as an independent paper without the border. Courtesy of Staunton's, Limited.



Most Every Woman Has CREX in Mind

when she enters a carpet store to buy grass floor coverings. She knows there's a difference. She knows what CREX quality means and she is going to look for the name CREX woven in the side binding. It's her protection—it's *your* protection and it's our protection. As said before "you don't have to talk CREX—it sells itself."

1914 color-catalogs on request
Price lists from jobbers

CREX CARPET COMPANY, 212 Fifth Avenue, New York

Cretonnes Help to Sell Wallpaper in Any Store

A. C. Turnbull of Hamilton Tries Up-to-date Method and Finds it Highly Successful · Good Pointer on Cut-Out Borders

IT would be hard to find a wallpaper department that is more attractively decorated, and in which the stock is more tastefully displayed, than that of A. C. Turnbull, bookseller and stationer, Hamilton. The Review is using this example to impress its argument on the need for combining hangings and wallpaper in demonstrations.

The department is situated on the second floor at the front of the store. It is really remarkable what a difference surroundings make in the wallpaper business. Here there is plenty of light, the trimmings and decorations are bright, and the whole atmosphere cheerful. Comfortable furnishings are provided, and the department is sufficiently removed from the rest of the store to give that air of restful quiet so necessary if customers are to be really helped in making an intelligent choice of paper and decorations. The woodwork and fixtures are finished in old ivory, the walls are papered with a blue scrumble and paneled with a four-inch strapping; cretonne at the windows matches the strapping. The chairs are willow and upholstered with the same cretonne as used at the windows. The carpet is a medium shade of green.

There is one feature about the Turnbull store that has been generally overlooked by dry goods men and booksellers having wallpaper departments. It is the showing of cretonnes for curtains in connection with the wallpaper. This is a good profitable line from several points of view. The display of curtain materials along with wallpapers permits of giving the proper setting to the latter, and thus a sale of wallpaper is consummated in many cases directly through the agency of the curtains shown. In this way the curtains often sell the wallpaper, even if not themselves. One point should be remembered, however. The combination of wallpapers and curtains, to be effective, must be harmonious, and to this end color effects must be studied carefully. The haphazard display of curtains will be detrimental rather than helpful. It is a matter that requires the most expert and careful handling, and unless this can be given the curtains might better be left out of consideration.

In response to a request from Dry Goods Review, Mr. L. L. Falkler, the energetic manager of the department, made some exceedingly valuable suggestions. Mr. Falkler said:—

"In my opinion managers of wallpaper departments do not give enough attention to the displaying of their goods, as the day for selling wallpaper from sample books is past. To have the department attractive not only helps to sell goods, but keeps the salesmen's minds on the better class of decorations, and it should be remembered that the most money in the wallpaper business is made on the decorations, and the more you display them the easier it is to sell them.

"I find it quite profitable, and, in fact, essential, to carry cretonnes for curtains. If you can show a cretonne that matches the paper it often closes the sale and almost invariably you sell the cretonne for the room as well.

"Cut-out borders being greatly in demand, if proper care is not taken in showing them there is sure to be quite a waste. I have a portfolio in each section on which are kept a sample of each of the cut-out borders, and borders that may be used in this way I have them cut out, instead of throwing them away. After showing them, they are put in their place again, and this enables us to show them from time to time to good advantage with very little loss."

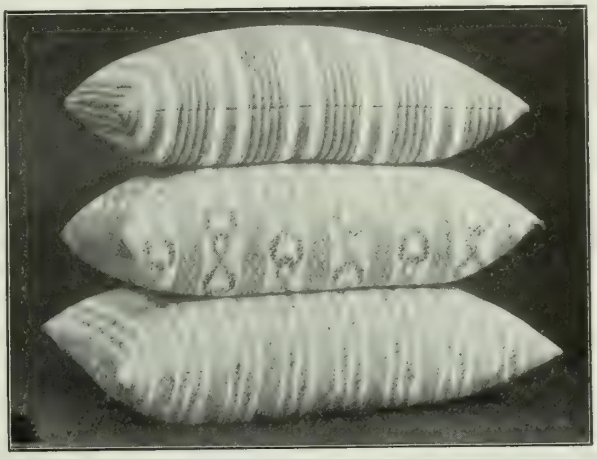


Wallpaper Department of A. C. Turnbull's Store, Hamilton. Photo of J. L. Falkler, manager of department, is shown in inset.

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto



SWAN BRAND PILLOWS

When

you buy "Swan Brand" pillows you have our absolute guarantee that there is not an old feather used in them. We never deal in old feathers.

The unequalled facilities we have to turn out pillows that are right—the most modern factory, new and improved machinery, are backed by twenty years' experience and result in unparalleled service and prompt delivery.

Every pillow has the guarantee label shown below, sewn into the edge—we stand back of it. **Send for price list and sample pair.**

The
Toronto Feather & Down Company, Limited

"Where the reliable goods come from"
35 BRITAIN ST., TORONTO

Eastern Agent:
MR. J. F. SUMPTION
Cor. St. Catherine and University Sts., Montreal, Que.

All New Feathers
THE
TORONTO FEATHER & DOWN CO.
LIMITED
TORONTO, ONT.

Grade.....
Size.....
Price.....
Order No.....
Guarantee on other side.

GUARANTEE

The feathers in this pillow are all new and have never been used before. They are absolutely clean and sanitary.

Preparing for the C. W. T. A. Convention

Third Annual Convention of the Canadian Window Trimmers' Association, at Toronto, Tuesday, Wednesday and Thursday, Aug. 11, 12 and 13, 1914.

THE important question of the date of the third convention of the window trimmers and ad. men of Canada was settled at a meeting of the Executive held the last week in March.

It will be noticed that the convention will begin on Tuesday this year instead of Monday, as it has been found difficult in former years for many of the members to reach Toronto on Monday morning. And on the morning of the first day of the convention the Executive have determined that the programme shall begin, according to schedule.

This programme, in its rough draft, promises a meaty session this year. There will be half a dozen first-class items, including demonstrations by experts on draping, advertising, card writing and window trimming.

Stereopticon Views of Windows.

One of the special features that has been decided on definitely is an address by A. E. Hurst, of the Economist Training School, New York, on window displays. This is sure to prove very valuable as it will be illustrated by stereopticon views of scores of window trims.

Efforts are being made to secure papers on the relation of window trimming and advertising, and store efficiency. Thus the broader aspect of the display men's work in the store will be considered in a manner that will make the convention particularly profitable. Arrangements are also being made for a detailed report of the convention of the International Association at Chicago the preceding week.

The opening day, Tuesday, August 11, will be taken up with three addresses in morning and afternoon, Mr. Hurst's illuminated lecture occupying the evening.

Prizes at the Banquet.

On Wednesday morning one hour will be devoted to the nomination of officers and other business of the Association and be followed by a demonstration. Two papers will be given in the afternoon, and the elections take place.

The evening will be devoted to a banquet at which it is intended every member shall be present. One of the drawing cards—in addition to the menu—will be the first announcement of the prize winners in window trimming, card writing and ad. writing. Although all entries must be in by the first of July, and the judges will have completed their work, no inkling of the honored ones will get out before the banquet. The event is to be made to a certain extent memorable by the prize presentation being conducted by Mayor Hocken or one of the controllers, who will also be the official toast master at the banquet. It may be well to point out here that no prizes will be awarded to any entrant whose fees to the Association are not paid up at the time.

Visiting Factories, Inspecting Windows.

On Thursday the final day, a programme will be prepared that will be partly work, partly play. The morning will be spent in inspection of a number of windows that will be set up, more or less, for the window trimmers' convention. Factories will also be visited, where the making of forms, display cases, lighting, etc., will be explained by the makers.

In the afternoon the first play will be permitted. This will consist of a drive around the city. The day will conclude with a Theatre Night, quite informal but a bright social conclusion to the three days' gathering.

Printing the Constitution.

The President and Secretary are hard at work getting in new members, and canvassing the whole Canadian field. Circular letters will be sent out to proprietors of stores urging upon them the advantages of sending their display men to the convention, if possible, without expense to themselves. In addition, the field of prospective members will be canvassed, and it is hoped a bumper report in this respect will be ready for presentation.

In order to bring the Association concretely before the window trimmers and others eligible, one thousand copies of the constitution are being printed. The advertising in connection with this will, of course, look after the expense of the issue.

Remember the dates, window trimmers, ad. men, and card writers of Canada—Tuesday, Wednesday and Thursday, August 11, 12 and 13, 1914.



Suggestion for Easter: Background with panel of trees behind the woodwork.

The new Grays Limited store of London, fitted completely by

The Walker-Bin & Store Fixture Co.
LIMITED



THE illustration above shows a portion of the main floor of the handsome new store of Grays, Limited, London.

The whole store is fitted throughout with the most modern store fixtures and fittings, all of which were planned, made and installed by us.

We specialize on all kinds of store fittings and high-grade fixtures and will be pleased to quote estimates on your requirements whether for a complete or partial refitting of your old store or your proposed new establishment. Send us your floor plan to-day and ask for estimates.

The Walker-Bin & Store Fixture Co.
LIMITED

Manufacturers and Designers of
MODERN STORE FIXTURES

BERLIN, ONTARIO

Beautiful Interior Decoration for Spring Opening



This view was taken of the Right House, Hamilton, in its "party dress" for the Spring opening in March. The designs and decorative work of Mr. B. Manewell were much admired and the long lines of beautiful displays in glass cases added to the charm of the whole picture. Every other pillar was draped in Southern smilax and Chinese wisteria in purple and yellow. Down the centre white pillars seven feet high were set up and on these baskets of yellow daffodils were placed. Another very effective touch was lent by palms set up on the ledges to right and left. The beauty of the scene is impossible to reproduce by photograph, as by those strange freaks to which the photographic art is subject, the purple shows white and the yellow turned black. Eight dozen canaries formed an orchestra that was not the least admired part of the programme.

In his opening windows Mr. Manewell used the latest fad in hair trimming, colored wigs, green, tango, purple and blue, according to the fabrics that were being displayed. These, needless to say, furnished a large amount of talk, as well as serving to draw large crowds.

IMPROVED WINDOWS.

St. Catharines Store Installs Panels and Plate-glass With New System of Lighting.

Some marked improvements have been made to the windows of McLaren & Co., St. Catharines. The backs now run up to the ceiling. The lower parts are paneled in mahogany finish, and above this are large squares of plate-glass set in frames enameled white. In the men's wear window the floor is solid oak and walnut, with a handsome green rug in the middle.

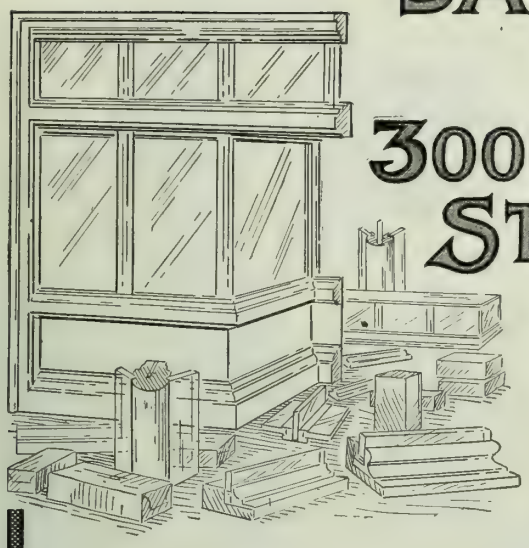
The lighting has also been brought up to a high level. Conduit pipes run the full length of the windows, and six 100-watt tungstens are placed in each, and the light intensified by the use of hood-shaped X-ray reflectors. The view of these from the street is prevented by a linen valance in handsome fleur-de-lis pattern stretched across the windows with a drop of 23 inches.

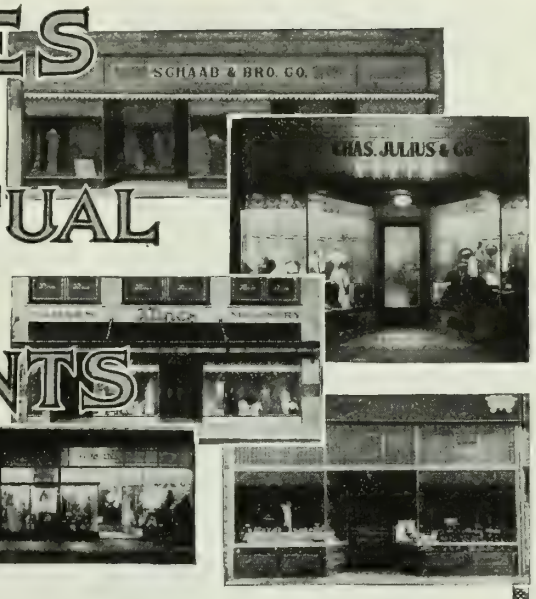
Attractive Easter Combinations

Conventional Backgrounds Out of Place With Brilliant Coloring This Spring—Uses Suggested for Lilies, Palms, Wisteria and Mirrors With Felt Flooring.

It really seems as though there was very little that is new left to say about displays for Easter important as the season is. Plaster eggs, rabbits, chickens, etc., have been all used until one is pretty tired of such symbols, and therefore the trimmer is left to rely upon merchandise suitable for Easter selling and upon music and appropriate flowers. Luckily nothing can make palms and Easter lilies common and white and mauve and pale green form an

SAMPLES VS. 30000 ACTUAL STORE FRONTS





Which Kind of Evidence Will You Demand?

If you were buying a new Store Front—one to increase your business—would you be willing to make your decision by the inspection of samples of corner and division bars or by complete, finished Store Fronts? Wouldn't 30,000 actual Fronts of one make tell you more than all the samples you could get hold of ?

To prove to you what KAWNEER FRONTS have done we cite you to the 30,000 Fronts in which KAWNEER is installed. Among the thousands of Merchants who have adopted them are many of the keenest and most conservative Merchants in the country. When they made their decisions they had samples and models galore but their business judgment caused them to judge by *actual* proofs—not by samples.

Kawneer STORE FRONTS

If you were to buy an automobile would you trust yourself to make the decision upon any particular make by simply looking at drawings or samples of various parts of the machine? No, you would make an inspection of the car itself—in its finished form.

And so it is with Store Fronts.

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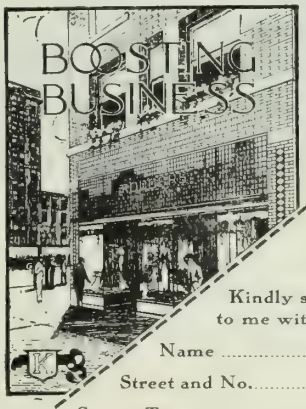
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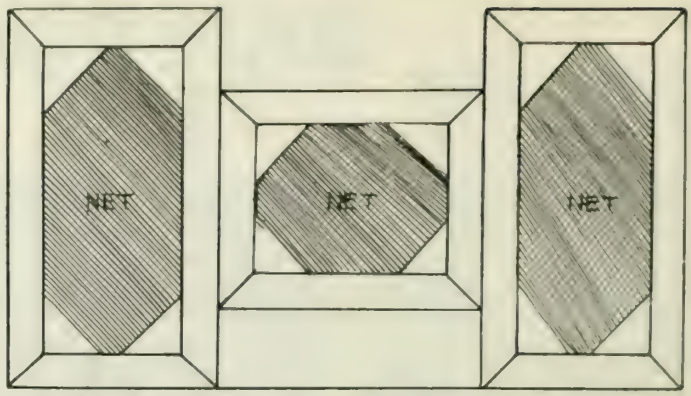
ideal combination. Some of the trite ideas can be particularly in planning interior trims which are always important at Easter.

There is so much novelty to the merchandise this season, the lines of the suits and dresses are so new and the jaunty short coats are so brilliant in color that anything conventional in backgrounds is quite out of place. Only something that will relieve the eye is needed.

The same applies to millinery. Many displays so far have been failures and just because the background was too dark and two fussy.

So many of the new colors tone down to yellow that pale yellow Easter lilies and violet used in the form of ribbons and flowers would be good. Mirrors are always well liked for the background when suits and costumes are to be shown, as they give a back view of the garment.

The floor and the mirror frames should be covered with pale yellow felt, and gilded baskets holding Easter lilies and wisteria blooms can be used as central features. Easter lilies and palms can be massed in the corners, and the tops of the mirrors can be wreathed with Easter lilies and violet orchids. If here and there among the massed and wreathed flowers incandescent lights are used it would add much to the effect of the display.



Suggestion for millinery window background: Three panels of heavy moulding on skirting-boards, put together like picture-frame, stained green and finished with dull wax effect. Centre filled in with curtain net. Centre frame runs in groove and can be pushed up when getting anything out of the window.

If windows are large enough and the trimmer has a number of wax figures at command an outdoor scene is always effective. The Lynch gate used by Holt, Renfrew would be most appropriate as it would give an Easter day air to the window.

Mirrors and White Felt.

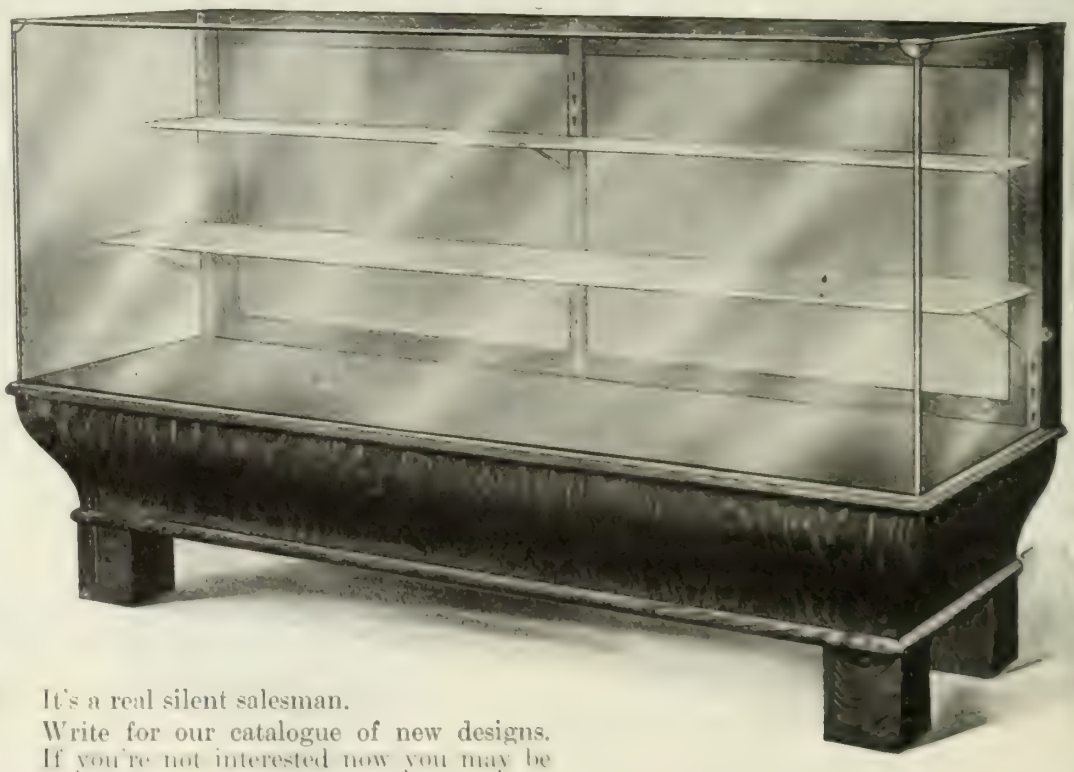
Another window gives a splendid idea for use where the space is limited. The background was of mirrors and the frames and floors were covered with white felt. Holyoaks, stalk leaf and flower, the flowers in pale yellow were trained up each corner of both mirrors and windows. Millinery stands with gilded bases had holyoak trained stiffly to them and there were distributed amongst the display, the smaller plants to the front and gradually growing taller as the back of the window was reached.

Accessories are always prominent in Easter displays and in connection with both garment and material windows the decorator should use as many as possible. They will give value to his windows in more ways than one for they are extra decorative this season. Beads and crepe and bead necklaces give splashes of high color. Silk hosiery matches the gown and slipper buckles flash and sparkle with rhinestones.

The Canadian Gem No. 205

—a show case of more than ordinary merit.

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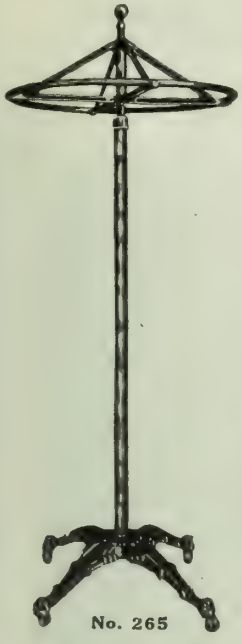
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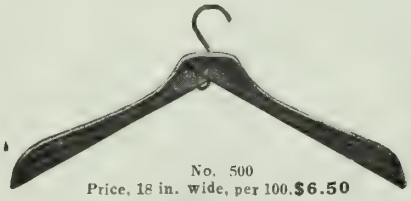
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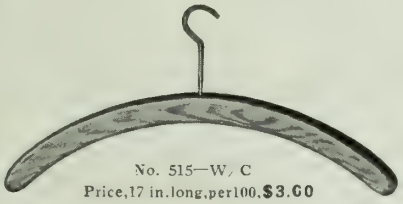
GARMENT HANGERS



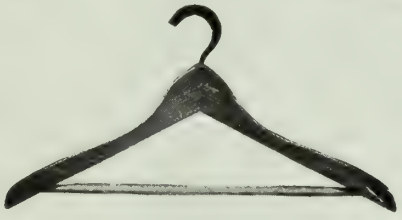
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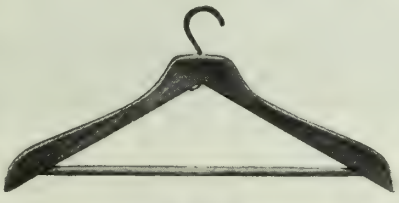
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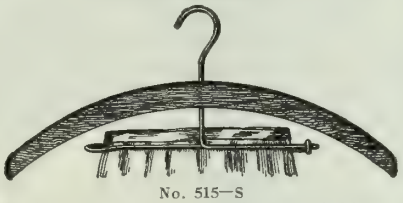
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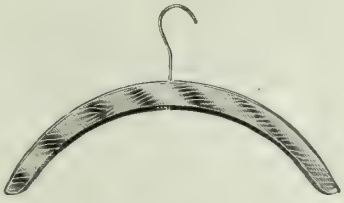
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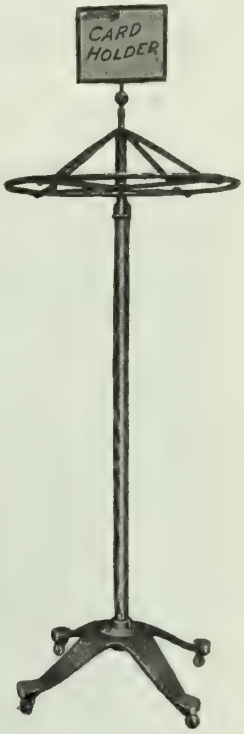


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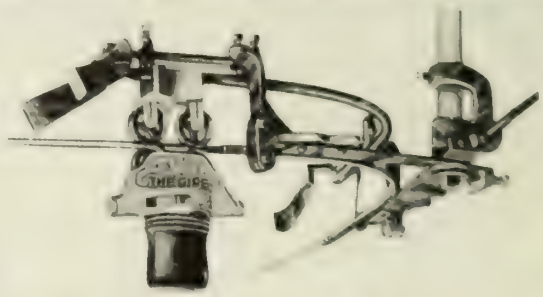


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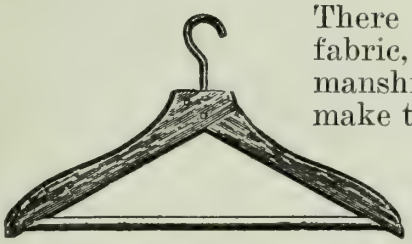


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Suit racks, 5 feet high, 26 ins. wide. Overcoat and ladies' garments, 6 feet high. Additional for side rod, $1.25 each.

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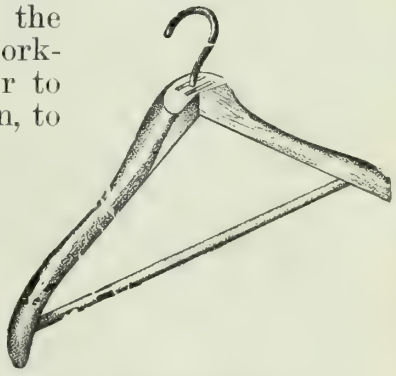


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The Taylor Mfg. Co.

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No. 74 B.—Combination Suit Hanger, with inserted Trouser Bar, per 100 ..... **$15.00**

Retailers Report Good Sales From New Styles

Contrast from Last Year's Stimulates Buying—Use of Flowers Helps Other Trimmings — Shapes Small and Medium — Rose Supreme in Flowers—Descriptions of Some New Models.

So far as can be gleaned the millinery openings at retail are resulting in satisfactory business and nice sized sorting orders are coming in to the wholesale houses. Novelty is always a great aid to business, and the fact that this year's and last year's models are so far apart is producing excellent results. Both the manner in which the hat is worn and the size and style of the shape is new, and all women are taken with them. The return of flowers means an interest also in other trimmings as flowers cannot be used alone, and all indications point to a large use of flowers, maline, ribbons and lace.

Dressy models are still trimmed with various forms of fancy and clipped ostrich, and such novelties as burnt ostrich and metallic fancies. The latest models in straws come in flat, plate-like shapes raised high at the side on a bandeau. Hemp braids and leghorn and horsehair lace plateaux raised high on a bandeau are used with clusters of pastel flowers and huge bows of ribbons as the trimmings. Very often ribbons are drawn over the flat crowns and flat loops decorate the brim, and the bandeau is massed with medium sized roses.

Rose is Supreme.

There is little doubt as to the supremacy of the rose. All kinds of roses are closely imitated, but those which show shadings of one color or deep centres and light outside petals are well liked. Not only are roses shown in natural colorings but all the new colors are reproduced, and roses in tango, dollar, coral, and helio shades are good.

Many Directoire shapes on the canotier or sailor order will be worn and the latest trimming idea is the large single rose fastened flat to the crown or half blown roses of fairly large size placed back and front and projecting in nob fashion. These roses have dark hearts and light centres such as petunia combined with eglantine, or Madonna blue with white. Foliage is to be very much used, and the new foliage is very dark green and has a high lacquered finish. Foliage in plaid effect is also new and is used without flowers. Berries in all colors, particularly mulberries, are to be very popular. Many field flowers are used, such as buttercups, daisies, cornflowers, poppies, etc., and many are arranged in groups with clusters of wheat.



Hat of lisere Tagel and frilled corded ribbon. Note novel ostrich mount fastened by pleated bow.

Wide moire ribbons drape the crown of many of the small Evelyn Veron sailors. Faille, and taffeta ribbons are good, but less satin is used, and there is a feeling for self brocades for the Summer models. Velvet ribbons in wide widths and backed with faille are to be very much used on summer hats.

THE NEWEST HATS.

Flat watteau and canotier models very much in evidence.

Free use of flowers with roses supreme.

Latest straw models in flat, plate-like shapes raised high at side on bandeaux.

Wide moire ribbons and velvets much used.

Panamas come in small shapes and are to be flower and ribbon trimmed.

The description given below of new models will give an idea as to the manner in which the materials mentioned above are to be used.

A hat of black horsehair lace is edged with frills of black shadow lace and is tilted high at the back. Blue faille ribbon is drawn across the crown and ends in the back in a huge rosette on the left side. Pale pink roses are posed on the upper brim and on the bandeau at the back.

• • •

Again, one notes an elongated turban with the brim held close to the crown, both front and back and trimmed in front with a bow of multi-colored miniature ostrich feathers.

• • •

Another hat is of green bright straw. It has a small round crown and the trim turned up at the back. Under the brim at the back are loops of Nattier blue velvet ribbon with one standing very high. From the centre of the crown are sprays of wheat and colored flowers.

• • •

A very novel hat has a square crown and broad brim of mysotis blue felt faced with Leghorn straw and is trimmed with bunches of orchids and violets. And yet another hat of dark blue hemp has a square brown covered with violets and forget-me-nots and dark green glossy lacquered foliage.

• • •

Many hats have full round crowns and brims which tilt up at the back. The bandeau is filled with loops of ribbon, and wreaths of flowers and wheat encircle the crown. More on the Summer order are sailors of lavender and white striped mull, with roses posed on the crown both at the centre front and at the back.

• • •

Another sailor is of striped silk in coral and white with the brim faced with white straw. Around the crown is drawn a narrow band of white moire ribbon above which is a narrow pleating of the



Established 1765



We are now showing the very latest Paris, London and New York creations in our Montreal showrooms.

We invite you to inspect our distinctive novelties in all kinds of ladies' and children's headwear and millinery accessories.

VYSE, SONS & CO., LIMITED

MILLINERY AND STRAW GOODS MANUFACTURERS

229 Notre Dame St. West, MONTREAL



Rose-trimmed straw model. Shown by Ryse, Sons & Co., Limited, Montreal.

same. A bow of white moire is placed right in the centre at the front.

* * *

A small Leghorn hat has the crown flat and the narrow brim droops at the edge. The crown and the flat part of the brim is covered with pink satin, and the hat is raised high with a bandeau on the left. This bandeau is covered with rows of forget-me-nots and with three small ostrich tips, one pink, one yellow, and one reseda. At the base of the crown is a wreath of forget-me-nots and pink roses, and there are streamers of yellow ribbon at the back.

* * *

Another Leghorn model has a high oval crown and a narrow brim faced with Copenhagen ribbon. At the top of the crown at the back is a looped bow of Copenhagen ribbon and pink and yellow roses. And a wreath of forget-me-nots and roses go round the crown.

Hats Continue Small in Paris

Unspringlike Weather Has Retarded Flower Showings—Paradise Extensively Used—Ribbon and Foliage in New Lacquered Effect.

Paris, March 31.

THE opening of the racing season at Auteuil brought out a large attendance and many buyers from America were present. The weather was unsettled and therefore the fashion display was not as extensive as usual.

In millinery no one shape could be said to lead, but they were all small, and many had daring outlines which added materially to the height of the wearer. The gloomy unspringlike nature of the weather accounted for the fact that so few flower trimmed hats were seen. By far the larger number of hats were trimmed with paradise, or with nunnidi feathers. Little rows of wings were also placed around the crown and combined with bows of ribbon. Many sailor models were worn and most of them had a pansy made of satin or silk ribbon as a trimming. Many of the small shapes were of straw and satin in combination.

Transparent Horsehair Lace.

Watteau models were numerous and were trimmed with roses and loops of ribbon. One of the most admired Watteau hats was made of transparent horsehair lace and was very small and posed so as to show a great deal of the hair. Marquise and tricorne shapes were well worn, but one of the newest models was of the new varnished straw, and was shaped like an elongated tiara. The hat was of Havana brown straw finished with a piping of silk to match around the bottom of the upturned brim. Two gold colored mounts of paradise stood straight up from the high point of the tiara-like brim in front, the ends crossing in the air.

Another new shape was on the sailor order with the left side of the brim of the crown covered with a high half-circular flare. This model was very popular in black picot trimmed solely with an aigrette.

Another version of the same idea shows a skeleton flare which rises above the crown of the hat and carries two bunches of paradise, one pointing to the back and the other to the front.

Many of the hats trimmed with flowers were on the canotier order with fairly high crowns and straight narrow brims just a little turned up all round. The trimming was all placed on the crown and consisted of big roses in two colors. This one hat of black shiny straw had a rose in front of pale lemon yellow with a pink heart, and the two on each side were of white with the hearts of Nattier blue, and behind was a rose, the outer petals of which were tango and the heart of claret color.

Among the new things seen at various millinery parlors are flat Lamballe shapes, often having a two-tiered brim with the trimming placed between the two brims. Small canotier shapes are very much displayed, and one that is well liked has the brim pointed at the back. A very new shape, the success of which is open to question, has a very high crown and a narrow brim and is similar to the hats worn by postillions.

Lacquered Finish.

Flowers are being used extensively, and are best liked in small and medium varieties. Roses are selling freely, particularly the kinds that are used on the crowns of hats. Garlands and cachepeignes are made of flowers and fruits, with mulberries and grapes best liked.

WHAT PARIS SAYS.

Many sailor models with satin pansy or silk ribbon as trimming.

Model of new varnished straw, shaped like elongated tiara.

Two-tiered brims with trimming placed between them.

High crown and narrow brim-like hats worn by postillions.

Lacquered finish in ribbons.



Another new idea shows a wreath of flowers or the new foliage in colors called "ecossais" going round the front of the crown and passing through slits in the brim to form the cache-peigne at the back. Buttercups, daisies, pansies and forget-me-nots are particularly good. Piquets and wreaths and trails are also selling well.

The newest idea in ribbons is the one with lacquered finish. This ribbon is used for hat garniture and is perfectly waterproof. This lacquered effect is also being applied to foliage, and the new foliage is very dark and shiny.

MILLINERY IN PARIS.

Many lovely leghorn hats and bonnets, all of them lavishly trimmed, are seen at the afternoon concerts, on the Promenade des Anglais and the Jetée. The Rococo character is strongly pronounced both in the shape of those models and in their trimmings, in which vari-colored flowers, lace and ribbon in profusion, and soft drapes of filmy materials, play an important rôle. The Watteau hat is a particular favorite, and its classic side or back tilt (produced by a high cache-peigne bandeau) offers many and splendid opportunities for underbrim trimming.

Several toque shapes resembling square boxes have been noticed and have led to a great deal of speculation regarding their future popularity. But these models, while they are chic and novel, are rather too symmetrical and too severe in outline to be generally becoming, that it is not likely that they will seriously interfere with the present popularity of hats and toques of irregular contour.

QUESTION MARK IN VEILINGS.

THE Spring veiling season is opening up in a satisfactory manner, but the tendency so far is to run upon staple lines. All kinds of meshes are being put out, some of which are plain and others of a more fanciful nature. The general tendency is towards neat effects, and hexagon and octagon nets may be said to be still leaders, and the plain net veil without any pattern whatever is in high favor. Dots, rings or chenille, tiny geometrical figures and small leaf and flower sprays are all showing, the new idea being the use of narrow borders, both top and bottom. Sometimes this border is of a finer net with closer woven mesh, but more often there is a neat, rather set, running pattern.

It is the novelties that make big money and keep up the interest in the veiling department. Among the new things shown is the cubist veil with a cluster pattern of square velvet dots connected with lines and angles. Beauty-spot veils are shown in new effects such as the star, the crescent, flower sprays and birds being among the number. The best-liked beauty spot shows a large single dot on a hexagon or simple mesh. Simple developments of the harem veil are good with the lower part showing a neat spray or geometrical pattern and the upper part of plain net.

The standard colors are black, white, navy and brown. Purple is a good seller on this market, and to this should be added a new olive green. Black and white combinations are good, but the style idea seems to favor one color in veilings. A startling novelty is the question mark, which shows three large question marks across the chin, the one in the centre being of slightly larger size.

The shaping of the veil under the chin and over the hat so as to fit snugly over the face has always been a difficulty. A veil so woven as to provide for this has been put on the market under the name of the "Mona Lisa." As one name of this picture is "The Heavenly Smile," there may be a covert allusion to the smile that always comes when the difficult matter of adjusting the veil is accomplished. The idea embodied in the shaping of this veil is a good one and one that is a novelty worth taking up, as it not only facilitates the arrangement of the veil, but does away with the unsightly bunching of the veil at the back of the hat.



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Everything a woman wears but shoes—a visual argument for a footwear department.

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Bi-monthly sales in Hamilton department—Avoiding freak styles—How hose works in.

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Findings as an adjunct to the footwear department—Good profits on polishes, laces, etc.

Giving customers a shoe shine free of charge—High class ladies' shoes to match dry goods stock.

Dry goods store sells more rubbers than all exclusive shoe stores put together — Big country trade.

Footwear in Dry Goods Stores

A STOCK of footwear is a natural part of a dry goods business. Many merchants who have years of experience behind their opinion consider it an essential part. All know it is a profitable part.

Natural, essential, profitable,—a pretty, convincing combination which may be shuffled around any way you please to get at the order of merit.

The superintendent of Murray-Kay, Limited, who are noted for their fine lines of ladies' footwear, assured The Review that footwear was a most successful department of their business. It fitted in naturally to the high-class goods of other departments, dress fabrics, trimmings, millinery, hosiery, and a score of others. And it shared well in the aggregate profits. "We keep everything else a lady wears; why not shoes?" was his clinching argument.

The Review in its investigation of the problem, "Is it advisable for a dry goods store to keep footwear and findings?" visited several Hamilton stores. All were unanimous. At Robinson's it was found that the footwear department fitted admirably into the policy of the rest of the store: even to the Semi-Annual Manufacturers' Sale. It paid well; it drew trade to other departments. The testimony of the manager of the hosiery department was that ladies took hose over to the shoe section to see that the two matched, and shoes to the hosiery section, thus completing a double purchase.

A Montreal store made the footwear section, both ladies' and men's, harmonize with the rest even to the height of the fixtures.

A Galt merchant had started with shoes eighteen years ago: had done a thriving business ever since, and aided by his dry goods connections had sold more rubbers the past winter than all the exclusive shoe stores in town.

His personal statement was that shoes were one of the most satisfactory of lines: there was no fading or scuffing or soiling of stock; no breakages; no remnants, and the amount received for each article was far above that of most of the goods in such a store.

And what of the profit?

Inquiries from many sources indicated that the mark-up on shoes runs from 33 1-3 to 50 per cent., with forty per cent. as an average for the staple lines. Where a high class is kept, the profits are higher still.

In findings, such as laces, polishes, etc., the selling price usually is double the invoice figure.

Nor is there an objection in the space occupied by such a section. The goods themselves are small; and a large stock can be kept in comparatively narrow quarters.

The Review believes that footwear should be added to the stocks of all dry goods stores. In response to requests from a number of merchants who have such a department and others who are planning one, The Review has decided to add a footwear section to the large number that already are treated issue by issue. In the interests of those who it feels are losing substantial profits by neglecting this feature, it suggests that inquiries be instituted by them of the footwear manufacturers, and of merchants who are already engaged in this business.

Add to your turnover and your profits, and make your store a more complete outfitting department for your customers.



Men's Footwear Window in Goodwins, Limited, Montreal

This is a very attractive display photographed specially for this issue of The Review. This window makes an appeal to the better class trade and, in addition to walking boots, riding boots, puttees and leather leggings are shown. These come in black and also in tan.

The floor of the window and the built-up stand is covered with pale grey felt, and the puffed drapery on the floor and stand and the drapes around some of the fixtures are of grey satin. Besides shoes, evening pumps and silk, cashmere and lisle hosiery are used to complete the display.

The ladies' shoe department finds it an easy matter to keep its goods always before the eye of the buying public. Almost every garment window and also many other garment and accessory displays have footwear novelties featured.

Montreal Store Uses Low Fixtures Throughout

In Goodwins' These Correspond to Rest of Store—No Ladders, and Goods Easy of Access—Carpeted Floors—Showcases for Finer Goods — Men's Section Adjoins Men's Furnishing Department.

By a Staff Correspondent

Montreal, March 30.

SHOES are valued highly and are accorded an important place in the department store of Goodwins, Limited. This store has two sections, one for men, and another for ladies and children. The former is located on the ground floor in the section devoted to the selling of men's furnishings and clothing. The women's and children's department is located on the first floor. This floor is easy of access and the department is large and complete, and contains a varied stock both in fine and in medium-priced shoes. Very little bargain stock seems to be carried and efforts at the present time seem to be largely confined to the showing and pushing of Spring lines.

This department is reached by the elevators and also by a handsome staircase with wide marble steps that forms an easy ascent from the street floor.

The elevators are placed on either side of this staircase and the approach to the shoe department both from elevators and stairs is by means of a wide aisle leading between the ready-to-wear and the millinery sections. The shoe section is located between the whitewear and the dress goods section in front of the first floor of the store.

THE GOODWIN STORE.

Low fixtures to correspond with rest of store.

No ladders and goods easily accessible to women clerks.

Floor carpeted and woodwork of mahogany.

Leather settees for children.

Fixtures make natural divisions for different kinds of footwear.

Counter-height tables with shelving for stock.

No High Fixtures.

The most striking feature and the one that most impresses is the fact that here is no imitation of shoe store methods, but this department at once proclaims itself to be strictly a departmental store section and one that is run as such. For one thing there is complete absence of the high fixtures usually seen in boot stores, and all stock is carried in the usual low fixtures used by all modern departmental stores. These fixtures are, of course, arranged to hold the boxes or cartons in which boots are packed. This means that the department can be

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How High Class Dry Goods Store Shows Footwear

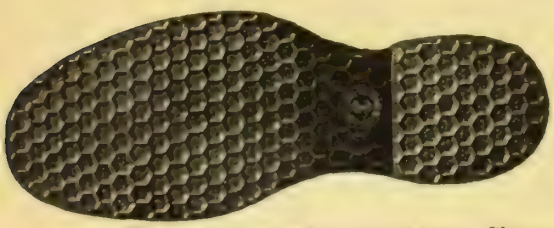
When footwear is carried in a dry goods or departmental store, its showing must conform to certain set rules. For one thing the window displays have to be in unison with those of other lines of dry goods merchandise.

This point is well brought out in the window display The Review is illustrating, which forms one of the Spring opening windows put in for Murray-Kay, Limited, Toronto, by H. C. MacDonald. The very rich wood background needs no embellishment, as it shows up to perfection the beauty of the high-grade goods.

The footwear shown gives a synopsis of the Spring style tendencies. Colonial shoes are the line that most women are at present interested in, as fashion decidedly favors them, and Colonial shoes have the leading position right in front of the window. Pumps, slippers, cloth top and patent vamp boots, Oxfords and all the leading ideas in Spring footwear are seen. The use of a figure wearing a modish Spring suit brings out the dry goods idea and helps to make the display at one with the elaborate garments and accessories shown in the rest of the windows. The floor covering is blue.

The figures are high-class and help to give dignity to the display and the needed color touch is given by the ribbons outlining the raised stands and by the ferns and floral decorations.

In the store itself the shoe department adjoins the ready-to-wear. In one corner is a shoe shine parlor, where customers' shoes are "treated" free of charge.



Honeycomb sole for outing shoe. Shown by Canadian Consolidated Rubber Co., Ltd., Montreal.

FALL STYLE NOTES.

Buckskin in various colors is used in pumps.

Bronze kid for evening slippers will be strong.

Women's styles tend towards the light and dainty.

The tendency is very strong towards recede toes.



A SPRING SHOE OPENING WINDOW OF MURRAY-KAY.

Enlarging Store for His Shoes

R. A. Briscoe, Galt, Plans Extension to Handle Growing Shoe Department — More Rubbers Than Any Shoe Store in Town.

FOR nearly nineteen years, R. A. Briscoe has sold shoes for men, women and children in his dry goods store in Galt; sold shoes from the time he first opened in business for himself.

Never in all that period, as time after time, he has enlarged his store and his stock, has the idea occurred to him to go out of shoes. So far from that—this section has been so profitable, such a good business puller; it has worked in so well with his other lines that he is planning now for a considerable expansion; to secure more space for stock and for display purposes, and an entrance all to itself from the street that leads around to the market, whereas now the entrance to all is on the main street. Only thus, Mr. Briscoe thinks, can he reap adequately the advantages of a shoe department.

He was very enthusiastic about it all when The Review greeted him in his store.

"There is no doubt of it," he replied. "We do a big business in shoes of all kinds and more than that, they draw trade to our other sections. **They are one of the best lines I've got.** Just compare them with some others, to see their advantages. There is no fading of goods; there are no short ends. When a sale is made, you are done with it. There is no waste in cutting, and in every way they are easily handled. And there's good profit in them as well."

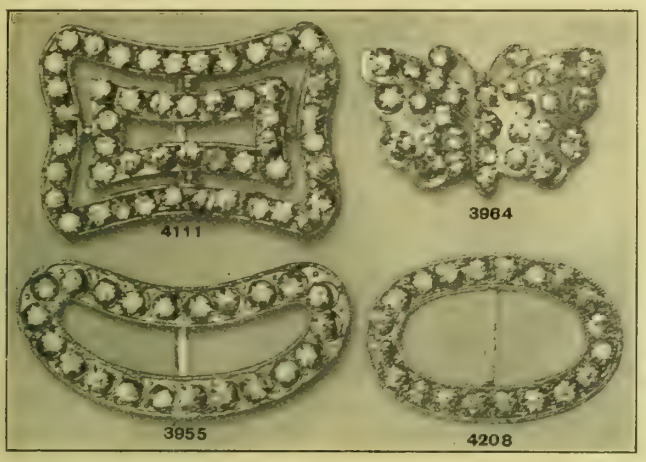
Surrounding Galt is one of the best agricultural sections in the country, with excellent radial connections, with Preston, Hespeler, etc. This country trade is highly valued by Mr. Briscoe, both for its volume and the quality of goods that are bought—and paid for with cash.

The manager of the shoe department, Mr. Cross, thus expressed the splendid character of this trade, especially as it applies to footwear:

"There are no poor farmers in this district, and when their sons come into town they are not satisfied with anything but the best suits and $5 shoes. If we did not have them they would go to the regular shoe stores for them.

The firm aims to satisfy customers and is careful to make good any shoe that is below the standard. If it rips within three months that is, shoes over $2.50 or $3, repairs are made free of charge.

During the past five years the Briscoe store has built up a very large business in rubbers, by far the largest, it is said, in town. This is partly due to the fact that Mr. Briscoe has year after year bought some heavy job lots and run them out at an attractive price.



S. D. Shoe Ornaments

With the Tango influencing styles from the costly gown to the dancing slippers comes the demand for the ornamented Shoe Buckle. The S. D. Buckles are of beautiful design; superior quality and finish. Our latest novelties are in brilliant rhinestone effects and will certainly capture the women's trade of your town.

We manufacture and keep in stock one of the largest lines of tango and shoe buckles in Canada. A sample order will receive prompt attention.

The Smith-D'Entremont Co., Ltd.

1475-77 Queen Street W. - TORONTO

Tango Slipper Sets

with Rhinestone settings are all the rage. We have a large stock, consisting of many different designs.

RHINESTONE

and

ALLUMINUM

Shoe Buckles in pairs; dozens of patterns and a large variety of prices.

Send for Samples.

HIBBERT & JASLOW

43 Leonard St. NEW YORK

207 St. James St. MONTREAL

Findings Among Best Payers

NOT only is a shoe department highly profitable for a dry goods store, but the "findings" will hold their own in this respect quite as well. The "findings" are to a shoe department what the "accessories" are to a ready-to-wear—each is indispensable.

Many merchants, even in exclusive shoe stores have not yet recognized the possibilities of this department, and are content with one or two lines, perhaps. Those who have tested it, would not be without it.

In R. A. Briscoe's dry goods store, of Galt, the rubber department is actually one of the liveliest in the store.

Another line of accessories or findings are buckles. This is an age of buckles for pumps. The Murray-Kay store in Toronto, which is noted for its fine lines of ladies' shoes, has a show case in the department devoted to buckles exclusively and a large "access" business is done in these. Buckles are like laces nowadays; every one can stand an extra pair and many girls are "lost" unless they have two or three. It's the cheapest way they know, of having a two or three-in-one pair of pumps. Change the buckles and presto! you've a new pair of shoes. These sell on sight, but woe to the merchant who hides them away. They will remain out of sight until they're out of date.

These are only a few of the "findings" that are ready sellers wherever they are set forth to catch the eye. There are polishes, also. Everyone needs a polish of some shade and most are ready to invest in a new line when the shoes have been bought. It needs only a suggestion to make the sale.



New Fall style in patent vamp and cloth top. Shown by Smardon Shoe Co., Montreal.

MONTREAL STORE USES LOW FIXTURES THROUGHOUT.

(Continued from page 97).

given a better location than usual as it does not have to be put into a corner where high fixtures will be out of the way and where they will not spoil the uniform appearance of the store. And what is quite as important, the low fixtures do not interfere with the lighting of the other departments; a most necessary point in a large building lighted only from the sides.

Another advantage of the low fixtures is the accessibility of the stock, and the ease with which the sales people can get at the goods. This makes waiting upon customers much easier than when ladders have to be mounted and its utility is quickly demonstrated when the selling staff consists chiefly of women clerks.

The fixtures are flat topped like those used in other departments, and are made use of for display purposes. Glass cases are placed at the entrance to the different sections for the showing of novelties and of high grade shoes. These fixtures divide up the department into sections where the different kinds of footwear are kept. There are lower fixtures that also serve as counters, and also for selling tables when special bargains are offered.

New Styles of Footwear For Fall

Patents Show Phenomenal Strength With Cloth Tops and Recede Toes—Tans Almost Off the Market —Brocades and Plaids Seen in Tops.



No. 1, Tans with patent vamp, top of shepherd's check, Louis heel.

No. 2, Storm button boot with extra high, square top, patent vamp, in sizes from 2½ to 6.

No. 3, Children's "scufflers" in button and Blucher, low heel, sample shown of tan, made in sizes 5 7½ and 8 10½.

All three shown by Getty & Scott, Galt.

THAT will be good in ladies' shoes for Fall?

The Review has secured the opinions of a large number of Canadian and United States manufacturers, and although the verdict of the public who buy the shoes is not available even for Spring lines, there is a surprising unanimity.

Patent Leather, Cloth Tops, Buttons, Recede Toe.

One and all meet on this common ground.

Almost as universal is the prediction against tans. They will be very weak. A mahogany shade is about the only one that seems to have any chance.

Rather strangely, the color craze in dress fabrics has had little apparent effect on shoes. It has driven tans farther back and probably is responsible for the added strength of patent leather as imparting a more dressy effect.

In cloth tops the main color departures are in the line of tartan plaids—used nearly always with patent vamps, but seen also with tan—and the black-and-white shepherd's check.

In suedes a few dark greys are seen, and a few dark blues, and dark browns.

Lace boots will be weak for ordinary wear, but retain their lead for heavier shoes, such as for sporting or walking.

Pumps with Colonial Tongue.

Pumps show a tendency to a line between the full Colonial and turns, in having merely the Colonial tongue.

In heels the Spanish, Louis, or kidney will predominate, the latter a medium between the straight military and the French (Louis) line. This, by the way, has compelled a number of Canadian manufacturers to add a new knife for the peculiar fashioning of this heel. These concave patterns are causing some anxiety among retailers, as they wear down more quickly than the regulation heel, and a symmetrical repair is a difficult matter for the average cobbler.

Gun metals come next to patents in popularity, although pretty far behind.

Recede Toe Very Strong.

The recede toe, which began to make itself felt last Fall, promises to be very strong. Very many lines are being made up in the extreme English style, but the majority show the point slightly higher than the rest.

What of the Square Toe?

A Problem in Toes is confronting the manufacturers. Paris is working towards a square toe style and samples have been put into the Fall lines to test the public, much as was done with the recede toe. Manufacturers on this side of the water, however, "view with alarm" this new movement. It is a slap at the recede toe, for both existing on the same shoe at the same time is a style impossibility and only now are they ready to deal with the recede toe to their own satisfaction. A few are venturing on some samples, however, on the theory that they must not be caught napping. The majority, however, are likely to wait a while before trying out this troublesome innovation.

There is some movement towards lighter makes, created in the larger centres by the epidemic of dancing that brought out the tango pump. This has helped the modification of the French heel, and the full rubber soles. For general wear, however, these do not appear to be coming into any greater favor, as always they will hold the objection of drawing the feet.

There is a tendency observable in some quarters towards a lighter cut in the uppers of women's shoes, and leather facings are being put in many new lines.

The ooze top is being made up in dark greys and browns.

Turns are becoming quite popular in women's fine shoes.

Trade Follow Well Defined Lines

In Men's Lines English Bal Very Strong With Low Heel and Recede Toe—Rubber Soles in Good Demand--Gun-metal Next to Patent--Summer Lines.

The recede toe, it has been remarked, is stronger than before. Particularly is this found to be the case in the larger centres. These have taken up this last more quickly than is usually the case for a decided innovation such as this was last year. This, as has been remarked, is particularly strong in English lasts.

Buttons in 80 per cent.

A manufacturer discussing buttons and laced shoes, remarked to The Review: "Buttons will prevail for Fall, as they will for Summer, probably in 80 per cent. of the orders. We are showing some lace boots, but the trade want button shoes. We are not welcoming this, naturally, as buttons cost us more.

"In suede, dark shades of blue and brown and black will be the popular lines. But suedes are not quite as strong as last year; cloth tops have supplanted them," was the way another sized up this phase of Fall styles.

A child's shoe is being made of patent leather, with cuff top, and in various shades, red, blue, chocolate and white.

In misses' and children's, the big sellers are patent and gun metal in the order named. There are also signs that glace kid are coming in again. Here, too, buttons rule strongly.

For the young boys a last has been made in bluchers, a close imitation of grown-up patterns: a regular "little man's" style.

Tans Fairly Strong in Men's.

In men's shoes there is scarcely anything observable that resembles the movement in women's shoes. The weakness in tans for women is not duplicated to any extent in Fall lines for men, as a large number are being taken. Nor are buttons, except with patents, any stronger.

The main feature, recognized everywhere, is the prevailing demand for lace boots, rather than bluchers.

The recede toe is almost as strong as for women.

A Lower Heel Coming In.

A change in style that looks like continuing for some time is a lower heel, running from one inch to five-eights. This is found very popular for Spring and Summer, but is going well for Fall also.

There is a certain demand for suede and cloth tops which carries with it a preference for buttons.

FOR SPRING AND SUMMER.

For Spring and Summer wooden heels have been bought heavily, especially in the Kidney and Louis Cuban.

Although patents, theoretically, are not good for warm weather, there is a tremendous demand, and many stocks include over seventy-five per cent. of patents.

Probably the vogue for patents is influenced by the fact that black and white are so fashionable in dress goods and in suits, and no other form of black could harmonize with the dressy materials in other colors. To offset the disadvantage of wearing patent leather in warm weather is the tendency to low cuts in pumps to which patent is peculiarly fitted.

Towards Plainer Forms.

This popularity of patents has induced a new trend,—the disappearance of perforations, and a leaning towards a perfectly simple form. Even the pinkings at the tip seam are being done away with, and where soles are not made lighter, there is a bevel edge effect worked in which gives the same appearance.

This movement toward plainness is responsible for the revival of turns, and the tendency to do away with the Colonial form of vamp except the tongue. These turns are coming in quite strong for Fall, as



No. 1, Colonial pump of gun-metal, Louis Cuban heel, cut steel buckle to represent button cut at side.

No. 2, Tango novelty, brocaded cloth quarter, patent vamp, Louis Cuban heel of leather, and cut steel ornament set with rhinestones.

No. 3, "Hesitation Pump"; a turn with patent vamp, satin quarter, black celluloid heel, recede last. Inserted cross straps, the feature, are of satin, and can be used with or without ribbon bow. Courtesy of O'Connor & Goldberg, Chicago.



No. 1, Pump for drawing room with lustrous patent leather vamp and tongue. Quarter of black silk on white Persian design of brocaded silver silk.

No. 2, Beautifully modeled slipper, Louis Quinze covered heel, Spanish arch, plain toe and vamp of patent leather. At base of high patent leather tongue is a strap fastening which terminates in rhinestone-studded jet button.

No. 3, Patent turn.

has been stated. Indeed, Spring and Summer orders are likely to run short of supply, as the manufacturers have neglected them so long that workmen must be trained anew in this simple but exceedingly neat and dressy form of shoe.

What of White Shoes?

One of the big Spring problems is the position white shoes will assume. In past seasons these have been good sellers, so much so, that many retailers have been cleaned out and unable to repeat. They are a dainty piece of footwear, and suited in many ways to a bright summer afternoon. But on the threshold of Spring many are hesitating over this color, as they did—and rightly in this case—over tans. But the two do not occupy the same plane, and the best advice for whites would seem to be: "Do not miss the chance to make a good business and a tidy profit: everything points to whites being as popular as ever."

Cloth, Brocaded Effects, Silk.

Cloth is playing a most important part, both with patent and dull vamps. But in addition to the plain tops, brocaded fabrics are being used. There is a heavy demand for these; far bigger than the supply. Mercerized silk is being used in many and should prove good wearers. This dress tendency is the natural outcome of the situation in dress fabrics. While found in black, mostly, some dark colored brocades have been made up.

Nat kid comes as a poor third this Spring, after patents and gun metal.

In pumps straps will be used to a large extent, with two, three and four. Colonials look to be the most popular by far, although a modification, a turn with Colonial pump, is coming strong.

Buckles will be a big factor. In the higher priced lines rhinestone ornaments are used, worked out in various colored designs, representing flowers, etc. Fur and feathers also are being used as ornaments. In the popular-priced lines cut steel and leather-covered buckles will have big sales. In the "Tango" pumps the rhinestone and other buckles are set along the edge of the pump, where they will not interfere with the ribbon that fastens around the ankle.

Oxfords for women will be very weak, whether in lace or button, as Colonials have displaced them.

SMALLER BUCKLES.

THE tendency is for smaller buckles for women's shoes. The lines in best demand now are reported to be the smaller sizes of buckles in dull aluminum with rhinestone settings. The pressed steel buckles which were in vogue for sometime seem to have given place to the smaller type in aluminum.

A good demand is also reported for tango sets of shoe slides. These are sold in sets of ten slides, five to a shoe. They are very small and those with rhinestone settings seem to find most favor.

Among the novelties being offered to the trade now are white gaiters for women. These are shown with large black buttons and are said to be well received. A new line of boudoir slippers in suede is being shown. These come in several shades to match costumes and should be a particularly good line for the shoe departments.



New Fall style in patent vamp and cloth top. Courtesy of Smarston Shoe Co., Montreal.



Mahogany tan bal with perforations and long receding toe. Shown by the Cook-Fitzgerald Co., Limited, London.



Tango slipper sets in rhinestones. Shown by Hebbert and Jaslow, Montreal.

Bi-Monthly Shoe Sales Held in Hamilton Store

Special Values Secured to Keep Department Before the Public—Take Hosiery Over to Match With Shoes—Not Fond of Freak Styles—Firm Labels Every Carton.

By a Staff Correspondent

EVER since G. W. Robinson moved from the town of Galt 14 years ago to pit his strength against strong rivals in the dry goods business in Hamilton, a footwear section has been one of the strong departments of an enterprise that has increased far more rapidly than even that busy city of industry. The location is an admirable one, on the ground floor, at the end of the centre aisle. The manager, Mr. A. W. Darrow, says he can hardly place too much value on being "in on the ground floor." He prefers it to a whole floor upstairs. One of his reasons is that he does not believe Hamilton men enjoy climbing store stairs, and this is another way of stating that there is a men's shoe section. Another obvious reason is that he has two large electric lighted show cases set at right angles at the entrance to his ladies' section, where he displays to good advantage, the latest styles in ladies' and men's shoes, dainty slippers, buckles, and other natural accessories of shoes. These cases are among Mr. Darrow's best "pullers" for casual visitors.



One corner of footwear department in G. W. Robinson's, Hamilton.. Note attractive introduction of show cases with dainty lines displayed under electric light.

Just to test how the shoe section worked in with others, The Review called on the head of the hosiery department.

From Hose to Shoes.

"They go from one to the other," she said. "How do we know? Simply by the fact that ladies will bring shoes they have bought over to our department to match with hoisery or take hoisery over to see the kind of shoe that will harmonize with it. This happens very frequently."

The arrangement of the shoe department is indicated in the cut which appears on this page.

In discussing his department Mr. Darrow said "Shoes are a good trade puller for everything else, and we consider them an essential part of a store like ours,"—dry goods of every description and toys, music, and many other similar lines of departmental character.

"The stuff must be out," said Mr. Darrow, and he shows it in the silent salesmen, on counters and on tables. "I have a thorough belief in the power of suggestion, and all the time we are selling shoes from the displays we make."

During the visit of The Review the big store was holding its semi-annual Manufacturers' Sale; that is, a sale of "samples," which the firm buys twice a year in job lots. The shoe department, of course, did its part, in special sample lots, fours in women's and sevens in men's. Advantage was taken of the drawing power of the sale to clean out odds and ends that had accumulated over Winter, so as to give a clear way for Spring goods. This cleaning-out process is facilitated by the practice of the store in taking stock twice a year.

Avoid Freaks as Dead Loss.

"I avoid all freaks in footwear," said Mr. Darrow, in discussing the "novelty" lines that are being put on the market. "I prefer to go mainly along the assured staple lines, for one can tie up a lot of money in this way. There is another danger: we cannot put any overstock of these freak lines on the sales tables at a reduction. What would be the use? They would be dead then, like as not, and people wouldn't touch them at any price. With staple styles a cut in prices will clean surplus stock out nearly every time."

Firm's Label and Date on Boxes.

While some large stores make a practice of having their name stamped on a large proportion of their shoes, the Robinson store believes it is good policy to label every carton. So a good-sized green label is stamped on the ends of all the boxes which line the walls, and the sides of the department. On each label is marked the size, price and date of purchase.

"And why the date?" inquired The Review.

(Continued on page 118).

Hosiery to Match Light Colored Gowns

Tango Shade is Popular—Greater Demand for Silk Goods—Tans Almost Dead—White Strong—Embroidered Anklet.

AND now it is hosiery that the tango craze has affected and miladi, if she is to be satisfied, must have her stockings of a tango shade. That is to say, she generally asks for tango even though purple may be the color she finally decides upon. The real fact of the matter is that this season the demand is for stockings to match the bright-colored gowns instead of the slippers, and so, perforce, bright-colored hosiery is especially sought after, and ranges are more extensive than ever before. While almost all shades are good, rose, tango, green, grey and purple may be mentioned as particularly prevalent, although colors for stockings are only to be limited in number and variety by the colors of dress materials. One thing must be noted, however, in this connection, and that is, that the colors are nearly all self-colors, and mixtures, stripes or designs of a different shade are practically unknown.

Silks Very Strong.

These goods, of course, are made almost entirely in silks and lisle thread, and there seems to be a growing partiality on the side of the public to go in more and more for hose of silk and similar materials, and not only that, but it is the better grades of these stuffs that are in demand.

Wood Fibre Silk.

For those, however, who prefer the less expensive silk goods, there is now on the market a silk made of wood fibre which is hardly to be distinguished from the regular article.

Tan stockings for women's wear are about dead. One large dealer expressed his opinion on the matter by saying, "Oh as for tan stockings for women, why we can hardly give them away; just look," he went on. "Here is a line we bought to sell at $1.00, you see what we are offering them for." They were ticketed at 35 cents. Whites, however, are good and are expected to be exceptionally strong when the real warm weather sets in.

A line which is selling very well and which all evidence indicates as likely to more than maintain its strength is one with an accordion pleated shot effect in



1. Hose with fancy clock in contrasting color. 2. Silk hose embroidered with crystal and colored beads, garter to match.

cashmere, silk and lisle. Black and white, black and red and black and blue are some of the two-tone combinations used. The appearance is very pleasing and the style well deserves a good run.

Embroidered Anklet.

Those who want something out of the ordinary will have their desires gratified more or less by an embroidered anklet in assorted colors on black cashmere goods. This is one of the few places where different colors have any vogue. So far as could be learned the idea is new in Canadian trade.

The clock pattern, too, is good, and enjoys a large share of patronage. It is perhaps, the most striking exception to the general run of embroidered stuff which cannot be said to be overly strong.

Tan Good for Men's Wear.

For men's wear the position of tan is quite different from what it is in women's, and will be widely worn by the masculine element this Summer. White, too, looks exceedingly good, and black and grey, as well as the shot patterns described above, will have good vogue.

Samples for Fall trade do not show much difference in style or coloring, and many dealers have laid in stocks of black, greys and tans.

Anklets and Leggings.

One of the lines of knitted goods that is being pushed for Fall and Winter is an anklet for women and children. The strong point urged about this is that it has an opening for the heel, and this insures it being held firmly, instead of working itself up, as in so many anklet styles. The regular color for this is, naturally, black.

An extension of this is carried out in "leggings," which start under the heel and continue up above the knee. These are, of course, used for outdoor wear in Winter or other stormy weather.

In ladies' underwear there is a stronger tendency than ever for medium and even lighter. Just as strong is the feeling developing in favor of the white knitted underwear, on the ground that it is more dainty.

A novelty in combination suits that has been shown in the United States for some time, but has now been taken up by at least one Canadian firm, is the

(Continued on page 106.)

BEAVER BRAND KNIT GOODS



HAS your store been favored with a call from the Beaver Brand man? If he has not yet arrived and shown you the new range of Beaver Brand Knit Goods for Fall, we will be interested in a note from you to that effect.

We want every merchant in Canada to see our new Coat Sweaters, caps and children's suits. Beaver Brand is overflowing with interest for men, women, and children who know and appreciate knit goods values.

A line to-day will bring samples.

R. M. Ballantyne, Ltd., STRATFORD, ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba
H. Cook - - - Northern Ontario
W. Easson, C. B. Heath. - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull - Eastern Ontario
W. C. Brown - - - - Quebec
J. E. Patte - - Maritime Provinces

Checking Wear on Union Suits

Invention Inserts Piece to Lessen Changes of Wear Around Thigh in Case of Stout Persons.

THE tendency of some union underwear to wear too rapidly on the inner sides of the thighs when worn by stout persons is said to be obviated by a recent invention. This invention relates to union under-garments of the type in which the body and leg portions are continuous and made of an elastic knit fabric, the part of the fabric which constitutes each tubular leg being united to a portion of itself by a seam extended from the crotch longitudinally of the leg at the inner side thereof. Such garments are manufactured and sold in great quantities and in general are altogether satisfactory, but in some cases it is found that there is an undue and too rapid wear on the inner sides of the thigh portions of the legs when the garments are worn by stout persons, says "Knit Goods." This is due to the fact that the elastic character of the knit fabric permits it to be stretched at the portions mentioned, adjacent the crotch, and the tightly stretched fabric is then worn by the rubbing thereover of the outer garments.

Inserting Inelastic Material.

The present invention has for its object the production of simple and efficient means for obviating the beforementioned fault, and the desired object is accomplished by letting into the inner seam of each leg of the garment an insert of relatively inelastic material, preferably woven fabric, said insert extending from the crotch toward the knee and providing a fullness thereat, the woven fabric resisting wear.

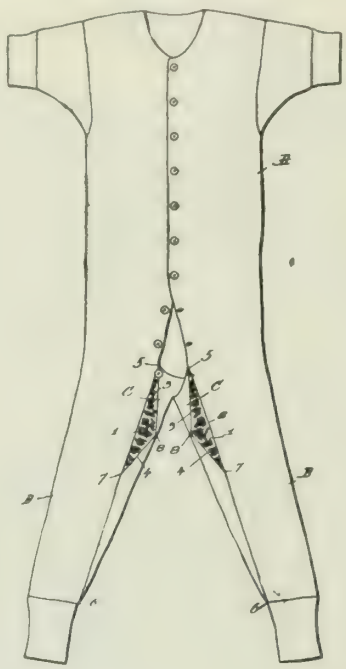
It has been found in actual practice that union undergarments made in accordance with this invention are not subject to wear at the places indicated, even when worn by very stout persons, the wear of the entire garment being thus made substantially uniform.

The drawing shows in front elevation a union under-garment of a well-known type, with the present invention embodied therein.

In the drawing, the body A, tubular legs B, and seat flaps C are all substantially of usual construction and made of knit fabric, the body and legs being made continuous and having the seat-flaps attached thereto as is customary.

An Isosceles Triangle.

In forming each leg the fabric constituting that part of the garment is folded over and united to a portion of itself by a seam extending longitudinally of the leg at the inner side thereof from



the crotch. Ordinarily this seam is continuous and the lower end of the adjacent seat-flap is united to the leg along such seam. In accordance with the invention there is let into this inner seam an insert 1 of wear-resisting and inelastic material, preferably a woven fabric, said insert being shaped as an isosceles triangle, as herein shown, having a long side or edge 2, and the two shorter converging side 3, 4. The inner seam of the leg is indicated by the line 5, 6, in the drawing, extending from the crotch of the garment longitudinally of the leg. Into this seam is let in the said insert, the long edge 2 thereof being united to the edge of the leg fabric forming the long and continuous side of the seam, starting at the crotch, and extending toward the knee, and the short side 4 of the insert is united to the leg fabric between the points 7, 8, along the shorter edge of such fabric.

The other short edge 3 of the insert is united to the lower end of the adjacent seat-flap C, as shown, such insert thus being interposed between the two edges of the leg fabric and the flap along the inner side of the thigh portion of each leg. By such construction a fullness is provided at the inner side of the thigh, giving the requisite freedom and capacity for that part of the leg, and the character of the insert prevents wear even if such insert is stretched tightly over the thigh when the garment is in use. In the ordinary construction of such garments the inner seam of the leg is straight and continuous from the crotch to the end of the leg, but the insertion of the triangular piece 1 separates and causes a divergence of the two portions of the leg fabric from the point 7 upward to the point 8, the amount of fullness to be given to the thigh part of the leg being determined by the distance of the apex of the insert 1 from its long side or base 2, as will be apparent.

The "Claim."

A union undergarment composed of knitted fabric comprising a continuous body and tubular legs and attached seat-flaps, each leg having a seam extending from the crotch longitudinally of the leg at the inner side thereof, and an insert of woven relatively inelastic fabric let into the seam of each leg adjacent the crotch and extended therefrom toward the knee, each insert being united to the lower end of a seat-flap and to the opposite edges of the leg fabric, to form a fullness and take up wear at the inner side of the thigh portion of each leg.

HOSIERY TO MATCH LIGHT-COLORED GOWNS.

(Continued from page 104.)

use of tape sewn to the suit, over the shoulders, and with buttons attached at the waist. For girls these are used for holding up bloomers, and for boys, their pants. Another attachment holds the garters for the stockings.

EDUCATED HORSE AT STORE.

An entertainment that always can be counted on to draw an audience is an exhibition of a trained animal, especially an intelligent horse.

Appreciating this, Meier & Frank, Portland, Ore., recently showed an educated horse in their store, and in their advertising invited the boys and girls to see him. The animal was called "King Pharoah," the name itself suggesting mystery to the young folks.

Besides the cordial invitation, the ad, which appealed especially to the curiosity of the little folks, contained the caption, "Mr. Alderman, Portland Superintendent of Public Schools, recommends that every school boy and girl see King Pharaoh, the educated horse."

Sarnia, Ont.—N. W. Pollard, late of Fort William, Ont., has purchased the tailoring business of W. G. Oldham.

MEN'S HOSIERY

You know the stand "Three Eighties" has in the Woman's Hosiery World!

Marathon (Registered) Sox are just the same quality—long fibre cotton, seamless knit, fast dyed, handsome finish.

Sell at a popular price to net you a handsome profit, and you can depend on every customer coming back for more. Push this line. One dozen pairs to box. Black, tan and the popular colors.

Pedestrian (Registered) Sox—made of two-ply soft lisle yarn. A little finer in quality and sell for a little more than "Marathon" to meet the heavy demand for this class of hosiery. One dozen pairs to box. Black, Tan, and the popular colors.

ORDER EXCLUSIVELY THROUGH YOUR JOBBER

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

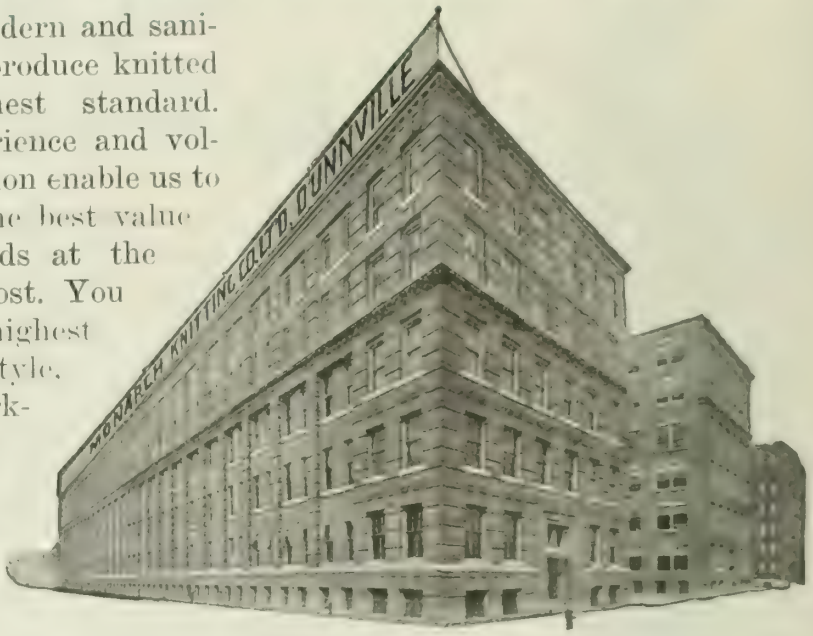
"MONARCH-KNIT"

Shaker and Jumbo Stitch Sweater Coats



L 1700

These large modern and sanitary factories produce knitted goods of highest standard. Years of experience and volume of production enable us to manufacture the best value in knitted goods at the least possible cost. You are sure of the highest standard of style, quality and workmanship when you buy "Monarch-Knit."



DUNNVILLE FACTORY AND WAREHOUSES



L 1910



ST. THOMAS FACTORY AND WAREHOUSES

The Monarch Knitting Co.

Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO

"MONARCH-KNIT"

Shaker and Jumbo Stitch Sweater Coats



BUFFALO FACTORY AND WAREHOUSES



B 80



ST. CATHARINES FACTORY AND WAREHOUSES



M 526

The Monarch Knitting Co.
Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO

"MONARCH-KNIT"

Shaker and Jumbo Stitch Sweater Coats



L 1610

The accompanying cuts give a fair representation of the "MONARCH-KNIT" range of Jumbos and Shakers for 1914.

Our extensive range gives you every opportunity to choose to suit your trade. The enormous production of our four factories insures you prompt delivery.

"MONARCH-KNIT" is the standard for style, quality and workmanship. Keep your stock well sorted with "MONARCH-KNIT" lines. Make ready sales and sure profits.



O 640



L 133



O 690

The Monarch Knitting Co.
Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE, ST. CATHARINES,
ST. THOMAS, BUFFALO

"MONARCH-KNIT"

Shaker and Jumbo Stitch Sweater Coats



M 200



M 164



M 166



M 525

Write for prices and samples of Jumbos and Shakers. We are in close touch with American and European markets and our styles are therefore always up to date.



M 174

The Monarch Knitting Co.

Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE **ST. CATHARINES**
ST. THOMAS **BUFFALO**



Here's a child's garment which deserves the attention of every Canadian mother

This is a child's knit underskirt and underwaist combined—one of the special features of the "Avon Knit" range for Fall. This little garment promises big business, for it is needed by every little girl, and mothers will appreciate its usefulness and comfort.

Send for a sample garment to-day and show it to the mothers of your town. We will stand by their verdict.

Avon Hosiery, Limited

STRATFORD, CAN.

SOLE SELLING AGENTS

Richard L. Baker & Co., 100 Wellington St. W., Toronto, Ont.



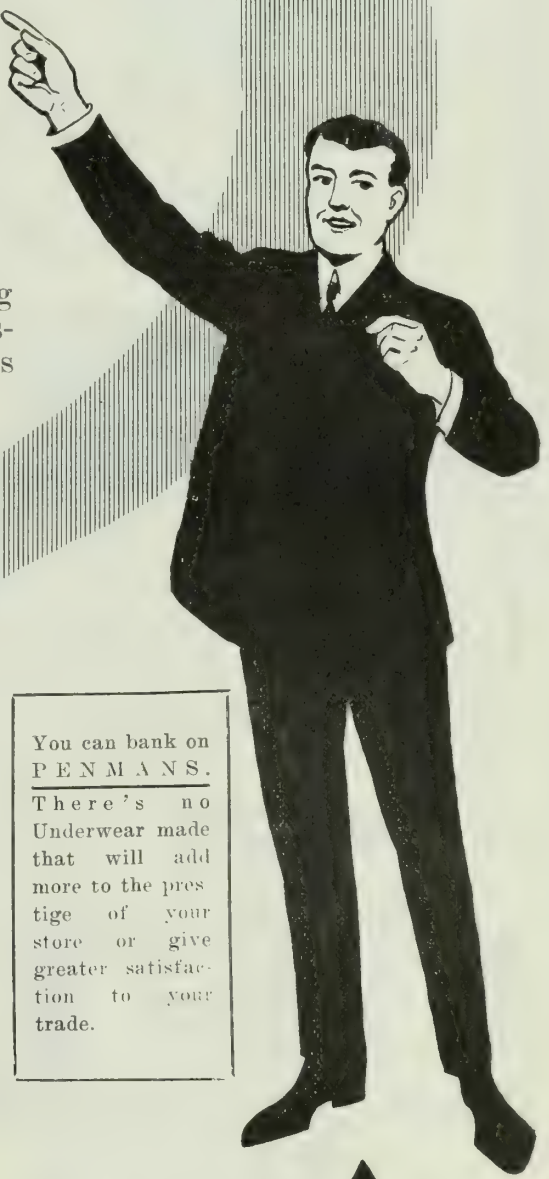
The Question Is

What Kind of Underwear will Your Customers ask for ?

The answer is—Penmans—

But—Why Penmans ?

Because—**Penmans** Underwear is well-known (both by reputation and actual use) and its wide field of acquaintance is constantly being extended by real live advertising which is read by thousands of men and women—every day—Men and women who will be sure to ask for



Penmans

UNDERWEAR

So, by promptly furnishing your customers with what they want, you prevent them from going to competitor's store.

Penmans Underwear — for Men, Women and Children—is made with scientific accuracy—knit from the best selected materials, assuring style, fit, comfort and utter satisfaction.

Penmans Limited
Paris Canada

You can bank on PENMANS. There's no Underwear made that will add more to the prestige of your store or give greater satisfaction to your trade.

Penmans Underwear

pen WARRANTED HIGH PENMAN'S GRADE KNIT GOODS Angle

LADIES', MISSES AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent LTD.

FOR Velva FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

Jaeger Pure Wool "Unit Shirt"

Shirt and Trunk Drawers in one Garment







With collar to match, in PURE WOOL TAFFETA at $6.50; in PURE WOOL ZEPHYR at $5.00.

Made in our own factory from exclusive designs

PERFECT FITTING CLOSED CROTCH CANNOT WORK UP

Ideal for Golf and All Summer Sports. Comfort and Ease for the business man during the hot weather.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO., Limited

Head Office and Warehouse 243 Bleury Street, MONTREAL

You Take No Chances

TRADE MARK
MADE BY THE GODERICH KNITTING CO

when you put in a stock of

Maple Leaf Brand Hosiery and Mitts

Because they have an established reputation which must be maintained and which will bring your customers back year after year.
And you can sell your customer this favorite brand below present-day values.
Wait for our traveller. It will pay you.
We will send samples prepaid.

Goderich Knitting Co., Ltd.
GODERICH, ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005



Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Straight Talks from Moncton



By Humphreys

NUMBER TWO

Wools Selected by Experts



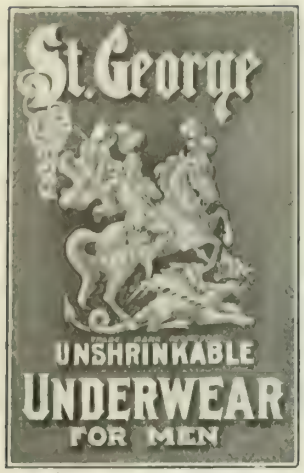
LIKE other wools, whether Canadian or imported, Maritime wools may be graded.
The wools used in the manufacture of Humphrey's Unshrinkable Underwear are the finest produced in the country — selected by men who are wool experts and who aim at keeping our garments up to their high standard, enabling us to attach the Humphrey's label with the confidence that they will live up to our *unconditional guarantee.*



Samples of our Fall range may be secured from your wholesaler, by writing direct to the factory or from

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited
Moncton, N.B.



Fits well, Looks well, Wears well

Free from that harsh knit appearance and feel, St. George Woolnap underwear appeals to the men. Besides this it has the unshrinkable quality so necessary to keep a garment fitting and looking well to the last day it is worn.

Ask your wholesaler for samples of the Fall, 1914. range.

Schofield Woollen Co., Ltd.

Oshawa, Ont.





Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, APRIL 1, 1914 No. 7

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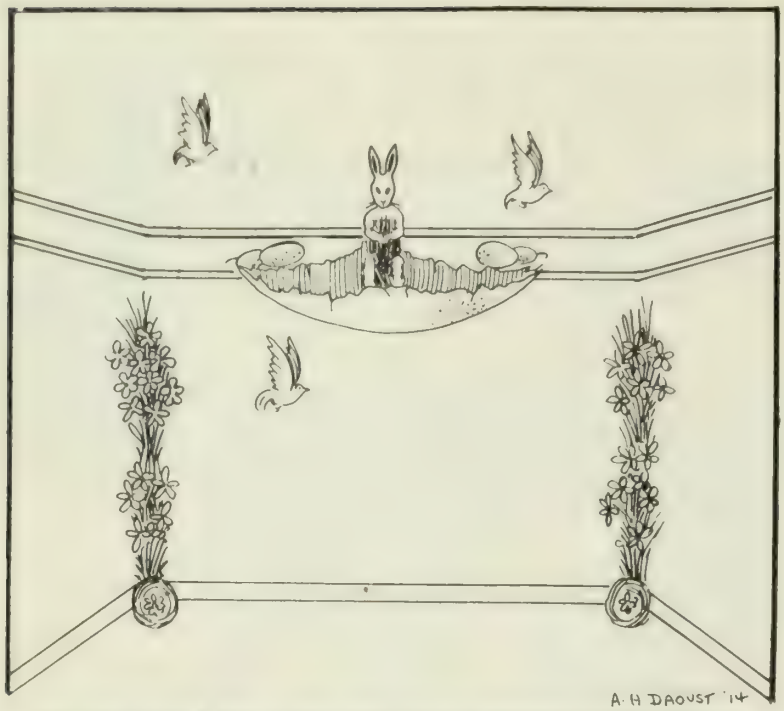
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Suggestion for a shoe display background prepared for The Review by A. A. Daoust, winner in Christmas window competition.

Shoe Window for Easter

Rabbit and Broken Egg of Papier Mache Figure in the Background—Detailed Directions by Prize-Winning Window Trimmer.

Written for The Review by A. A. Daoust

ABOVE is given a sketch of a background for a small shoe window that could be put in at small expense.

To secure the best results, get the broken egg with rabbit of papier-mache, or plaster paris. Same sometimes can be had by chance from city dealers, but should the trimmer find it impossible to secure anything of this description the whole outline could be cut out of fine lumber. To do this secure a few white wood boards about ⅝ of an inch thick and about 14 inches wide, length to be the length desired for the egg and take about three lengths placed side by side. Lay the three boards on a large table or the floor and draw out the design as you want in size, height and proportions you require for the window. When this is done saw the whole thing around i. e., just the outline. After this fasten the whole together by nailing or screwing small strips from the back.

Buy a package of white Alabastine and dissolve part in cold water, and apply on the wood thickly. When completely dry, give a coat of white plaster paris, and wait until perfectly dry, then proceed to draw the face, ears, nose and paws of the rabbit. Do this with a fine camel's hair brush and black paint, or brown might be better. Also do the same with the egg, showing the parts that are cracked. The trimmer will be surprised at the results that can be obtained by doing this carefully.

The stuffed white doves can be purchased from dealers in artificial flowers or florists, and should be suspended with invisible black threads. Artificial Easter lilies should be grouped in each corner. The cross panel and side panels should be about six inches wide, covered smoothly with white felt, and a small one-inch royal purple strip of felt. The eggs on this should be drawn with a heavy black crayon. Make the nests on the floor out of dried green moss and place some porcelain eggs in, if possible to secure same; if not, some can be easily made of plaster paris.

The floor should be covered with cream felt stretched smoothly and very few shoes displayed.

This little idea will be sure to show what ability the trimmer has in artistic lines and at the same time will well repay the dealer for his expense.

It might be applied to a variety of displays as well as shoes.

BI-MONTHLY SHOE SALE HELD IN HAMILTON STORE.

(Continued from page 103).

"So that we may not let old stock accumulate."

"And might not customers object to buying goods from a '1913' box?"

"They do not know the date for we hardly ever give them the box, but wrap the shoes in paper."

The advertising of the shoes is done as a regular part of the store's publicity work. The lines carried in ladies' and men's run around $3.50, $4.00 and $5.00. Besides the semi-annual sales the manager plans to have special values to offer at least every two months to keep the department prominently in the public eye.

EMBROIDERY NOVELTIES.

(Continued from page 68.)

are therefore giving their attention to the selection of such novelties as can be used for flounces, panniers, and tunics. This means that attention continues to be centred upon embroideries executed upon sheer cloths, such as crepes, voile neige, and fine firm voiles. Organdies are the high novelty, and as the finish is of the softest, these organdie flouncings are used in just the same manner as lace, and, as in laces, it is the 18 and 27-inch flounces that are the best sellers.

BIG ARRAY OF NEW IDEAS IN CHRISTMAS TOYS.

(Continued from page 48.)

the celluloid figure has to be pressed down and then gradually rises up, like an aged jack-in-the-box, while it emits a rather unmusical squeak. "Father Christmas" is provided with the same inner workings.

This musical doll idea has been developed in dozens of forms, one of the most entertaining being a doll that emits a different kind of music, according to the portion of the body that is pressed.

This is carried out also in the case of a variety of animals—dogs, sheep, lambs, goats, lions, bears, pigs, even camels, giving forth their own peculiar sounds when pressed, or often when moved forward on the wheels beneath their feet.

There is a variety this year in Noah's arks, many being made up with boat bottoms, and a sort of battlement or modern balcony as upper works, a touch of modernity.

"Snookums" On Deck.

Among the figures are the well-known comic paper invention, "Snookums," in roly-poly forms. In similar lines are the wiggling and nodding heads.

Buyers' Guide

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue: It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

Advertisements under this head two cents per word per each insertion. Cash with order.

TRAVELLERS CALLING ON THE DRY goods and gent's furnishing trade to sell our folding Glove, Tie and Handkerchief Containers for the Christmas trade, on commission. The D. F. Brown Paper Box Co., Ltd., St. John, N.B

FOR SALE

FRESH, CLEAN STOCK OF SHOES AND men's clothing and furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—ONE NINE-DRAWER ELECtric National Cash Register, Cabinet Style. Regular price, $675.00, sale price, $350.00. Absolutely guaranteed. Further particulars, write Mills Hardware Co., Hamilton.

AGENT WANTED

WANTED, A THOROUGHLY COMPETENT man, well known in the lace and veiling trade throughout Canada, to establish and take charge of a stock carrying office for a line already well known throughout Canada. Address letter to E. & Z. Van Raalte, 100 Fifth Ave., New York City, U.S.A.

The Condensed Ads in this Paper will bring good results

PREDICTION THAT PAPERS WILL RUN 30 INCHES WIDE.

(Continued from page 78).

lic. In halls many of the large patterns will be seen.

Imitation of Damask.

On the walls of many drawing rooms it is predicted that papers of a champagne shade will have the preference. Blue, gray, tans and gray and brown combinations and light foliage backgrounds look to be good also. One very pretty paper known as "soirette" especially designed for drawing-rooms gives a very successful imitation of real damask, and many dealers think that there will be a large call for silk effects.

For bedrooms the floral designs of tapestries and brighter colored cretonnes are most widely favored and brighter colors will be used for bed-room walls than elsewhere and it is here that many say the cut out border is most strongly entrenched.

Wider Papers Preferred.

Greater widths in wall-paper is a prophecy for the future on which a great many authorities agree. A large number of decorators seem to get better results from the wider papers and one wholesaler expressed his belief that in a few years the bulk of papers would be 30 inches wide or over.

Matched hangings retain their grip well and draperies which exactly match the papers enjoy an ever increasing inquiry. Marquisettes and madras materials are coming well to the front and there is a strong feeling that the former will to a greater or less extent displace the net curtains.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

LITTLE DAMAGE TO ALLEN MFG. CO.

The Allen Manufacturing Company, Limited, whose building was injured by the fire which took place on the top flat occupied by R. D. Fairbairn Company, Limited, report the damage to the building about $6,000, and that they succeeded in saving their stock and machinery from water damage to such an extent that only two days was lost in getting into full running order again. The loss from water damage was very small.

FAIRBAIRN EMPLOYEES TO WORK.

The R. D. Fairbairn Co., Limited, Toronto, whose factory was recently damaged by fire have lost no time in making arrangements to resume manufacturing at an early date. The lower floor has been fitted up with machinery and operators were at work a few days after the fire. Fortunately, a large shipment of goods which were in transit at the time of the fire, and these together with more which they immediately cabled for, prevented any delay from lack of raw material. By Monday, March 30, about 200 employees were back at work and the firm expect to be shipping again in volume by about the second week in April.

SCIENTIFIC DRESSMAKING AND MILLINERY.

The woman who sews—and her number is increasing—will be greatly interested in a new book on Scientific Dressmaking and Millinery, by Isabella Innes. The book is copiously illustrated and just about covers every phase of the millinery and dressmaking question. The chapters on economy, on mending, on copying pictures, draughts, patterns for both garments and hats go into every possible question of detail. Color combinations and every other possible detail appertaining to the making of women's clothes is treated upon from every point of view. All the little fussy details that have to be observed in the making up of unaccustomed materials are explained in a most painstaking manner. Various stitches and short methods are described.

There are hundreds of diagrams which if carefully followed make dressmaking easy and save the worker from falling into error. For the woman who makes her own clothes this book is invaluable, and even the experienced dressmaker could find useful suggestions in this excellent text book.

This book may be procured at this office for $4 or 4.20 postpaid.

Montreal, Que.—The Eastern Townships Associated Boards of Trade, comprising twenty-nine boards of trade, with a membership of about three thousand, held their annual meeting in Sherbrooke, Quebec, on March 19th. Robert C. Wilkins, president of the Robert C. Wilkins Co., Ltd., Farnham, Que., was elected president of the association.

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IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

IT TAKES A SALESWOMAN 13⅖ SECONDS TO SAY THIS SLOWLY. TRY IT YOURSELF:

"Made of *Pure* Rubber, Madame —

"The *only* substance proof against every known acid —

"Guaranteed against damage to the gown through fault of the shield —

"May be washed in *Hot* Water and ironed back to perfect freshness —

"They come in Six Shapes and Ten Sizes —

"Only a little higher in price than ordinary dress shields — they are far more *Economical*."

13⅖ seconds crammed full of TRUTH. And the customer *knows* it is Truth.

Is it any wonder sales are growing so fast on

Kleinert's

GEM Dress Shields

I. B. Kleinert Rubber Company TORONTO CANADA

Dry Goods Review

Published Semi-Monthly

VOL. XXVI. APRIL 15, 1914 No. 8



Featuring House Furnishings



You Can Modernize Your Store Front Too.

A country-wide KAWNEER organization is maintained to help each Merchant design and build his new Front. There is a service for your benefit — a service that is backed by eight years specialized experience — a service backed by our knowledge in building KAWNEER for 30,000 Store Fronts.

There is no mystery about successful Store Fronts—it's merely a business proposition. To build a successful Front it is necessary to build it around the local structural and commercial conditions. No Front can pay for itself—can increase the business of the Store with which it is associated—unless it *fits* that Store—and that's part of the KAWNEER service. To help you figure out which type your Store requires to increase your business is what we claim to be able to do.

Kawneer
STORE FRONTS

Here is an example of constructing a Front to fit the business. The new Schmidt Front is an example of the modern KAWNEER type—it is attractive and a sales-producer. Just compare it with the old Front. How long do you suppose it will take this Front to pay for itself by the increased business it creates.

KAWNEER STORE FRONTS are made of solid copper, brass, bronze or aluminum—they are built to last and to cost nothing for upkeep. KAWNEER STORE FRONTS are the outcome of a practising Architect's experience—they are practical. In developing KAWNEER FRONTS we have had the *people* in mind because their judgment determines every Store Front's success—they are the jury. If they are attracted to and inside the Store through the Store Front, the Front is successful, but if the people *pass by*, the Front is a failure so far as its sales power is concerned.

Think of your Store Front as a part of your ***business,*** not simply as a material part of your building.

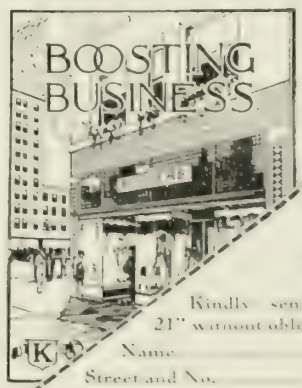
Store Front Book Free

The first logical step for you to take in the consideration of your new Store Front is to thoroughly read "Boosting Business No. 21." It shows photographs and drawings of many of the best-paying, big and little Store Fronts in the country. It gives you the result of other Merchants experiences in building Store Fronts that pay profits.

Just send this coupon for your copy of "Boosting Business No. 21"—it is in an envelope, stamped with a 5 cent stamp and ready for your address. Don't risk the amount of money it requires to build a Store Front of any kind when a mere request will bring you this authentic book of Store Front information.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst Street
TORONTO, ONT.



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst St.
TORONTO, CAN.

Kindly send "Boosting Business No. 21" without obligation.

Name .....
Street and No. .....
City or Town .....
Business .....

Dry Goods Review

VOL. XXVI. APRIL 15, 1914 No. 8

Kingston Store that Specializes in Dress Goods

Attractive Show Cases, Seven Display Cabinets in Centre and Special Sections of Store Devoted to Particular Lines—Systems for Late Employees, Checking up Mistakes, etc.

By Staff Correspondent.

Kingston, April 14.

THIS ancient city, where the intrepid Frontenac paused long enough to build a fort at the mouth of the Rideau, as a battlement against the vindictive red-faced tribes, while he swept up and down the inland waters as discoverer and conqueror; a city with its modern Royal Military College on a neck of land across the bay, and a second and later fort for the war of 1812, stretching its lanky grey arms along the barren, wind-swept promontory still farther down the St. Lawrence; this city of the same grey, weather-beaten limestone shade along the water front, seems enshrouded with an ancient military atmosphere where modern business systems of merchandising would seem likely to languish. But such a superficial judgment of the casual visitor is far misplaced. Strong and growing concerns in dry goods, men's wear, furs, hardware, groceries and many another line flourish in the Limestone City, and a specialization is going on that usually makes for more varied extensive and exclusive stock, more attractive display, and an expanding territory whose custom is tribute to its enterprise.

The dry goods business in Kingston is to-day probably on a more substantial basis than ever before. Circumstances have reduced a dozen stores to four—or six, if two specialized ones are included—and prosperity would appear to be resting upon all. In one case a record of nearly half a century in business provides a rock-bound reputation that provokes no jealousy from rivals but rather stimulates activity in a different quarter

Dress Goods, Silks, Trimmings.

Silks and dress goods generally, trimmings and laces are the lines upon which Messrs. Steacy & Steacy have been specializing for over fifteen years. For a good portion of that time they have been favored in store quarters that are particularly well adapted for a high class line of fashionable goods such as their list of "specialties" presupposes. A reference to the accompanying illustration of the store front shows the unusual facilities at their disposal for display within and without. The interior view of the store and the accompanying plan of the ground floor, bear out the attractive impression of the exterior. On entering, a beautiful large curved show case, filled with lace collars meets the eye. It is an index of the nature of the contents; choice and dainty accessories that draw exclamations of delight from feminine thousands. "A constant turnover" is the process going on continually with the contents, according to Mr. Noble Steacy, a son of Mr. Edward Steacy, who with his brother, Mr. J. J. Steacy, composes the Steacy Brothers.



TWO STOREYS OF SHOW WINDOWS.
Very attractive front of Steacy & Steacy, Kingston.

Hockey Player Turns Manager.

Illness of the heads of the firm has thrown upon these sturdy young shoulders a heavy task, but Mr. Steacy has entered into it with all the confident strength of youth, and a cool, self-possessed, and generally attractive personality marks the managerial work of this former crack hockey player and referee. Like many another of the younger business men of Canada that The Review has had the privilege of meeting in recent years, Mr. Steacy is working out solutions that indicate an ingenuity and application that are among the main forerunners of success.

Show Cases and Counters Down Centre.

First, then, is this long show case of laces, and behind it a twin member of accessories, a case of ribbons, on glass shelving, in pyramid style. On right and left down the store are the main counters, but the spacious centre is arranged on rather a different plan from most stores. Instead of a division wall, with shelvings on either side, and counters running parallel to those on the extreme sides, the counters run across the store at right angles. There are seven of these sections, each portion adaptable to the display of goods, and sales. One is



VIEW OF GROUND FLOOR OF STORE FROM REAR (OFFICE) PLATFORM.

This shows unusual arrangement of cabinets running crosswise for displaying and selling goods. On the right is dress goods department. Across entrance are two showcases for ribbons and embroidery.

SOME KINGSTON IDEAS.

Giving a separate location for patterns, spools and buttons, which were once kept together, doubled sales in each department.

* * *

Each clerk receives weekly in her pay envelope a slip containing a record of the time she arrived in the morning, and left and returned at noon; total minutes late (or early) for the day; times late for the week, and total time late. Time clock furnishes material for compiling these.

* * *

Clerk in office—beside cashier and clerk who wraps parcels—checks over items in bills to avoid mistakes in price, figuring out, etc.

* * *

Each clerk gets slip weekly, and monthly, indicating order in which he stands for total sales, compared with rest of clerks.

* * *

In general layout of store, effort is made to have definite place for gloves, hosiery, smallware, black dress goods, colored dress goods, silks, etc., as convenience for women.

* * *

Motor car has enabled deliveries to be increased four to six daily.

readily accessible from the other, and one advantage the firm point out is that a fewer number of sales girls are required, as anyone can move easily from one to the other with the customer, or in meeting a new one. These counters, well covered with goods, are used to display collars, belts, laces and trimmings generally.

Division of Dress Goods.

To the left of the store on entering against the front wall is the small wares department, fancy goods, etc., with a large show case to set it off. Adjoining this, running practically the whole side of the store, is the dress goods and velvets, subdivided as follows: Silks, black dress goods, colored dress goods and velvets. Lining, embroideries and buttons fill out the remaining space, with the exception of the corner which is devoted to spools.

Just across from this, at the back of the store, is a curved counter fronting the pattern department; altogether an admirable division of dress supplies, it will be admitted.

Doubled Sales by Dividing.

Just a note here that will be of interest. Formerly the buttons, spools and patterns were bulked together in one department. The separation, although all now adjoin, has doubled the sales!

On the right of the store on entering is the beginning of the glove department, an important one with this store. Here again the art of interior display is developed to a considerable extent. A well-lighted show case, or silent salesman, contains the more delicate stock, the silk hose and kid gloves, in their delicate tints. The department for both extends from the front along the side for a short distance. Linens are next there, and staple goods occupy the rest of the space, and pass also along the end to the wall at the rear.

A door at the rear leads into an unusual combination, a department with men's underwear on one side, and ladies' on the other.

Ready-to-Wear and Millinery.

On the second floor are the ready-to-wear department at the back and centre, and the millinery at the front, with house furnishings in an extension at the back.

The third floor is used as store room for reserve stock.

The main office is situated on a landing on the left of the stairway at the rear. Here the bookkeeping is done; here parcels are checked over and wrapped, and cash handled, as well as the time clock records of arrivals at the store, which will be described more in detail later.

Drawing Public Along Special Lines.

Something of the system the firm has adopted for winning a reputation for the special lines in which they are catering for public patronage has been indicated in the arrangement of the store,

the prominence in position, the excellence of display methods. This must be supplemented by a heavy stock of well selected goods, attractive window trims and well devised advertising. One of the cards in a window recently contained the words, "Kingston's Lace House." The firm keeps at it along a few lines and the public are following their lead.

"Probs." on Top of Their Ad.

In their newspaper advertising Steacy's usually concentrates. Very frequently prices are quoted; in the ad. submitted herewith they are not. But one point the firm has clung to for many years,—the "probs." must appear above their ad. every day. This is not a newspaper favor; it is a service for which the store pays. For years when the Steacy ad. was restricted to one column the "probs." were one column wide: to-day when it has grown to two columns, the weather note has followed it. and the space is paid for as ordinary advertising matter. One paper in its "Daily Memoranda" on page one, contains this note, "See top of page 3, right hand corner, for probabilities." And turning to this location, one reads the probs.—and Steacy's ad. next. It is a common remark in Kingston, "I wonder what the Weather Man says for to-morrow. The 'probs.' are above Steacy's ad.; I'll look and see"—a fairly good, out-of-the-way ad. in itself, surely.

"Busiest Store in Town."

The ad. here shown starts off with "The First Showing of Dress Goods," and as is being done more and more, a certain amount of style information is conveyed along with the descriptive matter.

The familiar note is sounded at the close: "This is your store—come in and look about."

"Steacy's—The Busiest Store in Town."

Several bright ideas moulded into this newspaper announcement, you see. Much like the store, bright, cheerful, roomy, with a fine-looking display of goods.



View of Millinery Opening Window of Steacy's.

Here's Another Good Plan for Late Employes

SEVERAL suggestions appeared in The Review in the Spring Special on methods that had been successful in lessening the roll of late-coming employees. The Steacy store has a system in practice that may prove serviceable to other establishments. The "facts of the case" are laid before the employees—not in the form of arguments, or threats, or persuasions or entreaties, but the actual clock record, not only day by day, but the morning, "noon out" and "noon in" returns, seem to act in nearly every instance. As will be seen by the accompanying reproduction a slip of paper is made out for each clerk from the clock records. This contains the time she arrived in the morning, left at noon, and returned at noon, every day of the week. Extra columns afford space for "night out" and "night in," to be used on Saturdays, if necessary. In practice, however, this last is omitted and the final space used for the total number of minutes late.

Name Miss Smith No. 11

	Morning IN	NOON OUT	NOON IN	NIGHT OUT	NIGHT IN
Monday	8 45	12.04	1.05		16
Tuesday	8.49	12.04	1.04		19
Wednesday	8.31	12 05	1 06		00
Thursday	8.33	12.00	1.07		07
Friday	8.39	12.17	1.17		09
Saturday					

REMARKS:

Times Late _____ Total _____

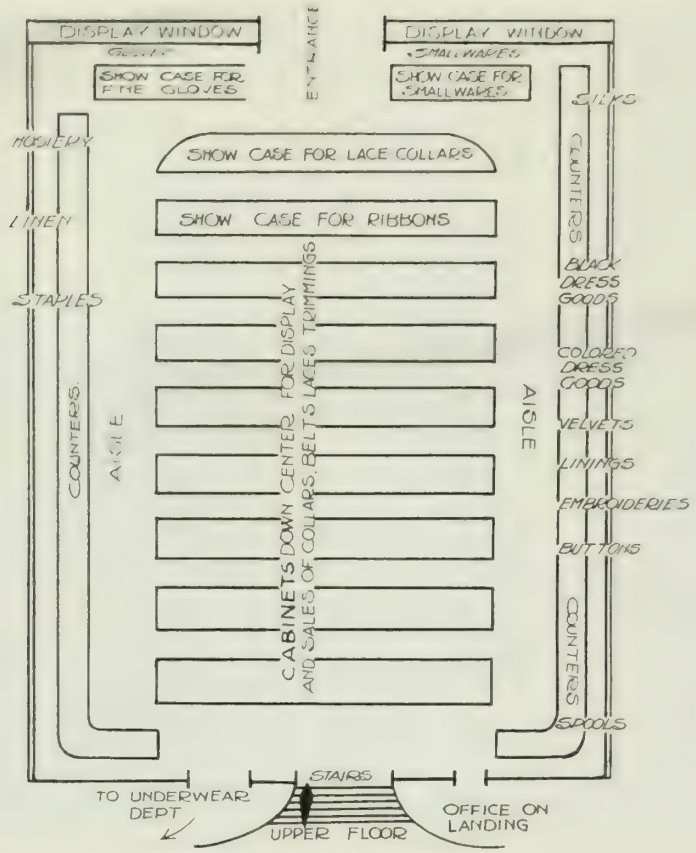
WEEKLY RECORD OF LATENESS. Each clerk receives in her envelope on Saturday a record for the whole week, of her time for arriving and total times and minutes late.

Records for Morning and Noon.

For example taking an actual record as complete up to Friday evening, the day of the visit of a representative of The Review: The store opens at 8.30, but this employee—call her Miss Smith—did not arrive until 8.45, or 15 minutes late.

At noon she left at 12.04, and entered at 1.05, another minute over the hour, or 16 minutes for the day.

On Tuesday she was later still, 8.49, or 19 minutes behind. At noon she managed to catch the even hour, 12.04 to 1.04.



Ground Plan of the Steacy Store.

Some regard for punctuality influenced her on Wednesday, as she reached the clock by 8.31. Her noon hour was from 12.05 to 1.06, one minute late, but the total of two minutes late was not recorded in the final column, this being allowed as "grace."

The effort, it appeared, was too severe; 8.33 was next morning's entry, 12 to 1.07, or 7 minutes late being the noon, or 10 minutes for the day. The "grace" of three minutes, however, was allowed her in the morning, and her "total" was set down at the 7 minutes lost at noon. On Friday she arrived at 8.39, made the noon hour, 12.17 to 1.17, and had 9 minutes recorded against her as a total.

At the bottom is a record for "Times Late" and the total for the week.

This slip is placed in the pay envelope of each clerk on Saturday, and if a late record continues a personal talk is the result. Of course, insistence on lateness has just one ending, as is necessarily the case in most stores.

AVOIDING SLIPS IN SALES.

Mention has been made of a system of "checking over" counter bills that accompany the goods. It has been thought better to have all the wrapping of parcels done in the office. The advantage is a double one: as soon as the clerk has cut out the goods and made out her slip, placed both in the basket with the money and drawn the lever, she is free to wait on some one else. It also avoids an untidy space behind the counter due to the accumulation of string and paper, etc.

In the office on the landing are twelve "stations"—the terminals of the cash and basket carriers,—including one from the millinery and the mantle departments on the second floor. As soon as goods arrive in the basket, a clerk looks over the counter check to see that all the goods are there as marked down. But the chief purpose is to see that no serious mistake is made in the price or quantity. The latter is not often necessary, but the former is. For instance, a girl who is a new clerk might sell $1.25 gloves for $1.00; or in rush hours certain lines of gloves might get mixed up in the same "rack."

How is the one clerk in the office to know? First of all she is an experienced sales-woman, who has a good general idea of the value of every line of goods in the store. Secondly, by her side is posted up a list of prices for many lines where a slight mistake might be made, i.e., gloves, corsets, etc.

The work is done very quickly, and as soon as the bill is checked over, it is passed on to the cashier by her side, who makes change. Another girl wraps up the parcel and back it goes.

Mr. Steacy has found this system very valuable in eliminating mistakes, which occurred fairly frequently before the system was inaugurated.

Knows Position in Sales List.

The manager was asked about the method for informing employees as to their sales. The Steacy plan is this: A record is kept daily of what each clerk sells, and at the end of the week she is informed that she came third or fourth or seventh or tenth in the list. It is thought best not to give the total amount of her sales to each clerk, and a record of the relative standing is found to act as an incentive to "key them up" to improvement if the position is a descending one.

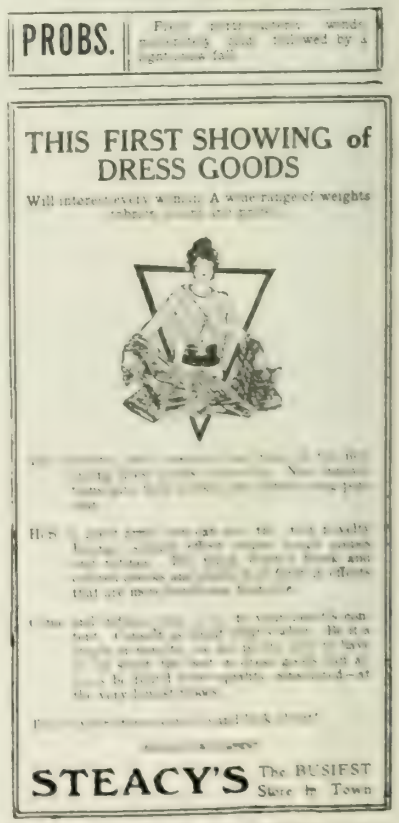
Motor Delivery Car—50 Miles.

One of the features of this store is a motor car for delivery. This has proved very satisfactory, and has enabled the firm to increase its deliveries from four to six every day. The car does the work of three horses, and more of it. The present hours for delivery are 9.30, 11, 12, 2, 4, and 5.30.

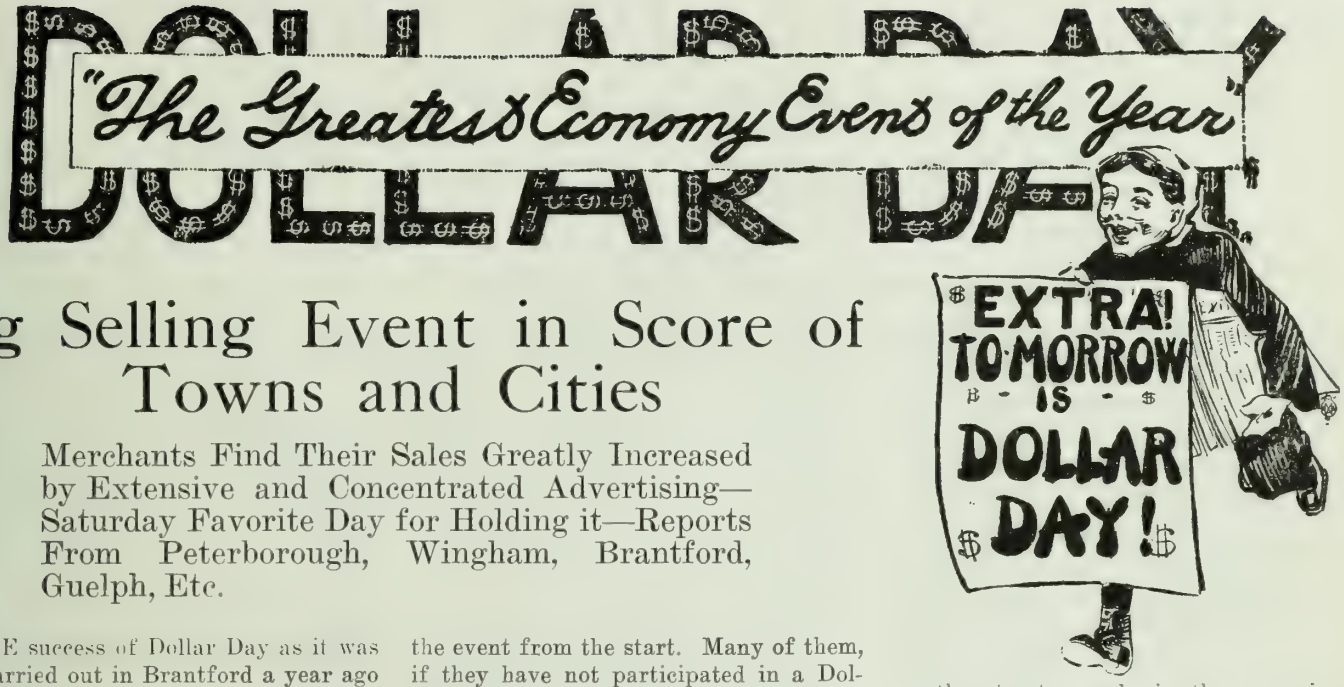
"We are able to send out any special orders without delay," said Mr. Steacy, "and altogether the car has been a great improvement on the horse delivery."

The driver is able to assist the porter early in the morning and a saving is effected in this way. The average daily run of the car is fifty miles, which covers the city thoroughly in its different runs.

(Continued on page 10).



CLOSE TO THE WEATHER MEN. One of the conditions in this firm's advertising is that the ad. follow the "Probs."



Big Selling Event in Score of Towns and Cities

Merchants Find Their Sales Greatly Increased by Extensive and Concentrated Advertising—Saturday Favorite Day for Holding it—Reports From Peterborough, Wingham, Brantford, Guelph, Etc.

THE success of Dollar Day as it was carried out in Brantford a year ago and later on in Calgary, Alta., has led a number of other Ontario towns and cities to attempt to duplicate the record of the other two places, and almost without an exception the results have been most gratifying. So much so that there has been some clamoring for a repetition next year, a few even urging that it be made a semi-annual event. It is as if it were a public holiday, but unlike this in fun-making giving place to business, a piling up of purchases on purchases, where the surrounding district joins the citizens in flinging broadcast their dollar bills and rejoicing the hearts of the merchants at sales increased sometimes to huge proportions.

It is no wonder the merchants like it. Dollar Day to them is an occasion when their advertising brings such results as justify their expenditures many times over. It is a time for clearing odd lines and left-over goods. It is an opportunity for devising ingenious bargains and methods of advertising them. No matter what line of business a dealer is engaged in, there is always a way in which he can make use of Dollar Day. It is a time when the country folk drive in for miles around and in some cases make purchases for many months ahead.

Townspeople Enthusiastic.

The public like it, too. Their curiosity is aroused—their interest in the big shopping festival is awakened—they desire to purchase some of the goods advertised in the newspapers—and they come. They come from the north, the south, the east and the west—on trains and radials, others in horse vehicles and still others on foot—all bent on one purpose, to see and be convinced, and to save money by spending it. Of course, the townspeople are enthusiastic about the event from the start. Many of them, if they have not participated in a Dollar Day before, have at least heard of it, and they quickly decide that the occasion is no ordinary one.

Brantford's second trial was highly successful and some remarkable bargains were produced as leaders by a a number of the stores. The "Expositor" also produced — or described — "The Mysterious Mr. Dollar," and a reward of $10 for his capture helped to stir up interest in the event.

Clothiers and Haberdashers, Too.

Woodstock marks down Saturday, February 21, as a record day in the history of its retail merchants. In describing the results, W. J. Taylor, of the "Sentinel-Review," says: "Dollar Day was a huge success in Woodstock—much greater than either the merchants or we ourselves anticipated. The dry goods, clothing and haberdashers, and boot and shoe stores practically all did a business larger than on the Saturday before Christmas, which is generally conceded to be the best day in the year. The hardware, drug, book and fancy goods and furniture dealers, speaking generally, did about double the business they would have done on an ordinary Saturday at this time of the year. The groceries and meat shops all had a much larger day's business than they would have had otherwise, and there were more farmers in town on 'Dollar Day' than on the Saturday before Christmas. The day was so successful that the merchants are determined to hold a 'Dollar Day' twice a year in future."

In Guelph the two newspapers co-operated with this result: "Dollar Day in Guelph was pronounced by the merchants co-operating to be a huge success. Although there were only ten days to advertise the event, great crowds were on the streets early in the morning, awaiting admittance to the many stores offering Dollar Day bargains. Many of the merchants report record business, and although a large number were skeptical in the first place, they are now convinced that Dollar Day is a good thing. It will probably be an annual event in Guelph."

Sold Paper for 175 Rooms.

Peterborough celebrated on March 14. One example of the heavy sales is furnished by one firm, Trebilcock Bros., who sold wall paper for 175 rooms on the one day!

Getting Them by Poetry.

Tuesday, March 17, was the day selected by the newspapers and merchants for Dollar Day in Wingham and the public were exhorted to "Combine business with pleasure and be in Wingham on St. Patrick's Day." Both the Times and Advance carried a large amount of extra advertising and the day was a big success. In the way of general advertising the Advance printed an interesting poem, the last verse of which reads:

Come in spite of wind or weather,
Just as early as you can,
Have your work all done on Monday,
So that naught can spoil your plan,
And surely bring your dollars,
The dollars old and gray,
The false and fickle dollars
That lead us all astray;
The worn and weary dollars,
The shy and sheery dollars.
We want all kinds of dollars
On Wingham's Dollar Day.

Special prizes were given for the farmer bringing the largest number of persons in one load, the oldest lady buying

(Continued on page 10.)

Credits and Banking the Chief Topics Discussed

Four Hundred Saskatchewan Merchants Assemble at Moose Jaw and Delve Into Problems of Vital Importance to the Trade—Stricter Watch on Credits Will be One Result—Many Resolutions Passed—To Saskatoon Next Year.

Special Staff Correspondence

MOOSE JAW, April 8.—Organized only last May, at an enthusiastic convention held in Regina, the Saskatchewan branch of the Retail Merchants' Association of Canada has made exceedingly rapid strides. This was well shown at the convention held in Moose Jaw last week, when not only did 400 hard-headed business men of the Province discuss the various subjects introduced, but when it was also shown that legislation to enable the better collection of small debts has already been effected, and when it was made very clear that further sane legislation is to be sought during 1914.

From the moment that Mayor Pascoe, on behalf of the city, H. H. Bamford, president of the Board of Trade, and G. A. Maybee, president of the Moose Jaw branch of the Retail Merchants' Association, welcomed the delegates, proceedings went with a swing. A careful programme had been arranged, and the convention was exceedingly fortunate in that the speakers realized that their main object should be to start discussion, thus bringing out the exact problems which the merchants have been facing during the past year. In every session of the convention, these discussions were carried on with the greatest enthusiasm, President Bole occasionally having to determine just who had the floor at the moment.

Sound Business Methods Discussed.

A wide field was covered. The important theme of costing came in for much attention, it being shown that a merchant who does not charge his own salary as manager an expense on the business, and who does not charge himself rent for the premises, even though they are his own premises he is using is riding for a fall.

It was also pretty well established in this connection that when stock is taken the stock should be put in on the value it has at the moment, irrespective of what price may have been paid. This it was felt enables every year to be judged on its own basis, and gives the retailer a correct idea of where he actually does stand. To take any other attitude, as one dealer expressed it, "is bluffing one's self." To get away from this self-deceit seems to be one of the great objects which the Saskatchewan men are anxious to achieve.

Discussion on Credits Bears Fruit.

It would be hard to go to a Western convention at the present time and not find credits one of the important questions of discussion. This subject was given a great deal of time at Moose Jaw, and the discussion was probably more productive of immediate results than is usu-



Pictures from Moose Jaw, the Convention City. On the left is a view down Main Street, while the upper photo shows Moose Jaw people awaiting a deputation at the C.P.R. station.

THE 1914-15 OFFICERS.

The officers elected for the coming year are as follows:—

President — George Maybee, Moose Jaw.

1st Vice-Pres.—W. W. Cooper, Swift Current.

2nd Vice-Pres.—J. W. McLean, Saskatoon.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—T. E. Raymond.

Next year's convention will be held at Saskatoon.

ally the case. A cash business was felt by all to be the aim, but there were many who expressed the positive belief that this was a Utopia which cannot be achieved in a minute. All, however, agreed that greater care must be taken in the matter of giving credit. The impression seems to prevail that something in the nature of a preferred list should be established. In the past merchants have been acting as bankers for the farmers, with the single exception that they have not carefully inspected the risks they were taking before making a loan—a loan which has been none the less a loan because goods were given out instead of cash. "If we are going to be bankers," said Mr. Agnew, of Prince Albert, "let us use the discretion of bankers."

Growing out of this discussion on credits and banking, and based upon an exceedingly practical address given by Mr. Turnbull, of Regina, was a discussion upon the question of collateral security. Mr. Turnbull made the delegates see, as perhaps never before, that there is such a thing as collateral security which does not secure. He gave ideas as to how these securities should be taken, and in answering questions, told of a number of instances where carelessness and lack of knowledge had brought not only financial losses, but a great deal of worry.

Censure Credit Men's Association.

The retailers at the convention were very willing to dig into their own weaknesses and mistakes, but they evidently expected to have the same privilege with regard to others, and during the course of the meeting some severe criticism was meted out to the Credit Men's Association, and some legislation was urged which will put more responsibility upon the shoulders of certain manufacturers.

The quarrel which the retailers have with the Credit Men's Association is as to the methods of disposing of bankrupt stocks. These, it was felt, should not be sold at slaughtered prices in the community where the failure has taken place, this having a tendency not only to spoil the other retailers' trade for the moment, but to ruin the financial conditions in the neighborhood for some little time.

The Discussion on Credits.

"Retail merchants, as a whole, are not conversant with the real costs of doing business," stated W. F. L. Edwards, of Regina, in commencing his address upon the question of Credits, on Tuesday afternoon. He proceeded to show that cost of merchandising includes not only the actual cost of the goods, but also rents, taxes, light, fuel, insurance, remuneration for the proprietor, interest on the wholesalers' accounts and interest on capital.

"Even if you own your own store," declared the speaker, "You should allow rent for this. If you are buying the store, you should not only charge yourself some rent, but count interest upon mortgage and agreement as a charge.

"Then," declared Mr. Edwards, "you must, to secure a right system, charge the business for your services as manager. Were you not there it would be necessary to pay $100.00 or $200.00 a month. You must take this charge into consideration in establishing a selling price for your goods—you want a selling price which will yield a real profit."

From this question of Costing Mr. Edwards hurried on to the subject of giving credit. At once an even greater interest was evinced by those present. It was quite evident that Mr. Edwards was touching upon disputed points—how wide the diversity of opinion was shown in the subsequent discussion. Many grounds were taken—from President Bole's belief in hard cash business, and hard cash business only, to the belief of others, that credit is absolutely necessary. There was, however, a general feeling, that credit must be limited—given only to what might be called a preferred list.

Merchant Should Not Be Banker.

Mr. Edwards did not believe it is really necessary for customers to seek credit. All, he thought, could find the money to pay for their necessities. Yet while practically all desired to do a cash business, many there are who regard the step as out of the question for a time at least.

"But," said Mr. Edwards, pursuing this point, "why should you carry a farmer along? If the man is a good risk why should he not get money from the banker and pay you? It seems to me the proper condition is now inverted. You go to the bank and raise money to carry the customer."

In cases where credit appears absolutely necessary the need of great care in giving this credit, and in making collections, was emphasized. Mr. Edwards gave it as his opinion that 10 per cent. of every dollar put on the books could be immediately struck off for bad debts. "I doubt," he concluded, "if there is one man here who would not now accept 65 cents on the dollar for the book accounts. If so, you are losing just 35 per cent. The need of a cash business, or of a very carefully regulated credit business, is therefore apparent."

Careful Credit System Uheld.

"We would all like to conduct a cash business," said J. L. S. Hutchinson, of Saskatoon, in opening a very keen discussion, "but it simply can't be done. It is an impossibility in this country. Why do the manufacturers and wholesales give credit if the other system is so superior? They all give credit."

Mr. Arden of Saskatoon, was just a little skeptical of the results which would follow a hard stand for the proper margin of profit. "Most of us face competition," he stated. "Some of it is poor competition, and while we try to sell our goods on a basis which includes overhead expenses, our competitors do not, and they get away with the business. Mr. Edwards will say the actions of these men will effect their own cure, but somehow or other they keep on, and some of them do well.

"I wouldn't accept 65c on the dollar for my book accounts," continued Mr. Arden with a smile, "I would want 75c at least. If we were universally agreed to establish a cash business, that might be possible, but to get that united front is impossible."

"I consider the cash system the only one," declared Mr. Healey of Bridgeford. "There's no use saying it is impossible. It is no such thing. We determined last November to establish a cash business. All the merchants in our district did. We have done a cash business since. I have not done as much business as the year before, but neither has anyone else. I do not think we have lost a thing because of our cash system, and we have the money for the goods

RESOLUTION GOVERNING CREDITS.

The matter of credit brought out in a number of addresses was crystallized in a motion by Mr. Krass of Rouleau, and Mr. Healy of Bridgeford, as follows:—"That in the opinion of the members. it would be a wise course for retailers to adopt the principle of requiring a financial statement from persons seeking credit, and that such steps be taken as are necessary to secure the same recourse as banks possess in similar cases."

sold. Moreover, while I had not a great amount on the books when we turned to a cash system, I would gladly have taken 65 cents on the dollar for these accounts."

"You certainly have the right system, if it is feasible in your community," commented Mr. Hutchinson, "but I hope it is a real cash system. They think they are all doing cash business in North Battleford, but they are not. They are simply limiting their credit to a preferred list. It is a good step, but not what I call cash."

Slow Music and "No Flowers."

Mr. Arden here introduced a new aspect: "Isn't indiscriminate buying," he asked "almost as disastrous as indiscriminate credit?"

The general opinion was that indiscriminate buying brings great trouble—but if it goes hand in hand with indiscriminate credit—well, then it is slow music and "no flowers."

A couple of instances of the value rendered by the Retail Merchants' Association were here given. Mr. Hutchinson told of a man coming in for a rifle on Monday last. He found, from the Retail Merchants' Association, which now has pretty complete information as to the way people pay their bills, that this man's credit was E. Result—Well Mr. Hutchinson has that $35.00 rifle in stock, instead of a $35.00 debit entry on his books.

Striking Case of Co-operation.

Mr. Arden told of giving a rather high quotation for work to a doubtful buyer, and of warning the other dealer to whom this customer said he would go, that the customer was bad pay. "My fellow business man," said Mr. Arden, "quoted a price, but refused to sell except for cash. He got a check, therefore, got this marked, and then came in and gave me $5.00."

Do people turn from cash to credit? W. J. White, Eyebrow, thought yes. He stated that several people had told him they got no advantage from paying cash, and were going to take credit thereafter. "Should there not," asked Mr. White, "be a difference between the credit price and the cash price?"

Mr. Haywood stated, in reply, that he had offered 10 per cent. off for cash, but that even this did not bring out money. Mr. Hutchinson, on the other hand, has given this discount on all but a few lines for over a year now, and states he would not abandon the discount for anything. "We sent out our statements about the 15th," said Mr. Hutchinson, "and on each bill is marked the amount upon which 10 per cent. is to be allowed. This certainly brings in the money."

"Is it wise," asked A. E. Jones, "to give discount after 30 days. Haven't you assumed the risk by carrying the accounts that long?

Mr. Cummings of Truax, here got after the banks, declaring these have now refused to accept a good farmer's note, unless it endorsed by the merchant. "A farmer," said Mr. Cummings, "can't get money from the bank in our district. How can we possibly get cash from him?"

The president of the association, Mr. Bole, refused to speak on any length on this subject of credits—although many called for his opinion—some laughingly saying they wanted another scolding for doing a credit business, such as they got at Regina last year. "I will say this, though," remarked Mr. Bole, "I would go into any district in Saskatchewan, run a cash business, and I would shortly get my share of the trade. The cash system is the winning system. I think we all realize that, and more than ever I think we will all strive to attain this happy state."

The Expense of Leakages.

The Cost of Doing Business was the subject allotted to J. L. S. Hutchinson, who said that the Irishman's definition, that "the cost of a man's business is everything that it costs him," is the best explanation he could give. Cost cannot be arrived at in any haphazard way. It needs careful bookkeeping. He spoke of a number of ways in which accounts had been subdivided in his own store in Saskatoon. There is a section for taxes, for insurance, for lighting. "I have a complete tab on my business," said Mr. Hutchinson, "and know very readily when too much is being spent, and where it is being spent."

"There is one expense," continued the speaker, "often overlooked. I have overlooked it in the past. It is the expense of leakages. I would like to see every retailer have a daily statement of his gross profits, for this is of great assistance in enabling the detection of leakages. The larger the city—the larger the business—usually the larger the leaks."

Continuing, Mr. Hutchinson told of a rude awakening he had received when he found recently that his profits were not nearly what he expected they would be. "Put a detective on," advised one of his friends. At first Mr. Hutchinson thought this seemed rather a cold-blooded step to take, but as it was very evident something was wrong, a detective was put in the store, and in less than a month, three of his supposedly best men were dismissed. "I would not like to say what they had taken," remarked Mr. Hutchinson, "but if I had not had figures tabulated under various heads, I would never have realized what was going on."

Continuing, Mr. Hutchinson spoke of the question of profit. Usually a hardwareman wants to get 10 per cent. His cost of doing business will be somewhere between 11 and 25 per cent., but to reach this 25% it is necessary to mark up full 33% on the cost price.

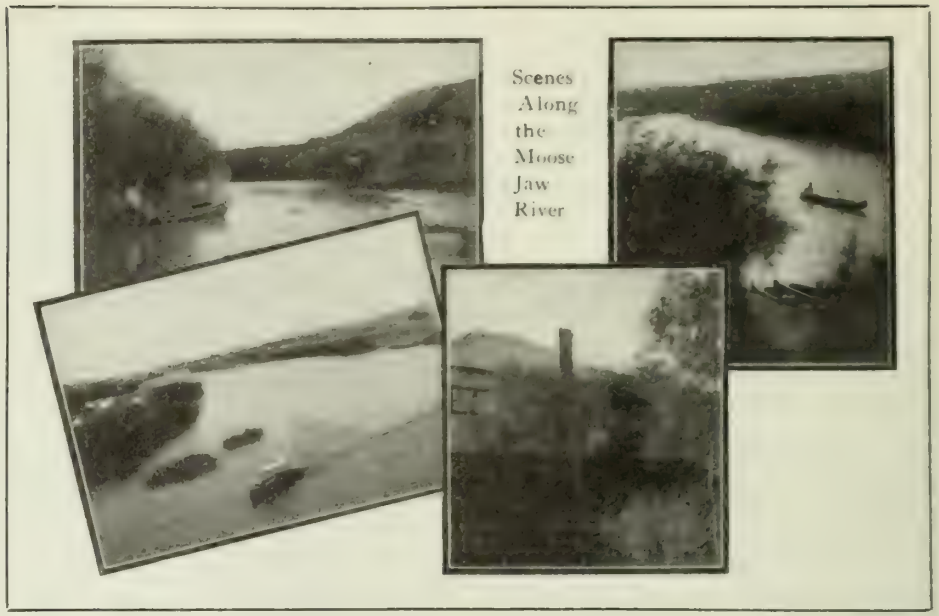
Weighing Incoming Goods.

In discussing this address, Mr. Edwards brought up the need of weighing goods as they arrive. "If this weight is not checked," he said, "there is sure to be a loss. Moreover, goods are often pilfered in transit.

"I know," he continued, "that these are small losses, but often it is the great number of these small losses which eat into the profits."

"When you are taking stock," asked Mr. Sprole, "do you mark down the value of goods which are left over?"

"No," answered Mr. Hutchinson, "I put them in on the stock sheets at the



Scenes Along the Moose Jaw River

purchase price. There are some which we will have to sell a little below cost, but the average is right."

"Well," remarked Mr. Williams of Moose Jaw, "I mark down the value of our goods at stock-taking. I do not think the depreciation of 1913 should be carried over to 1914."

It is very evident, as Mr. Hutchinson said, that such marking down for depreciation is necessary in perishable lines, but not so necessary in hardware. The general opinion, however, was that in taking stock, men should estimate the present value of goods and give them this value.

Mr. Hutchinson suggested that it would be wise to check up the delivery man at irregular intervals, so that they would be very well aware that what they were doing was being watched. "C.O.D. orders," he said, "also required a great deal of attention, or there would be heavy losses in this department."

Canadian Banking System.

Banks, a subject in which all are interested just now, were dealt with Tuesday evening, when C. O. Hodgkins, manager of the Sterling Bank, Regina, told of the Canadian system.

The government regulations, requiring at least $250,000, paid-up capital, Mr. Hodgkins considered very wise. He also spoke of other laws governing banks. "You may find some of these laws irksome," he said, but you must remember they are for your protection as well as for the protection of others."

Canadian banks are banks of issue, banks of deposit, and banks of discount. They issue bills, which are nothing more or less than promises to pay them. They take care of deposits. In this connection Mr. Hodgkins stated that in Western Canada, there are comparatively few savings accounts. Farmers when they have a few dollars are inclined to buy more land. Sometimes they buy too much land, and it would be better for them to have a savings account.

"Very few children have savings accounts. That is another strange thing about the West. Parents can help in remedying this. The spirit of thrift is necessary. There has not been much of it in the West, but there is going to be."

Proceeding, Mr. Hodgkins spoke of loans. "It is your money that banks loan," he stated, "and to protect your money, they loan on such terms as will enable them to call the loans speedily. Real estate has never been considered a liquid asset, and so it would be unwise to loan on this."

Reserves, Mr. Hodgkins pointed out, lead people sometimes to say that the bank is keeping its money in the vaults and won't loan. The money is kept to safeguard the depositors. "If banks were run as some people would run them, you would go over to the bank to-morrow and find no funds."

As regards borrowing he gave a general idea of how bankers size up a man before giving or rejecting a loan. Antecedents, character, means, ability, occupation—all these things are thought of. Then the way a man is running his business is considered too.

Here Mr. Hodgkins advised all thinking of branching out in business to consult their banker. The banker knows general conditions and can invariably be of assistance.

Dealing with another aspect of the retailers' financing, the speaker urged having a chartered accountant make a report once a year at least. The money expended is well expended.

Ability to pay back, competition which may be encountered—these, and the balance of a man, are of vital importance



W. W. COOPER,
of the W. W. Cooper Co., Swift Current, Sask., elected First Vice-President of the Association.

to the bank in determining whether or not they will loan the funds which have been placed with them.

Starting the discussion, Mr. Agnew of Prince Albert, stated that there are bankers of all kinds in Western Canada—perhaps the largest class being the retail merchant, who supplies the farmer loans in goods. Should not the bank loan to these farmers? he asked.

"Well," answered Mr. Hodgkins, "I think farmers are rarely refused—except quarter section men, and the exemption laws are such that here there is really no security."

Another question was as to the new law enabling banks to loan upon crops. This, Mr. Hodgkins thought good, except that banks might be a little hesitant in taking this security, owing to the difficulty in watching the grain.

Question of Collateral Securities.

"Collateral securities," were treated by Mr. Turnbull of Regina, who commenced his remarks by stating that this was the one thing the retailer should keep away from.

Mr. Turnbull agreed with remarks previously made to the effect that the retailers are the bankers of the farmer. "You shouldn't be," he said. "You should educate your customers to pay, if not cash, at least promptly. In your banking you don't proceed with the care that Mr. Hodgkins has outlined. Many of you have given credit—really loans—to every Tom, Dick and Harry.

"Collateral security is security for the fulfillment of a contract, and the best way to make it unnecessary—and to make it unnecessary is the aim—is to keep close tab of credit

"Your best security," continued Mr. Turnbull, "is the man—his real characteristics. Then the dealer's personality counts. If you have a reputation for not taking advantage of farmers, they will give the collateral security when asked."

Proceeding, Mr. Turnbull took up one by one the classes of securities which dealers might meet. A formidable line-up it was,—yet the questions asked later indicated that even more varied have been the securities taken by some Saskatchewan dealers.

Promissory notes, Mr. Turnbull thought fairly satisfactory. It is easier to force payment with these, than with nothing but book debts—for their sale and delievery of every item has to be proven which in case of a large establishment is rather a difficult thing to do.

Moreover, as Mr. Turnbull pointed out, the promissory note makes the customer pay interest for what he owes. "Every one else exacts interest, and you might as well get it too."

But it was shown that this interest is not altogether simple—to get. If allowed to become overdue notes cease to bear the rate called for—but only the legal interest of five per cent., unless a clause providing for the continuance of the interest is inserted.

Promissory notes, too, are in a sense valuable because they are negotiable, and can be given as security for the dealer's accounts.

The best security, and as Mr. Turnbull also assured the delegates, the hardest to get is a mortgage on real estate. The mortgage, once secured, should, however be immediately filed, as priority is not according to the date on the mortgage, but according to the time it was registered in the land titles office.

Mortgages are also available for collateral, because they may be assigned.

Speaking of chattel mortgage, Mr. Turnbull urged getting a lawyer, and a good one to draw these up. There are

More Privileges in Small Debt Court.

It was moved by Mr. Morrison, Moose Jaw, seconded by Mr. Evans, Outlook, that the executive board of the Saskatchewan Provincial Board of Retail Merchants' Association, Inc., be asked to take steps at the next session of the Legislature to see that the Small Debts Court Act is amended in the following four particulars:—

(a) That the limit should be raised from $50 to $100.

(b) That judgment when given may be executed against the lands of the defendant.

(c) That in each and every case where a defendant is summoned before a Justice of the Peace he shall be compelled to appear in person, or to give good reasons satisfactory to the J. P. as to his non-appearance; said appearance being required for the purpose of ascertaining said defendant's financial position.

(d) That it is expedient under this Act that any party to any action taken under this Act shall be obliged to furnish security for costs before an appeal is taken.

As recommended earlier in the convention a committee was appointed to go thoroughly into the question of establishing a Mutual Fire Insurance Company and to prepare a report for consideration at the next convention.

To this committee were appointed Messrs. Hutchinson, Saskatoon; Arden, Saskatoon; Morgen, Delisle; Clair, Prince Albert; Melike, Saskatoon.

Another standing committee to look after securing new legislation was also appointed as follows: Messrs. Bole, Regina; Hutchinson, Saskatoon; Mark, Rosetown; Maybee, Moose Jaw, and Robinson, Canora.

Strong attacks were made on the implement men, some retailers feeling that they should come before the former in the matter of credits. The Government was asked to prevent the taking by the implement men or others of any security other than a lien note "for the amount of their claim on any goods sold in excess of the value of the goods themselves."

They asked for a thirty-day instead of six-month time limit for the registration of co-partnerships and business of any nature except joint-stock companies.

Daylight Saving.

A resolution was carried suggesting to the railways "to set back the clock" one hour from May to October, to secure "more daylight." Prince Albert, Moose Jaw, Regina, Saskatoon and several other places are considering this. Wolseley tried it last year, but the farmers objected.

In his report as secretary F. E. Raymond told of the advance made already. There are now in Saskatchewan 70 branches of the association, and 1,500 members.

Equally gratifying was the report of Treasurer Hutchinson, who announced that the organization has come through its first year with a creditable balance of nearly three hundred dollars to its credit.

KINGSTON STORE.

(Continued from page 4.)

The parcel post has been welcomed by this store, particularly in its increased capacity to 11 pounds.

"We are careful not to miss a mail in filling our orders," said Mr. Steacy, "and trust to build up a reputation for rapid handling of our orders. We have found it much cheaper than before. Now we can send a parcel to Gananoque for eight cents that cost us 30 or 40 before. Under the parcel post we will prepay all parcels; formerly we paid express rates on all over $5."

"And what becomes of the extra cost?"

"Oh we'll charge that up to advertising, and a fairly cheap form of ad-

BIG SELLING EVENT.

(Continued from page 5).

a dollar bargain, the best teams of horses, etc. Merchants who had been in business for 20 years said they never had had a better day.

Galt had a good time on February 26, and St. Catharines on Thursday, March 19, and Ingersoll, Saturday, March 7. Brockville and Paris selected the same day, Tuesday, March 24.

In nearly every case the calling together of the merchants to make arrangements has been done by one of the daily papers. In a few cases the paper has taken charge of the general publicity work, posters, streamers, etc., charging a small advance in regular advertising rates to cover this expense.

Faulty Advertisements That Are Easily Improved

Instances of Too Much Underscoring, Curved Lines, and Paneling Where Reading Matter Does Not Demand it—How Separation of Display Lines Secured Added Strength to Each—Doubling Up an Aid to the Eye.

SEVERAL samples of re-set advertisements are reproduced on the next page for the purpose of indicating to the eye as well as the mind certain improvements in the typographical make-up, without taking into account the wording itself.

In the first example several suggestions for improvement may be made. Several display lines are jumbled together at the top, thereby detracting from the effectiveness of any one of them. An attempt has been made to secure prominence by the use of curved lines, underscoring rules and panels, but all are futile. Indeed, the curved device is becoming obsolete in this straight-ahead age, the eye as well as the feet objecting to any route that is not what Euclid calls "the shortest distance between two points."

In the re-set advertisement the individual display lines come out more strongly through being separated. The border itself is of a more natural type, without any curves to puzzle the eye. The separation of the store name from the main theme of the ad. tends to give more prominence to each.

The "Annual Linen Sale."

In the second group, the doubling up of the body of the reading matter tends to ease in reading, as the eye finds it difficult to travel across a full page for long, especially with fairly small type such as this must be. There is also a more pleasing arrangement of the heading and the signature itself, the use of italics for the words: "Fredericton's Acknowledged Linen House," serving to secure for it, as is required, a distinctiveness from the rest of the ad. The use of the decorative border is also a help in making it stand out, rather than running flush with the sides of the page.

In the third example too many rules is the main weakness. There are so many used in the underscoring and the paneling that whatever effect one might have is lost. The re-set is simpler, and without any panel, for which the reading matter does not call in this case.

Original Advertisements and Re-set Copies

Our Annual Linen and Cotton Sale

Is Now Going on

and we plan to make it the **BIGGEST AND BEST SALE WE HAVE YET HELD.** We have been fortunate in securing a limited lot of **Manufacturers' Linen Seconds** which are in most cases very slightly imperfect and which will go quickly at **25 PER CENT. OFF REGULAR PRICES.** This lot includes Table Napkins, from $1.00 to $10.00 per doz., Table Cloths, all sizes, from $1.25 to $11.00 each, also a few pieces of Extra Good Table Damask. These will go the first day or two—so come early.

We will continue our usual custom and allow you **10 Per Cent. Discount** with **Free Hemming,** on our complete stock of Table Linens, Napkins, Towels, Towellings, White Quilts, Colored Quilts, Sheetings and Pillow Cottons, Linen Sheeting and Pillow Linen, Table Padding, Asbestos Mats and Padding, Bath Mats, Tray Cloth, D'Oilies, Runners, Centres, Etc., Etc.

Last Year was a record breaker, and we are planning that this sale shall eclipse all our former efforts. This yearly sale should appeal to all prudent buyers. All purchases, whether large or small, will receive our very best attention.

John J. Weddall & Son's

Fredericton's Acknowledged Linen House

No. 1—The original.

OUR ANNUAL

LINEN *and* COTTON SALE

is Now Going On

AND we plan to make it the BIGGEST AND BEST SALE WE HAVE YET HELD. We have been fortunate in securing a limited lot of MANUFACTURERS' LINEN SECONDS, which are in most cases very slightly imperfect and which will go quickly at 25 PER CENT. OFF REGULAR PRICES. This lot includes Table Napkins, from $1.00 to $10.00 per doz.; Table Cloths, all sizes, from $1.25 to $11.00 each; also a few pieces of Extra Good Table Damask. These will go the first day or two—so come early.

We will continue our usual custom and allow you 10 PER CENT DISCOUNT with FREE HEMMING, on our complete stock of Table Linens, Napkins, Towels, Towellings, White Quilts, Colored Quilts, Sheetings and Pillow Cottons, Linen Sheetings and Pillow Linen, Table Padding, Asbestos Mats and Padding, Bath Mats, Tray Cloth, D'Oilies, Runners, Centres, Etc., Etc.

Last Year was a record-breaker, and we are planning that this sale shall eclipse all our former efforts. This yearly sale should appeal to all prudent buyers, All purchases, whether large or small, will receive our very best attention

JOHN J. WEDDALL & SONS

Fredericton's Acknowledged Linen House

No. 1—Re-set.

REDUCTIONS

BEING overstocked in several lines of winter and other goods, we are marking them at a price to make it worth your while to come in and secure *Some Real Bargains.* Bring us your butter and eggs. We want all you can bring us and we give best price.

Rapid City Trading Co.

The People's Store

Phone 5
P O. Box 171

No. 2—Re-set.

Phone 5 P.O. Box 171

RAPID CITY TRADING COMPANY

THE PEOPLE'S STORE

REDUCTIONS

Being overstocked in several lines of winter and other goods, we are marking them at a price to make it worth your while to come in and secure

SOME REAL BARGAINS

Bring Us Your Butter and Eggs

No. 2—The original.

BIG REDUCTIONS!

Big Reductions in All Lines of

WINTER GOODS

to make room for Spring Merchandise which will be arriving from now on

Men's and Boys' Overcoats at factory prices, and, in some cases, less. What we say we will do, we do.

Highest prices for Butter and Eggs.

CHAS. DEAN

No 3—The original.

BIG REDUCTIONS

IN ALL LINES OF

WINTER GOODS

to make room for Spring Merchandise which will be arriving from now on.

Men's and Boys' Overcoats at factory prices, and, in some cases, less. What we say we will do, we do.

Highest prices for Butter and Eggs.

CHAS. DEAN

No. 3—Re-set.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, APRIL 15, 1914 No. 8

RELIEF FOR THE WEST

THE substantial reductions in freight charges ordered by the Dominion Railway Commission should work out to the material advantage of the retail merchants in the West, and improve to no small extent the conditions of carrying on business. Not only will there be the direct benefit of lower freight charges on purchases of stock, but indirectly in the reductions in coal, provisions, flour, grain, etc., which will benefit the people as a whole and necessarily react upon trade conditions in a helpful manner. The Commission does well to disabuse the public mind of a feeling of a possible antagonism in the interest of East and West. It declares there has been an unfortunate misunderstanding that Eastern Canada benefits from alleged extortionate tolls in the West, and that Eastern Canada has made financial sacrifices for railway development in the West. "Only the railway benefits by extortionate or unreasonable tolls," it declares. "Western Canada has benefited the Eastern manufacturer, who will equally benefit by the lowering of Western rates, and conversely, the Western producer is interested to the same extent in such rate reductions in Eastern Canada as enable him to reach the world's markets at low cost. Both East and West are alike advantaged by adequate transportation and reasonable tolls."

This favorable outcome of the Commission's investigation coincides from the point of view of this issue of Dry Goods Review with the remarkable co-operative convention of Saskatchewan merchants. Both should prove factors of almost inestimable benefit to Western retailers, and for the one equally with the other. The Review extends congratulations.

PROFITABLE CONVENTION

THE presence of 400 hard-headed business men at Moose Jaw, attending the annual convention of the Retail Merchants' Association of Saskatchewan, indicates that the problems of the Western retailer are pressing and that the trade is striving strenuously to solve them. This was a large convention. It looks as if the West is more aggressive from the standpoint of organization than the East. Four hundred men is quite an army—from a business standpoint—and the deliberations set forth by our own correspondent in this issue are worth the careful perusal of every member of the trade.

One does not have to read far in this report to see that Credits is one of the biggest questions in the West. Apparently quite a lot of money has been lost by giving indiscriminate credit, and, as this has been common all over the country, the trade will find some valuable hints from the discussion.

Addresses and the subsequent discussion on Costing, Banking, Borrowing, etc., served admirably to develop the knowledge on these things, and they will surely tend to make better and more careful business men of all who heard them. Some merchants make the claim that there is nothing beneficial in organization. But surely a study of the questions considered and the points involved, as contained in the report, will convince the most skeptical that there is something more for us all to learn.

THE STRINGENCY HAS PASSED

CONFIDENCE in the business outlook in Canada is being regained rapidly, and in the opinion of many shrewd merchants it needs only a breaking forth into the brightness of sunny weather and the pulsating growth of Spring to re-create most of the old-time vigor in the commercial world. Even as it is manufacturers and jobbers have assured The Review that Fall placing of orders are large beyond their expectations.

But precedence in the pervading tone of optimism must be accorded at this time to the Finance Minister's utterances in his Budget Speech. In no uncertain tone he rung the changes on the return of buoyant times again financially, agriculturally, commercially.

"There is no doubt," he declared, "that the severe and prolonged financial stringency through which the business world has just passed and from which it is only now emerging, marked the culmination of one of those so-called trade cycles well known to economists. Viewing world-wide conditions during the past few years it is apparent that such a cycle has been passed through: we have seen normal money conditions, good times throughout the world, the expansion of enterprises, vast increases in capital expenditure upon railway and other construction in Asia, India, Egypt and in North and South America. Last year there was experienced a shortage of capital in all the financial centres, with constantly increasing interest rates, until after a period of prolonged and severe liquidation and the elimination of vast amounts of inflated values, something like normal money conditions again prevail. The world is now in a period of general, but it is hoped, temporary trade slackening. Without such slackening the financial stringency must have continued. The trade slackening alone could bring it to its appointed end. The conditions I have referred to are world-wide. We are particularly interested in those of Canada. Our production has shown a most gratifying increase in all the great departments of our national activity. As I have previously shown, in foreign trade this has been our greatest year. What is our present outlook? Bankers and business men unite in the opinion that while it is a time

Mr. Merchant

We want to send you some of our new blouses. Fresh from the factory—dainty, attractive, and the very latest in style, they are goods that will bring you new trade and help hold what you have.

We will send you a descriptive folder on receipt of a card.

The W. R. Brock Co. (Limited)

MONTREAL

for prudence and caution, it is also a time for confidence and courage. The strength of Canada lies in her vast natural resources. That is the rock upon which our prosperity is soundly based and founded. Any depression, generally speaking, can be but temporary in character until such time as normal money conditions, joined with business confidence, again restores the wonted activity of the nation. While this is so, we must not close our eyes to the fact that we have been passing through a period of considerable inflation.

* * * *

"There has been in real estate throughout Canada a long expected setback in values of speculative, suburban and business properties. On the other hand, the values of farm and central business and residential city properties are, generally speaking, not only being maintained, but will undoubtedly with the growth of the Dominion tend to appreciation. On the whole the readjustment which is going on in real estate conditions throughout Canada is recognized as inevitable and salutary.

* * * *

"Commercial prospects for the immediate future seem to be encouraging. Conditions will, I think, gradually improve with the returning confidence and easier money. By reason of the Autumn conditions of last year which permitted soil preparation on an unusual scale in all parts of the Dominion the outlook for agricultural production this year is most favorable and we may look forward to increased production in those other great departments, our forests, fisheries and mines."

* * * *

Throughout this period, trying for many business men, a salutary influence has been at work, a process of introspection. The merchant as never before has come into intimate touch with his own business, in devising means for greater efficiency and a higher percentage of profits, while he conserved the extent of his efforts to hold and enlarge his volume of trade. Saner business methods will emerge from this temporary cloud.

A SELLING IDEA FOR AUGUST

IN Fall buying and the planning of Summer and Fall selling campaigns it will pay the merchant to consider whether he should not give his window trimmer and ad. man the advantage of attending the third Annual Convention of the Canadian Window Trimmers' Association to be held in Toronto on August 11, 12 and 13 next. The programme that is being arranged is one full of practical helps to the daily work of the window dresser, card writer and man who prepares your ads. Demonstrations will be given by some of the men most skilled in draping on the continent. The hints they throw out will raise the standard of the draping in your own windows for the twelve months to come, and the intricacies of all the new styles will be laid bare.

An expert will give pointers on the trimming of men's wear windows; another on backgrounds; another on card-writing; at least one other on advertising and its relation to window dressing. One of the most valuable items will be a series of stereoptican views of scores of the best window trims in stores across the border. The three days will be packed with instructive demonstrations. The Canadian organization is still in its infancy; it needs some fostering at first. Canadian window dressing is advancing rapidly beyond the stage of immaturity, and Canadian window trimmers more and more are holding their own, and winning prizes, when fitted with the best the United States can offer. From the trimmers of both countries the convention will draw its supply of speakers and the merchant can depend on the best ideas, the most up-to-date artifices being presented at the Canadian meeting. It is not necessary at this date to mention the extreme importance of an attractive and consistent window display in the selling of goods. The deduction is an obvious one: the merchant should support any movement that will improve the skill of the window trimmer and the selling power of the window he dresses.

THANKS TO "THE TANGO"

DO you dance the Tango? Perhaps, not: probably not. You will add, What care we about the Tango? What cares our town? What has it to do with business in Canada; business anywhere except a few of the more exclusive shops in New York, London, Paris, Berlin or Vienna, and perhaps Chicago, Atlantic City and Palm Beach? And yet this same Tango, subject alike of torrential eulogies and ascetic anathemas, is the predominating influence in the style world to-day. It has influenced color: witness the long train of warm, soft shades that have followed in its wake. It has influenced the footwear of all mankind except a few interior South Africans or Patagonians. It has influenced the cut of women's skirts, banished the tight fit, inaugurated the flare, and, joy of joys for the outfitter, it may bring in the reign of the despised petticoat again, just to win that fluffy look as of old. Laces and embroideries owe it a debt they will be long in repaying; and beads,—well, what girl is there now does not long for a string of those scintillating Tango ambers? Trade has puffed out from its retiring, sullen mood in many a line, and all because of the Tango.

Despise it not!

EDITORIAL NOTES

DO YOU NEED A SPRING housecleaning in your own store?

* * *

ARE YOU TAKING advantage of the 11-lb. 20-mile zone parcel post system yet?

* * *

ARE YOU STIRRING up the housecleaning fever by your displays of dainty chintzes and cretonnes, wall-papers and vacuum cleaners?

* * *

THAT WAS GOOD advice in the main given the Saskatchewan merchants by a bank manager: To consult the banker as to general conditions before branching out, and to employ a chartered accountant once a year.

* * *

THE ABSENCE OF TEARS over the exclusion of aigrettes goes to prove that in the hurly-burly of our business we stop to think, sometimes, of that part of Nature that lies outside of man.

* * *

THE SASKATCHEWAN Retail Merchants have their co-operative credit system down to such a fine point that the other day when a man went into a store to buy a $35 rifle and asked for credit, his record was looked up. It was found to be "E." Result: He was refused, and the dealer has his $35 rifle instead of a "fifth rate" debit item.

Conventional Toronto Sipping Chocolate Is Shocked.

A prattlesome little bird, christened Grundyism, brought a choice morsel of news to the Dresden five-o'clock tea. Mary Anglin was on the stage! No doubt about it. Someone had seen her picture in a group outside the Academy of Music illustrating the scenes from "Shenandoah."

Mary Anglin, the Canadian, born in the Legislative halls, of a prominent family which now dignifies our Supreme Court, had secretly developed histrionic ability in New York. Charles Frohman discovered her, and Mary Anglin the amateur developed into Margaret Anglin the professional.

The story of her success is well told by Margaret Bell in the April "MacLean's." And "MacLean's" with the new Coburn art covers, with its new illustrations by leading artists, with its page drawing by Dudley Ward, a rising artist with strong individualistic style,—this is the Canadian journal that is dignifying the Canadian literary field. This article on Margaret Anglin has produced an eulogistic notice from the New York critics. If you are interested in Canadians, you will see that this magazine adorns your library desk.

Many features for the April issue, such as the five selected short stories by particular writers, the series of German masterpieces by the Berlin correspondent of the London Daily Mail; the Business Outlook by the editor of The Financial Post; the Best Selling Book of the Month by the editor of Bookseller and Stationer; the Review of Reviews with its selected condensed notes from the magazines of the world, and the special Canadian articles, will appeal to you every day of the month.

May, with its wealth of good things, follows hard upon it. Pave the way for the sure approach by ordering now.

Send us a postcard and have your name placed on our subscription list.

Subscription $2.00 a year. *Twenty cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.

LIMITED

143-149 University Avenue, Toronto, Canada

Good Profits in Fancy Goods and Notions

Well Stocked Notion Department Brings Customers to the Store —Discretion in Buying by Testing Different Makes—Periodical Special Sales—An Eye Open for Novelties.

THE endless wants in the notion field should always mean good business to the store with a well assorted, carefully looked after stock. There is plenty of profit in notions even though individual sales are small, and the man who watches market conditions, and is open to take advantage of reduced prices, etc., will always have plenty of business, and will make satisfactory returns.

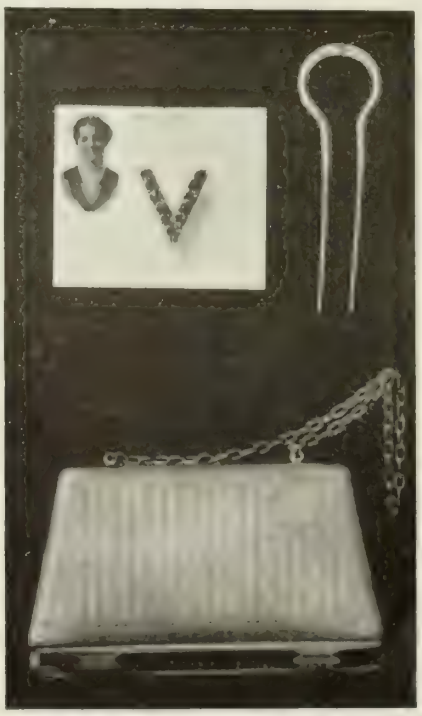
A good notion department is always a busy one and this alone is of importance. If the department has the confidence of your customers because they know you always have the many small articles wanted in stock and quite as important they are assured that while the price is right the quality is there also. This is an important factor in handling notions for though in many lines apparently the same, there is a great difference in the service given. Take the very much used snap fasteners for instance. There are some fasteners that come undone easily and which cause any amount of trouble and embarrassment by coming loose at wrong times and places, and there are others that once snapped are very difficult to pull apart, the result being the tearing of delicate materials.

Another point that should be attended to is that fasteners should be rust proof as they are not only used on washing dresses and waists but are subject to the action of perspiration; therefore, Mr. Buyer, it will pay you to test the fasteners you stock in your department, for the carrying of the right articles means a department that is not only a profit-bringer, but a valuable asset inasmuch as it attracts customers who will also patronize other departments.

In nine cases out out of ten when you are bringing people into the store because your notion stock is reliable, you are also making trade for every other department in the store. The busiest store is as a rule the one that has a live wire fancy goods and notion section. People are attracted first to make small purchases; they get the habit of coming to the store and then become customers in the departments which call for larger expenditure.

How to keep up this keen interest should be every buyer's study. Keeping the department thoroughly well stocked is one way, and keeping only merchandise that is thoroughly reliable is another point. To get the advantage of close prices stock should be purchased at headquarters. The question of quantities is one for the buyer to settle. Large quantities mean special prices and discounts, but there is a limit to this advantage, for it is not desirable to buy in such quantities that the stock remains so long on hand that it gets shopworn and has to be reduced in price, or that it means your stock will not be turned over as many times.

Periodical special sales are wonderful aids to building up a notion department. At the opening of each season is a good time to hold a notion sale. Buyers must also keep a watchful eye out for notion novelties, for these not only attract attention but bring good profits. New fashions bring new wants and the and sell them is while the fad is growing, not when the end is in sight.



"V" bar pin, tango pin and silver vanity case. Shown by Hibbert & Jaslow, Montreal.

CHRISTMAS TOYS

Among a large number of new games is a comical version of the old "Pin the tail on the donkey." Last year a few samples of a blindfold game of sticking a pipe in a man's mouth were seen, in which holes are bored close together all over the face, head and neck of the farmer, and the trick is to stick the end of the pipe in a hole in his mouth, he exclaiming all along: "Say, will one of you fellers hand over me peipe?" In the latest case a baby's head is made in wood, and a feeding bottle is to be stuck in its mouth. Its cry is: "I want my bottle." Dozens of holes are made through its face in this case too.

Plastic Clay.

"Plasticine," a clay form for modeling, became very popular last year, and a number of educational lines for its use have been invented. For instance, there is a Dickens series, a history set, a builder, a housekeeper, etc. Outlines of figures, such as Cromwell and Dickens' heroes, are made in paper, and the plasticine built up in these and colored, giving the original figure in high relief. Another variety is where oil paper is used to supply the pattern. The plasticine is built up on this, and then it is cut away. The material is now sold by the pound in assorted colors.

New Device for Drawing.

An odd toy is known as the "reflectograph," and is used for drawing. An outline of a cat, a dog, etc., is made on a piece of paper on top of a box of wood. At right angles a piece of glass, like a

ORIGINAL
DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



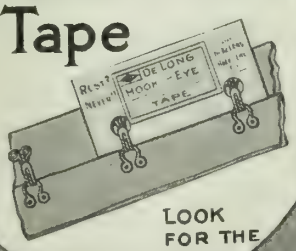
World's Flattest Fastener

DE LONG SAFETY PINS



Strong Easy-Working
Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub
HOOK AND EYE
Bless that Nub!
TRADE MARK REG U.S. PAT. OFF.



JUST NOW DE LONG PRESS BUTTONS

should occupy a prominent place on your notion counter.

They're the ideal fastener for summer frocks and all wash fabrics. Very flat and secure; washing won't rust them, ironing won't injure them, nor mark the goods.

You can recommend the De Long Press Buttons unhesitatingly to your customers, just as you can recommend the famous "See That Hump" De Long Hooks and Eyes and all other De Long Products,—invariably the best of their kind.

THE DE LONG HOOK AND EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario

pane, is set up, and on the right side of this is a piece of blank paper the same size as the one on the other side with the drawing on it. The purpose of this transparent glass is to reflect on the blank paper the outline of the cat, and with the right hand the child sketches it in.

Fancy Novelties of the Hour

Tango Beads Still the Fad—Increasing Interest in Rhinestone Set Pins—Garter Purses to Clasp About the Leg—Safety Pockets of Chamois.

NOW that the tourist season is coming along there are many useful articles that appeal to travelers. Garter purses are a good selling item, as they insure the security of money and jewels when traveling. These garter purses are a new item, and are clasped around the leg by means of snap fasteners and can be worn either under or over the stocking. They have safety pockets made of chamois leather and are so comfortable that they can be worn both night and day. In case of fire or accident the wearer would have both money and jewels safe and concealed in the pockets.

Now that crocheting is again the fashion a new idea in the shape of a crochet cotton holder ought to sell. This is a metal bracelet with an attachment of wood, which holds the ball of cotton and prevents it dropping on the floor and getting snarled and tangled.

Very few buyers pay the attention to hair nets that the large sale of these articles warrants. Hair nets get very little featuring, either in advertising or display, and yet there is a steady and enormous sale for them. Here is an opportunity for some buyer to make an article that is in demand, and yet is little talked of, an important feature with good results to his department. New fashions certainly will mean that there will be more hair nets wanted, as styles are growing more formal. Large marcel waves are coming in, and there will be more hair nets used to keep stray locks in place.

Importers are preparing for this increased demand, and are adding white and Titian red to the usual black, ash and blonde colors now selling. Among the new shapes the most favored is the cap shape. This shape is fitted with a border that holds it in place without the usual elastic cord, and, therefore, it is a simple matter to adjust it so that it will keep the hair in order.

One feature of the change that is coming about in hair-dressing styles is the increase in the sale of switches. Another change is the increasing interest taken in hair ornaments. Fancy hair ornaments are becoming very popular, for the reason that the new styles of hair-dressing demand their liberal use. Paris is favoring hair ornaments, and is sending out some wonderful designs in combs and pins.

At the present moment it is turban pins and tango pins that are selling, set in various ways with rhinestones. There are also pins set with colored stones and with combinations of rhinestones and colored stones. Spanish combs and combs that are shaped like three pins in

(Continued on page 48.)

SOME NOVELTIES.

Garter purses to clasp around the leg.
Safety pockets in case of fire.
Crochet cotton holder.
White and Titian red hair nets.
Fancy jeweled combs and pins.
Bag to match each gown.

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.

Absolutely Guaranteed

¶ The same wisdom and foresight which prompts a manufacturer to advertise, will naturally guide him in forming his whole selling and general business policy, and, like a good general, he is prepared for every contingency and emergency.

DRESS ACCESSORIES

Novelties in Parasols

New Arrangements in Stripes —Circular Frills of Silk and Frills of Lace and Chiffon— Artificial Flowers Used on Dressy Parasols.

THERE is decidedly a diversity of shape in the parasols and sunshades shown for the present season, and this originality is very marked in the more expensive models. With taffeta the leading fabric abroad it is not strange to find this silk used in the production of high-priced imported models. To accompany the tailored suit parasols of plaid or of striped taffeta are shown. The plaid parasols are as a rule plainly covered, the plaid itself being doubtless regarded as being sufficiently novel because of the varied color blendings. With stripes it is different and various fancy arrangements are noted, one of the most striking of which shows the gores cut with the stripes on the bias and matched so as to form a more or less acute V at each rib. When very wide stripes in pronounced contrast such as black and white, turquoise and beige, helio and black and kindred combinations are used, the effect is very striking.

Now that the whole fashion world is talking lace, chiffon and flounces, many of the more elaborate afternoon and carriage parasols are thus adorned with frills of lace or chiffon. But the newest frill ideas is the application of the godet idea to the frilled parasol. A beautiful parasol of this kind had four godet or circular flounces covering it of pale pink faille silk.

These flounces produced a very pleasing ripple effect when the parasol was opened. Another new feature was the trimming feature of a single large artificial rose and foliage placed on one side. Many of the later parasol models are adorned with artificial flowers and some of them even with bunches of fruit. Not only just one bunch but also garlands are used and some few parasols have large hand painted roses.

Neckwear Novelties That Made Good Easter Selling

Neckwear Extensively Featured—The Collar Line is a Varied One—Guimpes Big Sellers—Novelties in Ostrich and Marabout.

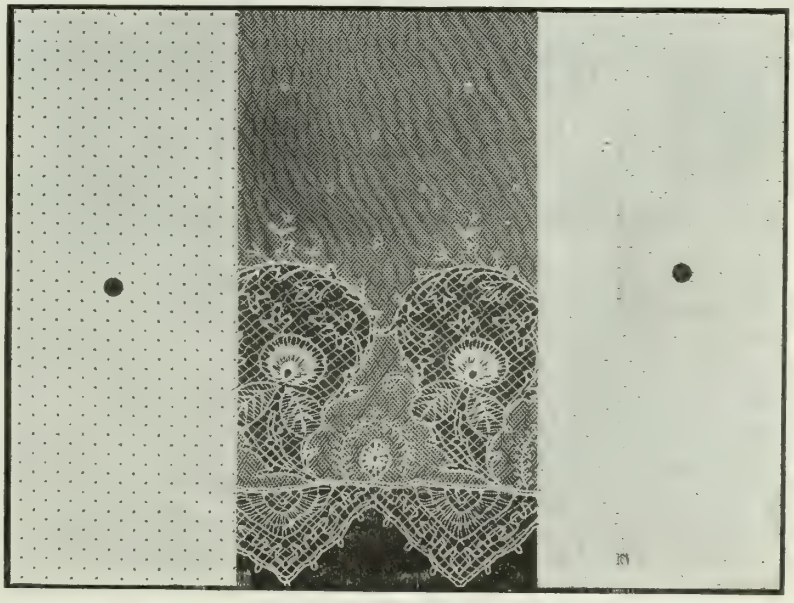
EASTER is only second to Christmas in selling importance in the neckwear department, and all stores are making special displays of Easter neckwear. Fancy neckwear comes in a marvelous assortment of novelties offered. As long as the present mode of wearing the neck bare with a V-shaped opening to the dress in front some form of neckwear finish will have to be worn. At the present time there is a wide choice but the Normandy and Gladstone collars made of organdie, batiste, or muslin have first place. Some of these collars are simply hemstitched around the edges, while others have a narrow edge of lace. The same style of collar is developed in lace and net with the addition of various collar and fichu finishes in the same materials. This fichu effect is not nearly so full and fussy as it was and seems designed more to show the beauty of the pattern of the lace. Tailored bows in the new collars and pins mounted with tiny made silk flowers and berries are used for keeping these fichus in place.

The best selling line in neckwear continues to be the guimpe. New guimpes come in organdie and muslin, some of them with the body of net. Gladstone and Normandy collar guimpes come in organdie and net and some of them are prettily embroidered. Net guimpes are the popular sellers and are trimmed with net pleatings. Many are made in surplice fashion; others are made to look like waistcoat fronts. Wide fichu collars are made of shadow lace and net, or of very fine net, and also of chiffon cloth, lawn or batiste. Some of these collars are embroidered while others are finished with pleatings of net or shadow lace. Collars with fichu ends are still liked and many pretty numbers are shown.

There is a very wide demand for flat collars and while many are the product of the neckwear houses and are made of crepe, net, shadow lace, organdie, batiste and chiffon, there is steady demand for flat collars in the lighter Venise laces and also in embroidered crepe or batiste combined with net and heavier laces. Bows are perennial and besides the floral effects are bows of narrow folded crepe de chine or silk consisting of many loops and a multiplicity of ends each finished with a large amber bead. Bows with bead tassels or drops on the ends are also new.

Good for Feather Neckwear.

The season promises to be an exceptionally good one for feather neckwear. Marabout sets of stole and muff are selling and some of the new stoles are lined with satin to prevent them twisting. Ostrich feather neckwear is also showing in smart numbers. These come in popular priced effects as well as in high priced novelties.



First and third, beauty spot veilings; second, lace of Oriental design. Shown by Thompson Lace & Veiling Co., Limited.



Flat collar of embroidered chiffon, crepe and net. Shown by Novelty Import Co.

New Fall Colors in Ribbons

Blues Strong on the New Color Card—The New Greens in Onyx and Reseda Shades—Vogue for Moires.

THOUGH the best season for ribbons is always in the Spring, there is not the shadow of a doubt that their vogue will continue throughout the coming season. Wide ribbons promise well for millinery purposes and though it is much too early to make any but the most general predictions every indication seems to point to an extensive vogue for moires. Tinsel will assuredly be featured in trimmings for Fall and therefore it is to be expected that the feeling now manifesting itself for tinsel effect in ribbons will continue. Apart from millinery purposes there is always a big outlet for fancy ribbons for art needlework and other uses. In this connection it may be said that Dresdens are staple.

The St. Etienne manufacturers have put out their Fall color card for ribbons, and while there are important changes suiting the colors to the new season on the whole it is a continuation in color tones of the one issued for the present season.

One feature that is worth noting is the importance given to the shades of green. First in point of novelty come the remarkably beautiful range of shades called onyx. This range begins with a delicate nile green and ends with a dark shade of myrtle. There are also three tones of green beginning with reseda to which the name of lierre, or ivy green, is attached. A new range of currant reds is listed as groseille or gooseberry. There are five shades in this range the darker ones being on the Burgundy order. Turquoise and Nattier require no explanation and the list of blues is completed by three good shades of navy, while under the name of gobelin is shown a range of dull pastel blues deepening down into strong steel in the darker tones. Five very pleasing copper tones come under the name of marocain, and there are no less than five orange shades, equal number of taupes, the first of which is a parchment or putty color. There are three dull violet shades listed under the name of anemone.

Wiggling Worms

Among the Veiling Novelties—Beauty Spots Sell Well, But the Best Business is Done on Light Meshes and Neat Patterns—Fruit Motifs New.

THERE is nothing that is startlingly new in veiling lines though there are any number of attractive novelties on the market. The fact is that the selling is chiefly confined to what may be termed staples, and little else but piece goods are selling. Filmy meshes and small neat patterns are the rule. The hexagon meshes that were introduced last Fall are still among the best sellers. The trade is beginning to ask for novelties and there is some sign of a development in this direction. Something a little off the beaten track is the use of fruit motifs instead of the much seen conventional and floral designs such as bunches of grapes and clusters of cherries and berries. As for floral effects there is the drooping oreas, the lily of the valley and many others. Butterfly patterns showing the insect in various sizes are also good.

The beauty spot idea is being carried to extremes and wiggling worms, question marks and other startling devices will doubtless satisfy the woman who always chooses the extreme. The spot is decidedly the best seller in the beauty lines, and the sunburst effect is also good. Oriental veils half in heavy pattern and half in light mesh are again showing and there is a disposition to show veilings with neat borders.

Shaped veils woven so that they fit the hat and the face are among the best of the novelty ideas and a made veil with a band of narrow velvet at the bottom edge that goes about the neck and fastens at the back with a snap fastener is a new idea with possibilities. This is an idea that can be applied to any veil either individual or by the yard and could be made to work out as a sale inducement. A made up veil could be shown in the department and the velvet could be put on for the customer for a small advance over the cost of the veiling. By selling in this manner the customer could choose any veil that suited her fancy, and the velvet could be made the proper length to fit each individual.

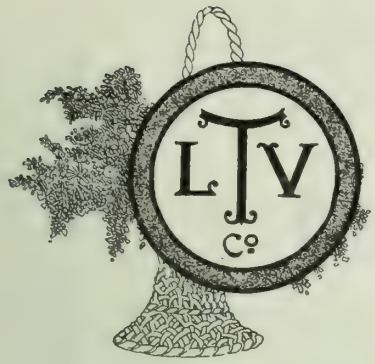
Black Laces

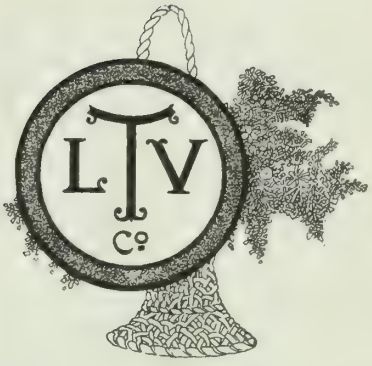
Nets Taking Place of Shadows and Latter Becoming Staple for Trimming — Imitations in Great Demand.

AT the present time the millinery trade is taking lace in quantity, particularly medium widths in black shadows and Chantillys. Alencons, lierres and other light laces are also selling but the chief demand centres on the above-mentioned lines, and the prospects are that light laces will be a big item in millinery trimmings right through the summer season. The demand for camisole laces is very large. Camisole laces are also showing in Oriental effects but these laces are not as appropriate for the purpose as the shadow effects and therefore though some sale is expected they are not expected to interfere to any extent with the sale of shadows for this purpose.

Shadows are selling well to the counter trade not only in flouncings from 12 to 27 in. but also in wide and narrow edgings. There is only a staple call for all-overs as net to a great extent has taken their place. Beadings are selling wonderfully well. Double-edged beadings are wanted for the shoulder straps of

(Continued on page 48.)







PRING IS HERE

Now is the time to sort up your stock of

Veilings, Collars, Laces, Frillings, Fancy All-overs, Nets, Malines, etc.?

Mail orders promptly attended to



The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.

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(Absolutely Rainproof)

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"CANVELCO" Brand fabrics are all finished with the new electric process, the latest triumph of the silk manufacturers' skill. This process renders the most filmy, delicate fabrics washable and unshrinkable. It produces the colorings softer, fuller and more lasting than any other process of dyeing and renders them more lasting. It retains its original firmness and will not wrinkle or crease, even after months of ordinary wear. This has been tried and proven, and every yard is guaranteed to be exactly as represented. Supplied only by

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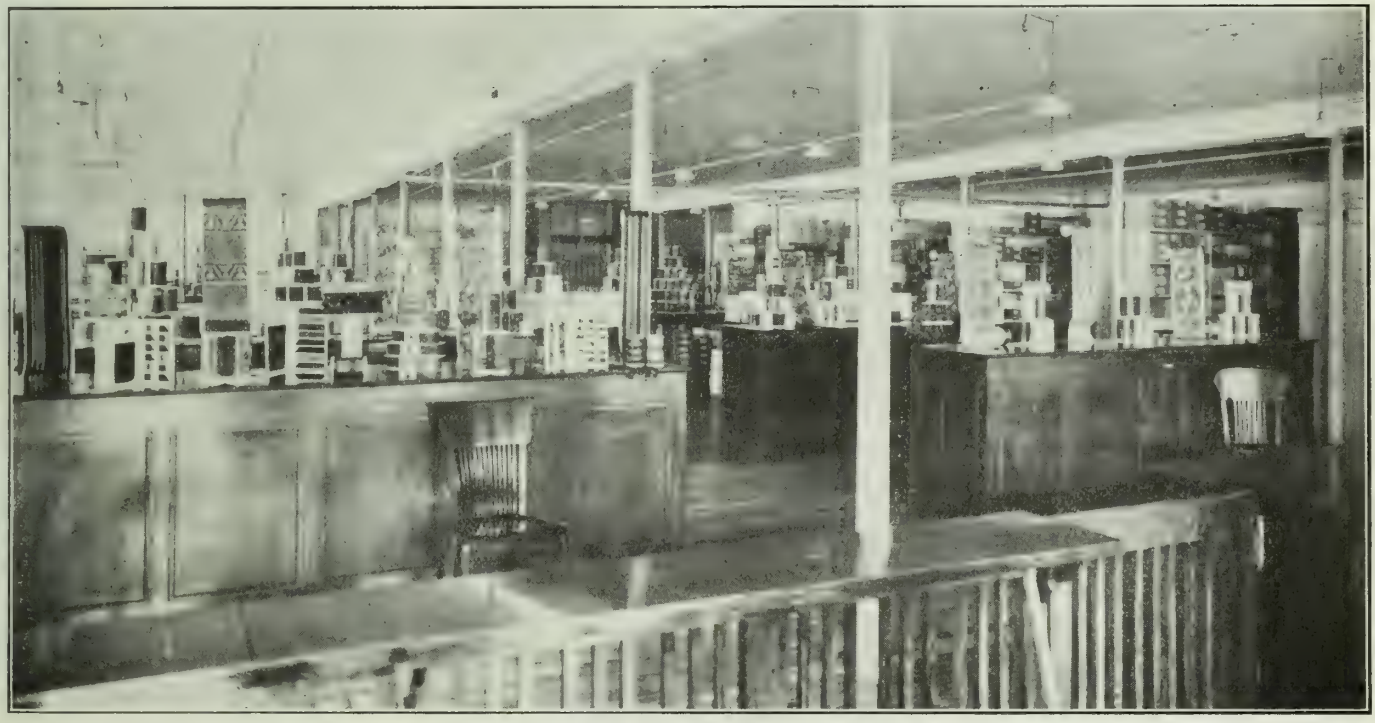
Our representatives have now a full range of these fabrics with complete list of wonderful shadings for next Fall and Winter. Give them a trial and they will bring you satisfied customers and good business.

RIBBONS, RIBBONS Everywhere

On Hats of every shape and fashion.

For Girdles, Bustle and Tunic effects on Costumes. Never were Ribbons more popular than **right now**. You don't have to **PUSH** ribbons now—they'll **PULL** you.

All you need is a good stock.



General view of our new warehouse.

Don't let your assortments get "broken" or "run out"—Order now from

"The Ribbon House of Canada"

Our warehouse is at your service.

RIBBONS ARE SCARCE AND GOING TO BE SCARCER.

We have the best stock in Canada, but still some lines are getting sold out.

**TELEGRAPH
TELEPHONE or
TELL OUR TRAVELLERS**

WALTER H. BARRY & CO.

No. 6 St. Helen St. **"The Ribbon Specialists"** **MONTREAL, P. Q.**

Winnipeg Branch: 222 McDermott Ave.



Crepes Big Factor

Summer Development Favors Sheer Fabrics — Printed and Flowered Novelties Are High Style.

THOUGH there is little doubt that warmer weather would mean heavier selling in the cotton goods section, business is fairly brisk. Interest still centres in novelty goods, and fabrics not in the limelight are almost totally neglected. In the big city stores crepes are the big feature, with a decided leaning towards printed and embroidered cloths. At the present moment the call is for printed materials with dark grounds, novelty blues being great sellers. Besides printed crepes, printed ratines and printed voiles are asked for. Crepe and ratine combinations, principally in the form of checks and stripes, are good.

There is a good deal of complaint in some quarters as to the manner in which present business is being done. The exploitation of novelty weaves means that buyers will take no chances, and are neither buying in quantities nor placing orders far ahead. They claim that this is the only way in which business can be profitably done nowadays, as styles change so frequently and in so short a time. Hence there is much complaint as to the small size of the buyer's orders and to the fact that the mills and the jobbers have to carry his stock.

All the novelties for Summer selling are on the very sheer order, and in white materials, sheer crepes, voiles, striped and checked crepes and rice cloths, in very light cloths, are selling. The checks and stripes are produced by ratine and nub yarns. All these cloths are very attractive and very suitable for Summer gowns. Organdie has not had any great success for waists and gowns, but is being well taken up by neckwear manufacturers for collars and neckwear purposes.

Silk Novelties in Paris Market, With Taffetas Leading

Coming Vogue of Stripes is Foreshadowed—Armures, Moires and Coteles Included in Novelty Weaves—Metal Brocades for Evening Wear.

TAFFETA certainly leads all materials at the present moment in Paris, and it formed the predominating note at the Spring expositions in the Paris stores. These openings are held about two weeks after those of the leading couturiers in the Rue de la Paix. The new taffetas are exceedingly soft and supple in texture, and are ideal for the development of Louis XV. pannier and other draped styles. It is not just plain taffetas that are shown, but changeable, striped, checked, and charming little broche and Pompadour figured patterns are shown. Such combinations as blue with old gold, red with violet and royal blue and white, are most common in changeables.

Taffetas with fine closely-placed stripes come in green and black, and black or navy, and French blue. Beige or sand-colored grounds with satin in blue and gold, and similar combinations, are good. Beige is coming to the front as a foundation color, while on the other hand, the much overdone tango shade is falling out of favor. It is still a good trimming color, but is no longer used for the entire gown.

Many lovely silks showing brocaded patterns on a taffeta foundation take the form of brocaded medallions in the color of the foundation, with a flower motif in the centre. For day wear there are old-time brocades, with large single flower patterns, in such colors as navy, tete de negre, myrtle and black. The same patterns are also showing in blue, pink, nile and maize for evening wear.

Many of the most pleasing of the new taffetas are copies of antique patterns in this silk. These copies reproduce both patterns and colors, and are both novel and artistic. The predominating colors in these materials come in the small brocaded flowers in red and green, red and blue, and in other two-color combinations.

Another novelty coming into vogue is gros de Loudres—a silk in armure weave, which also is made in very light and supple qualities. This silk, like taffeta, comes in plain and in checked and striped patterns. A typical pattern showed a black foundation, with green or blue stripes outlined on one side only by a stripe of the same color in a paler shade. Figured gros de Loudres come in warp prints, showing bright-colored flowers. Champagne grounds are very much liked, and are often embellished with foundation stripes in such colors as blue, green or red.

All moire silks are good. This silk is used as a trimming silk and for combining with such materials as serge, gabardine and poplin, as well as for suits, coats and costume purposes. Gros de Londres moire is having good success, particularly in Scotch plaid and Roman stripe designs. Other materials good for Summer wear are crepes and silk canvas materials. These materials also show checks or small brocaded figures, while others come in narrow stripes placed at regular intervals. One of the best of these patterns showed grey and currant red stripes on a white ground. Another novelty shows damask figures on a cord ground. Another of these cotele materials is interwoven with metal threads, and has patterns printed on it in New Art colors and designs.

Though the Summer season is not favorable towards the use of rich heavy fabrics, an exception is being made in favor of handsome metal brocades for evening wear. Gold and silver patterns on such colors as mauve or coral are very much in evidence. Old blue, pink and silver was another much liked combination. At the present moment silver is more fashionable than gold. Printed metal gauzes in all metal and metal and floral designs are good.

Wool Keeps Firm

Little Chance of Drop in Prices in Near Future — On Parity With London Sales on all Principal Markets.

IN some quarters there is talk of cheaper wool before the first six months of the year are over. Just what grounds there are in the present situation to encourage such an outlook is difficult to find out, unless it be the one expressed in the old adage: "The wish is father to the thought." There is little doubt that under present conditions wool a little cheaper would have fitted in splendidly, and would have made business easier in many respects. Certainly there is nothing in the wool situation either in Europe or on this continent that would indicate any

change in favor of the buyer of raw wool. Nor are there any indications that point to any material difference in the cost of the raw material for some time to come. It may be in the United States that there may be co-operation in making prices that will tend to keep the outsider out, and that concessions will help the home mills to make better prices than are possible at the present moment. This is as it may be, but it is much more probable that opening prices in the piece goods market will be on a parity with the advanced prices of the raw material.

In the Bradford market nothing has transpired to give color to any idea that the market situation was not on a sound basis. London sales closed with all values firm, and this had the effect of checking any weakening in the quotations for tops.

Makers of merino tops are very firm in their quotations, and the business they yet have on hand is large enough to preclude any consideration of fresh orders that are below present price levels. Business is not as brisk as it might be, but the indications of scarcity in fine wools show that there is still good business being done. Cross-breds are quiet, but prices are firm, and are rapidly being adjusted to the basis reached at the London sales.

Wool prices have also been well maintained in Germany, and domestic wools are being taken up at prices that are even higher. In colonial wools, London prices have been paid without hesitation. In the yarn market a fair turnover is reported, and better orders are coming in for both worsted and woolen yarns.

Country wool on the Roubaix market was limited in supply, and fetched good prices. Business in tops is fairly active, and the market is firm, and prices for both cross-bred and merinos are inclined to be better. Spinners are securing fair orders. In the piece goods trade a fair number of orders have been booked for the Autumn season, and deliveries are being made of Summer goods.

The trade is interested in the development favoring capes that has marked the recent fashion openings, as it promises to provide new business and novel suggestions for the future. Military types, it is said, will be featured, and fabrics of the velour type will be most popular. It is a very long time since capes have had a real run, and the style and the fabric development will be much speculated upon, as well as how far the probable demand will reach in the near future.

Printed Silks Going Strong

Moires Leading in this Country With Taffetas in Uncertain Position—Silks for Underwear Purposes Furnish a New Outlet.

THE silk department is certainly at the present moment getting its full share of Easter business, and where all materials are selling so well it is impossible to particularize. Moires seem to be the silk that is being featured as the leader, and moires are selling well.

Those interested in the silk business would do well to watch the development favoring silk materials for underwear purposes. Silk underwear is becoming general, and is no longer considered as a luxury. When one considers the amount of crepe de chine, China silk and chiffon that has been used in the past two or three seasons by manufacturers of women's underwear, it will be realized that a new field for silk selling is opening up.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

SPRING BUTTONS

We stock
Crochets, Glass, Ivory, Metal, Pearl, Celluloid, and a large range of Full Ball Buttons, made in all styles of silks

FORSYTH, KIMMELL CO., Limited
Makers BERLIN Importers

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Striking Color Effects in Easter Backgrounds

Usual Mahogany Backs Covered Entirely by New Art Shades, One for Each Window—Massive and Dignified, But Attractive.

MERCHANDISE, both ready-to-wear and in the piece, this season need a background not only in style but in color, for the colors prevailing are just as distinctive as either the Balkan or the pastel colors.

The prevailing colors may be classed as New Art tones and while they are brilliant in their lighter tones they soon deepen out into dark, rich shades. Given the right color effect, a background can hardly be too simple in line to offset the multiplicity of puffings, flounces and involved drapings of the suits and gowns, and the flaring brims and involved outlines of the new millinery models.

The Easter windows put in by E. P. Burns, display manager for the Robert Simpson Co., carry out both these ideas. For, while the colors chosen are new and striking, the background while massive and dignified in effect, is exceedingly simple in design.

There is one central panel like a smooth block of stone flanked on each side by a simple grill work. This design is repeated twice in the big corner windows and here the color used is a light shade of linden green relieved by trailing branches of crimson roses on each side of the panels, with two large bosses of the same flowers and foliage above.

The next window on Yonge St. is done is done in orange and the roses here are light red. The next window is remarkable because of the strong note of contrast between the background and the floor covering. The background is a light shade of pinkish heliotrope, while the floor is covered with a pale shade of coral pink. This window is used for displaying millinery and for the first few days a very handsome wax figure wearing a black taffeta gown was silhouetted against the mauve background. Later this figure was gowned in a suit of carrot colored crepe. This formed a very effective window.

Background in Tango.

The most beautiful window of all is one that The Review will illustrate in its next issue. The background of this window was in tango shade, and the trim that was almost faultless, consisted of three drapes of plain and printed silk. One was French blue with the printed pattern in petunia, tango, white and green, while the central drape was in nickel grey with the pattern in blue, orange, white and green. The other drape was in seal brown patterned in purple, orange, white and green. These drapes were relieved by lace in ecru shade and various other accessories were shown.

Uncut figure drapes of black moire and printed silk in multi-colored floral designs were used as the central figures in the window. Millinery was shown on stands of different heights painted grey and picked out with gilding. The roses used in this window were purple. The other windows had just one large central panel resting against the usual mahogany background and trails of different-colored flowers.

Marshall Field's Elaborate Opening

Rich Settings and Attractive Merchandise Make a Display That Brought Out Large Crowds—Windows Closed for Eight Days.

IF the store decorator wishes to see some of the latest ideas in window decoration he buys a ticket and starts out for Chicago at one of periods such as the opening of the Spring or Fall season, at Christmas or at Eastertide. Chicago in many ways takes a lead in the planning of elaborate and spectacular trims, and Marshall Field & Co., will not yield place to any one. The very fact that their windows attract huge crowds continually is in itself no mean advertising feature, and they are setting a very fast pace.

How would the proposition look to the average merchant to keep the blinds down and no merchandise showing for eight whole days—and eight whole days in the face of Easter at that? Very few merchants would wish to have even a most telling display made at such a cost, for the general tendency is in the other direction, and, in most stores the competition is to keep the windows dark as little as possible. From actual experience the store knows the selling value of its windows and takes good care that as little time as possible shall be lost.

Apart from the windows there never has been an Easter when Marshall Field's Spring opening has been so attractive, and when the merchandise showing has been so beautiful and picturesque, nor when the wonderful weaves and colors have been such a delight to the eye.

The ready-to-wear department was trimmed with huge urns filled with growing plants, and with palms scattered about and adding a touch of growing greenery that was most suggestive of the season to the store.

The suits shown were in serge, gabardine, taffeta and faille, moire and Egyptian crepe. One of the new features was the combining of taffeta and wool materials in one suit, and the most popular colors here were either blue or black. The coats were of the bolero variety, with long tails at the back, and many of them have sleeves of taffeta. The skirts had puffed yokes of taffeta or tunics edged with a band of the material. All these points, here and elsewhere should be carefully noted by window trimmers.

Coats were shown cut on very loose lines and the sleeves both long and three-quarter. Skirts were quite narrow and showed a tendency to be drawn in at the knees and if there was any slash it was at the back. The very smart feature was the long tunic, and the

Why Zouri Store Fronts are *best*



Give your store a Zouri Front— Then watch your sales increase

You're interested in making more sales, for that means making more money. Your window displays can't move your goods if people don't look to see what you're offering. But you can get more people to **see** your displays if your front draws their attention. And to get a store front that makes people **stop, look** and **buy,** you need the

Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

You've already paid for one many times over—**now own one.** The first cost is small—your increased profits will soon pay for it.

The Zouri Setting can be quickly set in place. It can be locked with a key. The Zouri Method of securing indirect pressure on the glass minimizes glass breakage.

Windows installed according to the Zouri System can be used winter and summer. Perfect ventilation and drainage prevent frosted windows in winter and exclude the dirt and rain in summer.

No rods or supports to gather dust and obstruct the vision. Screwheads are not visible from outside or inside. All fastenings concealed. Built of solid copper. Gives service year after year without showing wear.

If your sales are slow—send us a photograph of your window. If your store front isn't as attractive as it might be—we'll show you how to make it neat and attractive, and the cost will be lower than what you think.

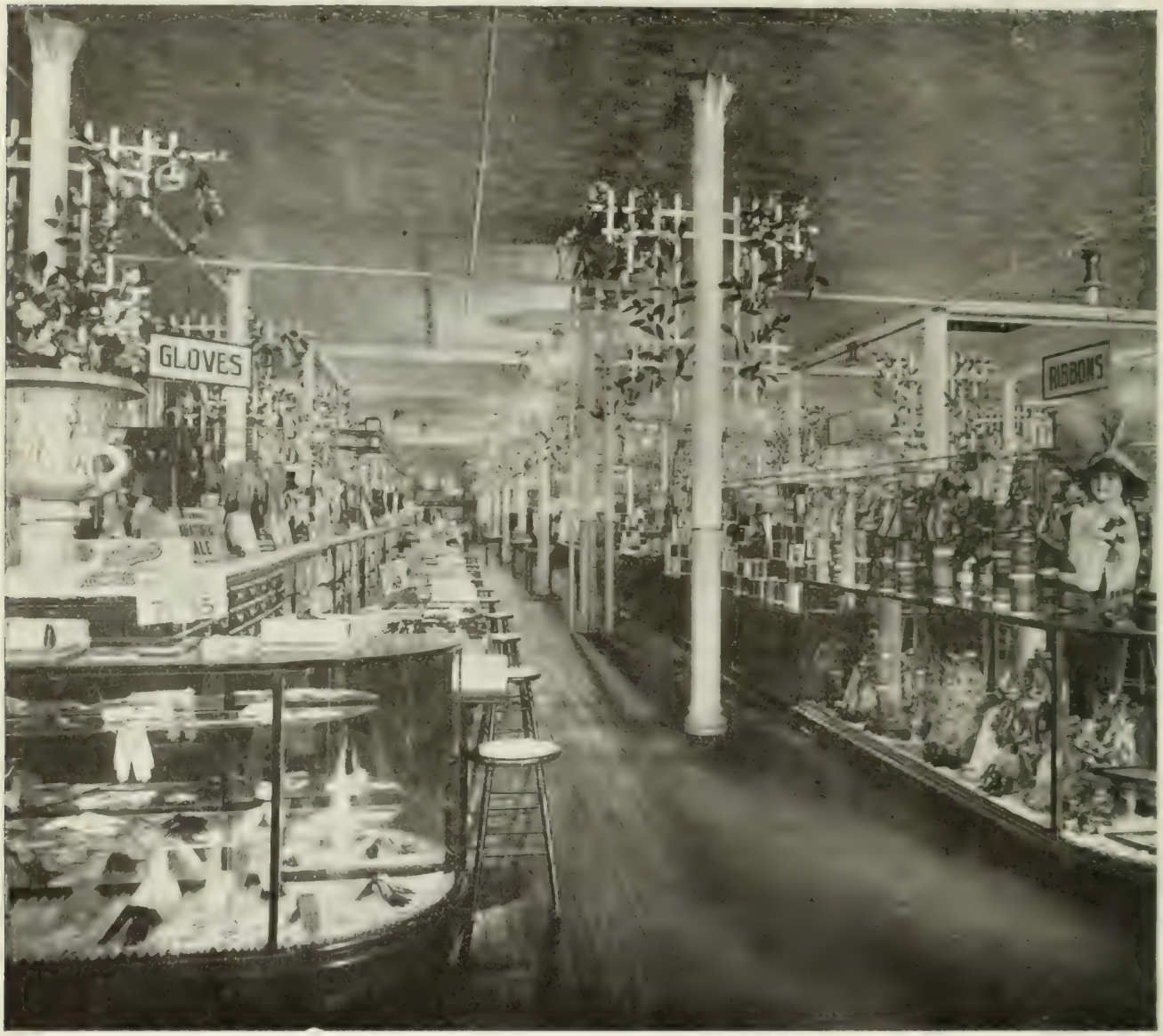
Zouri Drawn Metals Company

General Offices and Factory: 223-247 W. Schiller St., CHICAGO, ILL.

CANADIAN AGENTS:

W. H. Clark, Ltd., Edmonton, Alta. Cushing Bros. Co., Calgary, Alta.
Saskatchewan Supply Co., Ltd., Saskatoon, Sask.

Hamilton Store Clad in Dainty Springtime Garb



This attractive interior showing the long vista down the centre aisle of the G. W. Robinson Co., Limited, is none the less a scene of beauty from the simplicity of the main decoration, honeysuckle foliage and flowers on trellis work high up on the pillars. A huge urn with flowers on either side, adds to the effect as did the show cases with curved corners, and filled with gloves and ribbons respectively. Tango beads were shown on top at the right. Work of Wm. Moyer, display manager.

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smartest tunic reached to within eight or nine inches from the bottom of the skirt. This was a new idea and one that will be further developed in the Fall. Skirts were made with a high waist line finished with a silk girdle of solid color or Roman stripe. The tendency to favor shorter skirts was pronounced, and many of the smarter ones reached just to the top of the boot. Roman stripes in skirts are good and were worn with plain serge coats.

The tendency was for the short coat with a flare, and smart little coats in every shade of silk were shown. But the most interesting feature was the number of cape styles and the wide range of attractive novelties in which they came. Many were on the dolman order.

Taffeta was used abundantly with every kind of material. It was combined with serge and wool crepe, and with chiffon and silk crepe both plain and printed and with sheer lace and nets.

The evening dresses excited a great deal of admiration. They were made of laces sheer as tulle and net with the inevitable touch of taffeta, and the most favored colors were the pastel shades and white. The waist was very low at the back and in most cases sleeveless, but in many cases lace was draped over the shoulder so as to suggest a sleeve. Skirts were made of ruffles of lace with tunics for the upper portion, and the skirts were very short.

The waist department was a blaze of high color for such colors as nile, rose, egg-yellow, corn color, tango, violet and Copenhagen are among the leading colors.

An Easter Window of a Ottawa Store



The lines of this background are so dignified, simple and clear-cut that nothing more is needed in the way of description. Also the illustration shows very clearly how well designed it was for bringing out the effect of the merchandise used in making this display. This was a monotone window—drapes, suits, millinery and all accessories being in different shades of amethyst. The window is the work of F. E. St. Jean, display manager for A. E. Rea & Co., Ottawa.



D. & P. FORMS Are So Natural

D. & P. Forms are so life-like that they look as though all they needed was a touch from Nature's hand to turn them into living beings.
Just consider how those new gowns of yours would look when displayed on these forms! The narrow hips, conforming to Dame Fashion's decrees, will bring out the lines of your dresses to perfection.
Write for catalogue showing many splendid forms for Spring and Summer displays.

DALE & PEARSALL

Manufacturers of High-Class Forms and Figures

106 FRONT ST. E. TORONTO



READY-TO-WEAR

Silk Coats Have Taken Strong Hold on Public

Both Season and Styles Favor Coats—Serge a Later Development—Many Collars on Epaulette Order—Capes Coming Rapidly to the Front.

RETAILERS have been specializing on Easter lines of ready-to-wear, and the fact that Easter was late was expected to be beneficial, as it prolonged the season for at least three weeks. Both the season and the styles favor coats, and a longer season and a bigger season than usual was expected. One factor that is making for a longer season is the unusual vogue for silk coats. Silk coats have taken a strong hold on the popular fancy, as they are very light in weight and dressy in appearance. Moire is the best liked material, but poplins and fancy ribbed silks, failles, and taffetas are all fashionable. Taffeta is the most fashionable, but this silk is in very short supply. Corduroy velvets are also very much seen. In wool materials, eponge, crepes, coteles, and cloths on the velour order, in both checked and striped effects, are selling well. The later development is in favor of the serge coat, and this material seems to be in for another season of extended prosperity.

All the new coats are very loose, and there is no effort made to fit the figure. The fronts are still cut away in the majority of models, and even the coats with the godet flounce are so arranged as to give this cutaway effect. All the new coats flare at the bottom, and many of them carry a suggestion of the cape or dolman in their shaping.

Collars on Epaulette Order.

Very few coats are longer than three-quarter length, and the majority are much shorter, and full-length coats are only used as raincoats. There is great variety in the treatment of the collar. Many shawl collars with wide lapels are seen, but more are on the epaulette order, and do not meet in the front. Others are high at the back, and extreme effects stand right away from the neck at the back. As a rule, these collars are of bright-hued printed silks with Roman stripes in immense popularity. Other silks come in the New Art colors and designs. Often there is a removable collar of lingerie or lace. There are a few plain-tailored coats seen with the plain mannish collar and notched revers, and these coats have plain-tailored sleeves put in at the shoulder without fullness. Novelty sleeves are in the majority, and variations of the Raglan and kimono cut are endless, for all dressy coats are cut with full loose sleeves built upon these lines.

Though coats are so dressy, there is really a notable absence of trimmings. With the exception of fancy buttons, a few tassels are used, and also ornamented effects, such as sashes, made from the material of the coat. Lace is also used both at the neck and wrists.

There is a wonderful change in the style features of the separate coat, and designers are watching every recent development in order to determine its bearing upon the question of the Fall coat which is now becoming of first importance. In this connection the mannish styles, as represented by the so-called Balmacaan, come up for consideration. This coat is cut upon extremely mannish lines, and has absolutely no trimming, save the leather-covered buttons. The collar is on similar lines to that used on men's ulsters and the sleeves are of the Raglan type. The most notable feature is the extreme flare from the shoulder and the very wide sweep at the bottom of the coat. The cloths used are rough tweeds, rough soft-finished cloths in novelty plaids and plain colors.

There is an unusually large assortment of materials employed for making the Spring coat, and not only is the variety of cloths large, but the color list is a long one. Practically all the novelty colors are employed and some of them are very bright.

Return of the Cape.

The very newest feature in wraps is the return of the cape. Capes were shown at the Paris openings, and smart women have signified their approval of this new innovation by appearing in capes on the Parisian race tracks. The development of the cape has been rapid, and it has taken in New York. Cape models have been featured in the Easter displays in both departmental and in specialty stores. Nearly all the most approved models have a sort of jacket front and hang in full folds from the back. One seen was made of a heavy bayadere cord silk in a light shade of olive green. The cape hung in full folds at the back and terminated in short dolman-like sleeves. There was a cross-over front, terminating in two sash ends that passed around the waist, and were brought to the front and knotted like a sash, the ends hanging down and terminating in heavy tassels. The cape across the back was finished by a flounce about 9 inches deep, and both cape and flounce were lined with vert green satin. The collar stood somewhat away from the neck at the back, and was narrow in the centre and pointing on the shoulders. This collar was of brocade, matching the lining of the cloak.

Capes like jackets are appearing in a multiplicity of materials. They are developed in tweeds and mixtures, and also in cord velvets and in many silk fabrics. Directoire capes are made of brocaded crepe and military capes of soft velour cloths. Voluminous Spanish capes are of satin, and are worn with one corner thrown over the shoulder. Many capes have hoods of plaid or Roman-striped silk. There are also many novel garments between capes and jackets that represent a very interesting fashion development.

Designers Meet

First Hint of Fall Styles in Conference at Chicago — Preparatory to Fashion Show.

ONE of the first hints that preparations for Fall are under way is conveyed by the meeting of about 200 designers and manufacturers in Chicago a couple of weeks ago. This is the second semi-annual meeting to decide upon advance styles, and over 200 models were shown at the style review. While a large number of the models shown were the creations of the members of the association, a number of them were supplied by the United Fashion Co. and Oppenheimer, Trebitsch. This meeting is preparatory to the holding of the fashion show by the National Cloak, Suit, Skirt and Dress Association, and, therefore, no information relative to Fall styles was given out. A. Press, B. Sternburg, and P. Saltzman, of Toronto, attended the convention.



1 2 4

These models have many features that are Directoire in effect, only the skirt flares at the feet.

No. 1—Dress of printed crepe over soft satin. The feature is the circular cut of the skirt which is gathered in below the knee on each side by ornaments, and flares below.

No. 2—Suit of serge cut off above the waistline in front, and long behind. The skirt is cut with circular pieces let in at the sides to give the flare at the feet.

No. 3—This shows a different version of the same kind of coat as No. 2. The fullness around the feet is given by the inset pleats.

No. 4—This shows the flare given by two full flounces and the scalloping of the bottom of the skirt. The very original collar ends in a long draped sash and the deep V at the back of the waist is filled in by net.

Loose, Baggy Waists Still Hold

High Colors in Crepes and Chiffons the Sellers — Retailers Making Summer Showings of Lingerie Models.

THE waist houses are receiving some excellent re-orders for waists, and for the first time this year retailers are insisting on early deliveries. The lines of the blouse still remain baggy, and the looseness is accentuated by the placing of the sleeves in large arm holes, which in extreme models reach to the waist-line. A new method of cutting shows the sleeves cut in one, with the back and the front shirred on to the shoulders, giving the extreme fullness now required. Blouses of this kind can only be developed in soft drapy materials and crepe de chine and fancy crepes are very much used. Bright colors are very much favored, such as tango, orange, and all shades of yellow, petunia and coral pinks, purples, Kelly green and Nattier and French blues, etc. Nearly all the new blouses are finished by a flaring Normandy collar, with the edges either plainly hemstitched or embroidered, and when a vestee is introduced both collar and vestee are of organdie.

Organdie, it was expected, would have come to the front as a material for waists, but it has turned out to be not a practical fabric. For collars, vestees, cuffs and other trimming purposes it has met with complete success.

Now that printed materials are so fashionable it would be a matter of surprise if they did not invade waist-lines. Waists of printed crepes and chiffons are being prepared, and will be worn with white skirts in the coming Summer. Crepe de chine waists are being shown in all the new high colors, and are often made with the revers and cuffs embroidered with touches of Oriental color, or in solid colors in a darker shade. One



Suit of plain and fancy plaid material. The plaid forms the vest and tunic, and the loose Eton coat is finished by a vest and collar of hemstitched organdie.

Suits Are Semi-Dressy Models

Cut Along Loose Lines With Coat Short in Front and With Fancy Cut Skirts—Flare Below the Knees.

SUITS are selling well at the present time, and nearly all the models in demand are of the fancy order, for fewer plain tailored suits are now worn almost than at any time since the suit became a popular garment. All the suits shown are cut along loose-fitting lines, and the majority are of the semi-fancy order. The short bolero front with the elongated back running to 27 inches, though often shorter, is the predominating style. The body of the coat is cut raglan or kimono fashion, and there are also models in which the sleeve is cut in one with the back or a yoke. There is a very great variety of collars including some models that are collarless and others where the collar reaches only to the side. Shawl collars, soft turn-over collards, Medici collars and a few that stand away from the back of the neck are seen. Collars are made of fancy printed silks or of silk matching or in contrast and overlaid by one of lace. The color range is very much larger than usual, and novelty colors, particularly fancy shades of blue, are well employed.

Fabrics used present a long list, but there has been a big call for serge during the past two weeks. Crepe and cord weaves, and some worsted effects are the best sellers in wool materials, and in silks which are much in evidence in city stores, moire, poplins and taffetas are the leaders.

Skirts are made with the waist-line slightly raised and are either draped or ruffled. The majority have either tunics or overskirts, but slashed skirts are becoming less numerous. This is because the skirt is being made wider, and because new methods of cutting are being introduced that do away with the necessity for the slash.

This new skirt follows the figure to a little below the knee, where fullness is introduced either by the use of circular cutting or by the introduction of pleats. This is the skirt Madame Paquin featured in the gowns she displayed recently in the United States.

The T. Eaton Co. made a model in this new cut one of the chief features of their Eastern display. Save for the circular cut of the flare flounce from the knee down the style is Directoire in effect. The waist-line is high and the coat is cut away just below the breast-line in front with long tails at the back reaching to well below the knee. The sleeves were very long and were set in at the shoulder. They were buttoned up to the elbow and came well down over the hand ending with deep points. The collar was cut straight across at the back and stood out well from the neck, ending in epaulette points just over the shoulder line. This suit was made of small black- and white-checked material with collar and an inset piece up the back of the sleeves of Roman striped satin and the buttons were simply covered with the checked fabric. In all probability the main features of this suit will greatly influence Fall fashions. The flare at the bottom of the skirt is due to the influence of the new dances, and this cut of skirt is usually spoken of as the tango model.

model of this kind was in peach color, and had the revers and front embroidered in navy blue silks floss run with gold thread.

Tailored waists are made of plain taffeta, and also of Roman striped and plaid silks, with yokes in the backs and long sleeves. All dressy models have three quarter length sleeves.

The retail stores are making a big display of lingerie models in Summer styles. Many of the style points are adaptations from the silk models, and, though the cheaper models are developed in lawn and batiste, crepe is the material used for the better-priced models. Many crepe waists have the collar and cuffs of colored duvetyn.

Women of 35 Want Misses'

New Problem Confronting Head of This Department—More Discrimination Now in Stocking Styles for Mature as Well as Young—Easter Business Good.

SAID the head of a misses' department, "This department is becoming of more importance every day and is also becoming much more difficult to buy for. One of our chief problems is that our customers are by no means confined to misses, but women of up to 30 or 35, when small and slight of stature, are now coming into this department to buy their ready-to-wear garments. This creates quite a problem in buying, for it is perfectly obvious that styles that suit the girl of sixteen are too youthful for the mature woman, and the difficulty arises in distinguishing between models that will suit either extreme, and in furnishing each with a suitable garment, for if the girl in her 'teens is offered a suit that a woman of 30 is wearing the immediate complaint is that it is too old."

For the Easter trade many attractive

Paris Showing Waist-Line Just Under Bust

Directoire Modes With Modern Addition of Flare Skirt the Most Important of New Influences—Tendency Strong for Slim Figure —Peg-Top Silhouette.

NOW that the Paris openings are over and the many new ideas are passing into the try-out of practical selling, what will be the changes, and just how far will they go, is the question. The most important point is what changes, if any, are going to be made in the figure line, for this is the point from which all other fashion changes start. Fashions at the present time are more feminine than they have been for a decade, and for the time at least flounces, frills and draperies are in the ascendant. Fashions all favor the slim figure, and at the same time there is little doubt about the continuation of the uncorseted figure. It is the corset makers that have to conform to the figure—that is the classic figure, not, as for so many centuries, the figure of the wearer to some particular type of corset. And this holds, though couturiers are making models based upon Louis XV., second Empire and 1880 periods. The uncorseted figure and the pannier have been found to accommodate each other, and, judging from the success pannier models have had this season, this style is going to be used in Summer models, and also probably in the preparation of the new Fall lines. There is a decided attempt to bring in full flounced second Empire skirts developed in the very sheer materials.

The peg-top silhouette is by no means done with, for it is seen in the bustle and apron skirts. The skirt proper is very narrow, but the apron is often full, and is met with godets set around the edge to make it fuller. The upper part is gathered and rows of shirring often extend from the waist-line to the hips. The apron skirt is made in both heavy and lightweight fabrics.

Tunics and deep circular cut flounces are also to be reckoned with, and these are beginning to take the form of long overskirts, under which the very narrow skirt does not present a very pleasing appearance.

The newest style idea seems to be one that goes back to the Directoire period showing the waist-line just under the bust and the coats cut away just under the bust line in front and with long Directoire tails at the back. A most important modern touch to this outline is the combining of these Directoire features with a skirt that flares and ripples around the feet. Much as the modern society dances are reviled in some quarters, the tango and its confreres are making fashions at the present moment.

DIRECTOIRE ON TOP.

Leading fashion designers have been influenced by the successful new opera "Les Marveilleuses" that is taken from the Directoire epoch. The cut-away coats, Incroyable collars and severe mannish vests are the direct outcome of this fashion era, not forgetting the new Directoire hats.

Summer Voile Waists

$6.50 and $7.50 per doz.

These waists are manufactured by The Trueville Waist Co., of New York, and entirely different to what has been shown before in Canada.

Summer Wash Skirts

$9.00 per dozen

In Bedford Cord, Piques and Linen effects.

Samples on request.

M. ROMAN, Mfg. Agent

Room 7, Jacob's Bldg., MONTREAL

Headquarters for

Tango Pantaloons Pantalets and Bloomers



in all the latest materials. It is to your advantage to display a line of the latest novelty

Tango Pantaloons

Now in great demand throughout United States and should become very popular in Canada.

Petticoats

We also make the well-known "Snugfit" petticoat, adjustable to fit any waist from 20 to 30 inches without a wrinkle.

MESSALINES	-	$24 doz. up
SILK JERSEY	-	27 " "
COTTONS	-	7.50 " "

SEND FOR SAMPLES. To increase your sales you should have on your counter EAGLE SNUGFIT PETTICOATS.

EAGLE SKIRT CO., 37-45 W. 20th St., N. Y.

Can Rep., MARCUS ROMAN, Jacobs Bldg., MONTREAL



MODELS OF MISSES' COATS.

No. 1—Misses' street dress of black and white checked material. The collar and cuffs are of French blue moire, and the girdle pipings and buttons are of black satin.

No. 2—Low-belted, much-bloused sports coat of carrot colored cord velvet, with convertible collar and big patch pockets.

No. 3—Misses' suit of midnight blue serge with loose Eton coat banded with black satin. The flaring collar is of the same material, and a band also edges the flaring tunic.

WOMEN OF 35 WANT MISSES'

(Continued from page 32.)

misses' suits were shown that have the required youthful touches. One means of giving this touch is by the waistcoat made of fancy silk and often bloused or shirred at the waist and ending with a short peplum. Sometimes a cord girdle is used and comes across the front, tying and with long ends hanging. Particularly when the suit is of navy serge the collars and cuffs are of red, for red is always worn by the younger generation. Bright colored decorative buttons form another means of adding touches of color that can be repeated both on the collar and sleeve.

Roman stripes and plaids play an important part in the decorative scheme, both in suits and dresses. Both are introduced in the form of waistcoats and in the form of tunic and sash draperies.

Misses' suits have the coats designed on loose and jaunty lines, and with bolero fronts and peplum backs that often give a three-tier effect when combined with the skirt and tunic. Skirts nearly all show the tunic in some form or other. The latest tunics give a slight bustle effect which is formed by the ripple. Navy blue is always the best selling color in misses' suits and this season is no exception. Copenhagen is selling well, and there is some call for mahogany, tango and green. Serge, poplin, crepe cloths, cord-weaves, and novelties are the cloths called for. City stores report good business during the past few weeks in this department.

GLOVES IN NEW YORK.

Strong Feeling That Long Gloves Will Be Good—Fabrics in Leather Selling Well.

A New York glove authority writes that the demand for fabrics in leather finishes keeps up well. The silk glove production is sold far up into the season, and new orders will be delivered late. "The silk glove season was so late in starting last year that some retailers made the mistake of buying and pushing out low-priced lines to stir up trade, which had the effect of curtailing the business in the standard goods. The result was that not a few buyers carried over some of their stock until the current season."

In kid and lamb gloves Fall trade is coming along in good shape and business is improving every day. Good orders are being sent in from the road. There are about the usual quantities of long gloves ordered, mainly in white, although black is quite a factor. There is a strong feeling that long gloves will be good next Fall, but somehow it has not materialized to the extent of producing increased orders for them. Buyers have become used to "playing safe" under the watchful guidance of the merchandise man. Heavy contrasting and self-embroideries are as popular as ever. The demand for doeskin gloves is fairly active, and an increased liking for the natural shade has been evident.

BLACK PARISIAN TOILETTE.

At the opera, the night of the primiere of Montemezzi's "L'Amore die Tre Re'," says a writer from Paris, I noted a lovely black costume which was a model in its way. The black panne foundation was draped with a cross-over front and an accordion-plaited tulle tunic. The Bayadere girdle of absinthe velvet matched her shoes and stockings. All else was black. Ropes of graduated jet beads fell from each shoulder, to be caught on the corsage with cabochons and tassels, and similar ones draped the bare arms to form provisional sleeves. A Persian turban of gold tissue with paradise feathers adorned the coiffure.

Features of the Summer Models

Dresses of Novelty Cottons and Flowered Materials Selling Well—Moires, Crepes, Poplins and Taffetas Lead in Silks.

NEW numbers in dresses are now being shown, for Easter past, attention will be centred on Summer selling. The new garments come in novelty cotton weaves as a rule, combining color and white, or in printed and flowered crepes and voiles. The bodice part is often very simple with a rolling or flare collar of lace or net, and with a chemisette or vest. If the bodice is simple the skirt is in contrast and is draped, frilled, and cut in various tunic effects. Some of the very new models show modified bustle features, and there are also a few apron front models showing.

Many silk models are showing for Easter. Taffeta is the leading silk, but taffeta is scarce and dresses of this material are high priced. Crepe de chine, moire, poplin, and various silk and silk and wool materials are all showing, and the colors and color combinations, though not as loud as during the Balkan craze, are very bright and often rather on the startling order. Thus, a navy crepe de chine had a skirt with a panel front trimmed with blue buttons at the back and at the side is a yoke on to which the skirt is shirred. The upper part of the waist was of orange chiffon with the lower of navy crepe de chine. The neck is cut in V-shape and has a collar of crepe de chine, and the short sleeves have touches of the crepe about the cuffs.

A taffeta model is of light Nattier blue with the skirt draped in bustle effect. The front is partly open and shirred with a bow below the knee line. There is a short apron of Oriental lace with the design run with gold thread and below the bustle is a frill of lace. The net waist is veiled with lace and is trimmed from the waist-line to the bust line, with box pleats of taffeta which is held to the shoulders by strands of green glass beads.

From Paris comes the news that dresses of both black satin and black taffeta are very much worn with chemisettes of cream lace. Taffeta models with the skirt a series of flounces and with the widest flounce on top, is a much approved model. With these black dresses is worn a crushed belt and sash of striped ribbon, or a girdle of black and gold brocade. These flounced skirts are being brought out in other deep colors notably dark brown and navy and often each flounce is edged with a narrow satin ribbon.

Dresses with the skirt of striped taffeta and the waist in bolero effect with the coat of plain taffeta over net are making their appearance.

Sketch by Review Artist.



NEW MODEL FOR FALL 1914.

Girl's dress of tan Bedford cord with light tan face cloth collar, cuff and low belt. Note the clever manner in which the cord is used and the manner in which the sleeve is cut in one with the waist. Shown by Flett, Lowndes & Co., Limited.

A PAQUIN GABARDINE MODEL.

The Paquin model of gabardine shows a waist-length double-breasted coat that shapes into a long square tab in back. It is slightly gathered at the waist line. Great dash is added by the Roman-striped silk flaring circular flounce. It is applied with a point in front and back and finished with an enameled button at the sides. The wire collar and cuffs are made of Roman-striped silk. The Poiret model is of beige duvetyn with collar and cuffs of black silk brocaded in large purple figures. Striking is the full circular jacket, belted in at regular intervals by velvet ribbon that causes the coat to fall in flutes. The full kimono sleeves narrow at the cuffs.

BEADS REMAIN STRONG.

The bead fad is stronger than ever, even extending to French tailored suits of silk or very fine woolen fabrics where the fancy jacket will be embroidered in monotone or contrasting beads.

A handsome ornament for an evening dress seen at a late hotel entertainment was a bolero of net embroidered in gold, rhinestone and crystal beads; the fronts sloped back into long points tipped with large tassels.

Velvet evening gowns have been worn at Nice embroidered in beads. Fine nets and tulle fashioned into delightful dancing frocks are decorated with floral designs in natual colors of beads on flounce, tunic and corsage edge.

AMONG THE MERCHANTS.

Coleman, Alta.—Edward Haddard has opened a dry goods store.

Toronto, Ont.—Fire did damage to the extent of $300 to the stock and premises of Ball & Co., neckwear manufacturers.

Montreal, P.Q.—The Scroggie Social and Athletic Club, composed of Scroggie employees, held a dance in the store auditorium.

Building Housefurnishing Trade by Suggestions

The Ritchie Co., of Belleville, Show Effect of Combinations in Windows and Corners—Eight Sets Used at Spring Opening—Books of Colored Views—Upholstery Department in Conjunction.

RUG trade increased 50 per cent. Business in hangings, chintzes, in a single year.

etc., and curtains greatly extended.

Contracts opening up for many miles around city for designing and carrying out decorative schemes for homes.

A flourishing furniture upholstery department.

This is the encouraging record of a brief period in the history of the Ritchie Company of Belleville, Ont. It is encouraging to the outside merchant as an indication of how much can be accomplished in the way of building up this department of a store by a combination of taste, intelligence and energy. Generally speaking, the housefurnishing department has made least progress of all in a great majority of stores. Frequently, for all the devising there is, it may be said almost to run itself.

Enthusiasm marks the work of Hector Poste, manager of this department, along with the three qualities just referred to. Probably this is included in "energy." Or else it is a case of cause and effect.

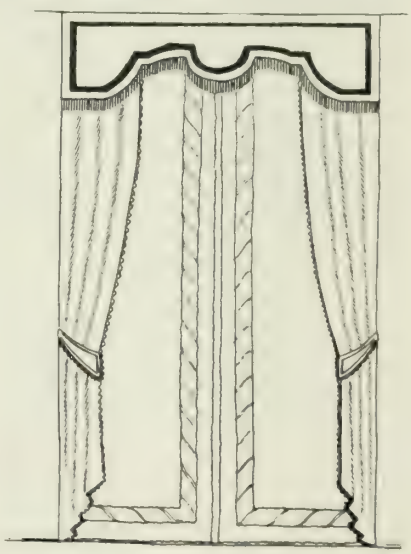
The Review visited Mr. Poste as he was preparing for his special Spring showing. This department was to vie with the millinery and ready-to-wear. Usually it does not. One of the manager's plans was to make up eight model windows — showing lambrequins, side curtains, drop curtains, window seats, and the floor covering. Each one was designed to reveal the possibilities of a beauty spot in a home; in most cases at little expense. The eight were all different; in color scheme and in design; often in the materials that were made up. Each had a suggestion that might appear to a woman as adaptable for her own home; the goods used in a combination that was attractive. Often this was all that was necessary and an order followed. The ledges were used for the same purposes,—a demonstration of the pretty effects obtainable in home decoration.

But the displays were not limited to this. As often as he could secure a window, Mr. Poste set up similar combinations of house furnishings.

As the manager put it: "The people see the practical results. That is all there is to the drapery proposition. The samples are suggestive, and the public understanding that such effects can be obtained are anxious to duplicate them in their own homes."

Plans in Two Large Books.

This plan of showing the public the beautiful combinations that are possible is carried out in another simple but effective way. Two large blank books are used and on every other page is pasted



Design for lambrequin and drop curtains, cord trimmed. Designed and shown by Hector Poste, in the Ritchie Co.'s housefurnishing department.

in a design of an interior. Sometimes these are engravings, in black or colored, from trade journals, or advertisements, or catalogues. On the outside are the words:

"Beautiful Interior Decorations by the Ritchie Co., Limited, Belleville, Ont., Canada."

When a customer picks out a room design that she thinks she would like, a clerk is ready to show her samples of hangings, or curtains that could be made up into a similar room or corner or window effect. A few minutes' figuring by the manager gives her the cost—and there you are. In order, of course, to cater to a good trade the firm has gone in for a wide range in tapestries, moires, etc., and good taste is displayed in the selection.

Will Visit the Home.

If a customer is a little timid about choosing a piece of goods, Mr. Poste, or some one else is ready always to visit the home and draw up a decorative scheme, depending on the nature of the room, the furniture, the size, lighting, etc. In nearly every case the suggestion is adopted and the order follows.

Added Upholstering Expert.

About a year ago the firm decided that its housefurnishing department was not complete without a workman on the premises who could attend to the upholstering work on furniture. Fabrics were sold for the hangings and couches and the natural request of the customer was "to see the transaction through," —to handle the work on the couch or window seat, or whatever form the furniture was to take. A skilled upholsterer was engaged, and a room adjoining the housefurnishings department was fitted up. It soon became a busy spot. Orders, attendant upon the sale of coverings, came in rapidly and soon a second workman had to be engaged. It was found soon that the fact that the firm could handle this work drew new customers in. For any repair work they bought the stuff from the firm, and, vice versa, when they bought from the firm they had the work done there.

In February, in order to stimulate trade, a discount of 20 per cent. was allowed on the work, not the coverings themselves. This kept the department busy the whole month.

Detailed Record.

A detailed record is kept of all expenditures on each contract, and one record reads as follows:—

BURLAPS for WALLS

DOUBLE SIZED and OIL COATED

Made in widths of 30, 36, 45, 54, 60, 72 and 90 inches.
All Standard Shades.

DYED BURLAPS

Made in widths of 36, 54 and 72 inches only.
A Good Variety of Shades.

LENGTH OF ROLLS, ALL LINES, 30 and 60 Yards

How Our Burlaps Are Made

CANVAS: Every yard of the Jute Canvas used in the manufacture of our Burlaps is specially woven for us in Dundee, Scotland, from yarns of uniform counts and standard strength. After being woven the Canvas is super-calendered, stretched and made unshrinkable.

OIL: The only Oil used in our Burlaps is pure Linseed Oil, crushed from Western Canada seed of a high grade; further this Oil is made under our personal supervision, kettle boiled and tested on our own premises.

MACHINERY: We have taken advantage of every improvement in the way of modern machinery that has been brought to our attention and in addition we have the benefit of the experience of engineers who have been in our employ for more than a quarter of a century; the facilities of our immense plant for the manufacture of Oil Cloths and Linoleums are at our disposal for similar operations in the manufacture of Burlaps, and these additional features of machinery and special equipment utilized in our other departments and available for our Burlap manufacture place us in a unique position in this field, hence the cost of production is kept at the lowest possible point and purchasers of our lines get the benefit.

WORKMEN: The use of Burlaps as a wall covering is of comparatively recent origin, although we have been manufacturing this line for upwards of twelve years, but in our employ are scores of men who have been handling Jute Canvas, Oils, etc., for thirty years and more;—having the services of men with such long experience in this work gives us an unquestioned right to claim a unique position in the manufacture of Decorative Burlaps.

Handled by Leading Jobbers of Wall Papers, Paints, etc.

SEND FOR SAMPLES AND PRICES

Manufactured by

The Dominion Oil Cloth Co., Limited

MONTREAL

Large Couch.

3½ yds. green silk, $3.25	$11.38
5 yds. green gimp, 5c.	.25
5 lbs. tow at 6c.	.30
4 springs at 5c.	.20
1½ yds. cotton at 7c.	.11
	12.24
11 hrs. time at 40c.	4.40
	$16.64

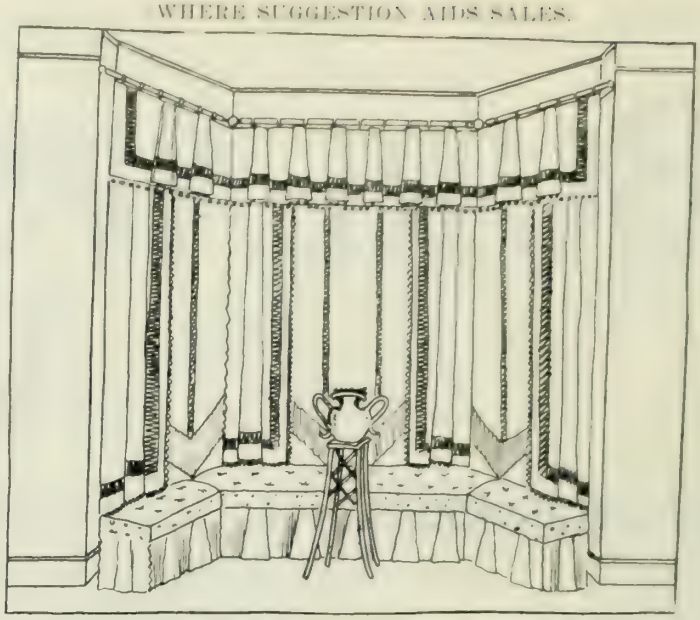
In this case the bill sent into the customer is not necessarily $16.64; often a price is quoted beforehand and, of course, adhered to. But the $16.64 is the store's figure, estimating the goods used at regular selling prices; no discounts are given this inside department for it is made to stand on its own feet and make its own profits like the rest. But the firm knows exactly how much each job costs.

It may be added that when the bill is sent in, say, for $16.65, the details are not given, unless they are asked for, and in such a case the request would be complied with. Ordinarily the bill would read: "To one large arm chair, re-upholstered, new material, gimp, tow and time, ————."

Easy to Examine Rugs.

To facilitate the showing of rugs, and to avoid the necessity for using so much floor space the firm has installed a large fixture with horizontal arms hanging out to which the rugs are attached. They can be moved easily back and forth on a pivot. In addition shadow lights have been installed by which a bright light is thrown on the surface of the rug as it hangs upright. The result is that over 100 rugs can be examined readily in a few minutes and are seen "as clear as day." This system has resulted in an increase in business of fifty per cent. in a single year.

WHERE SUGGESTION AIDS SALES.



Another design used successfully in the Ritchie Company's housefurnishing department.

Full Color the Feature in Draperies

Eastern Sources Mainly Responsible for Colors and Designs—Strong Eighteenth Century Flavor—Patterns From Small Indian Prints—No Fade-away Materials.



A SUGGESTION.

Design for bedroom window in English chintz, with cosy seat, cushion and valance to match. Designed by A. Screaton.

JUDGING from the new chintzes it would seem as though we were being educated into a love of and a right use of pure color, for there are no fade-away and pastel effects or monotones shown in the new chintzes. The best patterns come in good strong colors and the harmony is obtained by careful blending. Both the color effects and designs are largely taken from Eastern sources, which in itself is a guarantee that the effect is artistic.

From this it will be inferred that the new chintzes, etc., are gay and cheerful. White, cream and black are leading ground colors over which are placed gay designs. In some cases the ground is dispensed with and the design is composed of a pattern that covers all with overlapping leaves and flowers. Effects of this kind are very pleasing, as they make one lose sight of the fabric and give a sense of great richness. Large flowers, such as roses, rhododendrons and peonies are mixed with smaller flowers or masses of foliage in the production of such patterns. Many patterns have a strong 18th century flavor and come in honest greens, reds and yellows in almost natural size, and enlivened with gay parrots and other birds in gay plumage. There is a note of decision about these patterns that give character as well as brightness to the rooms where they are used.

Japanese Figures.

China and Japan are furnishing us with many designs and it is quite a long period since designs of this class have been in use, therefore they are full of novelty to the present generation of housewives. A very beautiful chintz is made up of flowers in conventional Japanese effect with occasional medallions showing a pagoda and garden scene with figures. Very characteristic is an arrangement of rugged tree trunk and branches with chestnut foliage and peony flowers, with the branches decorated with lanterns on which are depicted tiny Japanese figures. A very unusual pattern shows a Chinese landscape and figures in stripes with alternating narrow stripes worked in an all-over effect that reminds one of an ivory carving.

Other Eastern designs come from

Persia and many lovely copies of the small delicate, highly conventional floral patterns seen in embroideries, pottery and enamels from this source are seen. These patterns are placed on well covered deep cream grounds and show plenty of green lightened with minute points of high color. Then there are patterns that have been taken from Indian prints in which the design is so small that the effect is just one of color. These chintzes are very appropriate for the small rooms met with in apartments and so many of the present-day city houses.

The fact that modern artists are turning their attention to fabric designs is evident on every side, and in addition to the expensive patterns printed by hand from engraved blocks in strong colors, there are many patterns and color effects that, while fresh and new, are not too bizarre for general use. There is a richness that is akin to stained glass about these patterns which makes them very suitable for living-room decoration. The Martine designs by the Paul Poiret school influence many of these new art designs and wavy lines covering backgrounds with a stripe or trellis and groups of flowers like buttons that only suggest the flower often stuck upright into wobbly pots as children plant flowers, are very much to the fore.

In general patterns come some pleasing patterns in stripes dotted with bunches of flowers of different sizes.

Fadeless Casement Cloths.

There is an increasing sale for fadeless casement cloths in such popular shades as rose, green, brown and blue. This material is suitable for all windows much exposed to the sun such as sun-rooms, living-rooms, conservatories, etc., and can be bought in makes that are guaranteed unfadeable.

Profanity in Decorations of a Home

Instructive and Vivid Address of Prof. Parsons on When, Where and How to Decorate—He Emphasizes the Need of Usefulness in True Art—A Salesman of Clothing, a Buyer of Wall Paper May be True Artist.

THE first of a series of lectures on Interior Decoration was given by Prof. Parsons, head of the New York School of Applied Art, at the T. Eaton Co.'s store early in April, one of the "service" acts that characterizes the relation of this store to the public. The subject of Prof. Parsons was "How, When and Where to Decorate," and touched on many topics that are closely in touch with the work of those connected with a housefurnishing department. Prof. Parsons was eminently practical and he insisted that everything to be truly artistic must be practical.

In the presence of a large number of ladies, who liberally applauded his pungent points and shrewd criticisms, he began by declaring that decoration in itself implies a knowledge of what art is.

Particular Thing in Particular Place.

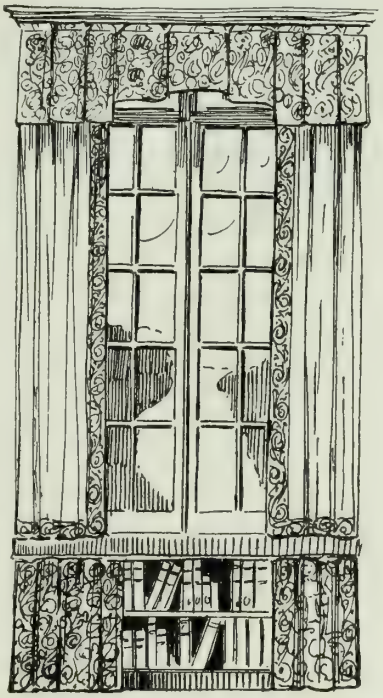
Art is not a haphazard conclusion or a personal feeling. He began the destruction of a number of popular beliefs by a process of elimination, the proper choice or selection of the particular thing that belongs to a particular place. People that think that all kinds of pictures are art are greatly mistaken. In reality they may be the ugliest things in creation. There may be no more art in them than in shoes, and indeed the best shoes display a high quality of art.

Artistic in Spite of Antiquity.

His second point was that many persons think that every antique is an object of art, just because it is antique. Elderly people if they have charm, are attractive in spite of their age. So with furniture: if it is artistic it lasts for ever; if it has a natural charm in itself it will be permanent. If it is antique, it may be artistic in spite of and not because of its antiquity.

Thirdly, persons have almost with one consent accepted the idea that this man's work is all good; if it is Raphael's it must be good; "just as some people hold that everything John Wesley said or did, was right." They pin their faith on the man who did it. But this is wrong. It is not because he happened to be such and such a man that his work is a work of art, but because in that particular case he happened to strike it right. As soon as we worship the man we forget the thing.

A SUGGESTION.



Design for decorating a den window. Side curtains are of plain denim with cretonne border. Curtains for book-shelf are of same cretonne as border and valance. Designed by A. Screaton.

Finally art is a quality that may be found in anything whatsoever. It is like heat or cold and it is a relative idea wholly. This quality is made up of two elemental ideas and we must see these before we can get hold of the true conception.

Suited to its Use.

A thing to be artistic must be perfectly suited to its use. If I design a chair that is perfectly uncomfortable and call it an easy chair, I'm an idiot, no matter how it looks," declared Prof. Parsons.

If some particular friend has designed a table a man cannot sit down to, it is not artistic. A woman's dress, if it is made so she cannot step in, or walk, or raise her arms, is not an artistic creation even if it came from Paris. It must first of all be fit; this is the first qualification in any applied art.

The first consideration in the decoration of a dining room is that nothing in it shall interfere with eating. Whatever does, is in bad taste. If you want to parade your silver, it is in bad taste.

Counting Flowers on the Wall.

So with a sleeping room, anything that interferes with rest is in bad taste. If you can't sleep or rest in this room it has missed its function.

If the wall paper is spotted with impossible flowers, so constructed that you keep counting those between the poster and the wall, it is a bad wall. Nothing that disturbs the idea of rest is artistic.

The second element of art — what

(Continued on page 41.)

Upholstery Department in Lord & Taylor's Store



This has been called the "star department" of the Lord & Taylor store. A recent description says: "It has the atmosphere of the highest type studio. There are no aisles, no evidences of department store regulation. It is full of the power of suggestion. Chairs are everywhere—beautiful furniture juxtaposited to beautiful draperies." There are eight suggestion rooms. There is a huge corner seat for customers to lounge while inspecting draperies. Soon a decorative department will be organized to work in co-operation with this.

When the Manager Bought a Vacuum Cleaner

An Unexpected Proof of Its Advantages—A Good Paying Line to Add to Housefurnishing Department—Plan of Large Niagara Falls, N.Y., Store.

HERE is one of the most unusual stories The Review has come across in the housefurnishing line, and the hero, or heroine, as the article is a perquisite of the women of the household, is a vacuum cleaner.

A certain store in a certain city—a good friend of readers of The Review; so we will all consent to spare them the publicity of mentioning names—started in to carry vacuum cleaners as an auxiliary to their housefurnishing department. The cleaner was sent as a sample for the store to try out—on customers. If there was general favor shown, a large order might be expected.

A day or two after the machine arrived and was just getting started nicely on the demonstration road to popularity and sales for others of its kind, the general manager happened in and watched it work. The conversion was immediate.

"I'll take it," he said, and the head of the department did not know whether to be delighted or crestfallen: the one at the favorable reception of a new line that penetrated beneath the official air of the G.M. into the human heart of him, or the other at a feeling that suddenly the field for future conquest had been cut from beneath his feet, for it would be some little time, as it chanced, before a duplicate could be secured.

This is late news, so The Review cannot announce the sequel in this issue. Probably that will come in the July Special. (This, by the way, is our first announcement of this Big Event.)

Has Become a Staple.

So much by way of introducing the subject of vacuum cleaners to many a dry goods merchant in Canada. For more than half need an introduction. This suddenly created need in housekeeping has come upon so many unawares, that they have not grasped its importance; its selling possibilities. The vacuum cleaner is as much a staple in the home as an automobile — and will touch infinitely more as it is infinitely cheaper.

Fortunately it has ceased to be a luxury. It has come down, down, down, from $50, $35, $25, $15, $7.89—until now some are being offered as low as $4.75. Not much difference in price now from a carpet sweeper.

Of course, we are told the ideal way—certainly the one that sounds best—is to have the work done by electricity. The electrical ones work with great satisfaction and most of them with ease, and many firms limit their stock to these, and are making the department a big success, and highly profitable. There will always be a demand from those who can afford it for a machine of this kind. It is in line with the growing use of electricity in the home, for ironing, baking, toasting, etc., and where there is a good electrical service it would be advisable for dry goods merchants to number these among their stock. The cost of the electricity is not high, and indeed, this part of electrically-driven appliances for the home is usually disregarded. It is not so much a case of "Bother the cost!" as a feeling that the use of this or that device will not make the monthly bills much higher, and anyway they are quite worth the little extra.

Only Need the Cleaner Now.

There is a certain feature in the demonstrating of these electrical machines that undoubtedly helps the sale. A salesman may point out that the electric

power is all ready in the home for the use of the vacuum cleaner. This may sound like an automobile salesman suggesting that a man has a motor coat or the gasoline and needs only the car, but the suggestion that the full benefit of an electrical service is lacking if the housewife has no vacuum cleaner, has worked advantageously in scores of cases. Just try it and see. It is a rather subtle suggestion, but filters in without need for perforating the subject's head.

At Store and in Homes.

Usually demonstrations of these vacuum cleaners are of two kinds: at the store and at the home. In the former case a space—temporary or often permanent — is allotted for this purpose from the regular space given up to housefurnishings, and a time is set apart for demonstrations, often from 3 to 5 p.m. on certain days. Often the manufacturer will have a skilled demonstrator and talker on hand to drive home the points, but the exhibition can be managed just as well by the staff. Various forms of dust may be sprinkled on long stretches of carpets or rugs, and,—lo! the cleaner has picked them up and they are drawn in noiselessly and wholly. It is, indeed, one of the advantages in offering vacuum cleaners that a demonstration can be made so convincing. Another point, that the cleaner prevents dust from sifting through, and saves the Spring and Fall beating, is rather more difficult to demonstrate, but the success of the first point usually convinces the lady that the second is quite as true without ocular proof.

Where Current is Different.

There is one point about electric sweepers that may cause a difficulty in a few places. Such a one The Review ran across recently in Niagara Falls, New York, in Beir Bros. The head of the firm, who has a splendid building and stock, stated that the current in the homes is different from that used in the business section, so that it was decided to have the attachment fit the home current rather than limit it to the store. In his opinion home demonstrations proved the most successful. He outlined the store's plan as follows:—

A Niagara Falls' Experience.

"First of all we do not carry any cleaners under $35, and they run up as high as $150. All are operated by electricity. We may go in for the cheaper and 'hand' lines later, but at present we are concentrating on the better class of cleaners.

"We send these cleaners out to private homes and have a man give a demonstration. Then we leave the machine for a week or so, to allow the people themselves to get accustomed to it and to feel they cannot do without it. Afterwards we call, and in a large proportion of cases we effect a sale. They have had it long enough to feel the benefit and the need of it."

"Do you send it out to anyone who asks for it; and do you advertise that you do this?" asked The Review.

They Pick Their Names.

"Oh, no. That would not be wise. We would be swamped with inquiries from many people who would have no intention of buying. We pick out certain ladies who we think might be likely to buy and send a cleaner there. The sales have been very satisfactory in this way.

"We may add to this method by fitting up a demonstration section in our store after a while."

A Real Necessity.

This method can be applied equally as well to the electric, and the "hand-power" machines, and probably will be found the most effective. If possible do not limit the demonstration to the half hour or so, leave the machine a day or two at least in the home. Then it becomes a real necessity, and the housewife herself is your best salesman.

But in addition especially if you are carrying the cheaper lines, a demonstration in the store will be found effective also. The hand-run machines work satisfactorily also, although a little heavier naturally, and sales of these will bulk large when you get the public to appreciate the great advantage of a vacuum cleaner.

It is a good line, and it will pay you to work it for all it is worth this Spring. It is an excellent adjunct to your rug and drapery departments.

PROFANITY IN DECORATIONS OF A HOME.

(Continued from page 39.)

people think most of—is called Beauty, or that which pleases the eye. Manufacturers do not manufacture hideous things if the people do not want them. They are going to manufacture and sell what the people want. The whole crux of the situation is the public demand. Manufacturer and shopkeeper will sell what is beautiful if the public know what they should have.

Beauty is perfectly definable just as much so as an island or a circle.

It is "perfect harmony in the relations of a thing."

A deer head on the wall of a dining room with silk wall covering is inartistic. It is out of harmony. A painted fish on an earthen plate is not harmonious. It would not be harmony to eat ice cream off of it.

"A perfectly intense red color," he observed, "is not a harmonious background for a pale, wan-looking woman."

A rug thrown on the floor in "kitty corner" fashion is inharmonious with the straight edge of the room.

A short time ago a set of expensive dessert plates was shown in one of New York's best shops—with different Madonnas of the Italian Renaissance,—and sold at 25c apiece! This was inharmonious at least in the choice of the decoration,—the two were incongruous to each other, and to eating.

A positive knowledge on the part of a person as to when things are fit and when they are harmonious in all their parts, makes an artist. It is not necessary for him to be a painter or a sculptor, or architect. Just as well can a seller of rugs or a buyer of wallpaper or a salesman of clothes be an artist.

Art becomes a conscious factor in the evolution of a people, in all their manufactures, in all their commercial relations, and in the making of an environment in which they live. The most important of this is the home, because it is the first place we go to when we are born."

If swearing is begun in a child's hearing at its birth, it will swear when it is grown up. As well swear in color as in words, as well swear in the line of your decoration—the result will be the same; you will have a profane use of materials when your child grows up.

A Flower Window

Always a Good Proposition For Millinery Displays at This Time of Year.

FOR the department store that carries a millinery department, a window display wholly of artificial flowers will be found of real value. In the many seasons when the selling prospects before flowers were only slim, a floral window was found to be a good selling proposition. So that now when flowers have every prospect of an excellent selling season before them first-class results may be expected.

A good way to show flowers is to arrange them in gold, green, and natural-colored fancy straw baskets with high handles, and with the handles tied with flowered ribbons to match the flowers placed in the basket.

For instance, a basket of purple pansies and red roses, has the handle wreathed with a ribbon, with purple and red in the pattern, which is tied in a large artistic bow. Great variety can be given by the skilful arrangement of the flowers and by the wise choice of ribbon for the trimming.

Does Military Training Benefit the Civilian?

The appropriations of the Dominion Government for the militia under the Hon. Samuel Hughes, have reached a highwater mark. For many years the Royal Military College at Kingston, Ontario, has been doing quietly a general educational work along with its military training.

A special representative of MacLean's Magazine has made personal investigations and has recorded his views in the April number of this popular magazine for Canadian readers.

Sturdy Canadians in all spheres of activity are numbered among its graduates, and the engineering and physical discipline received there has meant much for the all-round development of that sturdy reliance that so characterizes the hardy sons of the Dominion.

The munificence of Major R. W. Leonard, Chairman of the N. T. R. Commission, has made possible a further extension of its benefits by its working arrangements with Queen's University.

The whole number bristles with newsy, well-illustrated articles of especial interest to Canadians. The short stories and the charming serial by Ireland's most entertaining writer, are not the least attractive features of this excellent number.

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What Is Being Shown In Hats for Summer

Watteau Models, Toques and Trimmed Sailors—Trimmings of Flowers, Fruits, Ribbon, Maline and Lace—Velvet Coming Strong.

THE change from the large hat to the smaller models has brought about a return to trimmings that is decidedly good for the millinery business. All models are tilted and the cache peigne is back as an accepted fact. This one feature means that trimmings will be wanted in quantity, as loops of ribbon lace and flowers are all combined.

Conditions on the whole are satisfactory though business is better in some sections than in others, and there is some tendency to buy cheaper goods than usual in some districts. Generally speaking, business is decidedly good, particularly when the temperature mounts and the weather is bright and sunny.

The retail trade has been actively engaged in Easter business and the promise is that it will assume large proportions.

Buying interest is centering now on Summer models and from now on there will be more business in brighter colors and lighter tones. The success of flowers is assured and more flowers than in years are selling. While mixed flowers are very much used roses as usual are assuming the first place. Every rose known to the florist comes in its natural color, and there are in addition wonderful color blendings that are new this season and with which nature has nothing to do. Two-toned roses in tapestry or poster colors, and roses in the most brilliant of the Spring shades are showing. Stick-up effects are hardly so good as they were but in their place are wreaths and bands made of close set medium-sized roses and medium-sized single flowers. Piquets and tiny bunches of mixed flowers are also in demand. Fruits and berries made of satin and velvet are very much liked. Foliage is good, particularly the very deep green lacquered finished leaves and grasses, and wheat, with the beard made of brilliant wood fibre, is very much used in all the shades from natural to gold.

Ribbon garnitures are becoming more popular and the use of ribbons for millinery trimmings is steadily increasing. Moire weaves are considered the smartest and taffetas, failles and cords are increasingly popular. Velvet ribbons from now on will be good as velvet ribbons always are a summer article. Very beautiful velvet ribbons have the back of faille, and others show a decided cord effect at the back. First among novelties come the Roman stripes and plaids, and the Bayadere ribbons. Metallic effects are the high novelty. Printed ribbons with the warp of metal thread are very handsome and the new striped ribbons in two or more colors in high contrast separated by a heavy metal stripe are new. Printed ribbons come in new art colors and patterns the Dresdens seen being extended only for children's millinery and for sashes and fancy work. The ribbons with a patent leather finish are new, but their use will be limited in quantity.

For certain kinds of effects nothing can take the place of plumage. Osprey, paradise, gurah, numidi and fancy ostrich novelties as well as small plumes, trim many hats. Small tips are used in bandeau fashion, and also as garlands over the brim's edge. Band trimming in ostrich is very much used and so are pom-poms and clipped ostrich fancies. Burnt ostrich imitates and takes the place of numidi.

For the summer hat there is promised a strong revival of maline. Maline crowns, maline covered brims, maline pleatings for facings and for covering the whole hat are to be fashionable, also huge bows made of high wired loops of maline. All kinds of light laces but chiefly Chantilly and shadow laces both in black and white being extensively ordered by the millinery trade. Plain and flowered crepes, printed chiffons, and nets are other materials much used in the making of summer hats.

Here and there is seen a touch of jet. Thick soft lusterless satins, moires and failles are the leading millinery silks. Later on velvet will appear, for velvet will be much used in mid-summer millinery.

So far picot, hemp, tagel and varnished straws have been the leaders. To this list must now be added crin, Leghorn, Panama and peanut. The new Panamas come in small blocked shapes, and are rimmed with flowers and ribbons.

SUMMER HATS.

All models are tilted.
Roses most popular trimming, two-toned in tapestry and poster colors, and brilliant Spring shades.
Velvet fruits and berries.
Moire weaves in ribbon garnitures.
Metallic effects the high novelty.
Strong revival of maline.
All kinds of light laces.
Crin, leghorn, panama and peanut straws used lately.

Only the Small Hat in Paris

Flowers, Lace, Ribbons and Tulle Replacing Plumes and Features—More Trimmings Than for Many Seasons.

Paris, April 14.

NOW that Spring is really here, the question as to the size of the hat is settled. All fashionable Paris is wearing the small hat and at the last race meeting none but small models were seen. Favor seems to be equally divided between small toques and Watteau model.

Georgette is showing toques that fit the head in elongated boat shapes with the length from back to front, and raised high on one side to show the hair. But the real feature is the Watteau hat raised high at the side or at the back and, when of straw, trimmed with ribbon or flowers.

The two straws most worn are brilliant straw and picot, and a great deal of silk is being used in combination with these straws, chiefly in the form of faille and dull finished satin. Earlier wings and fancies were seen more than flower trimmings, but now that the weather is becoming favorable more and more flower trimmed hats are appearing. Flowers have been worn in quantities at Nice and Monte Carlo and what appears there is a sure forecast for the Summer season.

(Continued on page 46.)



MODEL NO. 1—Portrait of lace and roses. See opposite page.

Complete Directions for Trimming Models

Measurements and Workroom Directions for Models, Some of Which Have Appeared in Late Issues, With Several New Designs.

IN this article an expert milliner has given minute descriptions of several millinery models, of which some have appeared already in The Review, and the rest are new. These illustrate pretty well the season's trend, and the detailed measurements and other points submitted will be of assistance to those in the workroom.

MODEL NO. 1.

TRANSPARENT hat of black Chantilly lace trimmed with pink roses and narrow soft-blue velvet ribbon.

Although this model is made on the order of the flat Watteau shape, the crown is quite conspicuous and the bandeau not so high, and used only half way round on the left side. The crown is dome shape, the wires measuring ten inches over; head size, twenty-four inches; brim, in front, four and one-half inches; back, five inches; left side, seven inches; right side, five and one-half inches. One and one-half inches from the crown head wire, put a wire measuring twenty-six inches. Outside measurement, fifty-four inches.

The lace is shirred on the wires and so the shape is made up after the wires are in the lace, over the skeleton frame. There are three wires used in the lace on the crown, the lower wire casing being two inches from the edge of the lace.

The first brim wire casing is one inch and one-half from the edge. The other two wires must be graduated to suit the frame; that is the spaces will need to be wider at the sides than at the front and back. The stems are cut off the roses before they are sewn round the under edge of the brim and on the bandeau, the bandeau being completely covered with the roses. A wreath of the roses is used round the crown, the loose edge of the lace falling over them. A bow knot of velvet ribbon is made to decorate the underside of the brim at the left side, by wiring the ribbon with one strand of ribbon wire. A smaller bow knot is arranged at the right side of the crown among the flowers, long ends falling out over the brim.

Five and one-half yards Chantilly lace will be required with two yards and one-half of velvet ribbon, one and one-half inches wide.



MODEL NO. 2.

Model No. 2.

ROCOCO hat of purple hemp, trimmed on top with a wreath arrangement of violets and pink roses. The band of velvet ribbon across the crown is in dull blue.

The models showing the flat effect on top are all arranged over a bandeau which is very high, either at the back or side and shallow in the front. This particular model has the height at the back and is filled in with the mixed flowers. The band of ribbon which crosses the top of the hat is carried over and tied among the flowers, showing two sharp cut-ends.

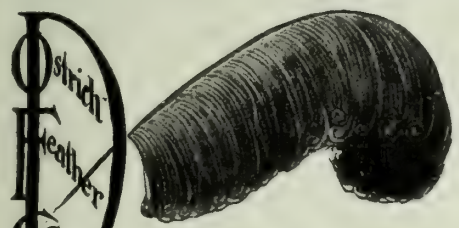
One yard and a half of ribbon will be required, three pink roses and the violets.

* * *

Model No. 3.

EMPIRE Polk, with pleating of amethyst ribbon over the edge of brim, the top of the hat being almost hidden under clusters of many-colored flowers. Ties of broad amethyst ribbon to go under thechin or at back.

For the foundation make a wire frame the shape of a plaque, measuring eighteen inches in diameter, the outside wire measuring fifty inches and covered with two thicknesses of pink chiffon. The frame should be bent to polk shape over an all round bandeau, four inches high at the back and narrowed down to two inches in the front, before being covered. The bandeau to be covered with pink chiffon and bound with amethyst velvet. Cut two yards and one-eighth of ribbon in half, and lay in pleats over the edge al round the brim. The top of the hat which is shaped slightly to form a crown over the band, is covered with an amethyst crin plaque.



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Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



MODEL NO. 3.

The facing, covered plain with pink maline, finished at the edge where it meets the pleating, over a fine wire. The top of the hat is almost covered with fine mixed flowers. The band is filled at the back with bows of amethyst ribbon and the ties.

It will require six yards of ribbon eight inches wide, one and one-half yards of pink chiffon, one and one-half yards of pink maline, and the flowers.

* * *

Model No. 4.

MEDIUM sized blocked hat of Belgian split straw, in tango shades. The top brim of the hat is faced in plain with tango moire silk velvet, finished at the edge over a fine wire.

It is trimmed with a row of tango roses banked round the crown. A small tie with two sharp ends sticking out at the right side back. A flat bow of ribbon finished with the roses is arranged on the left outside brim, where the hat turns up sharply.

It requires one and three-quarter yards of ribbon and the flowers to trim the hat.

* * *

Model No. 5.

HAT of lisere tagel, and frilled corded ribbon, in nigger brown, with shaded ostrich mount.

This model has a small mushroom brim and crown on the order of a tam.

The ribbon is knife pleated, and arranged in irregular frill effect round the crown, and made into a bow which finishes the feather in front by gathering the ribbon into a fan-shaped arrangement, one up, one down and knotted in the centre. This is not done evenly, the charm being in the irregular arrangement.

It will require four yards of ribbon to be pleated for the trimming.

The brim is faced with a piece of the ribbon sewn round the edge over a wire and pleated in to the head size.

Aigrettes Barred

Wording of Clause in New Customs Regulations that Comes Into Effect in January Next.

The provisions in the new tariff as these will affect the trade are as follows:

533A—Garnetted wool waste, in the white, transferred to the free list instead of being dutiable at 7½, 10 and 12½ per cent.

542—Jute or hemp yarn, plain, dyed or colored, use limited to prevent free importation of twine.

543—Linen yarn for hose is transferred to the free list, where the general tariff was formerly 25 per cent.

546 Jute canvas, uncolored and not finished, transferred from free list to 7½ per cent., 10 per cent., and 10 per cent.

575—Tape lines are given a uniform duty of 25 per cent., 32½ per cent., and 35 per cent., where formerly there were several rates of duty.

577 Silk in the gum or spun silk for silk thread, transferred to the free list.

651A—Buttons of vegetable ivory changed from 22½ per cent., 30 per cent., and 35 per cent. to five cents per gross plus 20 per cent., five cents plus 30 per cent., and five cents plus 30 per cent.

671A Parts of corset clasps and wires transferred to the free list, where formerly dutiable in the general tariff at 3 per cent.

Under section 1,212, aigrettes, egret plumes, osprey plumes and the skin or plumage of wild birds are prohibited for importation, but this does not apply to ostrich feathers, English pheasant and Indian peacock, the plumage of game birds or birds imported alive, or to specimens for museums or educational purposes. The prohibition will become effective on January 1, 1915.



MODEL NO. 4.



MODEL NO. 5.

—⚙—

ONLY THE SMALL HATS IN PARIS.

(Continued on page 43.)

Flower toques are meeting with great approval but those of deep red roses are better liked than those of violets. Fruits and berries are well liked and miniature apples and oranges are mounted with the flowers as well as the fruit.

Almost all the new Watteau hats show the cachepeigne of loops of ribbon velvet or lace mixed with little bunches of flowers or single larger blooms. These hats appear flat on the stand or in the hand and it is not until they are on the head that the decided side tilt is made evident. Many of these hats are just plateaux of crin or leghorn; when of hemp or the new varnished straw the crown has a slight elevation. Garnitures of flowers and foliage, ribbon and lace or maline are used in quantities that have been unknown for many seasons.

Helmet shapes are the newest in toques with the trimming arranged in crest form right across the top. Paradise, fancy ostrich, goura and thick ruches of tulle or pleated ribbon are used for this purpose. Flower bands, short quills and aigrette arrangements in flowers or wheat in Indian style are also good.

Trimmed sailors are very much liked, and many shapes with the sailor idea are showing. Beretta or tam shapes are not done with and many of them show the high band massed with small roses or other flowers.

Aigrette and Paradise Prohibited in Canada

No Aigrette, Paradise or Wild Bird Plumage to be Imported After January 1st, 1915, According to Tariff Regulation—Canadian Trade Not Worrying.

HOST OF IMITATIONS.

EVERY milliner knows—some of them by actual experience if they have attempted to cross the border line between the United States and Canada wearing an aigrette or paradise plumed hat—of the workings of the bill prohibiting the importation of the plumage of certain wild birds. The stock at present in the hands of the trade is permitted to be sold, but no further importations will be allowed. In consequence aigrette and paradise plumes have greatly increased in value and the price is still going up. Those who were fortunate enough to have stocks on hand when the bill became law are now realizing more than ordinary profits from the sale of these feathers.

Another result is seen in the attempts that are being made by manufacturers to produce satisfactory imitations. The best of these are made from horsehair, and it is said that the idea is not altogether a new one, and that imitations that would deceive any one but an expert were in existence long before the passing of the law. Tales are told of women who have been handed back their plumes by the customs authorities only to find that feathers they have bought at a fancy price for the real article were made of horsehair, or were those of some barnyard fowl.

Be this as it may, the price of horsehair is advancing. Horsehair is now selling at $2.50 per pound, and it is said that it will not be long before it is double the price.

Parisian as well as American manufacturers are doing their utmost to create imitation aigrette and osprey that can be used to replace the real article. These imitations, it is claimed, are more serviceable than the real aigrette, and come so close in effect that milliners who have been handling plumage for years are scarcely able to tell the difference.

Bird of paradise is also being imitated to some extent, and though some of the imitations are very good, they will not stand inspection like that of osprey. Paradise is becoming expensive and $25 to $50 is about the average price for a good feather, while extra handsome mounts come even higher.

Such it may be in Canada.

WITHOUT the bitterness of feeling and without the opposition and excitement, almost without comment, the Canadian Government by a simple change in the tariff regulations is prohibiting the importation of egret, paradise and other wild plumage. The special enactments to accomplish the same purpose met with much opposition in the United States, and the bill for the same purpose now before the British House of Commons has been introduced before.

It would seem as though the general public in Canada was little interested, as there has been little or no comment in reference to this prohibition in the daily press. The wholesale trade on the whole is taking it very philosophically—"if we do not sell these plumes we shall sell something else in their place"—for women will still wear trimming on their hats. Moreover, aigrette and paradise were becoming so very expensive that they had reached a price for the real article that placed them far beyond the reach of the popular trade, which, after all, is the backbone of the millinery business. Also the prohibited feathers are being very closely imitated in horse hair, etc., and these can be substituted for the real article.

One reason why no strong opposition has developed undoubtedly is that no manufacturing interests are vitally affected, as there is practically no development in this direction in the Dominion.

The United States has recently enacted a law prohibiting the importation of this particular class of feathers, and in Great Britain a bill, that has every prospect of becoming the law, is now before the House of Commons. These bills are only the pioneers of a world-wide movement prohibiting the use of wild bird plumage, as arrangements are being made for a conference in London, in which the Mother Country, the self-governing colonies, and every important foreign power but France, Greece and Denmark will take part. The largest raw feather sales are those held in London, while France leads in feather manufacturing, and the bulk of the egret feathers obtained come from Venezuela.

Exports Will Fall $800,000

Similar Measure Passes British House by Huge Majority — Textile Trades Protest, Claiming Trade Will be Transferred to Continent — 152,000 Egrets, 25,000 Humming Birds, and 162,000 Kingfishers Killed Last Year.

CURIOUSLY enough, while the Customs regulation preventing the importation of aigrettes was being announced in the Canadian Commons, the British House was considering a similar measure, with ostrich plumes not included in the prohibitory list. This bill has been opposed by a certain section of the trade in England, particularly those engaged in importation, but the measure passed the House by a vote in the proportion of twenty to one, and no doubt will become law shortly.

The bill, to prohibit the importation of the plumage and skins of wild birds, was moved to its second reading by Mr. Hobhouse. He said that the bill was designed to protect birds whose plumage was so coveted for its beauty that the species were in danger of extinction. It was also designed to protect birds from cruel, unnecessary and wanton slaughter.

162,000 Kingfishers Killed.

Mr. Hobhouse gave the figures for the past year's plumage sales in London, which showed that 152,000 egrets, 25,000 hummingbirds, and 162,000 kingfishers had been slaughtered.

Why, he asked, should they permit a silly and debasing fashion, a relic of barbarism, to do harm to the most innocent and beautiful of God's creatures?

Exports of $800,000.

Dealing with the trade side of the matter, Mr. Hobhouse said that the exports of fancy feathers came to $1,630,000, of which only feathers valued at $800,000 would be affected by the bill. The output of the feather shops of this country was worth $3,600,000 a year, of which $2,600,000 represented ostrich feathers, expressly exempted under the bill. The total value of feathers affected

in the home trade was $600,000. Of the 6,800 people engaged in the trade only 600 or 700 would be affected. The number of those employed in distribution was considerably under 1,000. The Government had invited representatives of the Colonies and of foreign countries to a conference in London, based on the understanding that every country which sent representatives should prohibit the entry of skins and plumage of wild birds, and undertake to legislate for the prohibition of exports. He hoped the conference would be held at once. Greece, Denmark and France were the only European countries that had refused to come; Germany had not yet replied.

50,000 Employed in France.

The French Government were apparently afraid to face the opposition of the 50,000 people employed in France in making up feathers. The second reading of the bill was carried by 297 votes to 15.

The most serious opposition to the measure comes from the Textile Trades Section of the London Chamber of Commerce, which has issued a strong protest signed by leading members of the London drapery trade. The promoters of the bill are said to be almost without first-hand knowledge of the conditions of the feather trade, and are charged with accepting the testimony of people whose sole object is to sacrifice an important industry for sentimental reasons which, they declare, have very little justification in fact. It is contended that the bill will not save the life of a single bird, but will only transfer the trade to the Continent. It is urged that legislation should be postponed until a careful and impartial investigation has been made. Every step proposed to the feather trade to diminish abuses and develop a system of protection for birds in need of it, has been accepted.

FANCY NOVELTIES OF THE HOUR.

(Continued from page 18.)

one are showing. Side combs, with a long roll top, are also seen. It looks as though the coming Fall would witness a big demand for fancy jeweled combs and pins.

The trade is in many ways indebted to the new dances, and any article that is very popular is sure to be called by their names. In this class may be placed the bead and bead and silk necklaces. There is a positive craze for these necklaces, and it is because of the color rather than their costliness that they are valued. Either the necklace worn tones in with the gown or furnishes a high note of color relief, and there is no doubt that with these beads the woman of taste can produce some telling artistic color effects. Not that all bead necklaces are inexpensive, for many of them run up to $75. About from 50c to $3.50 are the necklaces that sell best. Round beads, beads oval and flat, oval and olive-shaped beads, bugles, etc., in various sizes, are all shown. Clouded amber seems to be the best seller, but all colors of beads and all combinations are in evidence. Some necklets finish with a tasel in front, and the tassel may be of any colored silk or of crystal or jet beads. Japanese, Venetian and the Californian rose and flower beads are also big sellers. Folds of colored crepe or silk connected with beads and ending in drops and tassels are also very much worn.

Though the vogue of shadow laces and fancy piece silks has minimized the sale of dress trimmings, there is quite a disposition to favor beads. Jet is good just now, and jet worked up with crystal and gold and silver beads are also showing. The waterfall or festoon idea is good in all trimming lines, and is very beautiful when carried out in clair de lune beads. These waterfall fringes are caught at each end and fall in a festoon effect. Glittering bead trimmings are appearing made of small bead sequins worked out in Japanese, Chinese and New Art motifs. Butterfly motifs are very prominent, and there are some good flower motifs worked out on fine net ready to transfer to any material.

Beads are strongly in evidence in the bag line, and handsome novelties in bead bags stand high for Summer and Easter trade. Beside bead bags, material bags, particularly moire bags, in all the new colors, are strong, and some pleasing bags are of leather and moire mixed. These bags, as well as the all-leather bags, come in all the leading colors, as the bag must match or tone in with the gown, and the majority of women are keeping up by buying a bag to match each gown. Naturally this means that bags are moderately priced and small. The linings are handsome, and the vanity case and mirror is a very necessary part of the fittings in these days. One feature that always adds favor is a good form of a safety catch. The demand for bags that have this kind of fastening is always large, and any catch that is intricate in opening, and which is not apt to fly open, finds a ready sale.

BLACK LACES.

(Continued from page 20.)

camisoles and for the square top corsages and slips now worn so much. Beadings in band form come in very wide widths and novelties show the use of motifs in separable effect, and in bands with deep Vandyke points. Beadings in these new forms will be made use of in the fashioning of underwear novelties, for ribbon trimmings are quite a feature in the new lines.

Shadow laces are passing into the positions of an underwear lace, and interest is centering more in net top and Oriental laces. Also there is an increase in the interest taken in high-class imitations of real laces with net grounds such as Alencon, point de Paris, princesse and others of the same class. Many of the newer net laces show a border or edge of flat Venise, and there is some talk of repousse laces. Paris is said to be interested in Venise and the prediction is made that the heavier laces will be more in the limelight.

There is no denying the fact that lace is most in use for evening wear, and that the most lavish use of lace comes in the production of the evening gown. Therefore the trade is more interested in the coming Fall than in the Summer season. The Fall season is far away and ideas are only in the formative process at present but it looks as though metal laces would have a leading place. The metal laces indicated are those with a very light mesh. Metal run net laces are included in novelty lines, often on the new ochre ground. Paris, ecru and ochre and the deeper rust colored laces are being brought out with the pattern worked in colors and metal threads. What may be termed tapestry bands in rich yet subdued colors is one of the novel effects in lace for Fall.

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MEN'S WEAR SECTION

Features of This Number

Winnipeg Store With 167 Feet of Show Cases.

Selling Half His Summer Hats Before Summer.

Grotesque Diagrams Sell 700 Hats in One Week.

"Am I The Tenth Man?"

Parcel Post Schedules For All The Provinces.

International Customs Cutters Make Recommendations.

Will Stiff Hats Displace Soft For Fall?

Some New Tango Ties.

Striped and Pleated Shirts For Fall.

A Novel "Hat-Ching" Easter Window.

APRIL, MAY AND JUNE

ARE THE MONTHS WHEN YOU
HAVE THE BIGGEST CALL FOR

Light City Rubbers

EXAMINE YOUR STOCK OF

DOMINION



SPECIALTIES

AND SEND US YOUR SORTING ORDER

CANADIAN CONSOLIDATED RUBBER CO., LIMITED
MONTREAL

28 Branches Throughout Canada

The Workingman's Protection



and Yours

There's only one flag, one Union Label, one glove label for the protection of the Canadian workingman. Everyone gives ample protection to his interests and incidentally to yours.



Carhartt Gloves

are Carhartt Gloves only when they bear the union and Carhartt labels. They both ensure him a square deal and dollar for dollar value for his time and his hard-earned money.

Carhartt Gloves, on account of their one-piece reinforcements, as shown in the illustration, give double the wear of the ordinary kind. They are well made, sewed with the best waxed thread and perfect fitting.

They give absolute satisfaction.

We guarantee every pair.

Try out our approval assortment of **gloves** and **overall uniforms** for sixty days. What you don't sell or need, return at our expense after sixty days' trial.

A card will bring it. Write to-day.

Hamilton Carhartt, Manufacturer, Ltd.

TORONTO **VANCOUVER**

The premier order-to-measure HIGH GRADE TAILORING TO MEASURE CANADA *tailoring house of Canada*

Crown Tailoring Clothes are supreme where well-dressed men congregate

DO you wish your store to be spoken of as the place to get well-fitting clothes, clothes that are perfect in every detail, and the latest styles? Most enterprising merchants want just such a reputation. It means greater patronage of this class for your entire store. That is just the kind of business the **Crown Tailoring Service** will bring to you. We guarantee to fit every man, big or small, stout or slim, making him a satisfied customer. You should make immediate enquiry about this service. The agency for your district may not be allotted yet.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

No money to be invested on your part—you send in orders and leave the worry to us.

The workmanship we put into the garments is of the highest standard. **Write for fuller particulars.**



OUR NEW HOME

The Crown Tailoring Co., Limited

533 College Street

TORONTO

The Question Is

What Kind of Underwear will Your Customers ask for ?

The answer is—Penmans—

But—Why Penmans ?

Because—**Penmans** Underwear is well-known (both by reputation and actual use) and its wide field of acquaintance is constantly being extended by real live advertising which is read by thousands of men and women—every day—Men and women who will be sure to ask for



Penmans

UNDERWEAR

So, by promptly furnishing your customers with what they want, you prevent them from going to competitor's store.

Penmans Underwear — for Men, Women and Children—is made with scientific accuracy—knit from the best selected materials, assuring style, fit, comfort and utter satisfaction.

Penmans Limited
Paris Canada

You can bank on PENMANS. There's no Underwear made that will add more to the prestige of your store or give greater satisfaction to your trade.

Penmans Underwear

pen Angle WARRANTED HIGH PENMAN'S GRADE KNIT GOODS



Radium

This Window Card is one of a series we are sending out to retailers who sell Radium Hosiery. Its appearance, full size (13 x 20), is strikingly handsome. It introduces an attractive touch as part of a window trim or placed on the counter. Its direct purpose is to form a connecting link between the dealer's store and our advertising. Thus the inquiry, "Where can I buy Radium Hosiery? started by the advertising, is answered by the card in your window. Write for these new window cards, also cuts for use in your local newspapers. A postcard will bring them.

PERRIN FRERES & CIE., *Wholesale Distributers*, MONTREAL

We have taken space in a list of papers covering your locality in order to send customers to your counters for *Radium* Hosiery

EVERY day Radium advertising is reaching a combined circulation of 457,777 people. Every day this advertising is speaking to an audience large enough to fill Massey Hall, Toronto, 125 times over.

And this steady, persistent-sales influence is benefiting every dealer who sells Radium Hosiery.

Apart from any consideration of advertising, Radium Hosiery should have a place on the shelves of every dealer who makes an effort to buy and sell goods he can honestly recommend.

For customers whose expenditure is limited, as well as for those to whom price is a matter of no consideration, wide scope for selection is given in the complete Radium line.

Radium Hosiery comes in lisle, silk mixtures and silk for men and women, to retail at 50c. and up. It is well made—*good looking.* It is strong—*serviceable.* It has reinforced soles. Heels and toes are reinforced *four times* to resist wear and washing.

Four times reinforced at heel and toe! Remember that—it will help you to sell them. Most hosiery, you will find, is only double thickness at these points. That's one reason why stores find it easy to sell Radium Hosiery. It has special features that commend it to people who, particular always, are doubly so when it comes to buying lisle or silk hosiery.

If you're not handling Radium Hosiery now—stock up with a sample assortment and see how quickly it makes good on the advertising we are doing.

Perrin Frères & Cie.

Wholesale Distributers

Montreal



A Window Display Suggestion

Here's an idea for a window trim both novel and simple. Clear an entire window of the samples generally shown and cover the back and floor of the window space with white muslin. In the centre put one pair of Radium Hosiery of the smallest women's size on a light fixture. Some appropriate legend, such as the following, may appear behind the pair:

"For the daintiest feet in town."

Or, if preferred, the window card might be dispensed with. While window space is too valuable to let such a display remain long, its contrast and oddity would probably be worth more in publicity than the average. The very contrast would help even the displays that followed.

How Winnipeg is Setting Pace for Men's Furnishers



THIS store at the corner of Portage Ave. and Carlton street, Winnipeg, named "The Clothes Shop," is one of the handsomest and best equipped men's wear stores in all Canada. The show window space measures 50 feet on Portage and 125 on Carlton, with ten separate spaces. The floor space is nearly 7,000 square feet. The woodwork is of mission oak, and instead of counters there are 147 feet of silent salesmen with plate glass tops. The hat and cap fixtures on the left measure 102 feet. The furnishings are carried in specially made linen cupboard stock boxes of buff color.

In the centre is the clothing, arranged in oxidized fixtures, 4½ feet by 8 feet, with oak tops. These run in three rows the entire length of the store.

At the rear are overcoats and fur coats in oak top fixtures.

Just inside the store is a large glass wardrobe, 10 feet long, 8 high and 6 wide, for dress suits, tuxedos, morning coats and frock suits.

The walls are of green tint and the ceiling of white. Around many of the pillars are mirrors which aid in the trying on of clothing.

MEN'S WEAR SECTION

Men's Store With 147 Feet of Show Cases and 100-Foot Hat Cabinet

Elaborate Equipment of "The Clothes Shop," of Winnipeg—Glass Wardrobe for Evening Wear—Ten Show Windows—A Rapid Growth.

By a Staff Correspondent.

Winnipeg, April 14.

THERE was a time when Winnipeg was a frontier town, when men did not wear frock coats, tuxedos, and dress suits; but of recent years the Westerner has discarded his rougher garb, and is now as fastidious in respect to clothes as are the men of the larger metropolitan cities of the East —and there are only two such in Canada. To take care of the better class of trade new and higher class stores have become necessary, and the following is a description of one of the newest and best clothing stores in Winnipeg.

"The Clothes Shop" opened for business in December, 1912, at the corner of Portage avenue and Carlton street, and thus occupies one of the most commanding business situations in the city. The show window space occupies 50 feet frontage on Portage avenue, and 125 ft. on Carlton street. Thus the floor space is about 7,000 square feet. There are three entrances, two on Portage avenue, and one at the rear of the store on Carlton street.

147 Feet of Silent Salesmen.

The woodwork in the store is finished in mission oak. There are no counters; instead there are 147 feet of silent salesmen placed along the entire furnishing side of the store. The furnishings are carried in specially made linen cupboard stockboxes, of buff color, which harmonize with the wood trimmings of the store. On the left hand side is a hat and cap fixture, measuring 102 feet in length, which is probably one of the longest and most complete hat fixtures in America.

The centre of the store is devoted entirely to the display of clothing, as the accompanying illustration shows. The clothing is arranged on oxidized fixtures, 4½ feet high by 8 feet long, covered with an oak top, giving each individual rack the appearance of a wardrobe. These wardrobes run in three rows throughout the entire length of the store.

The rear of the store is used for the display of overcoats and fur coats. The fixtures which contain these are also covered with an oak top. The tops of all these wardrobes are utilized for decorating purposes, and are lightly trimmed, never being used for stock.

Glass Wardrobe for Dress Clothes.

Immediately inside the store, between the two Portage avenue entrances, which this picture does not show, there is a large glass wardrobe, ten feet long, eight feet high, and six feet wide. It is used for the display of dress suits, tuxedos, morning coats and frock suits. This wardrobe, with its large display of these ultra garments, makes one of the finest attractions in the store.

Semi-finished Garments.

The lines carried by "The Clothes Shop" are selected for the best trade. The clothes are all labelled "Clothes Shop Clothes," and the garments are made sepcially for this store. They come in the semi-finished way, and are altered and finished to fit the purchaser. The minimum price at which clothes are retailed is $15, and run up to $45.

The hat department is one of the largest and most complete in America. English makes predominate, while many American styles are also carried. Caps, which are carried in drawers underneath the hat fixtures, come from the leading makers of English, American and Canadian designs.

Extreme Sizes Carried.

The men's furnishing department is one of the largest in Western Canada. Every reliable and popular make of shirts, underwear, neckwear, and gloves, is carried in this store, special attention being given to the carrying of extreme small and extreme large sizes.

In the little accessories to men's wear, the stock is complete with latest fashionable requisites in demand. Men's furnishings are liberally displayed, and with the extensive show case facilities, every line in this department is well represented.

The office occupies the space immediately in the rear of the hat fixture, which can be noticed in the accompanying illustration. It is spacious, and gives a full view of the entire store. The space immediately under the office is used by the window trimmer and card writer of the store, where he does his work and keeps his stock of fixtures and decorations. A cash system is used and the stations are distributed at advantageous points throughout the store.

The walls are of a green tint; and the ceiling is white. There are several pillars throughout the store. These are mirrored, eight feet high, with bevelled plate glass. These mirrors are scattered throughout the entire clothing department, with the advantage that when the individual is trying on clothes, whichever way he turns, he is able to see himself at all angles.

The store is extremely well lighted on account of the exceptionally high ceiling, the prism lights which extend the entire frontages of both streets, making it so.

Ten Show Windows.

There are ten individual show windows, and the trimming of these requires the entire attention of a professional trimmer. All the windows are re-trimmed twice a week, and some of the more prominent show windows are re-dressed four and sometimes five times a week.

(Continued on page 59.)

Half His Summer Hats Sold Before Summer

St. Catharines Merchant Gets Customers to Pick Out Hat After Easter and Keeps All Displayed and Named in Glass Cases—Aims to be First in Some Line of Ties, Shirts, Hats, Etc.—Clothing and Shoes by Different Proprietors.

By a Staff Correspondent

Scene: Biggs' men's furnishings store in St. Catharines.

Time: Any day after Easter, 1914.

Dramatis Personae: Mr. Biggs, the proprietor, and a customer who has bought a shirt or tie.

MR. BIGGS: "Of course, Mr. ———, you are not thinking of your Summer straw yet, but how would you like to look over our stock?"

Customer, with a surprised laugh: "Summer hats! Why, my dear fellow, it's only the middle of April; I'm even wearing my scarf yet and haven't thought of taking my heavy unders off yet."

Mr. Biggs: "Don't think I'm suggesting you buy now. Not at all. It was only a little idea of my own to have you look over my samples, and if you see anything——"

Customer (laughing): "Yes, I know. If I see anything I want, you'll just send it home. Why my wife would think I was crazy—rushing the season. No, first of June's early enough for me."

Mr. Biggs: "No, I wouldn't think of such a thing. I'll tell you just what my idea was. It was simply to give you a chance, as one of my old customers to look over all the new stuff, and I would lay aside anything that took your fancy and whenever you feel you would like a straw, just call in and if this one still suits, why it will be all ready for you. We don't ask any deposit: we don't even expect you to take it when the time comes if you don't like it. Take anything you prefer that's here then; it will make no difference. The whole thing is, just let us know now if we have one in our new samples that strikes your fancy. First choice is always biggest—if not best—you know."

A Good Stunt, That.

Customer: "Why if that's all, sure I'll try it. Good stunt that too, after all. Gives us a chance on the new things before they're half sold out. Ah, here's something looks like my style. Yes, that about does it. Fits well, too. Now, if you really don't mind, you might set it aside for me, and I'll look you up, say the last week of May or so. And you really don't want a deposit?"

Mr. Biggs: "Not a cent, Mr. ———. We know you too well for that, and it will be only a pleasure for us to keep it for you. And remember, we don't expect you to take it even in June if something else we have appeals to you more."

Customer: "Thanks very much. Good idea that of yours. Yes, indeed. Well, good day, and thanks very much."

* * *

The time is two weeks later. The scene is still in the Biggs store, but slightly changed. A silent salesman that before held ties, now holds paper bags with the Biggs monogram on each, and, a name and address also.

Customer: "Hello there, Biggs; getting ready for your delivery boy? Funny place to pile your parcels, isn't it?"

Mr. Biggs, with a laugh: "There's a delay card on each of these. We don't deliver them until straw hat time."

Customer: "What! You don't mean all those are straw hats! And bought already? Nonsense, man. You're just sticking those names on for fun."

Mr. Biggs: "Not exactly 'bought,' but most of them as good as that. They are really straws some of our customers have picked out in advance. Then they wont need to bother later. They just come in and if the hat still suits, why it's all ready to send up. No danger then of our being out of a certain style."

Customer: "Not bad either. (Leaning over and reading.) Huh! So ——— has his; and there's Harry ———. And Tom ———. Ha, ha! In lots of time. (Picks out names of friends here and there, and gets interested.) Well, got any left? Perhaps you'd better let me take a look, too. By the way what's the cost? Nothing now? Huh, quite an idea. And it certainly works, eh?"

* * *

One week later. The interior of the store has been altered by a big pile of hat bags on the ledge along the wall. These all contain names and addresses also, as well as two full show cases.

* * *

That was how Mr. Biggs sold half his straw hats last Spring before a single person in St. Catharines was wearing hats on the street.

That is how he proposes to sell more than half his straw hats this year.

The Review representative, in calling on him just before Easter, was curious.

"Did many leave the chosen hat on your hands?"

"Only three," was the surprising response.

"And did most of them take finally the hat they had chosen a couple of months before?"

"Nearly every one. A few saw something in the store they liked better, but only a few. As a rule our early stock was far more complete than later on, and carried almost every sample we had at the later date."

Mr. Bigg's idea in displaying the hats already done up in the parcels is, of course, to secure the publicity through the interest created in the rather unusual sight. It is good advertising and at once suggests to the man who sees it to go and do likewise.

"You will find that when a man has been treated that way he'll say later on 'He's a fine fellow; we can't pass him up.' As a rule they will come back and say 'We want that hat.' So I go to the case—or two cases as we had last year—pick it out and say, 'Here's your hat.'"

Some Good Ideas for Selling

Mr. Biggs has some definite theories on tie and shirt salesmanship that he has found making good in his business.

"Are you touching pinks this Spring?" The Review asked him.

"None except two or three I had over. I bought none for this Spring and don't intend to. I handled them when they were new last Fall and did well. Now that every one is handling them I back out and take something else. Then if one shows a window of pink shirts people will say "Oh, we saw those in Biggs' window last Fall.' For when I get them in new I put in a solid window of pinks."

After the Novelties First.

Mr. Biggs works on this principle in regard to new goods. "Grab on to every novelty you can get first." Drop it when others start, and take up something else, is a continuation of his practice.

In ties he has an arrangement with some jobbers and manufacturers to send him along anything new that looks like a good seller, without waiting for the formality of an order. Thus he is able to show many a novelty.

Just now he is featuring that high crowned line of hats, five inches high, that is a change from the usual run. In shirts he is showing cross-stripes chiefly in blues, tans and mauves. Months ago he showed the "mushroom" shirt and made a number of sales, but has found that the difficulty of laundering slackened the demand and he fell back upon the more simple "thousand-pleated."

Higher Priced Underwear First.

In underwear Mr. Biggs keeps all suits of one size together, running from $1.25 to $2.50.

"I find one must be careful in offering a man a cheap suit. He may be accustomed to paying a good price and will feel offended. On the other hand a man may not be able to afford the higher price underwear, but will feel all the better for the "mistake" of the merchant.

One-price Tie Sale.

In his tie and other sales Mr. Biggs believes in having a one-price sale.

"We usually make it a 29-cent sale of ties and 74-cent sale of shirts. We limit it to the one price and would not do one-half the business if we had a number of different prices. People are more likely to get the idea that the sale is genuine and that they are getting good values."

* * *

Three Proprietors in One Store.

The advance selling of straw hats is not the only good idea that Mr. Biggs has evolved. His very location in the store is an unusual one. It is a three-in-one store. There are men's furnishings sold there: clothing, and boots and shoes.

Not under the same management, but by three firms, operating separately. Mr. Biggs has the left-hand section of the store, but as will be seen by the illustration in this article, the effect is increased by the roomy building and the displays of his independent colleagues. The experience of all three has been that the one business draws to the other two. Instances are almost innumerable where a man has come in to buy clothes and gone over to one or both the other departments. This experience was vouched for by all three proprietors.

MEN'S STORE WITH 147 FEET OF SHOW CASES.

(Continued from page 57.)

The basement runs the entire space of the store, and is used for reserve stock as well as for the tailoring department, which is operated for the purpose of the finishing of clothes.

The destiny of this store is under the control of J. A. Wilson, who is president of the company, and general manager of the store. Mr. Wilson's experience covers a wide field both in the wholesale and retail business, extending over a period of twenty years. He comes from New Brunswick, and received his early experience in St. John. He was afterwards connected with the firm of John Peck & Co., Montreal, for whom he traveled through Western Canada, prior to which he covered the Eastern Provinces. So that Mr. Wilson is a man who knows the needs of the Western land in the matter of dress.

"Am I the Tenth Man?"

New Men's Furnisher of Brandon, Manitoba, Gives Away a 75-Cent Tie to Tenth Man Who Buys Goods Over One Dollar—Mirrored Backs in Show Cases—Semi-Indirect Lighting.

By a Staff Correspondent

BRANDON, Man.—In the store window of the W. H. Robinson Clothing Co. of this city, is an artistic card bearing the bold words: "Be a Tenth Man." Then follows the explanation: "With every tenth sale amounting to over a dollar, we give away a 75c. tie." That tenth man scheme has been running in the Robinson store since the first of the year, and has created considerable talk among the young men about town. It is so well known, youths will poke their heads through the door and ask: "Am I the tenth man?" All of which tends to create a good feeling between the proprietor, who is a young man just starting out in the retail furnishing business, and the young men with whom he wishes to do business.

This idea shows that one of the newest business men in Brandon is resourceful. W. H. Robinson, manager of the above business, started in the above Western city last August. He was formerly traveler in Western Canada for the Allen Manufacturing Co., Toronto, and later for W. R. Brock. Having been in Brandon often, he thought there was an opening here for an up-to-date men's furnishing store. He founded the above company and manages the store himself.

As will be seen from the accompanying photograph which shows only a corner of the store, Mr. Robinson is doing his best to provide this Western city with a tip-top clothing and haberdashery store. Full use is made of six plate glass show cases, with mirrored backs, and when an attempt is made to display, the goods are shown with a maximum of good taste.

The firm specialize on good brands of clothing. The lines carried are limited to purely men's furnishings. The clothing is displayed on iron tube racks.

The fixtures are about seven feet high, as will be seen from the photograph, and contain collars, ties, shirts, gloves, etc. The tops of the fixtures are broad enough to allow of a nice display of clothing, suit cases, aided by artificial palms, chairs and fashion plates. The whole store is finished in golden oak. The wall on the right is paneled with polished solid oak for about four feet. The lighting is of the semi-indirect system, that is, the light is reflected by a metal ceiling, and is diffused over the store.

Japanese reed chairs are placed in the store for customers who are compelled to wait. On Saturday night men often come in with their wives, to whom these chairs are acceptable. There is a fitting-room at the rear, as a large business is done in made-to-measure clothing. A reserve stock is kept at the back and in the basement.

AMONG MEN'S FURNISHERS.

Vancouver, B.C.—H. A. Simmons has opened a clothing store here.

Prince Albert.—Ralls, Percy & Co., men's furnishings, have been succeeded by Arthur F. Manville.

Halifax, N.S.—Charles E. Johnston has accepted a position with Isnor Bros. as manager of their clothing department.

Ottawa, Ont.—The firm of "Two Macs, Limited," who recently celebrated the twenty-fifth anniversary of their organization, will in a few weeks occupy an addition to their present premises, the new Stephen Building.

Securing Best Results in a Clothing Window

One of the Hardest Nuts to Crack—Accessories to Lighten it Up—Keeping the Correct Shape—Padding in Shoulders, Pressing, etc., Points to Watch—Proper Cards to Use in Window.

Written for The Review by James Orr



JAMES ORR, WINNIPEG.

THE window dresser in a men's clothing and furnishing store has a vastly different job than his brother in the dry goods store. He has not the light, delicately-tinted materials, nor the elaborate accessories that women love so well. His are the more neutral colors and sober-hued garments. But he can, with a little judgment and by exercising his taste make his windows as attractive and as full of color as is necessary to attract.

A clothing window is usually the "hardest nut to crack" - suits are usually dark, and a trimmer must resort to accessories to lighten up his window. Fancy waistcoats, neckwear, gloves, hats, canes, are good aids in giving tone to suits. Bright plushes are used to fine advantage, but care should be taken not to use anything that clashes with its color. It is a common thing to see even in high-class shops, a hat of bright blue posing gayly on a piece of red or purple plush. Such little things should be carefully watched as they make a whole window ridiculous. It is, in fact, the small things that go to make or spoil a window. A coat negligently "laid"; a hat posed crooked; a "floppy" tie; any of these will spoil the effect of an otherwise artistic window.

Comparatively few trimmers know—or care enough about trimming a suit. Some have the idea that the more frills and fancy touches they can get into a coat the better. The absurd way some have of twisting and in some cases even of knotting up the sleeves tends to make it look like anything but a coat.

PRESSING OF CLOTHES.

A coat should be laid as smoothly as possible. Every wrinkle should be smoothed out. A little tissue paper to fill out the shoulder helps a lot to give a good appearance. To have the clothes pressed well is absolutely essential. A window trimmer should insist on having the suits for his window pressed as if they were to go right on the customer, and he should send anything not up to this standard back for re-pressing until the tailor understands that he means to have it right.

Dressing forms is an art in itself. A suit on a form should look absolutely faultless. First the collar and tie should be chosen carefully as appropriate for the suit intended for the form. A shirt can be used, but most trimmers prefer dickies. These can be had either in plain white or stripes. Care should be taken that the tie is in its place when the vest is put on. It looks very bad if the tie shows to one side in the vest opening.

The shoulders of the coat should be padded with tissue paper until they are perfect. The shoulders are the most particular part, and when these are right the entire coat will "hang" as it should.

The sleeves can be filled out with paper also, though not enough to make them look round. They should hang naturally and straight.

The full length forms where trousers are put on are out of date as suit forms, but still used for overcoats. The trousers may be draped around the base, though not in so fancy a manner as to lose their identity.

USING TIES, HATS, AND PLUSH.

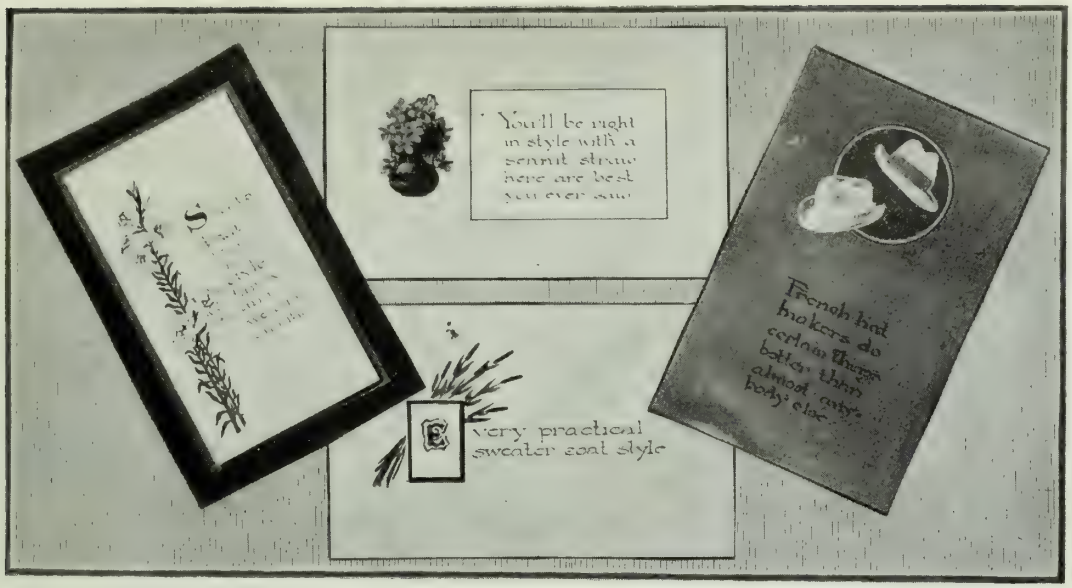
Ties and other accessories used should harmonize with the suits or tastefully contrast. The most artistic results can be had by getting suits of one color—not necessarily one shade. Then one set of ties, one kind of hats, and so forth, should be used, and a piece of plush that blends happily with the entire combination can more easily be chosen then.

I have dwelt at length upon the suit windows because it is here the majority of trimmers in clothing stores are at a loss. Nearly all trimmers, who lay claim to the title at all, can trim shirts, ties or any other furnishings. These are bright and full of color and just naturally lend themselves to the fancy and artistic temperament of the trimmer; but it's the clothing that keeps a men's store in the dividend-paying class, and a display of clothing that brings returns is worth more to the firm than any other kind, and, therefore, I deem it the trimmer's duty to gather all the ideas and all the information he can on this subject.

THE UNIT IDEA.

The unit idea is coming more and more into favor. Of course it has been used altogether for some time by haberdashers with smaller windows where there is room for practically nothing but a couple of units, but now even the large clothing stores with their large and high windows are dividing these into smaller compartments with a couple of units in each—realizing that these bring quicker returns. A large window filled with shirts, for instance, would give the passer-by a good idea of the stock of shirts carried, but would not interest him in any particular shirt and thus induce an immediate sale. It would, however, impress on him the variety of goods carried and make him think of your store when in need of shirts. I think it good policy, therefore, to have such a window in now and again, by way of change.

Of course as the season progresses it becomes necessary to crowd the windows more. Airy,



These cards, the work of James Orr, of the Clothes Shop, Winnipeg, are among the daintiest The Review has seen in some time. They illustrate the tendency towards smaller cards and the use of the pen and small brush, and carry out the Spring idea cleverly. No. 1 is a distinctive style on white cardboard mounted on mauve and purple. The design at the side, an Easter lily, could be obtained by having a proof of a line cut in black on the card, and the foliage touched up with wash-colored green, and the centre with gold paint. The illuminated capital is of gold outlined with purple, which is also the shade of the lettering. No. 2 gives a very dainty effect, embodying a touch of Spring in the vase of violets in natural shades. The lettering is of the reader style, neatly executed in panel of black with blue outline. No. 3 uses bulrushes as the Spring idea. The illuminated capital is gold-embossed on sky-blue relief. The board is a fancy cover stock of champagne shade, giving a frosted effect. In No. 4 the lettering is in tango shade, as is also the circle containing the illustration of hats. The card is a very dark grey.

CARDS.

light-trimmed windows must give way to more goods that have to be shown, and when the sales commence it becomes necessary to crowd in all your managers insist on showing.

In most cases the clothing trimmer must also be a cardwriter, though not necessarily a signwriter. Large cards will not add to any window. The samples here submitted are 7 x 11—plain pen lettering with just a fancy touch to relieve the monotony. A little scene—a few flowers—a fancy initial—is all that is needed to give tone to a card.

Fancy cardboard can be had at most any art dealer, and beautiful combinations can be secured by making panels in different shades of cardboard. Illustrations from the style books, cut out and posted on the card make splendid decorations. At special holidays, such as Easter, Thanksgiving and Christmas, cards should be printed for all the windows with appropriate scenes on borders, significant of the season.

A card is vastly improved by being in a frame. Frames to match the backgrounds or fixtures can be secured at an insignificant expense, compared to the improvement they will bring to the cards.

TICKETS.

A small ticket on each garment greatly adds to the distinctiveness of it. If it is not desirable to give the price, the nature of the fabric or the name of the cut or maker could be put on; for example: "Scotch Tweed" or "New Norfolk." These cards should be small and lettered to match the big card.

It saves a great deal of work and adds to the appearance of the windows to have price tickets printed uniformly and with a small cut of the store name. This can be done at a small expense and the tickets can be used throughout the store.

Editor's Note. — James Orr, the writer of this article, has had a wide experience in Canadian and United States stores. He is now connected with "The Clothes Shop," Winnipeg. Samples of his card-writing are shown in this issue.

COLORED HANDKERCHIEFS.

These are Becoming Strong for Evening Wear in London.

In London colored silk handkerchiefs are in common use now for evening wear. Especially with dinner jackets has the new idea great vogue. The best are those made of crepe de chine centres with narrow white hemstitched edge. For instance, one man was seen carrying a handkerchief of quaker gray with a half-inch hem of white which was ornamented with a design of small black squares. Another handkerchief had a pale cream centre with a white edge spotted with purple and a circle of a paler shade hanging from the spot. Others have been seen made of white twill silk with a check of scarlet or pink or blue on them. Silk and linen handkerchiefs are also very frequently seen with every coloring introduced into the design but in no case are the colors startling. Shades such as pink and cerise when used are very lightly worked into the design. A plain white combination, however, of silk and linen is favored by many men for evening wear.

Other handkerchiefs in fine white linen have a deep colored blue border about a quarter of an inch wide and a pattern formed by small squares in each corner and some are being displayed which have the owner's monogram worked in large blue letters in the corner.

—⚙—

Fear is the conflict between imagination and insufficient knowledge.

GLOVES BY THE CARLOAD.

A Chicago newsboy recently went into the jobbing house of Kalven & Stern and stated that he wanted to buy a pair of gloves like those on display in the show window. Mr. Kalven carefully explained to the little fellow that this was a wholesale house; that they sold only to merchants, and did not sell a single pair of gloves, etc., etc.

The explanation was not sufficiently clear to the newsboy. He was offended and turned and walked away.

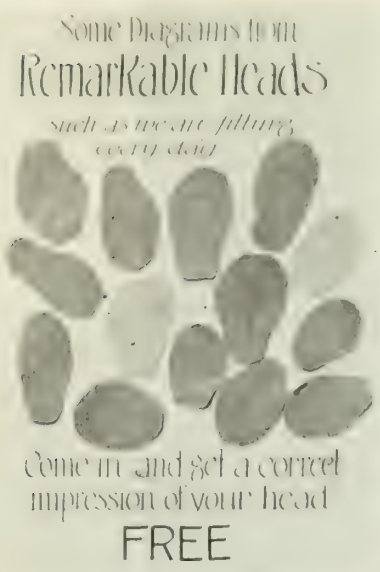
But as he reached the door his street training impelled him to turn and take a parting shot at the man who refused to do business with him.

"Say," he yelled, "ye wouldn't sell a carload, would ye?"

How Diagram of Grotesque Heads Sold 700 Hats

Winnipeg Store Set Up in Window a Number of Drawings of Heads They Had Fitted.—Guessing Competition Responsible for 200 Hats in Single Day.—May Call in Phrenologist.

By a Staff Correspondent



WINNIPEG, April, 14.- Hat windows are among the most productive of ingenious devices for drawing the attention of the public. It is a window that requires something startling.

A most interesting device of this nature was seen recently in the window of McNeil, McLean and Garland, corner of Market and Main streets, in this city. It consisted of two large cards, bearing several examples in miniature of heads which this firm are fitting with hats. These diagrams are secured by means of a machine which fits over the customer's head and automatically makes a drawing of it. This is later used for fitting a hat.

"Get an Impression of Your Head."

The idea occurred to Ernest A. Burwash, the window dresser, to show the public some of the curious heads that are brought in here to be fitted. Going through a drawer full of these diagrams, he picked out a few of the most grotesque-looking heads, and pasted them on a show card, drawing attention to it as shown in the accompanying illustration. Another card bore the following: "We have a machine which exactly records the shape of your head. Below are some of the most remarkable we have fitted. Come in and get an impression of yours made free."

May Use a Phrenologist.

Mr. Burwash has another idea for attracting attention along these lines. He is acquainted with a phrenologist in Winnipeg, who declares that he is able to tell a man's character perfectly if supplied with one of these diagrams. It is hoped that this will be useful as an attraction to buyers of hats.

Hat Competition.

While the above was being used, at the same time a hat competition was being held in the store, and as a result of this special effort, over 700 hats were sold in a week. The time was rather early for Spring hats, and this was more of an advance show of Spring styles. The window was filled with hat boxes, with only a few hats showing, an effort being made to give the window a stocky appearance.

Announcements in the daily newspapers and the store window told of an offer of $100 in gold to the person guessing the number of hats in the window. There was no condition that the competitor purchase goods of a certain amount, anybody being allowed a guess. The coupons were placed in a large box, and at the end of the contest shaken up. Two well-known newspaper men were engaged to draw the coupons from the box, and the first bearing the correct number, won the prize.

2,000 to 3,000 Extra.

Naturally this brought large crowds



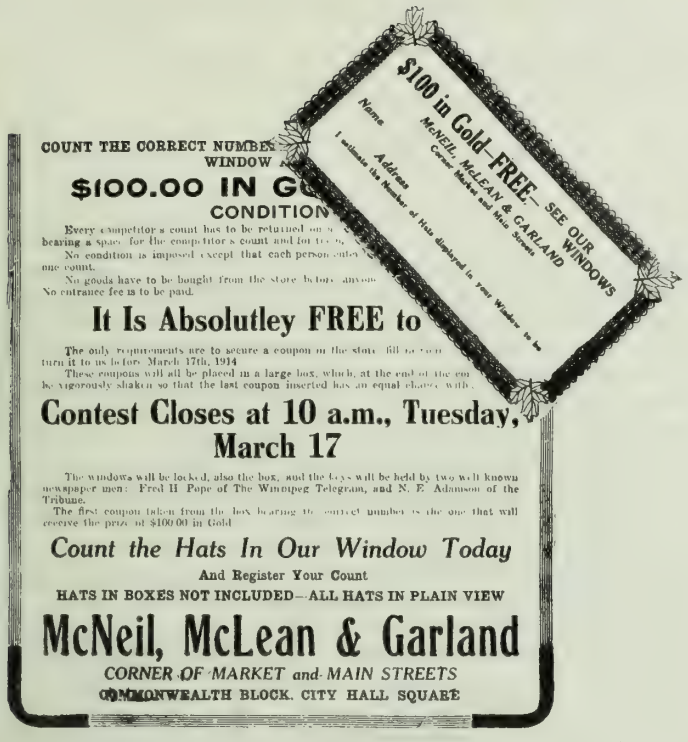
View of a section of the windows of McNeil, McLean and Garland, Winnipeg, during period when guessing competition was on. The actual display front is double what is here shown.

HAT SELLING IDEAS.

Drawings of queer-looking heads as fitted by firm, displayed in window. Sold 700 hats in week.

$100 in gold for guessing competition. Sold 200 hats in one day and drew nearly 3,000 extra people to store.

Mirror set up in window with sign: "Look! Is your hat all-right? Don't you require a new one?"



Sample of newspaper advertisement announcing hat-guessing contest for $100 in gold. The guessing coupon at the top, to the right, is on yellow paper.

to the firm's windows, great interest being taken in the counting competition and in the measurement of heads as described above. The result was given considerable publicity in the press. It is estimated by the firm that this advertising scheme resulted in from two to three thousand extra people visiting the store, and on one day nearly two hundred hats were sold.

This firm shows considerable ingenuity in attracting passers-by to its windows. In the window which succeeded the one described above, a device was made use of which was very effective in making a man stop and examine his hat to see whether he required a new one or not. A fair-sized mirror was suspended in one of the windows where it could be easily used by men passing on the sidewalk. It is surprising how many persons will look into a mirror when it is within easy reach. On a card above the mirror were the words: **"Look! Is your hat all right? Don't you require a new one?"**

It is certainly a good attraction.

Advertising It

The following is a copy of an advertisement three columns wide used by the firm, the display sections being shown below in black type:

Count the correct number of hats displayed in our window and get $100 in Gold, Free

Conditions:

Every competitor's count has to be returned on a coupon furnished for the purpose, bearing a space for the competitor's count and for the name and address of the contestant.

No condition is imposed except that each person entering the contest is allowed only one count.

No goods have to be bought from the store before anyone is permitted to compete. No entrance fee is to be paid.

It Is Absolutely Free to All.

The only requirements are to secure a coupon in the store, fill in your count, and return it to us before March 17th, 1914.

These coupons will all be placed in a large box which at the end of the contest will be vigorously shaken so that the last coupon inserted has an equal chance with the first.

Contest closes at 10 a.m., Tuesday, March 17th.

The windows will be locked, also the box, and the keys will be held by two well-known newspapermen: Fred H. Pope of the Winnipeg Telegram, and N. E. Adamson, of The Tribune.

The first coupon taken from the box bearing the correct number is the one that will receive the prize of $100 in gold.

Count the hats in our window to-day. And register your count.

Hats in boxes not included—all hats in plain view.

Paris Nightshirts

Many Trimmed With Solid Color—Some of Pique With Colored Stripes and Starched Collars!

IN Paris the department stores have been making strenuous efforts to catch the men's wear trade and the business transacted by some of them has reached very large figures.

Among the novelties they are showing perhaps the greatest variety is in nightshirts. In France, the pyjama is generally worn more as a lounging garment for the morning hours, and for sleeping wear the nightshirt is the garment most in favor. One shirt which has been shown at the Louvre is of a zephyr with self-stripes and the front and cuffs are trimmed with a fancy striped braid in blue black and violet colors. It had a shawl collar.

Another which has been sold at the "Belle Jardiniere" under the name of "Persane," is a variation of the so-called Japanese style and is made of white twill trimmed with solid color, blue, red or mauve zephyr. The cuffs were made without buttons or buttonholes. Other styles have a high military collar and tucked front collar and cuffs.

Many of the better class of nightshirts are made of white pique, with colored stripes. It must also be noted that the tendency in collars is that they are made to be starched, a fashion which was started by the shirt makers and adopted by the department stores.

RUBBERIZED MACKINTOSH.

A London writer in Men's Wear, New York, says: There is a decided return to favor of the rubberized mackintosh over here, to the consequent detriment of the various worsted and cotton weatherproofs that have held the field for so long. Manufacturers of the former article are doing a business they have not experienced for years, and many of them are preparing for trade on a still more extended scale. But that the rubber coat will ever attain its one-time popularity not even the most sanguine of those engaged in its manufacture expect or hope. The hygienic properties of the porous substitute will always appeal to thousands who, after all, rarely stay out long enough in the rain to make an absolute waterproof a necessity, and who prefer the comfort of this garment to the sweltering heat of the absolute variety. One item in the favor of the rubber coat is the fact that it soils less easily and never assumes that greasy appearance so often seen in cloths which rely on the oily ingredients used in the proofing for their resistance to rain.

Complete Canadian Parcels Post Regulations

The Canadian Parcels Post System Came Into Force Officially on the First Day of April Under the Regulations Here Given.

NOTICE is hereby given that the Parcel Post Act assented to 6th June, 1913, will come into force on the first day of April, 1914, under the following regulations:—

Parcel Post Regulations.

1.—Articles of mail matter acceptable at Parcel Post rates include farm and factory products, merchandise of all descriptions such as dry goods, groceries, hardware, confectionery, stationery (including blank books, etc.), seeds, cuttings, bulbs, roots bedding plants scions or grafts, and all other matter not included in the first class, and not excluded from the mails by the general prohibitory regulations with respect to objectionable matter.

Parcels consisting of third class matter may be mailed at parcel post rates, or third class matter rate at the option of the sender.

Parcels containing intoxicating liquors or explosives are expressly prohibited.

2.—The rates of postage on articles accepted for transmission by Parcel Post are as follows:—

(a) Five cents for the first pound and 1 cent for each additional pound or fraction thereof, up to four pounds, and 2 cents for each subsequent pound up to eleven pounds within a radius of twenty miles from the place of mailing, irrespective of Provincial boundaries.

(b) Ten cents for the first pound and 4 cents for each subsequent pound or fraction thereof, for all points in the Province in which a package is posted, outside of the twenty-mile radius.

(c) Ten cents for the first pound and 6 cents for each additional pound or fraction thereof, for all points outside the Province in which a parcel is posted, and beyond the twenty-mile radius, with an additional charge of 2 cents a pound for each Province that has to be crossed to the destination of the parcel, not including the Province in which it is to be delivered up to a maximum of 12 cents a pound.

The three Provinces, Nova Scotia, New Brunswick and Prince Edward Island, are to be considered as one zone.

An additional charge to meet the extra cost of transportation will be made on parcels addressed to or posted at offices in certain outlying districts when such parcels have to be conveyed more than 100 miles by a continuous stage service, such districts to be designated by the Postmaster-General.

The charge on any parcel should not be greater than 1 cent an ounce.

Tables of rates for the several Provinces as given in the rate cards printed for distribution, will be found on pages 9, 10, 11, 12, 13, 14, 15 of these regulations.

3.—The postage on Parcel Post packets must be prepaid by means of postage stamps, securely affixed to the parcels. An insufficiently prepaid Parcel Post packet is forwarded to destination subject on delivery to payment of double the deficiency provided at least one cent is prepaid. After the additional postage repuired on any short paid parcel has been colected from the addressee "postage due" stamps are to be affixed to the parcel and canceled by the Postmaster.

Parcel Post packets totally unpaid will be sent to the Branch Dead Letter Office.

Franking of Parcel Post packets is expressly prohibited.

4.—A Parcel Post packet may be insured within Canada up to an amount of $25 or the actual value of the contents, when less than that amount, upon prepayment of a fee of 5 cents in postage stamps and up to an amount of $50 or the actual value of the contents, when less than that sum upon prepayment of a fee of 10 cents in postage stamps. This fee must be prepaid, in addition to the ordinary postage, by means of postage stamps, which the sender must affix to the cover.

In the accompanying article a complete list of regulations governing the Canadian Parcel Post System is given, including rate cards for all the Provinces. This issue should by all means be kept on file so that it can be referred to at will. A rate card for each Province is given, and Canadian merchants who wish to make use of Parcel Post can find full information regarding the new system in the accompanying article.

A parcel intended for insurance should not be dropped into a box or receiver. It should be marked with the word "Insured," and with the amount of the insurance fee the sender is paying, thus "Insured 10 cents," and be handed into the post office or to the rural carrier and a certificate of posting obtained, bearing an acknowledgment that an insurance fee has been paid.

The onus of properly enclosing and packing a parcel for insurance rests with the sender, the Post Office assuming no liability for loss arising from defects which may not have been observed at the time of posting.

Indemnity will be paid to the addressee, or at the request of the addressee, the sender, provided claim is made to the department within one year of the date of posting upon receipt of sworn statements of the persons concerned:—

(a) That according to the best of their knowledge and belief the insured parcel has been lost or its contents damaged in the mails.

(b) As regards the value of the contents of the parcel or the damage sustained.

(c) As regards the ownership of the parcel.

It must appear that the loss or damage did not arise wholly or in part from the fault of tho sender, as, for instance, from insufficient packing, inadequate fastening, loss of "tie-on" label, etc. The indemnity paid will not exceed the value of the contents of the parcel lost or the damage sustained. The right is reserved of reinstating the contents of a parcel instead of giving pecuniary indemnity.

In the case of damage the parcel must be retained for the purpose of enquiry, as nearly as possible in the state in which it was delivered. If complaint is made that the contents of a parcel have been lost or abstracted, the cover must be produced.

Indemnity for damage to articles of a fragile nature, will be given only in those cases in which the parcel is conspicuously marked with the words "Fragile with care."

Parcels containing eggs, fish, meat, fruit, vegetables, glass, crockery, greases, semi-liquids, liquids or any articles of an exceptionally fragile nature cannot be insured.

Indemnity will not be given for loss of coin or bank notes.

Indemnity will not be given for injury or damage consequential upon i.e. indirectly arising from the loss damage, delay, non-delivery or mis-delivery of any article sent by Parcel Post.

Indemnity will not be given in the case of a parcel on which the insurance fee has not been paid.

Indemnity may be refused for loss or damage, on any ground on which exemption from legal liability may be claimed by a common carrier.

An insured parcel that cannot be delivered within Canada will be sent to the Branch Dead Letter Office

PARCEL POST REGULATIONS.

Parcel Post Packets Must Not Be Registered.

5.—Parcels must be prepared for mailing in such manner that the contents can be easily examined.

6.—It is desirable that the sender's address should appear either inside the parcel or on the cover. This must be kept distinct from the address proper.

7.—Parcels are, when redirected, chargeable with additional postage at the rate which would have been chargeable had they been originally mailed from the office of re-direction to the new address except in cases where the original and the re-directed addresses are both within the delivery of the same Post Office.

8.—The limit of weight for a Parcel Post packet is eleven pounds, and the general limit of size is thirty inches in length by one foot in width or depth, but parcels will be accepted up to 3 ft. 6 in. in length, provided that the combined length and girth do not exceed six feet. For example—a parcel measuring 3 ft. 6 in. in its longest dimensions may measure as much as 2 ft. 6 in. in girth (i.e. round its thickest part); or a short parcel may be thicker; thus if the length is not more than 3 ft. the girth of the parcel may be 3 feet.

9.—When practicable Parcel Post parcels must be sent in covers open at the ends, and in such manner as to be easy of examination. But flour, drugs and such like articles, which cannot be sent in covers of this kind—but such articles only—may be posted enclosed in boxes, or in bags of linen or other strong material, fastened in such a manner that they may be easily opened, so as to enable the officers of the post office readily to satisfy themselves as to the nature of the contents. If paper bags or covers are used for enclosing flour or other similar matter, they must be of extra quality and strength to resist friction and pressure in the mails, and prevent the escape of the contents.

10.—Any staple article of use or consumption, properly transmissible by post, contained in the original unbroken package and with proper descriptive label, may be forwarded by Parcel Post, though the tin or case in which it is enclosed may not admit of being opened in course of post, if posted by parties known to be engaged in the manufacture or sale of the articles in question and who vouch that the contents are precisely as described on the label.

11.—A parcel may contain invoices and accounts provided they relate exclusively to the contents of such parcel; it is also permitted to enclose a card or slip of paper giving in a brief manner necessary directions for the identification or treatment of the article or articles contained in the parcel. Care must be taken not to abuse this privilege by converting such notes or marks, designed solely for the facilitation of business between the sender and addressee, into what might properly be called correspondence. A parcel containing a letter or any writing intended to serve the purpose of a letter in the ordinary sense will become liable to letter postage.

12.—When several separate articles are enclosed in a Parcel Post packet there is no objection to each bearing a distinguishing number, so as to enable the sender to give directions by letter (sent of course separately and duly prepaid) respecting the several articles which the parcel contains.

13.—Any person who wishes to mail a large number of parcels, whether on a particular day or at regular or irregular intervals, will facilitate the work of despatch if he will give the office where they will be posted early information of the number of the parcels, their average weight and the dates and times at which he proposes to send them. He will also consult the convenience of the Post Office by sending the parcels to the post in batches, beginning as early in the day as possible.

14.—Parcel Post packets are subject to the general prohibitory regulations excluding from the mails everything liable to destroy, deface or otherwise damage, the other contents of the mail bags or injure the person of any officer or servant of the Post Office, as well as all obscene or immoral matter.

15.—Liquids, oils and fatty substances, put up in accordance with the following regulations, are not excluded. When in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails, and must be enclosed in a wooden, heavy cardboard or papier mache block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling; and there must be provided between the bottle and its outer case, a cushion of cotton or spongg material sufficient to absorb the liquid, etc., in case the bottle should be broken, the block or tube to be impervious to liquid (including oils) and to be closed by a tightly-fitting screw-lid of wood or metal with a rubber or pad so adjusted as to make the block or tube water-tight and to prevent the leakage of the contents in case of breaking of the glass. When enclosed in a tin cylinder, metal case or tube, such cylinder, case or tube, should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier mache block (open only at one end) and not less in thickness and strength than above described. Manufacturers or dealers intending to transmit such articles by Parcel Post or as samples, in considerable quantities, should submit a specimen package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

16.—Specimens of diseased tissues, when carefully enclosed in specially constructed double tin cases, closely packed with absorbent matter, and with closely fitting screw caps, may pass at Parcel Post rates, addressed to Provincial Boards of Health and Public Laboratories.

17.—The following articles in glass, viz.: Eye-glasses, spectacles and microscopic slides, may be forwarded by Parcel Post if put up in such a manner as to admit at once of easy inspection and to guard against injury to persons handling the mails.

18.—Parcels Post packets containing anything of a fragile nature should be marked "Fragile with care" and parcels containing articles of a perishable nature such as fish, fruit, meat, etc., should be marked "Perishable." Parcels sent by mail should in all cases be substantially and securely packed so as to preserve the contents from loss or damage and prevent injury to the mails. The department desires to co-operate with the public in seeing that special attention is paid to the important matter of packing, particularly with regard to parcels containing matter of a fragile or perishable character or of a nature to destroy or injure the other contents of the bags or sacks in which they are sent forward. In order that proper precaution may be exercised in this particular persons desirous of transmitting articles by Parcel Post are advised to consult the postmaster as to the proper method of packing in all cases.

As the safe transit of eggs is a matter of some difficulty shippers are advised to adopt the following method of packing: Use a wooden, papier mache, or other box of a rigid material with a well-fitting tightly adjusted lid, wrap each egg separately in newspaper or other protecting material, place the eggs on end and fill up the vacant spaces in the box with newspaper or other packing material, so as to prevent the eggs from striking together or against the sides, top or bottom of the box; mark the parcel "Eggs."

Parcels containing goods likely to spoil within the time reasonably required for transportation and delivery must not be accepted for mailing.

19.—Postmasters must exercise the greatest possible care to see that all parcels accepted for transmission by Parcel Post conform in every particular to the requirements of these regulations. This applies with special force to parcels containing perishable goods or fragile articles.

20.—Requests for direct return are

(Continued on page 67.)

Canadian Parcel Post Rate Cards

Parcel Post Rate Card A.

Rates on Postage on Parcels Mailed in the Maritime Provinces.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Maritime Provinces	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Saskatchewan, Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card B.

Rates of Postage on Parcels Mailed in the Province of Quebec.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Quebec	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Maritime Provinces	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Saskatchewan	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card C.

Rates of Postage on Parcels Mailed in the Province of Ontario.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Ontario	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec or Manitoba	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan or Maritime Provinces	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Alberta	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card D.

Rates of Postage on Parcels Mailed in the Province of Manitoba.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Manitoba	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Saskatchewan	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Quebec or Alberta	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in the Maritime Provinces or British Columbia	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

STAR BRAND SHIRTS

FOR FALL

Exclusive Patterns

Attractive Styles



Famous for Fit and Finish

See the big Fall range of shirts when the Star Brand Traveler calls. He has a line that it will pay you to see. It is better than ever, showing many interesting novelties that mean a revival of trade for your shirt department.

Our Salesmen will also show an extensive line of Fall and Winter underwear and Christmas Neckwear.

VAN ALLEN COMPANY, LIMITED

Hamilton, Canada

Parcel Post Rate Card E.

Rates of Postage on Parcels Mailed in the Province of Saskatchewan.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Saskatchewan	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Manitoba or Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario or British Columbia	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Quebec	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in the Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card F.

Rates of Postage on Parcels Mailed in the Province of Alberta.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Alberta	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Saskatchewan or British Columbia	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Ontario	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card G.

Rates of Postage on Parcels Mailed in the Province of British Columbia.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of British Columbia	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Ontario, Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

PARCEL POST REGULATIONS.

(Continued from page 65.)

recognized on Parcel Post packets addressed to a place in Canada, and parcels bearing the address of the sender may also be returned direct after being held fifteen days Parcel Post packets so returned are subject to a charge equal to the original postage charge. This charge is to be marked by the office returning the parcel and collected from the sender before delivery by the office to which it has been returned, "postage due" stamps for the amount collected being affixed to the parcel and canceled by the postmaster.

21.—After a parcel has been delivered to the person to whom it is addressed it cannot be returned to the sender, **unless the person returning it pays the necessary return postage.**

22.—The Postmaster-General reserves the right to refuse to accept for transmission by mail, grain or any other commodity shipped in excessive quantities which might interfere with the transportation of first-class matter, or other articles such as those enumerated in paragraph 1.

The ability to imagine has, above all other influences, determined the progress and station of men. It is the root of all love, ambition, effort and achievement, and is the first of the creative faculties.

Taylor-made Ladies' Suit and Coat Racks



Model D, 5 feet 9 inches high

Made of 1½-inch polished steel tubing, gilt fittings, ball sockets, rollers

6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

Made 1½-inch, oxidized tubing

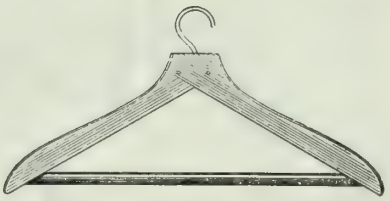
6 feet long, 2 posts	$10.00
8 feet long, 3 posts	11.00
10 feet long, 3 posts	12.00



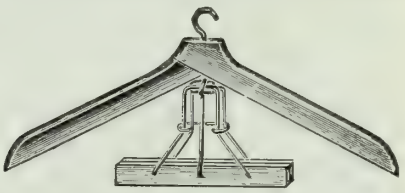
No. 31. Coat Hanger, without the Wire Attachment, smooth wax finish, $2.75 per 100.
No. 63. The same shape as No. 31, only very thin. $3.00 per 100.



No. 9. **Skirt or Trouser Hanger, $8.00 per 100.**



No. 33IB—Combination Suit Hanger, inserted trouser bar	$7.50 per 100
No. 33—Same without bar	6.50 per 100
No. 33IB—Boys', 15 inches wide	7.50 per 100
No. 39B Overcoat Hanger, with inserted bar for extra size suits	8.50 per 100
No. 39 Same without bar	7.50 per 100



No. 600. Combination Coat and Skirt Hanger. $12.00 per 100. Get a sample—It costs only a postal card.



No. 92. Combination Coat and Skirt Hanger with wire attachment for Skirt, $6.00 per 100.

Double-Bar Suit and Cloak Racks



Made of Polished Steel Tubing, no paint, no rust.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Made of Oxidized Steel Tubing

$2.50 extra to above prices.

MAIL ORDERS PROMPTLY FILLED

The Taylor Manufacturing Company

HAMILTON, ONTARIO



MEN'S CLOTHING AND FURNISHINGS



Clothes, Methods and Men

KEEPING SHOES IN MEN'S WEAR STORES

DID it ever occur to the men's furnishers that often their stores lack only one item for a complete make-up for a man? His head-gear you have ready in all styles from the cap to the silk topper. His collar, his tie, his shirt, his vest, and coat, handkerchief, trousers, underwear, braces and hose. Not much left, except shoes. Why should there be this omission when you can even supply the cane? Many men's wear stores do a big business in shoes: this line dovetails naturally into their other departments. The one brings trade to the other. A large firm of men's furnishers in Hamilton have five distinct departments: men's clothing, furnishings, hats, boys' clothing and shoes. And the shoes do not rank fifth in importance by any means. A few weeks ago a men's wear store in Galt started to sell shoes, and will keep it up. The head of a men's wear department in a "semi-departmental" store in a large Canadian city told The Review that he was losing business every day by not keeping shoes, and he was hopeful of persuading the firm to launch out along this line.

Shoes, like most men's wear, are a clean stock: no breakages, no remnants, no fading, and comparatively few changes in styles from season to season. Hence the possible losses are reduced to a minimum, and, on the other hand, the profits are eminently respectable. Not only are there the regular wearing lines for the whole year, but special seasonable runs on sporting shoes in Spring, Summer, Fall and Winter, and periodic demands for rubbers, mocassins, and so forth. A shoe department has been proved good by scores of men's furnishers in Canada, and will repay at least an investigation on the part of every one who stands without, undecided.

NEXT FALL'S HAT A PUZZLER

THIS is one topic at least that is keeping the trade doing some lively guessing and the views are widely divergent. A New York authority picks on pearl greys, casting blues and greens into the outer darkness that awaits poor sellers. Another authority works out an evolution to a soft black, while a third picks stiff hats as the only alternative between a third season of green and an unlikely soft black. The wearing quality of soft hats has not been tested thoroughly, "wearing" in the sense of holding public favor. The uncertainty adds to the difficulty of early buying for Fall, but it at least indicates a more favorable condition in the men's wear trade, where there will be clear cut distinctions in style and material between the wearables of one season and another. This is coming to apply more and more each year and will shortly, if the tendency continues, insure a much larger bulk of business for men's furnishers.

GOOD WORK OF WESTERN DEALERS

IN past issues The Review has urged the elimination of exaggeration in advertising. There is no place for it in sane merchandising of the present day. Streamers and advertisements in scare head type such as "The Greatest Sale On Earth," "The Most Sensational Sale on Record," and like phrases ought soon to be relegated to the past.

The following clipping from a Regina, Sask., newspaper bears on this subject:—

> Local retailers are taking steps with a view to securing the prohibition of lurid sale signs carrying "doomed to destruction" and other exaggerated legends. These have been put under a ban in Vancouver and the retailers' associations in this city and in Moose Jaw are working towards the same end.

SARTORIAL NOTES

LONDON IS SHOWING knickers in carefully creased fronts.

• • •

HAVE YOU ORDERED your pinks and your pleated stripes for Fall?

• • •

IT IS SAID THAT waterproofs are becoming so popular as to cause a drop in the sales of umbrellas.

• • •

AFTER A FEW MONTHS of slumber, the London story of dark blue evening clothes has been revived.

• • •

THE RISE IN SUEDE GLOVES is causing many merchants to show a fabric as a substitute in the cheaper lines.

• • •

WONDER IF THAT dinky little feather in the back of our hats will be confiscated by the customs man under the new aigrette order.

• • •

THE DOUBLE-BREASTED frock coat after having its hoary dignity offended by the dapper cutaway is showing signs of a renewed strength.

• • •

THE TANGO TIES shown in the March issue of The Review created a widespread interest and resulted in many inquiries. A couple of new brands appear in this issue.

THE KING STANDARD OF THE WORLD

NO. 31

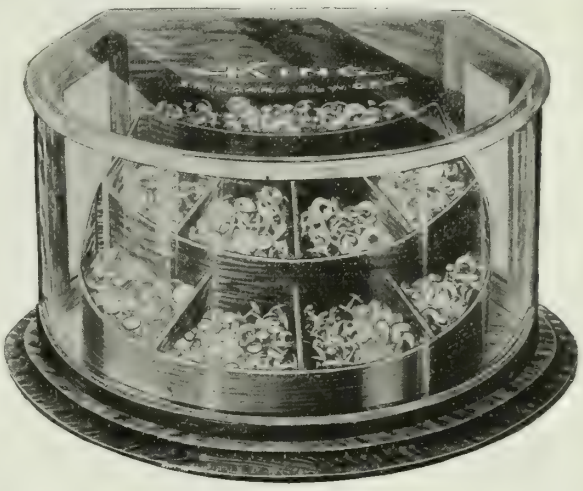


Collar Button Silent Salesman

Polished Oval Front, Plate Glass. Finished in Mahogany and Oak.

Contains 1½ Gross Asst. Gold Shell
1½ Gross Asst. Pearl Back

NO. 28



Collar Button Silent Salesman

Plate Glass Horse Shoe Shape, Glass Top, Sides and Front. Finished in Oak or Mahogany.

Contains 1½ Gross Guaranteed Gold Shell
1½ Gross Eyeleted Pearl Back

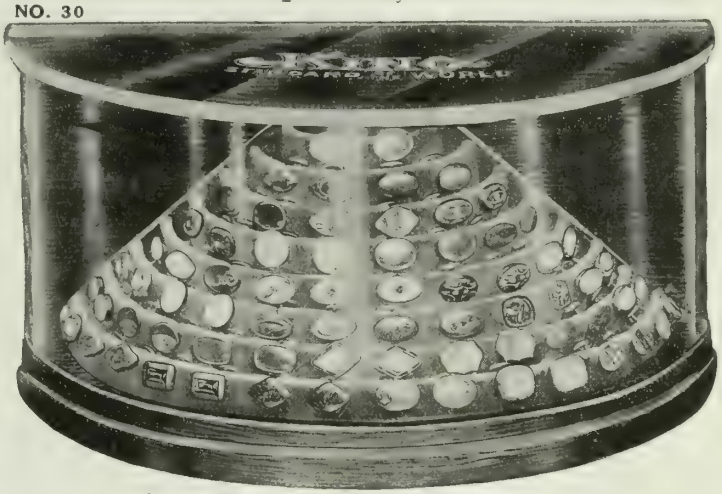
NO. 32



Cuff Links Silent Salesman

Polished Plate Glass, Oval Front, Oak or Mahogany.
Contains (6) Dozen Assorted Patterns.
GUARANTEED KING LINKS

NO. 30



Cuff Links Silent Salesman

Polished Plate Glass, Oval Fronts, Oak or Mahogany.
Contains (6) Dozen Assorted Patterns.
GUARANTEED KING LINKS

CONTAINS BEST SELLING COLLAR BUTTONS AND CUFF LINKS MADE
ON SALE WITH ALL RELIABLE CANADIAN JOBBERS

Products of The King Collar Button Company of New York

Slimmer Effects Evident in Clothing for Fall

Straight Lines, Narrow Sleeves and Shorter Coats Noticeable Features—Greater Tendency Than Ever for Cuffs on Trousers —Some Fall Models.

SAMPLES of men's clothes for Fall show a strong tendency towards straight lines, narrow sleeves and a slimmer effect all through. Sacques, of course, will be as before, the leading suit for business wear and these in addition to the narrow effects described above will be cut shorter than heretofore. One of the leading designers in Canada stated to The Review that the length of a staple sacque coat would be about 30 inches for a man 5 feet 8 inches in height, where formerly the length would have been from 31½ to 33 inches.

"In fact," he said, "on English models the length will be about 29 inches; much shorter, you see." Very little padding will be used in the shoulders to enhance the narrow effect.

"Next thing to none," was the way one manufacturer put it. The recent move in the direction of eliminating the artificial projection and retaining the natural sloping effect in the shoulders, seems to have met with a widespread support.

Softer, More Pronounced Roll.

Coats have a very great tendency to be made with a softer, more pronounced roll effect which it is thought gives to the manufactured garment more of the appearance than it otherwise would have.

"While the increased roll is in demand from all parts of the country, we find that the young men of the smaller towns like the long roll better while the young men of the larger cities like a higher cut coat which rolls down low, over the top button when open;" said a large manufacturer. Others, however, say there's little difference in town and city trade.

Both sleeves and trousers are being made just a little narrower and "straight-hanging trousers" is a term frequently used by designers when speaking of next Fall's styles.

Cuffs on Most Trousers and Sleeves.

Another point in which there is similarity between sleeves and trousers is the cuffs, for these will be largely worn on both trousers and sleeves, particularly on the former and for this reason trousers are being left open at the ends in order that they may be finished with or without cuffs as the purchaser desires. While the cuffs on sleeves are strong also, many coats have the sleeves made with an open vent. Particularly is this the case on English stuff.

Both square and round corners will be in vogue but there is a feeling among some that the average well-dressed man prefers the round points. The usual number of buttons on next Fall's sacques will be three, although with the long, heavy roll the effect is rather of a two-button coat than a three, as the roll covers one button.

FALL CLOTHING.

Sacque coats shorter, 1 to 3 inches.
Patch pockets stronger.
Straighter lines, and more form-fitting.
Cuffs on most trousers and more on sleeves.
Many collars on vests, roll or notched lapel.

The vests will be cut fairly high and many will have collars either of the roll or notched lapel style. Almost invariably they will be made with six buttons and one firm at least, is making a large number of suits with vests which are cut away at the bottom so that they will not button, almost giving one the impression that the wearer had "slipped a cog" while dressing and forgotten to button his waistcoat.

Patch Pockets.

Patch pockets on both waistcoats and sacques may be regarded as almost certain to be worn for Fall, but to what extent it is at present impossible to say. Some designers believe they will be very strong while others say they will not be worn to any appreciable extent.

As has been indicated before all garments will be form-fitting to a greater or less degree. The opinion has been expressed that the form-fitting clothes are required by the soft make-up as otherwise the male costume would be too "sloppy" altogether.

The "step-vent" is another feature of new Fall sacque coats that is worthy of note. As this term will be familiar to most of the trade it is unnecessary to do more than point out that the vent instead of coming directly at the bottom of the seam is located about three-quarters of an inch to the side.

To some leading clothiers there are indications that the double-breasted coat is coming back a little more strongly than it has been for some seasons.

Two Models for Fall.

Two finished models which are expected to have a large following next Fall may be briefly described as follows:—

(1) Three-button sacque, imitation cuff, heavy roll which covers the top button when the coat is open; six button vest cut high up with or without collar and straight cut trousers.

(2) Three-button coat, fairly long roll; plain sleeve with neither cuff nor vent, six-button vest and straight hanging trousers.

"All trousers," said one authority on this subject, "will be slightly narrower than they have been, but will by no no means be tight, as comfort at present is the last word in clothing design and tight trousers are not compatible with comfort."

At Westminster

Clothes Worn by Leading Parliamentarians — Only One Wearing Double Collar with Morning Coat.

A LONDON correspondent of Men's Wear, New York, writes that on one night during the debate in the British Parliament on the House Rule bill, Premier Asquith wore a correct morning coat of black vicuna cloth. His trousers were of light gray worsted, and he had on a white soft-fronted shirt with stiff cuffs, a wind collar and black tie. He goes on to say:

Mr. Lewis Harcourt, who is considered one of the best dressed men in the House, still favors the high linen choker collar and black frock coat, though this latter garment was indeed a very smart one, for it was cut single-breasted, with a long rolling lapel, which was held closed on the waistline with a link button. There was plenty of fullness in the skirt, so much so that the material was gathered in on either hip in two or three little tucks. The skirt of the coat in front was cut well away, thus giving it a very smart and dressy swing. He also wore a black satin Derby tie; in fact, three-fourths of the men present were favoring black ties, either wide-end or of the Derby shape.

Mr. Bonar Law, the leader of the opposition, was about the only man present wearing a double collar with his morning coat, and the effect was not good. I notice Lloyd George has discarded the frock for the morning coat.

Keir Hardie, the labor and Socialistic leader, may be noted wearing a gray worsted double-breasted suit. The waistcoat was also cut double-breasted, and

(Continued on page 76.)

ART CLOTHES
COOK BROS. & ALLEN LIMITED

An Absolute Guarantee Against Last Year's Styles

It is a pleasure to know when you receive a shipment of "Art Clothes" that every garment is of this year's manufacture.

Our system of not making up clothes until ordered, eliminates any chance of you getting last year's styles.

Newest fabrics and smartest styles are only two of the many points in which "Art Clothes" are superior to other brands.

We feature overcoats, suits, and evening clothes of the most exclusive models for both young and older men.

An exclusive, but not a large stock of Art Clothes when backed by our made-to-measure department enables you to do a big business on a small investment.

Write, wire or phone for our representative to call with the new Fall models and fabrics. He will explain our interesting advertising proposition.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.
(The Art Tailoring Co., Toronto)



M 525



M 164



M 174

Monarch-Knit Shaker and Jumbo-Stitch Sweater Coats

"The accompanying cuts give a fair representation of the "MONARCH-KNIT" range of Jumbos and Shakers for 1911.

Our extensive range gives you every opportunity to choose your trade. The enormous production of our four factories insures you prompt delivery.

"MONARCH-KNIT" is the standard for style, quality and workmanship. Keep your stock well sorted with "MONARCH-KNIT" lines. Make ready sales and sure profits."

The Monarch Knitting Co.

Limited

Head Office, - DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



M 160



M 200



M 526

Monarch-Knit Shaker and Jumbo-Stitch Sweater Coats

"Our modern and sanitary factories produce knitted goods of highest standard. Years of experience and volume of production enable us to manufacture the best value in knitted goods at the least possible cost. You are sure of the highest quality and workmanship when you buy "Monarch-Knit."

The Monarch Knitting Co.

Limited

Head Office, - DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Styles in Clothes as Fixed by Custom Tailors

Regret That Double-Breasted Frock is Weak—International Convention Agrees on Sack Coats, Morning Coats, Tuxedos, Norfolks, Flannels and Other Types—Detailed Descriptions.

AT the annual convention of the International Custom Cutters of America, held at Washington, the double-breasted frock coat was almost doomed. It was condemned first but later the official report granted a stay of execution, and an attempt will be made to revive its use.

The official report deals with the various classes of garments in considerable detail, and reads as follows:

"We assume first that every man in the tailoring business knows what materials are fit to go into the garments for their specific use. The sack coat in America especially is principally used for business purposes. The general effect of the sack coat tends to get away from the small back and extremely skimpy shoulders, but the tight waist and the narrow coat still maintains, especially calling for a little broadening of the sleeves and slightly increased width of the shoulders. We also find that the length of the sack coat will be slightly increased. The vent in the coat is optional with the maker, but we recommend the vent as a small accessory to the appearance of the garment. It is absolutely necessary that all garments should be made soft and devoid of wadding as far as is practicable.

"As to the shape of the front this is also optional with the maker, and due consideration should be given to the attitude of the wearer. For the very erect man a coat much cut away from the front we think not appropriate, but this effect should not be given to the man who does not stand erect. We recommend for this type a three-button coat, moderately cut away at the front and very close to the waist line, thus helping to avoid the appearance of a stooping attitude. The number of buttons on the front has no connection whatever.

Double-breasted Frock Dignified.

"We wish to emphasize that the double-breasted frock coat is by no means relegated to the background. While the three-button cutaway just at this time is the most popular garment, the frock coat is worn by the highest officials of our nation, and this itself maintains the dignity of this garment. The three-button cutaway frock or morning coat should be braided. We recommend a narrow binding or narrow braid. This garment like the sack coat must be made soft, the fronts to close with one or two buttons. The waistline button should be placed high enough to display the button of the waistcoat. The general contour of this coat should be very close but the garment must be ample enough and have ease at the points required for comfort. We recommend a high waistline and the waistline must go straight around, having very little, if any, dip in the front. This gives the coat the appearance of length of skirt and shortness of waist, the prime object of the design. The sleeve of the garment is necessarily close. In order not to confuse the length of the waist we suggest the following: For a man five feet eight inches tall, a waist length not to exceed seventeen inches and full length thirty-seven inches.

The Dress Coat.

"The general outline of the dress coat should, in a measure, correspond with the morning coat, maintaining a short waist, small and narrow skirt; a front with heavy lapel and heavy collar as is now made by some of our very high-class makers. This coat should also open well at the waist, and cling closely to the waistline in the front, thus exposing the waistcoat, and the linen which, by the way, is the smart part of a gentleman's attire, and to which special attention should be directed. We also recommend a very narrow binding for this coat.

Light-weight Dinner Coat.

"Owing to the fact that so many people are dancing and whirling, we think a dinner coat has greater reason to exist and will be more in demand than heretofore. It should be of a light-weight open fabric, with very close lines, yet comfortable, with lots of ease for action, the general outline corresponding to that of the sack coat first detailed in this report, the front to close just at waistline with a loop, and a steady pull, well cut away with a close-fitting lap, and as this coat should always be worn closed, it should have side pockets well placed and comfortable, on a crescent line according to the attitude for the wearer's hands. The side pockets of the trousers should be eliminated entirely. We also recommend for this garment a velvet collar. A very wide, open U-shaped waistcoat is also a part of this suit. The wearing of soft linen makes this practicable and possible.

"Because of the craze for dancing, there is a tendency to have dress clothes made in very light weight, some using as light as eight-ounce goods. Grosgrain silks are being used for facings. Pine buttons have departed, and in their stead are the very fine silk-covered buttons. Waistcoats, of course, are in white, mostly neat effects in silks. Trousers have braid on the side to meet the fancy of the wearer.

Tuxedos in Grey.

"This Spring Tuxedos will be in grey, and while many of the coats will be double-breasted, single-breasted ones will have their favorites, and will button once and be fairly well cut away. Waistcoats of the same goods or in black and white silk tones, have a peaked collar. The trousers are like dress goods.

Norfolks for Sports.

"As the result of the love of Americans for outdoor sports, the merchant tailor has found a new field for his wares. The variety of styles in outing garments is so numerous that it is difficult to call attention to any particular design, but it can be stated that the Norfolk effects will prevail, with the belt all the way around, or just across the back. Knickerbockers are again in fashion, and are made with extensions of the same goods, with five buttons or with a strap and buckle, the latter style being the smartest and mostly in vogue in England.

Flannels With Green Stripe.

"For Summer, however, light flannels will be very smart. Green coats with white flannels having a green stripe, and browns in the same combination, are two of the very latest ideas."

AT WESTMINSTER.

(Continued from page 72.)

ties scarf and collar were of soft white taffeta. He wore a long tie, knotted bow fashion, the colors being a blue ground and green check.

Mr. McKenna, our home secretary, favors the Gladstone collar, and was also wearing a frock coat, with gray trousers and biscuit-colored spats. It will be seen from my remarks that frock coats are still favored by some of our legislators, and no doubt King George's influence is responsible for this, but outside the House of Commons there are only one or two, namely, the French ambassador, M. Paul Cambon, and the Marquis de Soveral, who still cling to this fashion; that is, in the set of men whom I would term well dressed.

Would you overcome catalogue and mail order competition?

Business Boosters Limited, Ottawa,
WILL SHOW YOU HOW

These firms represent a few of those who have used our plans —Note the results:

John T. Conway took in $3,788.83 in one day. **E. Boucher** increased his sales 56% in first two months. **Humphries & Co.** did double last year's business. **H. R. Pollock** increased his business 81% during slow time of slow year. **N. A. Arnold** increased cash sales 75% for the year. $3,400.00 cash deposited with **Bailey and Reynolds.**

WOULD YOU like to raise extra cash quickly; to be guaranteed a 20% increase in your year's business, no matter how dull the times; to overcome mail order house competition; to work off slow sellers at regular prices; to collect bad debts and turn ordinary credit sales into cash sales?

When you have given these questions your consideration write to us and find out about OUR BUSINESS-GETTING PLANS that are working out so effectively for scores of merchants: among whom are those noted here.

We will turn mail orders your way and upset club plans that now rob you of your legitimate business. *Write to-day; it costs nothing to get full particulars.*

Business Boosters Limited, Ottawa



Lion Brand—*and what it stands for*

The very best wear-resisting materials combined with the latest, snappy styles will mean general satisfaction for the boy and his parents. These features are embodied in the nifty, correctly-finished line of Lion Brand Boys' clothing.

Work up a good profitable boys' clothing department by handling the boys' favorite—Lion Brand Clothes.

Write for catalogue to-day.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at:—Clinton, Goderich, Exeter, Zurich

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

The Spring Promenade

General Tendency Towards Narrower Shoulders and Form-Fitting Garments With Wide Lapel and Long Roll — Balmacaan and Gabardines Shown—Young Men's High School Suit—Boys' Russian, Highland and Man-of-War.

What was named "The Spring Promenade" was held by the T. Eaton Co. the last week in March in their men's clothing department on the ground floor, as an introduction to their Spring styles. Many very natty outfits were in evidence and most of the new Spring styles were well displayed.

One of the wider side aisles of the department was set apart for the occasion and here round about and in and out among the tables and stands promenaded a number of living models, displaying the latest styles in men's and children's suits and overcoats.

Practically all the sacque suits showed the prevailing tendency towards narrow shoulders and form-fitting effects with wide lapels and long rolls. Many coats were made with two buttons and some with only one. One example of the latter style was an attractive suit of brown with the usual features described above in addition to the long roll which was doubtless accentuated on account of the one button.

Another model was in a shepherd's check and different from most in that it was a long fairly loose three-button sack, the buttons being black with a white edging to match the coat.

Among the young men's suits special mention must be made of the High School suit. The model seen was of a light grey cloth, the coat pleated at the back to give a sort of Norfolk effect which was varied, however, by a yoke at the shoulders. Patch pockets, wide lapels half belt and a vent in the back at the centre were further features of the garment. It was cut to follow the lines of the figure quite closely.

The morning coat was also shown. This coat as is well known has quite supplanted the frock coat for dress street wear and other occasions where the frock formerly held sway. There are some clothiers, however, in the city, who express the opinion that the frock shows some signs of regaining a little of its former vogue.

The vests for the most part were cut fairly high with six buttons and followed English models rather closely.

Balmacaans, Chesterfields, Guards.

In overcoats, of course, the Balcacaan was well to the fore. This coat is too well known to require any description. The Guard's coat was also shown with patch pockets, fancy cuffs, and belted back, the belt being in two pieces. Chesterfields too were on parade.

In raincoats the gabardines must not be passed over. These were very loose-flowing garments, silk lined to the waist, with Prussian military collar, buttoning close up around the neck.

Russian in Gun Clubs.

The children's suits showed a very great variety and excited considerable interest. For boys $2\frac{1}{2}$ to 7 years the Russian style in gun club checks was prominent. These were trimmed with red or green collars and cuffs, had a V front and bloomer trousers. The "man-of war" suits were of regulation style, with long trousers having bell-mouthed bottoms

Not to be forgetful of the "Garb of old Gaul," boys' highland suits in Argyle, Black Watch, Gordon and Royal Stewart tartans were shown complete with sporran and all. Among the novelties were flannel suits with a stripe down the side of the pants, which were straight cut and not bloomer. Middy coat and detachable trimmings of red completed a very attractive little outfit.

The bigger boys were not neglected either and fancy Norfolks here seemed to be leaders as well as double-breasted styles. The overcoats for the boys were short and of the reefer type.

Children's and Boys' Hats.

For children and boys up to five or six years of age a great many mushroom models are being shown in wash goods with a suede effect. These are so made that they can be turned up at the front and otherwise manipulated. Porous linen wash hats of the same style are also on display as well as many other styles such as the Jack Tar of corded silk, linen turbans with eiderdown effect and also some velvet hats for boys from six to seven years. Ratines, corduroys, etc., are some other materials that will be used.

GLOVES FOR X-RAY WORK.

Protecting gloves generally in use for X-ray work are ordinary gloves having applied on the back a layer of rubber that contains lead, as lead is known to stop the rays. But this is somewhat stiff and lacks suppleness, and besides, it is only the back of the hand that is protected. A French inventor makes use of a fabric which is much more flexible, and it protects the whole hand from injury by the rays. The new fabric is woven from silk, which is heavily "sized" with a lead composition, so that it contains three times its weight of lead. This tissue has the advantage of being much more elastic, and acts as a very good screen for the X-rays.

ANOTHER $1,000,000 H. B. STORE

Work has commenced on the Hudson's Bay Company's store in Victoria, B.C. The cost price is expected to approach one million dollars.

The contract provides for a four-story block, with a mezzanine floor, on Douglas street, occupying the entire space between Fisgard and Herald streets. The exact measurements of the base of the building are 240 feet frontage on Douglas street and 120 feet on both Fisgard and Herald streets. Terra cotta and reinforced concrete are the basic elements in the structure, although steel will also be used liberally.

525 FEET OF FRONTAGE.

Harry Gordon Selfridge has bought the stock and site of the Lloyd Company, a big drapery firm adjoining his present store in London, called the "American," and will remodel it, making the whole one store, which will be one of the largest "island" sites in the world occupied by a single firm. Selfridge's will then have 525 feet of frontage on Oxford Street. The price is said to have been between $1,125,000 and $1,500,000.

WINDOW GOODS NOT BARRED.

"I should like to have that, but I don't suppose they would sell it out of the window," remarked the admirer of a gown which was on display in the window of a city store. Common inquiries, such as this, are anticipated by one merchant who has put a card in his window, which reads: "Any article will be removed from the window, for sale or inspection, on request."

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

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NEW YORK
260-262 Church St.

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BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.

KANSAS CITY
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ST. PAUL
242 Endicott Bldg.

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400-02 Hammond Bldg.



Imperial Pure Wool Underwear

Will satisfy any man

We have featured and specialized on men's pure wool underwear since 1880. We have centralized our efforts on underwear and have the pleasure of knowing that our efforts have been crowned with success.

Imperial Pure Wool Men's Underwear gives complete satisfaction to the wearer—the kind of satisfaction that makes them Imperial wearers for life. For the merchant, it gives a splendid customer-winning, trade-holding, profit-producing proposition—a proposition worth while.



We specialize on Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.

Samples for Summer and Fall on request from your wholesaler.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO



Designed for The Review by Paul O'Neal.

Helps for Gingering Up Trade in May

Dress May-Day Window With May-Pole as a Centrepiece—Flags and Bunting for Victoria Day—Some Seasonable Suggestions for Clothing Window Cards.

Written for the Review by Paul O'Neal.

AFTER all, the business life of a merchant is something of a gamble. He has no way of determining what kind of weather the season will bring or how it may affect his trade. If he buys heavily in light Spring lines, two or three weeks of lingering Winter will skim off all the cream. If he makes extensive purchases of heavy Winter goods, an open season may paralyze his best efforts to dispose of the stock to profitable advantage.

The present indications are that the Spring of 1914 is in no particular hurry to push itself on to a Winter suffering public, and the month of May may find many lines in stock that a bright and sunny April would have helped to clear away. So it will be necessary to do a little extra pushing to get the Spring lines out.

May-Pole as a Centrepiece.

Why not boost May-day in your advertising? True, it is not so big a day in this country as in England, but it will serve you something to talk about in your advertising by way of a change. It will be a theme to open your ad. with, and you can turn off on to the description of the lines you are advertising. Why not dress a May-day window? Make a tie, glove and shirt window. Arrange a May-pole for a centre-piece, substituting various lines of ties for the usual ribbons. On a card announce that the lines are fit for the "King of May," paraphrasing the "Queen of May" to "The King of May." For a suit-window you could arrange a May-pole with ribbons extending to the suits, and on each ribbon pin a price ticket with the price of the suit to which it extends. This latter is an old idea but has not been worked out with a May-pole. On the pole you can place a small card with something of this nature on it: "Are You Ready for May?" "Your May-day Suit," "Don't let May-day Catch You Without Your New Suit," or similar wording. You can also adapt this idea to your various lines of furnishings.

Victoria Day.

Another feature day for May is the 24th, now known as Victoria Day. It will take a few generations to wipe out the memory of this holiday and its associations with the beloved Queen Victoria's birthday. It is the first holiday of the year that can be looked to for outdoor pleasures. It is a day you can boom lustily as an advertising feature. By all means decorate. Decorate with flags and bunting and gay and festive appearing material. A pretty window can be made with a picture of Queen Victoria as a back centre and a small card neatly lettered with pen or small brush, "Memory of Her Never Dies." From this picture as a centre, drape flags on each side covering the entire back of the window. If you work in festoons of flowers a very effective window will be the result.

Make your newspaper ads. ring with 24th of May needs in gloves, ties, hats, shirts, collars, suits, overcoats, raincoats, and every other line or side line you



A Victoria Day window, trimmed by B. Wright for Rutledge & Jackson, Fort William.

may carry. Call attention to the needs of new things for the going-away-trips, motor trips, and other outings on that date.

There should be no necessity for cutting prices or running special sales before the 24th. The weather and season up to that date should make trade brisk if you attended to your advertising and various displays. Should a trade lull come after the 24th then price reducing may be a consideration.

Treatment of Cards.

The cards shown for May are wide in variety and should open up a field of ideas that will help you in making others that are equally as attractive or you may adapt these to your needs.

The $18 card is particularly effective and easily made. The picture is cut from a fashion plate and pasted on to a card. The background is part of the plate. In fact the piece cut is the size of the panel and the edges are lined over with a grey tint to hide where it is attached to the card. Any up-to-date figure will serve in this style of card. The lettering is done in a panel to match the panel effect of the picture. The color may be black and shaded in grey which will be in keeping with the color of the picture of the plate.

Using Black, Red and Green.

The $35 and $20 card is similar in construction to the one mentioned above. The two figures are cut from a plate and pasted on to the card. The bill-board effect makes a suitable background. Two different styles of suits are chosen here. The absence of detail in the background of the large figure makes it stand out prominently. The color of the bill-board may be cream and the lettering in red and black and figures in red. The $20 may be in black. The ground should be in pale green and the little distant scene in pale natural colors.

The card with the turned corner may be adapted to any line of goods. It is an air-brush design, with the sprig put in by hand. The lettering is in black and the sprig in green, and the oranmentation is also in green. The shading of the air-brush is in black.

The "New Designs" card is another air-brush design of very simple character. The panel is cut from a piece of paper and the mat laid on and air-brushed around the inside of it. The lettering may be in red, black or brown, the shading in some subdued color to harmonize with the general coloring of the card.

The 24th of May card is a suggestion for Victoria Day. The flag, of course, will be in natural colors of red, white and blue. The lettering may be in black which will be a contrast from the bright coloring of the flag.

With a little thought these suggestions should be adaptable to your business and give some help for your May business.

Stiff Hat a Winner Next Fall?

Cannot See Anything Else in Sight as Green Softs Have Had Two Seasons—Other Shades Killed by Cheaper Lines—Exclusive Men's Furnisher's View.

Written for The Review

"WHAT is selling best with us this Spring in soft hats?

"Why there's nothing to it but greens. Some days we don't sell anything else. And next to greens? Oh, a little of everything; blues, browns, pearls—and blues are not a whit better than the rest. I know some stores find blues in the lead, but not with our class of trade. The trouble, to my mind, with blues has been that they were brought out in cheap as well as more expensive lines and you can't mix the two. One kills the other. Same way with panamas. We used to sell $10, 12 and $15 hats. This year we will sell only an occasional one of them and there won't be many Panamas sold outside of the cheap lines. Last year's imitations killed the better class of panamas.

"Surprised at the run on greens after last Fall popularity? Ordinarily I would be at the repetition of one particular line for two succeeding seasons. But what else was there? The manufacturers were not sure of greens last Fall and so they were not made up in the cheaper grades. The result is the green hats have kept their color and look dressy all the time.

"Now for Fall! It is almost impossible to keep their hold three seasons hand running. But again, what else is there? Black stiff hats. Nothing else. I am banking on the greater strength of these for Fall.

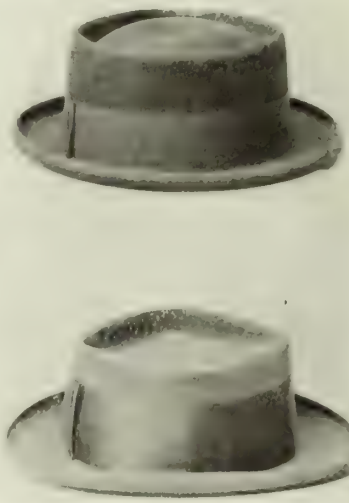
Taper and Bell-Shaped Hats Selling

Both Are Novelty Lines in Higher Grades—Much Doubt as to Color Situation for the Fall—Stiff Hats Continue Along Lines of Higher Crown.

WHILE hat manufacturers are rather chary yet about saying what novelties wil be introduced for Fall they pretty well agree that what is good for late Spring wear will also be good for early Fall.

The general tendency in stiff hats is towards high crowns and narrow brims with a medium roll. In fact this tendency is so strong that some dealers find difficulty in getting rid of their stocks of lower crowned and wider brimmed goods. The same, indeed, may be said of soft hats as well, especially with regard to the higher crowns. In the stiff hats some of the crowns are becoming so high that a slight taper is necessary and this of course again necessitates a more pronounced roll and a narrower brim.

On the other hand some stiff hats are now being shown which have a bell top. These are uncommon and extreme and it is hard to say yet whether they will take a good hold or not. For the Summer they appear a little too heavy to be very popular even with those men that like something very distinctive, but for Fall one manufacturer was heard to say that he believed the design would be quite a likely candidate for favor. One thing is certain that they are novel and exclusive and as they are said to be difficult to make it is altogether likely that the hat will be seen only in the better grades.



HAT MODELS FOR FALL.

In upper note the dish brim, back bow and crown, which can be manipulated to give fedora, diamond or dented crown effect.

Lower has light dish brim on which the flange is wider at the side than at the back and front. Note tapering crown and taffeta silk band. Both views are from the side. Courtesy of Wm. Wyndham, Toronto.

In soft hats the crowns in addition to being fairly high will be made so that they can be manipulated in all sorts of ways. At present the diamond crown is very good with the telescope a close rival. The disk brim too is good as well as the flat, welted brim and there appears to be little choice between them.

Coloring, of course, is a difficult matter to say much about, but it must not be forgotten that blues and greens have had a fair run this season and it is suggested by some that these may loosen their hold by next Fall. Any forecasts as to what is likely to be strong are largely made by eliminating those which at present seem least probable. If prospects for brown are not of the best, and opinion on that matter is divided, and if blue and green should become less popular, then there is little left but grey and black. Of these, grey is always good and, as was pointed out lately in The Review, black soft hats are now regarded by some as a possibility for the Fall season.

Pearl Grey Hats for Fall

New York Authority Says Blue and Green Must Go to the Discard—Higher Crowns in Stiff Hats —Three Season Novelties.

The American Hatter thus deals with the Fall hat situation so far as New York and the States generally are concerned:

In soft hats the first consideration is color. Greens and blues have been favored for several seasons—it would appear to be time to relegate them to the place that is reserved for all things that have served a useful purpose. This Spring both these colors are again paramount—wise merchants will clean out their stocks on these colors and prepare for something else next Fall. Seal browns and dark grays are strongly in evidence this Spring, but it is hardly to be expected that they will develop to first place for the season to come. There are many predictions that the answer is pearls and there is ample reason for this opinion. Fancy colors have ruled for so long that a reaction is to be expected.

Shapes are a more difficult feature. This Spring, the centre of demand will be high crowns and narrow brims. The crowns with the drop tip, modified telescope, diamond telescope or double crease, is so manipulated as to give a full crown effect at all times. Dish brims and pencil curls are universally favored, entirely superseding every other brim effect.

Draped Sashes Good.

For trimmings the current season will find draped sashes supreme for the high-grade hats. This is the first season that they have been worn generally and whether they will carry over into the Fall is problematical but unlikely. For the new trimming effects there are changeable color bands in both the taffeta and grosgrain effects, wide bands,—30 and even 36 line—and the new, fancy bows, one with large loop, small centre and flying end, and another being the "necktie" bow.

To Higher Crowns in Stiff.

For stiff hats the tendency is more clearly defined. Low crown, full tip, wide brim styles have reigned for some years, the evolution producing a constantly lowering crown and widening brim until the limit was reached when the brims came in gradually and crowns were raised slightly. Crowns have reached the point now where, if raised still further, they must be taken in at the tip to preserve a sightly appearance, and just as soon as the taper crowns develop it is necessary to roll and set the brim and, of course, the brims become narrower. This is just the evolution to-day.

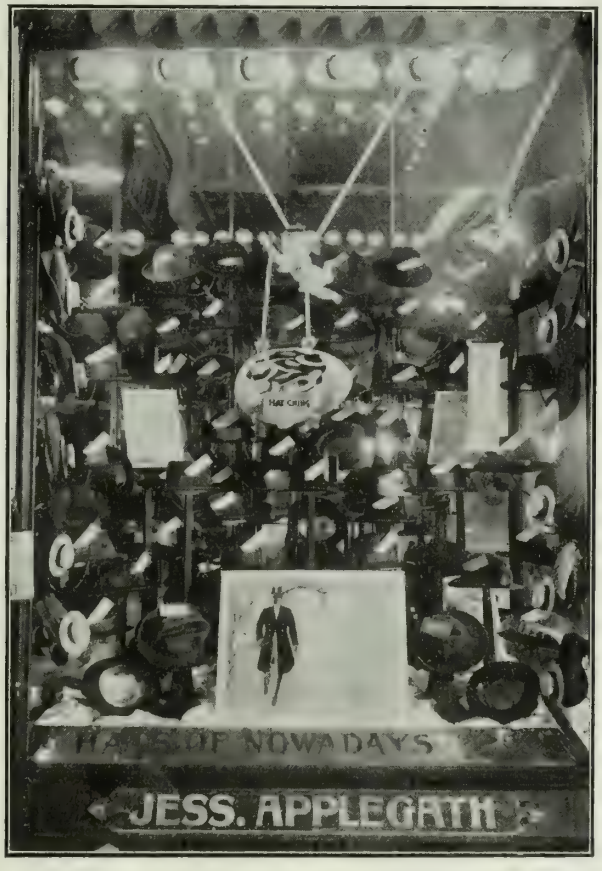
(Continued on page 90.)

Two Contrasts in Easter Window Trims



This a view of two-thirds only of this Easter window, the other third being a clothing section on the right. Note the hats thrown into relief by a white felt background. The stiff hat on the extreme left on a stand is the new "bell" shape, curving in at the sides, and almost flat on the top. This window was trimmed by Clifford Cousins for Holt, Renfrew & Co.

"Hat-ching" Time



This "Hat-ching" window of Jess Applegath, Toronto, attracted much attention. A huge papier-mache egg was broken and little hats filled the inside and were strung along the sides and across the top.

"Bread Upon the Waters"

Odd Form of Advertising Adopted by Departmental Store of Selfridge & Co., of London -- A Column Talk on Policies Appearing Every Day.

THE great London department store of Selfridge & Co., Limited, have adopted a unique style of advertising in one daily paper, the Pall Mall Gazette—different from almost every other ad. that is appearing to-day, although once in a while John Wanamaker indulges in a somewhat similar strain. No prices about it; no mention even of any line of merchandise, but, withal, interesting and rather compelling; with an attractive, personal, and confidential, chatty tone about it. Truly, it looks like what they style it in the heading: "Bread upon the waters," that may not return in to-day's or to-morrow's sales, but "after many days."

But it is a pretty safe guess that the "days" will not be very many after all; the very originality—one had almost said daring—of the process has a striking effect, and it runs likewise along a most logical track. It is worth noting in referring to this huge institution that Harry Selfridge, the chief, is a graduate of Marshall Field's, and has just paid nearly $1,500,000 for an addition that, besides adding to the acreage, provides a total of 525 feet of display frontage.

But here is this strange advertisement (it is too dignified to call it an ad., surely):—

Selfridge & Co., Ltd. (*Editorial Rooms*)

Oxford Street, London, W.

NOTE.—This column is occupied every day by an article reflecting the policies, principles, and opinions of this House of Business upon various points of public interest.

SELFRIDGE AND CO., LTD.

"Bread Upon the Waters."

By Callisthenes.

Economy in business management is good, but, practised at the wrong time and in the wrong direction, nothing is more certain to stunt a business in its growth. The expense account is ideally administered when it is used in the fostering and furthering of good ideas, and the house that only sees the expense entailed, and has no vision of the beyond, is lacking in imagination, the very mainspring of commercial enterprise.

We believe in spending money. We preach it. We practise it continually, and hope the day will never come when this business will fail to back a good idea because of preliminary expense. Brickbats of nearly all the commercial decalogue have been laid at our door from time to time, extravagant outlay among them, but we have never yet been accused of parsimony in the ordering of this business, and we hope we never shall.

* * *

We regard that expense account of ours in very much the same way as the good husbandman regards his seed corn something not to be used sparingly; or as the Egyptian Fellah, following the proverb literally, casts his "bread upon the waters" of the flooded field, in the sure and certain hope that "it will return to him after many days."

With the prospect of harvest to come, what wise man will begrudge the expense of proper planting?

Accordingly as this business expands and thrusts its spreading roots ever deeper into the daily affairs of the community, new necessities (we had almost written "excuses") arise for larger expenditure, and our expense account shows a healthy growth; but knowing that each additional item stands for some new effort that is aimed to bring about improvement in some direction, it does not disturb us in the least.

We believe that many a time in business, when success and failure hang even in the balance, a bold spending policy, a scrapping of old machinery and method and a generous expense account save the situation and swing the balance down. We are sure, too, that many another business economizing at the wrong time and in wrong directions has died of inanition.

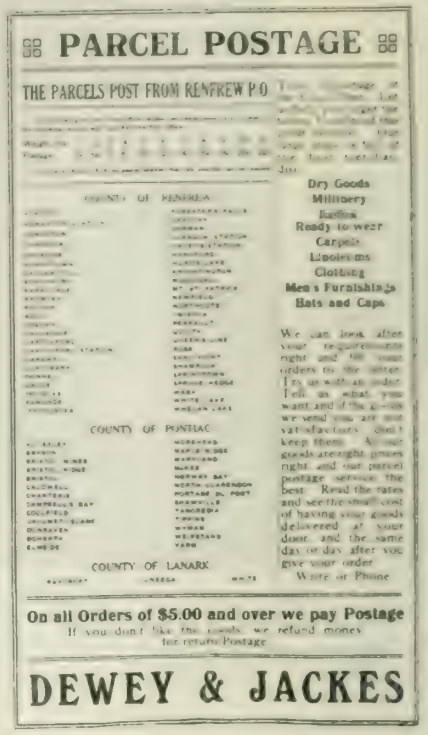
* * *

Waste is quite another thing, and is as fatal to success as false economy. Waste we will not have nor parsimony, but any plan that is brought before us that seems to offer a fair promise of bettering this house in its relation to the public service, directly or indirectly, shall have its chance of making good, and contemplation of incidental expense will not deter us for a moment.

* * *

Not being politicians, we have always attached more importance to deeds than words. We have done things first, and if we have talked of them, it has been only after full accomplishment; we have sowed our seed corn unsparingly; we have "cast our bread upon the waters," and the return has been the great and growing measure of confidence in this house and liking for its policy shown so unmistakably by the British public.

FORMS OF PUBLICITY



PARCEL POSTAGE

THE PARCELS POST FROM RENFREW P.O.

COUNTY OF RENFREW

COUNTY OF PONTIAC

COUNTY OF LANARK

Dry Goods
Millinery
Ready-to-wear
Carpets
Linoleums
Clothing
Men's Furnishings
Hats and Caps

We can keep after your requirements right and fill your orders to the letter. Try us with an order. Tell us what you want and if the goods we send you are not satisfactory don't keep them. All our goods are right prices right and our parcel postage service the best. Read the rates and see the small cost of having your goods delivered at your door, and the same day or day after you give your order. Write or Phone

On all Orders of $5.00 and over we pay Postage

If you don't like the goods we refund money for return Postage

DEWEY & JACKES

Example of parcel posts ad. in which list of post offices within cheap zone is given.

Calgary, Alberta

THE HUDSON'S BAY COMPANY

"The Great Traders of the Great West"

DURING your sojourn in Calgary The Hudson's Bay Company extend to you a personal invitation to visit their Store, to make their Store your head quarters, offering to you the conveniences of their Elizabethan Restaurant, Cafeteria, Smoking Room, Rest Rooms, Reading Rooms, Free Checking Rooms, Rendezvous, Information Bureau, Retiring Rooms, C P R Telegraph Station and Post Office.

The Store has many unique attractions in special exhibits of merchandise, representing the creative genius of all the world, and we feel that it may undoubtedly be considered the most interesting commercial attraction of Calgary. You are welcome and you will not be urged to buy.

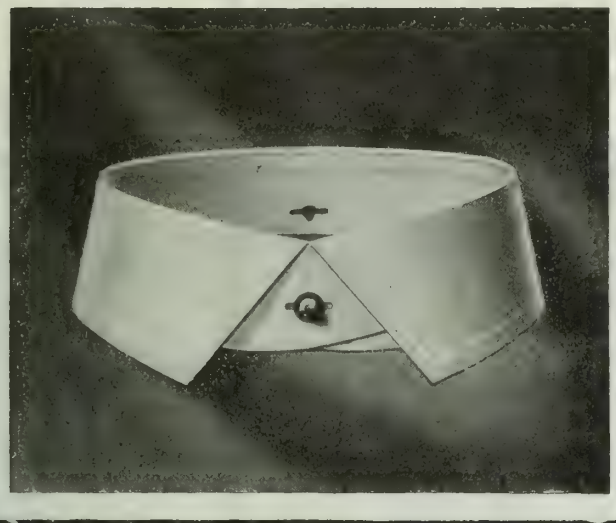
Thanking you in anticipation of the honor of your patronage, we are

Yours faithfully

THE HUDSON'S BAY COMPANY.

WELCOME TO TRAVELERS.

Form of personal message on embossed notepaper sent by Hudson's Bay Company of Calgary to men registered at local hotels.



Selling Point, No. 3

White Now—
Always White

Unlike the old style celluloid collar, some inferior makes of rubber goods and poorly laundered linen collars,

Arlington Collars

never turn yellow or lose their fresh, white appearance when kept washed with soap and water. Arlington Collars are a third heavier than other makes at the same price. They allow the tie to slide easily.

Samples sent upon request.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Two dozen reasons why you should handle Deacon Shirts

The second twelfth of a dozen

Expert Operators:

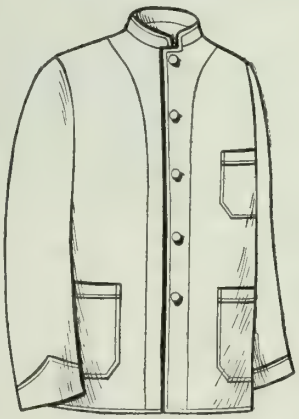
Of equal importance with experienced managers and designers are expert operators — operators whose work passes the examiner as excellent. We employ only the best, and their work shows that deft touch which at once appeals, perhaps unconsciously, to even the laboring man. Their work looks smooth and substantial. This is one reason why **Deacon Working** and **Outing Shirts** have such a big sale with the men and boys of Canada.

Let us submit our latest samples, showing the new styles and fabrics.

The Deacon Shirt Co.

BELLEVILLE, ONT.

Haugh BRAND



Duck Trousers—
$9.00, $10.50, $12.00, $15.00

Duck Coats—
$9.00, $11.50, $12.75, $13.50

As Illustration—
$11.50, $12.75, $13.50.

Duck Vests—
$9.00, $11.25, $12.00, $12.75, $13.50.

Aprons—Carpenters'—
$2.25, $2.50.

Aprons—Butchers'—
$2.50, $2.75, $3.00, $3.50

Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College & Bathurst Streets
TORONTO

Pleated Shirts With Stripes for Fall

Easter Novelty Lines Promise to be Strong in Fall—Shown Mostly in Double Stiff Cuffs—Flannels Going Well.

WHILE many of the shirt manufacturers have not their Fall lines ready for showing yet, several have come out with lines that seem to be taking well in the districts they have covered so far. One of the most popular of the novelties would appear to be the pleated shirts running either vertically or across. The former are preferred as it is difficult to match the stripes on both sides of the centre: that is the line on the left is apt to be either a trifle above or below its mate on the right.

These stripes come in a variety of colors, some very vivid, and it is these that are the most preferred. Mauve is quite a favorite, and a combination of black and red in alternate groups, while tan is found in combination with several other colors. The old reliable blue, of course, is quite to the fore.

The pleats are of the small, half up half down variety, and the "straight up" ones are shunned as too difficult to launder. The others can be done at any corner laundry without trouble, and present none of the problems of the "mushroom" shirt for dress wear.

It is argued in favor of the pleats that the idea has secured a decided revival of interest, after it had disappeared for several years. The present Spring is giving indications of the revival, as The Review has shown, and with this impetus it is felt that the shirt is likely to go well in the Fall, as it is so much better adapted in weight to cooler weather.

The cuffs so far shown are laundered, the soft ones being limited mainly to silks and flannels. The double cuff is very strong in the laundered form, however, and more are being shown in these pleated patterns than the single.

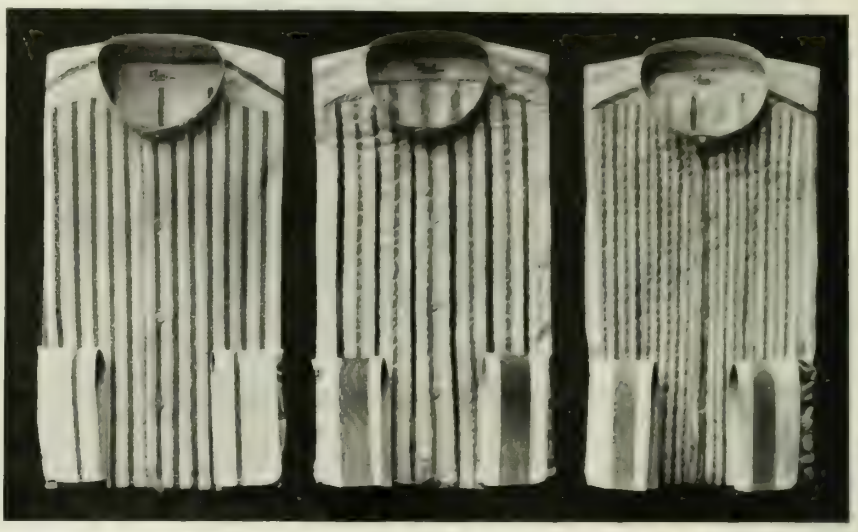
Russian cords, which are showing for Spring with fair strength, are promising for Fall in the more delicate shades. One manufacturer places the order of sales so far as follows: cream, leading; white; champagne and blue in the order named. Crepe effects in creams and pale blues, will do well in fancy stripes.

In Scotch flannels, greens, reds and browns are showing a good demand. For golfing soft greys, soft tans and blues, as well as blacks and whites are going well.

Lounge collars with shorts, are reported strong, despite the fact that some manufacturers add $3 a dozen for them.

This is true in silks as much as in anything, although some American cities report the silk lounge out entirely. The soft band remains on silk shirts in wool taffetas and other of the better lines.

The single cuffs are reported to be weakening in nearly every class of shirt.



Samples of Fall shirts, showing the pleats and stripes. The first is a stripe: the second black and red stripes alternating; the third has mauve stripes. Note double, stiff cuffs in each case. Shown by Tooke Bros.

KING WEARS HIGH BOWLER.

Many Think That Men Should Stick to Style That Suits.

In spite of a great deal of talk about the fashion in derbies there are many who believe that when a man gets a shape in a hard hat which suits him he does well to stick to it and not to follow every whim of fashion. Among these may be counted King George who has, always favored a bowler with a rather high crown. The hat he wore at the International Rugby match recently, in addition to the high crown, had a very heavily curled brim. He was also wearing the wing collar which now bears his name.

Speaking of hats, one of the leading hatters of London was heard to say that velours are dear. He went on to say that they went flat because so many imitations were introduced, and the style was never taken up enthusiastically by the well-dressed man.

Rough carded felts in heather shades look as if they were going to be a feature of metropolitan headgear. Heathers were to be seen in London last season but in more subdued colorings. This year many are being worn and the colorings are very brilliant. Contrasting shades are also being shown with the hat of one shade, say, grey, and the under brim a dark shade of navy or a contrasting color. Many of the new season's samples show the bow towards the rear.

A STORY WITH A MORAL.

While speaking recently of the value of advertising a prominent merchant related the following:

A man entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler, he found inside of it the photograph of a beautiful girl, together with a note saying: "If you are single, please write to me." A name and address followed, and the man smiled. He was single, and he put the photograph on his sitting-room mantel. There, every evening, looking up from his book, he beheld it. It was very beautiful, and in a week he had fallen head over heels in love. So he wrote to the girl. Another week passed, a week of anxious, nerve-racking suspense. Then the lovesick man received this crushing letter:

"Sir—The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged eighty-six.—Yours truly."

The heart-broken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer who didn't advertise.

KANTKRACK Coated Linen Collars

How often---

the little things control bigger ones

They often hold within their grasp the means of turning the tide either way. So it is with the collar business. Most men are collar cranks. To sell an ill-fitting collar is sure to turn away bigger trade.

KANTKRACK collars are an absolute guarantee against dissatisfaction. They are an assurance of continued satisfaction, perfect fit, perfect service. The flexible lip and the long slit over the back button hole are responsible for its long wearing qualities.

Its smart style, perfect fit, and the no-laundry bill (washed with sponge, soap and water) appeal to men of all classes.

Made in Canada. "One grade only and that the best." Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

CEETEE

UNSHRINKABLE

UNDERCLOTHING

PUREST WOOL ONLY

The C. Turnbull Co. of Galt, Limited

Galt Ontario

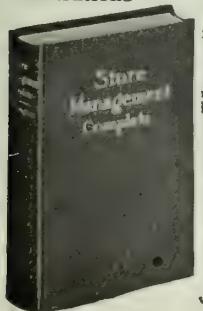
Worn by the Best People

Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.

TORONTO



—the latest in men's coat forms

Merchants, here's just the form to show off those natty Spring and Summer suits you have just got in. The round, narrow shoulder of this 5E coat form conforms, with the greatest amount of accuracy, to the English-American styles so popular at the present time. Makes the collar stand up without bulging or straining. The front hangs right, either buttoned or unbuttoned.

PRICE.

No. 5E, as cut	$ 5.00
9 in. round base in black Japan	4.50
9 in. round base in oxidized copper	6.00
Vest Form (Japanned)	3.00
Vest Form (Ox. Copper)	4.00
No. 6A Coat Form (any plating) with oak stand and revolving motor, with heavy steel springs, as used by "New York Tailors"	30.00

(**Revolves 12 hours** without winding.)

Form Booklet sent on request.

A. S. Richardson & Co.

99 Ontario Street, Toronto

The first manufacturer of Wax Figures, Forms and Display Fixtures in Canada.

A new moderate-priced Triplicate Mirror

—a selling help no store should be without in the clothing and ready-to-wear departments



No. 66A $48.00

There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak, handsomely marked, mounted on ball-bearing casters, easily moved about. **Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.**

CLATWORTHY & SON, LIMITED

The largest makers of Display Fixtures in Canada

Established 1896 — 161 King St. W., TORONTO — Incorporated 1908

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

SHOW CARD

Writing opens up Better Positions with Increased Salaries to those who KNOW HOW. YOU CAN LEARN HOW with a little expenditure of time and money by taking the

EDWARDS SHORT CUT SYSTEM

Conducted by THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO

Write for Free Booklet To-day — Mention this magazine

Kindly mention this paper when writing advertisers.

Bulldogs, Alligators and Butterflies in Ties

All Kinds of Fantastic Samples Being Sent Forth—Several New Lines of Tango Ties—Suggestions for Extensions to Political Subjects, Places, Etc.

"THE wilder the pattern the better they like it," said the manager of a large neckwear firm, when speaking to The Review regarding the tie novelties, which are now coming forward.

His remark was well corroborated by the samples shown by various firms for on them were to be seen figures of birds, bees, animals, flowers, tangoing "humans," in fact everything.

"The moth inspector will sure have a busy time when the fellows start wearing these," laughed another, as he began to unfold a number of swatches with designs of moths, butterflies, etc., on them. And still they come, with no end to the variety, Japanese, Bulgarian, Roman stripes, club stripes, plaids, checks; they are all there, and manufacturers and jobbers are quite confident over the future of even the most striking creations.

Nor must the "tango" ties, which have been mentioned before, be forgotten, and various patterns of these are now being put on the market and wholesalers report receiving orders for them from all parts of the country. The same materials, failles, crepes, and bengalines hold their own well. Knitted ties, too, continue to be good sellers in the higher priced grades, but in the cheaper lines are said to be dead.



FOR WINDOW DRESSING.

Suggestion for making up a tie to give it a trimmer look, by E. A. Morgan, with Hickey & Pascoe.



Here's where we get the alligators and bulldogs. Almost enough to make you creep. Shown by Wm. Milne, Toronto.

Judging by the patterns that are being turned out at present we need not be surprised at what happens next. The dog fancier can now ride his hobby to the extent of wearing the portrait of his favorite bull just under his chin. The student of natural history will be able to indulge his taste even in the street car, by studying the alligators, lizards, butterflies or what not, which will now be displayed on the bosom of the man across the aisle.

When our manufacturers are at it why should they not make designs to catch the various fraternal organizations in the country? Just think how every Oddfellow or Mason would start if he should see some of the interesting incidents of his experience "riding the goat," pictured on his neighbor's tie. What a deal of handshaking it would cause.

Pictures of the Parliament Buildings, city halls, and other public buildings might furnish other suggestions. It is possible that in future a man's tie rack will be a regular album of pictures of "greater Toronto," or "greater Montreal," or "greater Winnipeg," or "greater Vancouver;" or it might be a series of views of life in the Canadian Northwest. Politics suggest still another field, neckwear bearing portraits of Carson or Redmond would doubtless meet with ready sales.

These views may appear a little extreme but it must not be forgotten that a year ago very few, if any had the faintest idea of anything like the tango tie or the bulldog or alligator pattern, yet we see these on the market to-day. Meanwhile the public must set back and like the clown in the circus say, "Well, I wonder what will happen next."

C. J. Angers and G. M. Deschenes, of Morinville, Alta., dealers in dry goods, men's furnishes, small wares, fancy goods, carpets, etc., have dissolved partnership, and Mr. Deschenes will hereafter be the sole owner of the business. The old firm name had been G. M. Deschenes, the Dry Goods Man.



New types of Tango ties shown by Wm. Milne, Toronto.

Men Active in Association Work in Manitoba



HORACE CHEVRIER,
Re-elected president of the Manitoba Provincial Board of the Retail Merchants' Association.



H. P. STORY,
Treasurer of the Manitoba Provincial Board. Mr. Story is manager of Hobberlin's, Winnipeg.

R.M.A. CAMPAIGN IN MANITOBA.

The vigorous work of the Retail Merchants' Association in the sister Provinces of Alberta and Saskatchewan has stirred Manitoba up to a similar effort, and the provincial board has started a campaign to cover every district of Manitoba. Among the features of legislation in Saskatchewan that are attracting notice in Manitoba is the operation of the Small Debts Act, and the board will endeavor to secure legislation along the same line.

During the past year, however, much has been done even without the province-wide organization. Success has attended the board in opposing some objectionable amendments to the Bulk Sales Act, the King's Bench Act and the Chattel Mortgage Act, the Law Amendments Committee of the Legislature upholding the merchants in all their claims.

Such has been the confidence inspired in the officers of 1913-1914 that all were re-elected unanimously at the annual meeting, as follows:

President—Horace Chevrier.
First Vice-President—W. T. Devlin.
Second Vice—W. J. McPherson.
Treasurer—H. P. Story.
Secretary—J. F. Kennedy.

BUSINESS NEWS OF THE WEST.

Winnipeg, April 14.—(Special)—The following are among recent business movements in Western Canada:

Hess & Mottershell, Willson Building, Winnipeg, wholesale dealers in smallwares and gents' furnishings, have opened a retail store, at 488 Main street, to be known as The White Store.

H. Tuppling, men's furnishings, Saskatoon, sustained loss of $40,000 with $30,000 insurance, when fire destroyed the Cole Block, April 6.

R. Dawson has recently opened a new store at 624 Main street, Winnipeg, with a complete line of clothing and men's furnishings.

E. H. Taafe & Sons, Ltd., Winnipeg, agents for manufacturers of gents' furnishings, who were burned out recently, have taken temporary quarters in the Ryan Block, third floor.

Lautus Limited, manufacturers and importers of silk, have moved their offices from 52 Gertie street, Winnipeg, to 28-29 Cumberland Block, corner Hargreave and Cumberland avenue. A ladies' and gents' tailoring department has been added.

WILL ORGANIZE MANITOBA.



J. W. Ned, who has been appointed provincial organizer for Manitoba of the Retail Merchants' Association of Canada.

PEARL GREY HATS FOR FALL.

(Continued from page 82.)

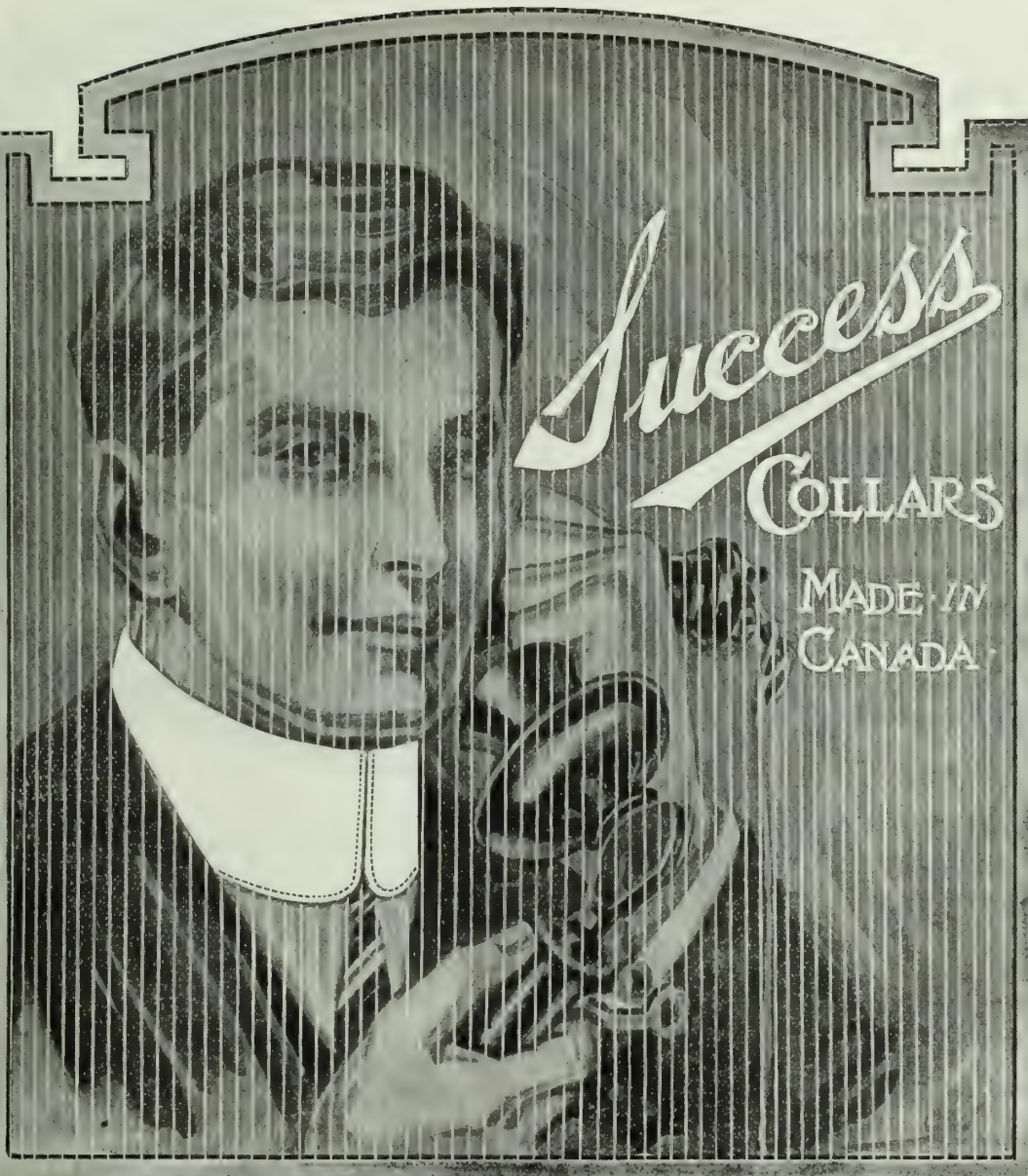
Three Novelties for Season.

But this season it is quite possible that there will be a pause in this routine long enough to permit the introduction of extreme novelties such as the bell-crown and the taper-flat top effect.

There are, therefore, three distinct novelties provided for this season—the extreme taper oval with high roll brim, the bell-crown and the taper-flat top. Which of these will survive as a Fall leader it is not possible at this time to predict.



JAMES McNEIL,
Who was elected treasurer of the Winnipeg branch of the Retail Merchants' Association of Canada.



Remember, in Success you get a first-class collar, well made, accurate as to size, a genuine hand-turned collar—which will hold its shape through the most severe laundry work.

The shape illustrated is the Success "Angus," a close-front model which is a steady big-seller. At the retail price, 2 for 25 cents, Success offers the best value on the market. Ask your wholesaler.

The Canadian Converters Co. Limited
Montreal

There it goes again. Right into the mud!



How often you hear this exclamation! A cap not firm upon the head blows off easily.

The Windless 3 IN 1 Cooper Cap

fits the head in such a way that the highest of winds cannot blow it off.

You can be assured of fitting every head. Any one of these caps adjusts itself automatically to

Three distinct sizes

without any discomfort to the wearer.

Reduce your stock. Two-thirds of the space utilized at present for your cap stock can be turned over to other merchandise, or you can carry a much larger range without any more investment, thus satisfying your customers with a better choice of patterns and ensuring no lost sales. There you have it, a greater volume of trade on one-third the capital invested or a still greater turnover on the same investment. Is that not good business? You should see this range. Samples on request.

The Cooper Cap Company

260 Spadina Avenue Toronto

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Every Ready-to-Wear Buyer in Canada will read with interest the May 6th issue of "The Review."

This will be our

Ready-to-Wear Special

Advance news on Fall garment styles will be the special feature. It will pay manufacturers to arrange for space in this issue now.

"The Review" always Leads With the News

Dry Goods Review

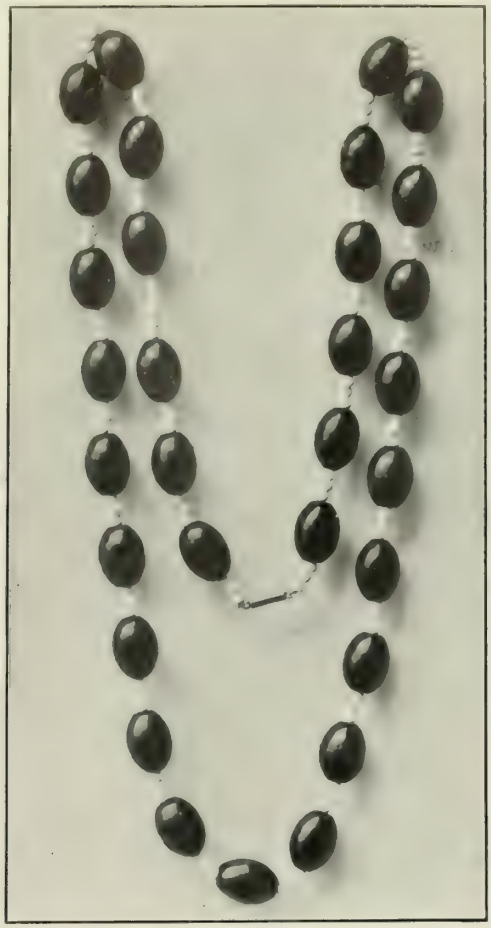
Vol. XXVI

No. 9



Featuring
READY-TO-WEAR

May 6, 1914



The big sales-getter

BEADS

Just the thing to brisk up your accessories.

This bead necklace is only one of the many styles we are making this season. Our range is a large one—everything in this popular neck adornment; all shades, including Pink Coral, Red Coral, Amber, Black, Tango and various combinations, to sell at popular prices, from 25c up.

Write to-day for a trial order to be shipped parcels post.

The Ideal Hair Goods Co.

Limited

77 YORK STREET, TORONTO

Montreal Office: 24 La Patrie Bldg.



"Rooster Brand" SUMMER TOGGERY

SOFT SHIRTS

Lounge Collars, French Cuffs, Reversible Collars, etc., etc.

We Make 500 Lines

OUTING TROUSERS

Duck, Khaki, Flannels, Serges, Tweeds, etc., etc.

RIDING BREECHES
NORFOLK COATS
AUTOMOBILE DUSTERS

White Duck and Khaki Clothing

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

MONTREAL OFFICE: 501 New Birks Building
OTTAWA OFFICE: Room 8, 62 Bank St.
VANCOUVER OFFICE: 801 Mercantile Block

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	Fink's Buildings
Sydney,	Post Office Chambers
London,	71 Queen St., E.C.

This is news of marked interest to dress goods buyers.



BARBICAN

Priestley's Barbican

A New Cloth

Priestley's Barbican Cloth is to be the popular, staple dress fabric of the new season—



WHY?

Weave—a plain cloth so soft as to drape perfectly, yet so strong as to give better service than the finest serge, and it does not catch the dust.

Correct shades — wanted widths — right prices.

SEE THE SAMPLES NOW IN OUR SALESMAN'S HANDS, AND ORDER WITH CONFIDENCE.

Barbican is one of the very best cloths we have ever introduced.

Dress Goods Dept.

Greenshields Limited, Montreal

Sole Agents for Canada for Priestley's Fabrics

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

TWO MONEY-MAKERS

DO YOU WANT, **AT JOB PRICES**, LINES OF COTTON DRESS GOODS THAT ARE HARD TO GET DELIVERY OF, AT ANY PRICE?

WE HAVE SUCH GOODS IN STOCK NOW !

WE HAVE PURCHASED, AT ABOUT HALF THE REGULAR PRICE, FROM ONE OF THE LARGEST COTTON MILLS, THE BALANCE OF TWO OF THEIR MOST POPULAR LINES, AND ARE OFFERING OUR CUSTOMERS THE BENEFIT OF THIS MOST FORTUNATE PURCHASE.

MERCERIZED ADVANCE CLOTH

28″ WIDE AT 17c PER YARD.

THIS IS A VERY POPULAR CLOTH FOR SUITS AND DRESSES, IN A CLEAN, BRIGHT FINISH AND ALL THE BEST SHADES.

FRENCH NOVELTY CREPE

32″ WIDE AT 25c PER YARD.

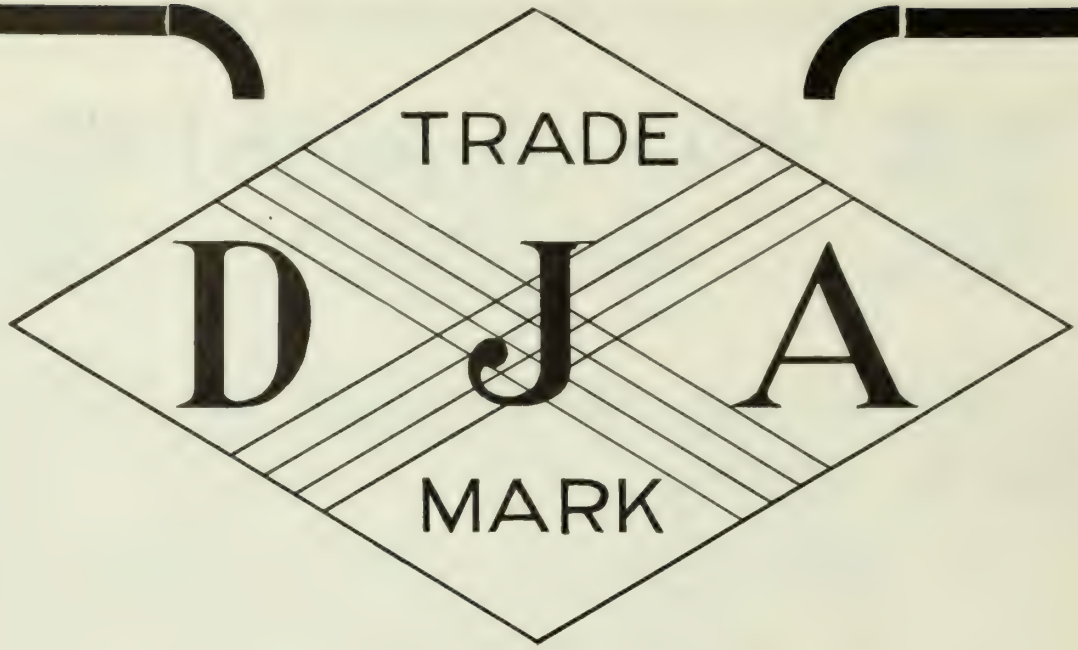
THIS IS THE CLOTH THAT EVERYBODY IS ASKING FOR. MAKE SURE YOU GET SOME BEFORE IT GOES. COMES IN WHITE, PINK, TAN, OLD ROSE, HELIO, LIGHT BLUE, CADET, COPENHAGEN, NAVY AND BLACK.



——WRITE FOR SAMPLES.——

John M. Garland, Son & Co.

Ottawa Canada



YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

Because then the cloth is as perfect as it can be made.

For over half a century D. J. A. Shirtings have taken the lead in the highest class trade. There is an enormous range of fine designs, and you are sure to find just *the one you want.*

These Shirtings include Zephyrs, Cheviots, Silk and Cottons, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

DAVID & JOHN ANDERSON, Limited

Atlantic Mills ESTABLISHED 1822 **GLASGOW**



Bradford, England
The World's Centre
For Mohairs

English Mohairs

Guaranteed by the B.D.A.

Perfect Fabrics, Perfectly Dyed and Finished

English Mohairs are always in demand. Their durability and constant conformance with the current color requirements make them year-round favorites.

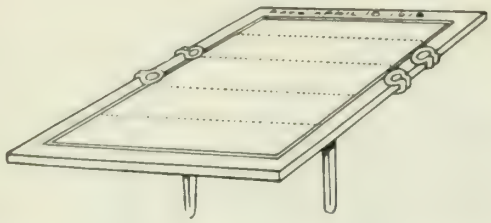
Ask your importer to show you the new tones. Ask for English Mohairs guaranteed by the B.D.A.

The Bradford Dyers' Association
Limited
of Bradford, England

Advertising cuts and other information can be had upon application to the American Bureau of the Bradford Dyers' Association, 235 West 39th Street, New York City

The Symbol that
Guarantees Quality
the World Over





No Torn Fingers
No Damaged Goods
No Ruffled Tempers

if you use

TRADE MARK

"Noesting"

The New Pin Ticket

"Noesting" enables clerks to work faster without the fear of getting scratched and contracting blood poisoning. "Noesting" saves you money by eliminating the amount of pin-ticket damaged goods. "Noesting" prevents ruffled tempers on the part of customer or salespeople

An unsolicited testimonial from a prominent Port Arthur merchant:

"We are very much pleased with Noesting Pin Tickets, and as long as we can get them we will not use the old kind."

Whether for retieketing old goods or ticketing the new "Noesting" is simply perfection. Made in every size to suit all purposes

Prices are right. Send to-day for our free sample box. It places you under no obligation to us.

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto

Specialize on "Old Bleach" linens for June wedding gifts



Most brides-to-be know these famous snowy-white linens

—bleached on the grass, just like grandmother's linen.

Keep your stock full. They're always good. Assort from Toronto.

R. H. Cosbie Limited

Irish Linen Agency
30 Wellington Street West
TORONTO

CLEAN-UP SALE

GOING GOING GONE

Regardless of cost our entire stock of:

English Curtains
English Laces
Bedspreads
Pillow Cases
Table Covers
Napkins
Runners and Squares
And all kinds of Swiss Embroideries.

Special, 2,000 pairs of Men's Pants must be cleared at once. All going below cost.

Tauber Bros. Co.

67 ST. JAMES ST. - - - - MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

TWO BIG LEADERS

HOSIERY and GLOVES

We can sort up your stock of these two important lines to your entire satisfaction, giving you both

Pleasure Profit *and* Satisfaction

GLOVES

Long Lisle @ $2.25, $3.25, $3.60, $4.50, $6.50.
Long Silk, double tip, @ $4.50, $6.50, $9.00, $13.50.
Long Lace, $2.25, $3.25, $3.60, $4.50.
2 dome Taffeta, $2.25, $3.60, $4.50.
2 dome Lisle, $1.80, $2.25, $3.00, $3.60, $4.00, $4.50, $6.50
2 dome Lace, $1.25, $1.50, $1.80, $2.10, $2.25, $3.00, $3.50, $4.50.

Guaranteed Kid Gloves, 2 dome.

Elise and Heldor @ $9.00 } Charles Perrin's
Murianette and Olive @ $12.00 } Superior qualities.
Long Kid and Short real Chamois, etc., etc.

HOSIERY

Plain Cotton, @ .80, .99, $1.25, $1.50, $1.80, $2.25.
Plain Lisle, @ $2.25, $3.00, $3.25, $3.75, $4.00, $4.25, $4.50, $6.25.

Gauze, Silk or Heavy Lisle.

Split Feet, @ $2.25, in White, Bal, Natural and Black Wool.
Silk Ankle, @ $2.25, $4.50, $6.50.
Silk, @ $6.50, $9.00, $12.00, $15.00, $18.00, $21.00.
Lace or Full Lace, @ $2.25, $3.00, $3.25, $3.60, $4.00, $4.50, $6.50.
Embroidered, @ $2.25, $3.25, $4.00, $4.50, $6.50, $9.00.
Most of above in Black, White, Tan and Opera Shades.
Full lines of Little Darling, Daisy, Buster Brown's Sister and other popular lines for Children.
We also carry all the leading numbers in Chipman, Holton's Plain and Ribbed Hosiery.
380, Princess, Rocknet, Hercules, Buster Brown, Italian Silk, etc., etc.
Send your orders for the above to us and be sure of getting goods delivered. We also carry good lines of ribbed from 96c doz. to $2.25 doz.

The W. R. BROCK COMPANY (Limited)

Toronto

Dry Goods Review

VOL. XXVI. MAY 10, 1914 No. 9

Theatrical Chorus Engaged as Store Models

Hudson's Bay Co. of Winnipeg Had Girls Parade With New Spring Garments—Nearly 100 Shown in Succession—Gowned by Store for Dressmaking Scene on Stage—Big Hit With Public.

By a Staff Correspondent

WINNIPEG, May 5.—It is one thing for a firm to send their expert buyers to Paris to secure the last minute developments in fashion, and it is another thing to get the right class of people to come to the store to see and to purchase them. Woman will go a long way to see a new gown, but usually she has to be shown how that gown is going to enhance her beauty before she becomes a purchaser. Consequently the better the model, the surer the sale.

Recently, the Hudson's Bay Co., Winnipeg, have been co-operating with the theatre on a most elaborate scale in order to show their new gowns, suits, etc., to the best possible advantage. They argued that some of the finest models were to be found on the stage, so they engaged nearly a whole chorus from one of the most successful musical comedies of the season, and had these girls parade, wearing Hudson's Bay gowns, in the store, before the gaze of the "elite" of Winnipeg. In another instance, the gowns worn in a dressmaking scene were supplied by this firm. How this was successfully achieved with the co-operation of the advertising department and extensive advertising is described in this article.

When "The Ham Tree" was being presented at the Walker Theatre, the Hudson's Bay Co.'s Easter Fashion Revue was about due. The manager of the mantle department decided that better models for his new Spring gowns could be secured from "The Ham Tree" chorus than out of his store or anywhere in the city. So he went up to the Walker Theatre, and over the footlights chose the finest-looking girls he could see, and made an arrangement with them to appear at the Hudson's Bay Co.'s store for three days, from 11.30 a.m. until 1 p.m. on Tuesday and 2.30 to 4 on Wednesday and Thursday, during which time they would parade in the new gowns for the scrutiny of Hudson's Bay customers.

Advantages of These Models.

The chief arguments in favor of securing these women as models were, first, that they were almost perfect models for this purpose; second, that they were used to appearing before the public, and as a result were not at all nervous; and thirdly, that they were accustomed to wearing smart garments, and had all the confidence in the world in displaying nice stuff. The method of display was absolutely new to the Hudson's Bay Co., and the success they achieved was due principally to the unusual setting. The system used was "half the success of the show."

It was arranged as follows:—Two girls were assigned to each fitting room, each girl and each garment being numbered. One fitter was allotted to each room to assist the model in making changes quickly. When the show began, one girl was taken from each fitting room, which meant that six to eight girls were on the stage at one time. In this manner a continual series of garments was kept upon exhibition. The display lasted for about an hour and a half, during which time there were shown from 70 to 100 garments.

No two girls on the stage had the same appearance, and the gowns were matched to the different types. The manager, who chose the gowns for the girls, had previously taken care to select girls who were 14, 16, 36 and 38 models, which helped out on the assortment of gowns shown.

The orchestra was in attendance, and played for the opening sitting. "Wearing of the Green" was given while four beautiful green garments were parading. Features of this kind characterized every day of the review. Evening gowns were shown together in colors that would harmonize on the stage. Coats and dresses were shown in combination; for example, after showing the setting of dresses, models would parade with coats over these dresses, after the dress had been shown by itself. Thus, they were able to show a greater number of garments in less space of time.

Description of Stage.

The stage was made the full length of the department, and was retained until after Easter. The canopy over the stage was of heavy silkaline, with scalloped border. The top of the canopy was shirred, lights being set in suitable points. The posts were covered to match the color of the canopy, the color being helio. The stage was set with real Easter lilies, a floral scheme being secured by using climatis throughout. Cupids about two feet high on a mahogany base were made specially for this show, and were used as a support for a velvet barrier rope.

Blocked the Entrances.

All the windows of the store were shaded, and the lights turned on. A Summer touch was added by the floral decorations and the singing of scores of canaries. The whole thing was a brilliant success. The first day's attendance was just large enough to permit the display to be witnessed comfortably. On the second day, the building was crowded; and on the third day, those who came late could not get near. Patrons came an hour before the opening to secure seats, and the entrances were completely blocked.

On the previous week the Hudson's Bay Co. made a decided hit in another co-operation with the chorus girl. In this case "The Quaker Girl" was being presented at the Walker Theatre. The manager of the mantle department conceived the idea of gowning the girls in



View of the stage in the Hudson Bay Co.'s Winnipeg store, showing the chorus girls as mannequins, displaying Spring costumes.

The Dressmaking Scene of Act 2. He made arrangements with the management, who had the girls visit the Hudson's Bay store, where they were fitted with the best gowns the firm had in stock.

To secure publicity for the store (and it was one of the best advertisements ever attempted) an elaborate statement of what had been done was inserted in the store's ad. in the city newspapers. They also took the two centre pages of the Walker Theatre programme, in which they showed seven cuts of garments, right across the two pages, in large letters announcing that the gowns worn by the show girls in The Dressmaking Scene were supplied by the Hudson's Bay Co. More publicity was secured through society and theatrical notes in the local newspapers, the writers of which drew attention to the gowns worn. Afterwards the gowns were sold to the girls who had worn them.

Such methods as these may appear very expensive at first sight, but it is a most effective way of reaching the public who wear expensive gowns. The Hudson's Bay Co. freely admit that these elaborate advertising schemes have paid for themselves well in the amount of business secured.

In an advertisement the Company used the prominent heading:

"Beautiful Gowns and Beautiful Women."

and went on:

Have you seen the fashion parade of Hudson's Bay Paris Gowns and hats in the Quaker Girl at the Walker Theatre?

Stunning gowns and beautiful women are the fascinating feature of the second act of the "Quaker Girl," playing all this week at the Walker Theatre.

It is an authentic fashion review of the latest developments in Paris and New York gowns and hats from the Hudson's Bay Company.

The second act is laid in the showrooms of a Parision modiste, and where could there be a more fitting background for the display of French gowns?

It is regarded as one of the most elaborate fashion parades that has graced the Walker Theatre stage.

Our readers will be interested in a "pen picture" of a few of these gowns:

Miss Gerard, the prima donna, wears a smart costume of red crepe which embodies the puff bustle and short, loose-fitting coat, worn over a shadow waist. Dresden silk in grey and red tones are used for the girdle and jacket lining.

Miss Bernice McCabe, the very youthful and winsome leading lady, appears in a shimmering satin of misty blue, dimmed by the wide band of diamonted trimming, which finishes the overskirt of ninon. The ninon and satin are combined in a dainty bodice. But the feature of the gown is a Persian girdle overshot with gold thread, in which an

(continued on page 19.)



Spring Fashion Window in Hudson Bay Co.'s store. Note the soft, curtained background, the spare, yet sufficient showing of flowers; the two figures draped according to the latest fashions, with a third set facing the corner of the double window; and the accessories, including hats, gloves, and shoes.

Ocean Freight Rates to Royal Commission

If Relief is Delayed Until This Reports It Will Be Tardy—Commission Arrives in August—Tables Show Big Increases in Charges in Past Seven Years.

THE definite announcement that the Dominions' Royal Commission, appointed as a result of the Imperial conference, and which is now sitting in South Africa, is to come to Canada in August to open an inquiry under a schedule which includes practically any or all things in regard to the trade, commerce and resources of the country and their relation to the Empire generally, and the other dominions individually, brings again into the limelight the important commercial question of ocean freight rates. This vexed problem was referred to the commission as one of the matters to be inquired into in Canada, but whether the Government will wait until the report of the commission is made—which will undoubtedly necessitate considerable delay—or whether the forces which are being brought to bear will have the effect of some more immediate effort being made to relieve the situation, as has been demanded by the Associated Boards of Trade and the Dominion Millers' Association and other organizations, remains to be seen. The last word from Ottawa in connection with the matter was spoken in the budget speech of Hon. W. T. White, when he said that the matter was having consideration.

That anything to be accomplished by the inquiry of the Dominions' Royal Commission will require a considerable length of time to work out may be readily seen when the scope of the inquiry to be made is considered, and when it is also pointed out that the commission is to visit all the colonies and make investigations in each. The programme of the inquiry as sent out by the local officer of the commission, Deputy Minister O'Hara, of the Department of Trade and Commerce, states that the commission was appointed for the purpose of inquiring into and reporting upon the natural resources of the dominions of the Empire, the development of such resources and the facilities which may exist or may be created for the production, manufacture and distribution of articles of commerce in the dominions. Under this broad preamble are included the questions of food and raw materials and the available sources of the same; steamship services, postal facilities, telegraph services, harbor accommodations, freights and bills of lading, railway transportation and railway finance, agriculture, minerals, forests, fisheries, irrigation and water powers. In connection with trade, the British Empire trade mark proposal is to be considered as well as the preparation of statistics and means of dealing with misrepresentation and misdescription, also a system of trade commissioners. Under the head of legislation comes such matters as the double income tax and death duties, patent rights and the codification and consolidation of the commercial laws of the Empire. The commission is also to consider the establishment of a board of Imperial conference and the creation of a fund for its duties in connection with the development of the Empire and its resources and an Empire development board for the purpose of arranging loans for Imperial enterprises on the most favorable terms.

In detail, some of the definite projects to be considered are: The All-Red route for improvement of the mail service; the betterment of the cable facilities and reduction of rates; the alleged cheapness of ocean rates between continental ports and ports of the United States, as compared with ports of Great Britain, and the control of freight rates between Canada and the United Kingdom.

The Case of the Importers.

The announcement of the date of the visit of the commission to Canada means that steps will be taken at once—and, in fact, are already being taken—for the preparation of a great mass of material in connection with the whole question of transportation rates, not only covering the ocean rates in themselves, but comparative figures, combinations with overland rates, etc. Different Boards of Trade are now communicating one with the other in connection with the matter; the Manufacturers' Association has had notification of the sitting, and will undoubtedly be strongly represented; the Dominion Millers' Association is vitally interested, and the wholesale importers are perhaps more concerned than any other class.

At this time it is interesting to review briefly the case of the exporters and the importers in connection with the remarkable advance in ocean freight rates, and the steamship conference, as presented in the House of Commons when it was urged that the Government do something to relieve the situation, which was followed by the suggestion to establish

(Continued on page 13.)

STATEMENT OF RATES FROM F.O.B. BRITISH PORTS TO CANADIAN ATLANTIC PORTS

Commodities.	Winter—years 1907-08	Winter—years 1909-10	Summer 1910	Years 1911-12	Years 1912-13
Dry Goods	15s measure	17s 6d measure	22s 6d measure	25s measure	27s 6d measure
Carpets	12s 6d measure	12s 6d measure	20s measure	22s 6d measure	boxes
Linoleum	12s 6d weight	12s 6d weight	20s weight	22s 6d weight	30s measure bales
Crockery	10s ton weight	15s ton weight	17s 6d weight	20s weight	25s measure
Hardware	15s weight or measure	15s weight or measure	20s weight or measure	25s weight or measure	25s weight
	8s 6d weight	12s 6d weight	12s 6d weight	15s weight	22s 6d weight
					27s 6d weight or measure, value under £100 per 40 cubic feet
					40s weight or measure value over £100 40 cubic feet
Bolts and Nuts					17s 6d weight

How Boys Whistled Trade to a Barrie Store

Procession of Lads Used by George Vickers to Advertise Whitewear Sale—Twenty Suits Free to Boys Who Discovered Their Partner on the Street—Changing Around Departments in Store Prevents Staleness.

By a Staff Correspondent

BARRIE, May 5. For over twelve years, ever since he became his own proprietor, George Vickers has been on the look-out for original turns in his business dealings with the public that will focus their attention and draw their trade. Two of these ideas are illustrated here: a whitewear sale, and another plan in which boys figured even more prominently.

The former was intended to draw attention to the annual whitewear sale, and a group of boys were engaged to parade the principal streets with banners on poles, bearing the inscription in red lettering on white. The lads had on white kimonos, with red trimming, and made quite an effective array.

In order to insure some order in the march, Mr. Vickers gave them half an hour's drill in an upper room in the store before they sallied forth, and told them to "march and behave like men." Half an hour after they had left he received a 'phone message from Allandale, now a ward of Barrie, 1¼ miles away from the store, stating that they were marching like regular soldiers through the streets, whistling all the time, and the scheme was "making quite a hit."

The whistling was part of the programme, and attracted as much attention probably as the banners. This, too, was part of the advance training.

A friend of Mr. Vickers, hearing of the plan, tried it out himself, but it happened that the weather was very cold on that day, and the boys soon broke from the ranks and found their way to a warmer shelter than the kimonos and standards provided.

A second illustration shows scores of boys thronging the doors in front. These are looking for their "double" or "duplicate." A sale of boys' suits had been advertised, and hundreds of tickets given out on request. Each ticket was numbered, and for twenty there was a duplicate number. So the boys were trying to find their "mate." The majority of them did so, and as a reward each pair received free of charge a new suit of clothes. One Barrie boy, on coupling up with the one whose number was the same as his, found he had come from Cookstown, fourteen miles away. This sale, like that of whitewear, was a great success.



Procession of boys in white kimonos with red trimming, carrying banners with red lettering on white. This band whistled all along the route.

Booth at Fall Fair.

Another form of advertising that is carried out every year is at the Fall Fair. Here the store has a booth, and one year specialized on corsets and stockings. An unusual combination, some may think, but both are lines that Mr. Vickers is particularly interested in from a selling point of view; and, indeed, he almost treats each as a department by itself. The display certainly was such as to attract attention, even among hundreds of others, each bent on the same result. A big streamer across the top had a legend on each end reading:

Geo. Vickers.
Barrie's Specialty Stocking Store.

Towards the centre were two more signs painted in the streamer:

Geo. Vickers.
Barrie's Big Corset Store.

Under this were rows of stockings, white, colored and black, and lower down two rows of forms with corsets over them. Palms, in addition, gave a touch of nature to the booth.

One of Mr. Vickers' beliefs in "something new and different" he carries out in the arranging of his store. The linen department may be here one month and be moved across to the other side the next, or, rather, once, say in six months. The hosiery has traveled about six times in a ten-year period. Even the dress goods, which, as in nearly every Barrie store, is on the left side on entering, shifted across to the other side for a short time. In fact, about the only departments that have not experienced a change have been the men's wear and millinery.

"It has always seemed to me that a store, if it is kept with the same arrangement year after year gets 'stale,' not only for those inside, but the public, and the one is as important as the other. The novelty stirs up a new interest for every one. But more than that, it enables the clerks to get to know the stock better when it is moved and shifted this way and that, and where they follow the customer from one part to another, as here, this becomes very important.

Besides the week's newspaper advertising, Mr. Vickers uses circulars, a method common to nearly all the Barrie stores, which draw trade from an excellent country district for nearly twenty miles.

His windows are good, practical dis-



Group of boys in front of Geo. Vickers' store ready to start on search for their mates—and a free suit of clothes.

plays of merchandise. He does not believe the store in a town has much time for elaborate backgrounds. "Let me put out a few mantles on figures, and price tickets on them, and I'll sell them," he declared. His ready-to-wear department, by the way, is experiencing the growth of all well-conducted ones in Canada, and he has given up a dressmaking section entirely.

Bouquets of Flowers Daily.

One feature of this busy store that is worth noting is a bouquet of flowers. This the proprietor calls a "hobby" of his. Perhaps it arises out of his love of gardening; but, anyway, a bouquet of flowers stands on a counter near the entrance nearly every day in the year, supplied out of his own garden in season, and later hohouse flowers.

"It appeals to women, for 99 per cent. of them love flowers," said Mr. Vickers. "It is nice for them on coming in to be met that way, I think." It is a pleasant touch in the garniture of the store.

Whole Holiday Every Fortnight

This is the only dry goods store in town that does not close on Wednesday afternoon during the Summer. From the managerial standpoint this half holiday is not a good thing in a Summer town with a large agricultural district surrounding it, where necessity often calls for a trip to town on Wednesdays. Not only are these visitors disappointed to find stores closed, but the tourist trade, which is increasing every year in Barrie, gets an unfavorable impression if business places are closed.

This firm would go even farther, however, so far as the actual total of hours for their employees are concerned, and favor shutting up every day at five o'clock, and this will be done.

The Wednesday holiday is observed in a manner that the firm consider more beneficial for their clerks. Starting with the first of June the staff is divided into two sections and the whole day is given to each every two weeks, one-half the staff thus being absent for the whole of Wednesday. Thus a continuous service to the public is retained, and a full holiday given the staff every fortnight, in addition of course, to the regular annual holidays.

OCEAN FREIGHT RATES TO ROYAL COMMISSION.

(Continued from page 11.)

a Government line of ships or that a new line be subsidized. The inquiry was placed in the hands of the chairman of the Railway Commission, Mr. Drayton, and on his recommendation was referred to the Dominions' Royal Commission.

The accompanying table shows at a glance what the increase in the rates has meant to some lines of trade, and exemplifies the justice of the business men of all sections in protesting against the excessive charges. The discriminatory condition whereby continental goods are shipped for less via England than goods from that country has already been dealt with in The Review.

This table, however, is only one feature of a mass of statistical information regarding rates which has been prepared.

With the arguments in figures it was pointed out that the Government and the people of Canada had expended large sums of money in undertakings to improve transportation facilities; internal carrying had been cheapened and the rates had been largely brought under public control; on the other hand, ocean rates had been steadily advanced. When the ocean liners were free to compete, the rates were reasonable, but the individual owners had been replaced by the big companies, and ultimately the steamship conference had been formed, controlling the rates on the North Atlantic. The shippers alleged nothing short of a monopoly, with the squeezing out of the individual owners, and, while the efforts in Canada had resulted in cheaper internal transportation, the advantages so gained had been lost by the raising of the ocean rates.

It was pointed out that the efforts of the Manufacturers' Association, the retailers, and the Boards of Trade had been without effect in securing relief by the control of rates or otherwise; it was found impossible to offset the organization of shipowners by a similar combination, and so the demand was made for interference by the Government.

EARLY CLOSING AT GALT.

Galt's new early closing by-law went into effect on April 20. Under it every retail store in the various lines of business is compelled to close at seven o'clock in the evening, except on Saturday nights and the nights before holidays. The petition to the council, which was largely responsible for the by-law being passed, was almost unanimously signed by the merchants. Some three hundred clerks are affected by the new regulations, and the public is being appealed to do everything possible to make the new measure effective.

View of Handsome Ladies' Store Opened in Ottawa

No. 1.—Exceptionally attractive double entrance on Sparks street, giving high class air to this exclusive store.



Illustration No. 1

No. 2.—View of interior showing solid mahogany fittings, with handsome mezzanine floor and balconies. No two articles in stock are alike.



Illustration No. 2

High-Class Ladies' Store Opens in Ottawa

Darwin's, With Double Entrances, Handsome Mahogany Equipment, Mezzanine Floor and Balconies for Goods — No Two Articles Alike.

(By a Staff Correspondent.)

OTTAWA, March 30.—The newest store in Ottawa is known as the House of Styles for Ladies, of which the proprietor is Mr. Darwin, who already has stores in Paris and Montreal. This new store, which, by the way is new to Ottawa in more ways than one, is located in the new Union Bank Building, with frontage on Sparks street, near the corner of Metcalfe, right in the heart of the uptown shopping district.

Though only opened less than a month, Mr. Darwin says the volume of business he has done has been much greater than he expected. No less than 8,000 people visited the store the first day it was opened.

The stock includes millinery, hair goods, such as wigs, toupees, switches, ornaments, which are on the spacious main floor; gowns, costumes and blouses, on the balcony floor. At the rear of the main floor are the hair-dressing and manicuring parlors. The work and fitting rooms are located at the far end of the balcony floor.

Unusual Entrances.

All the interior fittings are in solid mahogany, while the furnishings are in green, rose and white, so arranged as to give a harmonizing and elegant effect. The windows are of an exceptionally attractive design as the illustration herewith shows and are about eight feet high. There are two doors leading from Sparks street and one from the main rotunda of the bank building. The main floor measures 75 by 30 feet on which the millinery, hair goods, ornaments, perfumes, etc., are displayed in the most modern show cases.

Rest Room on Mezzanine Floor.

From the centre of the main floor a wide staircase leads to the balcony, where the gowns, costumes and blouses are arranged in mahogany cases with sliding glass panel doors. Immediately over the main door way on the mezzanine floor is the rest room, provided with telephone, writing materials and other conveniences, for customers. It is richly furnished in a color scheme of green and rose. From this room an unbroken view of Sparks street below can be obtained.

No Two Articles Alike.

Mr. Darwin says that all his stock is purchased direct from the manufacturers in Paris, London and New York and that everything in the store, such as hats, gowns and costumes, is original. No two hats in the store are alike, so that any lady buying a hat from Darwin's will not see its duplicate anywhere. This also applies to other wearing apparel. All the work, including the making of hair goods, is done on the premises.

Strictly cash is the principle on which the business is being run.

Garnishee Amendment Beaten

Fight of Retailers Powerless Against Strong Labor Rally in Legislature—Good Fight by J. R. Dargavel, M.P.P., and the Association.

AFRAID apparently of the votes of the Toronto labor men, the Legal Committee of the Ontario Legislature, at the end of April, considered adversely and threw out the amendment to the Garnishee Act, which the Ontario Retail Merchants have been for a long time trying to get on the statute books.

J. R. Dargavel, M.P.P., for Leeds, and a general merchant himself, fathered the amendment, the chief clause of which was:—

> Every debt due or accruing due to a mechanic, workman, laborer, servant, clerk or employee for or in respect of his wages, shall be exempt from seizure or attachment to the extent of one-half of the amount so due or accruing due.

A Help to the Honest Wage Earner.

Before the Legal Committee, among the personnel of which were to be seen such political and legal lights as Hon. J. J. Foy, attorney general (chairman); Hon. W. J. Hanna, Hon. Dr. Pyne, Hon. W. H. Hearst, W. D. McPherson, K.C, and W. S. Brewster—Mr. Dargavel presented concisely and fairly the reason why the change was asked. "No one who is honest," he said, "could take any exception to such an amendment. In any case it leaves the debtor half, and it would tend to make the credit of the honest wage earner better in times of stress.

"It also," added the speaker, "tends to provide against the dishonest debtor getting out of an honest debt."

Just as Mr. Dargavel concluded in came a number of labor men.

This was evidently too much for the timid ministers and members of the committee, and one after another, McPherson, Brewster, etc., opposed it with the old saws that "retailers had the matter in their own hands;" "$25 was little enough to leave a man," etc., etc.

Hinges on Organization.

The entire proceedings impressed one with the fact that "organization, organization, organization," is the only remedy for the injustices besetting the trade. The labor men are united. The members of Parliament know it and it does not appear that the retail trade will be able to get many concessions from the Government unless its members can show a united front that will awe the legislators into serious consideration of their just dues.

Much Work Expended.

The fight of the Ontario merchants for an amendment to the Garnishee Act has been a long one. Petitions were gotten out, and circulated all over Ontario. came back with hundreds and thousands of signatures and towards the end of the year these were placed in the hands of the solicitor. Cabinet ministers were approached from time to time, and while they invariably shied one way and another, they stated the question would come up in due course, yet little was accomplished until a couple of months ago when the secretary went personally to the Parliament Buildings and got after the Attorney-general. The latter referred him to J. R. Dargavel, M.P., for Leeds, and Mr. Dargavel was found to be a true friend of the merchants. He agreed to father a bill which would amend the Garnishee Law. The amendment was somewhat different from what the petition called for. The latter asked that the $25 which the debtor was permitted by law to retain in case of garnishee, be reduced to $10. This request was deemed fair inasmuch as the majority of people are now paid weekly, and that, therefore, there was seldom

(Continued on page 19.)

New Western Freight Rates Under Analysis

Benefit to the Provinces West of Manitoba — Retailers Should Reap Considerable Advantage — Reduction of About 7½ Per Cent.—Some Interesting Figures.

THAT the retail merchants of Alberta, Saskatchewan and British Columbia will be materially benefited by the decision of the Dominion Railway Commission in the Western rates case is evident after a study is made of the application of the new rate schedules, although in the general tendency towards unsettled prices, in the West at the present time, the proportion of benefit to consumer, retailer and jobber may not be definitely defined. To the wholesaler there is little change, although there is evidently a direct saving to eastern houses of about one cent per hundred pounds on western orders, this being the reduction in the rate between the head of the Lakes and Winnipeg.

To summarize the order of the commission briefly it may be stated that the principal provision is to put the rates for Saskatchewan and Alberta on the same basis as Manitoba, and to make an even more substantial reduction on the proportionately higher rates in British Columbia. The lower Manitoba rates, officials say, were responsible for the whole inquiry inasmuch as the cities further west objected to any discrimination.

Dates Back to 1901.

The Manitoba rates were on the same basis as the other prairie provinces from the year 1882 until 1901; during the latter year the Canadian Northern sought Government aid in bond guarantees to take over the Northern Pacific and the price of this assistance was fixed in a rate agreement providing for a reduction of about 7½ per cent. in the province, and the C. P. R. of course adopted the same schedule.

With Alberta and Saskatchewan on a rate schedule showing a 7½ per cent. reduction, the benefit to the retailer is evident as the Winnipeg trade basis may be expected to hold so far as wholesale prices are concerned; the further west of the Manitoba boundary the greater the reduction.

The decision is evidently received with considerable satisfaction in the West. It is not all that had been asked for; western rates are still higher than eastern, and Manitoba gets no reduction, but the attitude generally seems to be that a half loaf is better than none and the example established of the way the Railway Commission may be expected to use its powers is significant.

Passive Disapproval.

The attitude of the railways may be taken as one of passive disapproval. An appeal might be made to Parliament but the Grand Trunk and Canadian Northern are not likely to do so in view of what they are already seeking at the Capital, while the C. P. R. would hardly take the initiative in view of its strong financial position, which the West claims it has been responsible for largely at its own expense.

Generally speaking, from the financial standpoint, however, the decision is affecting the standing of Canadian railway stocks, as might be expected. Not only is the reduction likely to prove a considerable factor in profits but there is the significant precedent established of the powers of the Railway Commission in regard to freight rates—powers which the members have shown an inclination to make use of.

Eastern wholesalers generally sell to the western trade on the Winnipeg market basis, so that on the rate west of the Manitoba capital there will be no benefit to them, but from the Lake terminals to Winnipeg there is a slight reduction,—1st, 2nd and 3rd classes 1 cent per cwt.; 6th class 2 cents per cwt.; 10th class 1 cent per cwt. This reduction should come to eastern houses. However, up to the present the new schedule has not created much interest among Ontario wholesalers, and it will be some time yet before the railroads will be in a position to announce the readjusted tariffs.

The new schedule bears no significance to the wheat transportation but the lower rates on coal should be of considerable benefit to manufacturers and other heavy consumers. There should be a benefit also to the household consumer, as coal being sold by the ton permits of price changes readily, whereas it is almost impossible to work out the proportionate benefit on small articles.

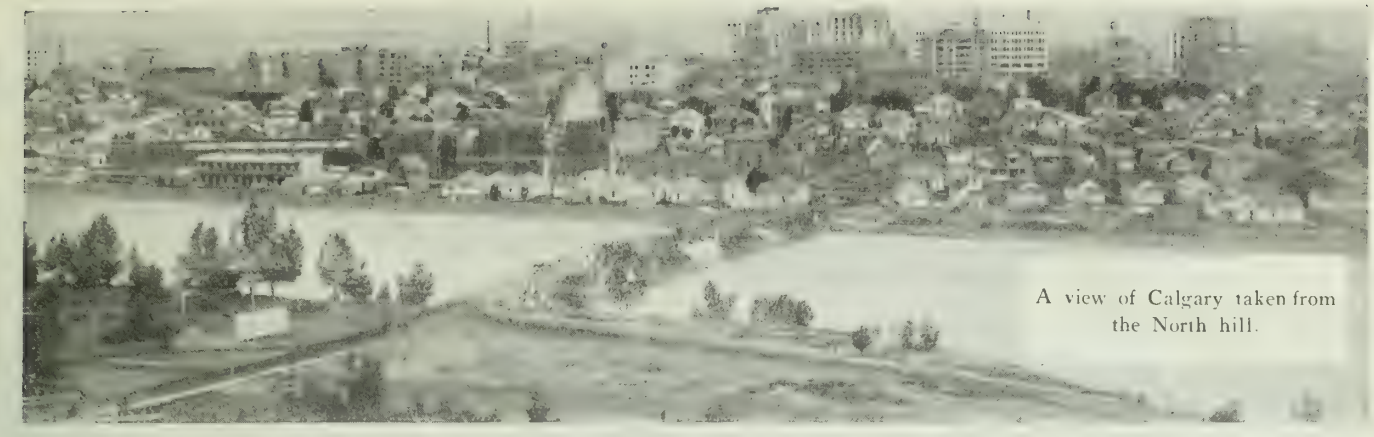
Manufacturers will be permitted commodity rates on goods shipped from their plants. The reductions will be granted on proper representations being made, with full information as to quantities to be shipped, etc.

Special distributing tariffs on a lower basis are authorized from recognized distributing centres, the reduction from the standard tariff of each territory being 15 per cent. of the prairie standard scale. The following first-class rate examples indicate the character of the reductions, the other classes being proportionately scaled:—The first-class rate from Winnipeg to Regina is reduced by 8 cents, to Swift Current by 9, Calgary 12, Revelstoke 15, Saskatoon 13, Edmonton 16, Lethbridge 10 cents per 100 pounds. From Regina the first-class rate is reduced: To Broadview by 3, to Swift Current 6, Medicine Hat 7, Colonsay 13, Saskatoon 6, and Wilkie 18 cents per 100 pounds. From Saskatoon the first-class rate is reduced: To Hardisty by 7, Wynyard 4, Davidson 4 cents per 100 pounds. From Calgary: To Regina 10, MacLeod 3, Edmonton 4, Lethbridge 3, Cardston 4, Fernie 8 cents per 100 pounds. From Edmonton: To Saskatoon 4, Camrose 6, Wetaskiwin 6, Calgary 4, High River 7, Lethbridge 9 cents per 100 pounds. Similar reductions are made from other prairie jobbing centres. From Vancouver to Ashcroft 14 cents, Kamloops 20, Revelstoke 26, Nelson 15, Calgary 7 cents per 100 pounds.

EXAMPLES OF NEW RATES FROM THE LAKE TERMINALS.

Classes		1	2	3	4	5	6	10
Regina	Old	154	129	102	77	68	59	34
	New	146	122	98	73	65	56	33
Moose Jaw	Old	159	132	106	79	71	61	36
	New	153	128	102	77	69	60	35
Calgary and Edmonton	Old	224	186	149	112	102	90	52
	New	213	178	142	106	95	85	49
Saskatoon	Old	175	146	116	87	78	68	40
	New	164	137	110	82	74	64	37
Lethbridge	Old	215	179	142	107	96	85	49
	New	201	167	133	100	90	79	46
Nelson and Revelstoke	Old	303	253	202	158	140	133	73
	New	251	209	167	126	115	104	61

Rate reduction between head of lakes and Winnipeg should be deducted to give net western benefits to trade—1c per cwt. on classes 1, 2, 3 and 10, and 2c cwt on class 6



A view of Calgary taken from the North hill.

Subjects and Speakers for Alberta Convention

Beginning May 5, Calgary Will be Mecca for Many Merchants—Government Legislation, Pure Food Laws, Early Closing, Taxation of Retailers, and Many Other Topics on the Slate—Growth of the Organization.

CALGARY, Alta., May 1.—(Special). —As already announced, the Retail Merchants' Association convention of Alberta will be held on May 5, 6 and 7.

To give an idea of the progress that has been made in establishing a branch of the Retail Merchants' Association in the Province of Alberta, it is only necessary merely to state that the branch was formed last August, and since that date there must have been some tall hustling done to bring the organization to its present size and influence. There are now in the Province of Alberta eighty branches of the Association, and they are represented in no less than 100 towns and cities.

The branch set out with a dozen objects in view, the achievement of which would help considerably to raise the standard of business in Alberta. Firstly, the association would protect the commercial interests of all retail merchants, and enlist the co-operation of manufacturers, producers, wholesalers and retailers in securing better trade conditions. Among other objects are the simplification of legislation for the collection of debts, the abolition of gift schemes, such as new forms of trading stamps, coupons, etc.; the reporting of delinquent customers through the credit reporting department, and the prevention of manufacturers or wholesalers from selling direct to retailers' customers. The Retail Manufacturers' Association is also endeavoring to enforce the Transient Traders' Act, to enforce and improve the peddlers' license system, and to make it a criminal offence to advertise goods different to what they are, or to stamp them with false marks. This body also aims to keep its members posted on any proposed legislation, Dominion or Provincial, that will affect their interests, encourages buying in the home town, and claims equality for all, and privileges for none.

The Provincial Officers.

At the first meeting of the new new branch held in Calgary last August, J. F. Glanville, a dry goods and clothing merchant, Calgary, was elected provincial president; Alfred Hinds, butcher, Calgary, was appointed provincial first vice; James Patterson, grocer, Calgary, second vice; R. Burns, Calgary, provincial secretary; and J. A. Bucknall, the provincial treasurer. Arrangements were made for holding the first annual convention. Early in April, an official call was sent to all members, and others, to attend the convention, calling attention to the fact that if each branch, of which there are 80, sent its quota of representatives, it would be possible to show such a gathering of retail merchants as has never been seen in the Province of Alberta.

All the other provinces have held their annual conventions, and it was left to Alberta to keep up the good example that had been set by her sister provinces in obtaining legislation, both Dominion and Provincial, and pushing forward the claims of the retail trade for more equitable consideration in regard to municipal by-laws and regulations. There is no doubt that Alberta has a commercial future so immense, it is hard to predict, and the members of the R.M.A., were given to understand that, although they were one of the youngest provinces, it was for them to keep right up to the mark in progress.

A few of the matters to be discussed at the convention are:—Establishment of a small debts court, transient traders and peddlers, abolition of weights and measures inspection fees, early closing legislation, co-operative stores, mail order house, wholesalers' selling direct to consumers, public markets, pure food law, and taxation of retail businesses.

Among the speakers and the subjects they are handling are:—Major Duncan Stuart, "The Small Debts Court and its Relation to the Farmer;" C. L. Carter (Canadian Credit Men's Association) on, "Credit—Its Use and Abuse;" R. J. Deachman, "The Local Newspaper and Retail Trade;" Norman H. Rankin (President Ad. Club) "Advertising;" Dr. Mahood (Medical Officer of Health) "Pure Food Law."

One of the most unusual and interesting features in connection with this convention will be an exhibition which is being given in the basement of the hall where the convention is held, by the manufacturers and wholesalers of Calgary, who are showing their products and giving interesting demonstrations. This exhibition will be open to the delegates on Monday and Tuesday, and on Wednesday will be thrown open to the public.

SPECIAL REPRESENTATIVE THERE.

This convention will be covered by C. W. Byers, the Western Canada editor of this paper. Mr. Byers left Winnipeg recently on a trip through the West via Saskatoon and Edmonton to Calgary. All readers, Eastern as well as Western, interested in Association work should look forward to the complete report of the Alberta R. M. A. convention in the next two issues.

Keeping Track of Daily Sales and Stock on Hand

Daily Analysis and Record Necessary for Intelligent Grasp of Business—A Simple Method for Monthly Stock-Taking—Sample Sheets for Records of Clerks' Sales.

Fifth of a Series by Wm. Cambell.

LET us discuss this matter with you and help you to find out what you know about the life of your business, for in very truth the Sales are its life, and this life can be made a very interesting study if we go about it in the right way. Moreover, the study of your Sales will pay you perhaps better than any other study in this world.

You will perhaps say, "Oh, I know how much my sales are," but do you know? Do you know how many knives you have sold and what gross profit they brought you? Do you know what your window display brought you in? Do you know which line you carry brings you in the best profit? Do you keep a close watch and analyze your Sales every day or every week so as to know how much you have sold of each class of goods and the profit on each class? If not, you should.

Progressive depatrmental stores can tell all this by instant reference. That is one reason why they are progressive. Do you know that in such stores they encourage the departments that yield the best net profits by giving them the best and most prominent positions, and this close supervision and analyzing of the Sales goes on all the time, not spasmodically.

Now it follows that if you dive deep down into your Sales and find out how much you sell of each class of goods and find out which is paying you, that you will consider seriously how you can increase the Sales of the profitable lines. There is no doubt that in the smaller towns as well as the larger, judicious, and well-thought out local advertising does bring in a lot of business. Of all advertising your window display, especially in a place where the buying public are accustomed to go down town and scan the windows every few days, this is the most fruitful of all the advertising you do.

Records of Daily Sales

Now, about your daily sales: What is the simplest method for keeping track of them? Suppose, first of all, you are not attempting to departmentise your business; to know how much you sell of this line, and how much of that, but simply want a daily record of totals in such a form that you can compare it with the most logical period, the corresponding date of one year ago; and again, compare it week by week, month by month, and finally your record for the full year 1914 with the full year 1913.

Some merchants have remarked to me: "Oh, I couldn't think of keeping a daily record in each department and of each sales clerk. I'd need to engage an extra clerk, and my office expenses would be too heavy."

Try it and see. In probably 85 per cent. of Canadian stores this work of tabulating is done by the bookkeeper in odd times. The sales slips do not pile up. They are put on the files, one for each, or one for all, whichever is handiest, and a few minutes now and then throughout the day is all that is required. When the afternoon is near an end it is surprising how few your bookkeeper will have in hand to do: just the extra number, in most cases, that a busy afternoon brings in.

Just one suggestion here. Make your day close at five o'clock if your store closes at six. Some attempt to keep the record right up to the last moment of closing on the ground that it is more satisfacory to have each day stand by itself, but what real difference does it make if the last hour, from five to six, is added onto the next day. It is a complete record and a comparison you want, and if the days compared are estimated on a similar basis, what difference does it make? There is too much of a crush entailed on the bookkeeper unless you give her an hour fairly free to complete her tabulations.

Each Sales Slip or the Total?

The record sheet may be either ruled out day by day or printed especially for you. Here, again, you must choose between two points. Are you satisfied to have the total sales figured up of each clerk, cash and credit, and marked down on this record, or do you prefer to list each sales slip, for instance, Clerk No. 1.—Slip No. 1, .25; No. 2, .34; No. 3, .68, etc., total $76.63—for the day? The benefit of the latter method, of course, is that you have a complete record of each slip before your eyes, which will prevent any being used and not turned into the office.

As the slips come in through the cash carriers, or in any other way you may arrange, they are marked down by the bookkeeper on this large sheet, or, in the former case, they are put on separate files, added up and the total set down as one item under the clerk's number.

Diagram No. 1 shows a form for keeping track of each sales slip and assigning each to its proper department; Diagram No. 2, a record of each clerk's total, by which a whole months' report can be kept on one sheet.

Where it is not desired to keep records by departments Diagram No. 1 would omit columns for Departments A. B. C. D. etc.

In nearly every store which is departmentized the clerk marks the letter of the department on the sales slip, if it is not printed on. Where a clerk goes from

DIAGRAM NO. 1.

(Month of April)

Day	Salesman No.	Slip No.	Amount.	Dept. A.	Dept. B.	Dept. C.
1	6	1	$0.45	....	$0.45	....
		2	.63	....	.63	....
		3	1.75	$1.00	....	$0.75
		4	.36	.36	....	....
		5	5.25	2.00	3.25	....
		6	6.50	4.00	....	2.50
	7	21	1.60	....	....	1.60
		22	2.90	2.90	....	....

DIAGRAM NO. 2.

(Month of April)

Day.	Salesman No. 2.	Salesman No. 3.	Salesman No. 4.	Total.
1	$10.65	$12.40	$25.80	....
2	36.50	38.75	31.30	....
3	49.60	35.26	44.37	....
4	.....	.....	.....	.....
6	.....	.....	.....	.....
7	.....	.....	.....	.....
8	.....	.....	.....	.....
9	.....	.....	.....	.....
Total	.....	.....	.....	.....

DIAGRAM NO. 3.

How to know what your stock should be month by month; in this case 35% of the turnover is taken as the gross profit.

	Col. 1, Purchases.	Col. 2, Sales.	Col. 3, Shows stock on hand.
Stock on Hand	$15,000.00	.....	.....
Purchases	3,000 00	.....	$18,000 00
Sales	.....	$4,000 00	.....
Cost of sales on basis of 35% profit	.....	.....	2,600 00
Stock on hand	.....	.....	$15,400 00

Col. 3 shows the balance of stock month by month. In col. 1 you put your original stock, and your purchases month by month. In col. 2 you put your sales, and at end of year, when you take stock, you put the amount of your inventory in col. 2; then the difference between cols. 1 and 2 is the gross profit.

A or B or C, the letter of the department is marked opposite each item, for the information of the bookkeeper. In this way one slip often will contain amounts under A, B, C and D. In the larger stores where the clerks keep to their own departments each slip will be limited to that one department.

Stock-taking One a Month.

Now then, let us analyze your stock. How do the classes work out? Are they in proportion to the Sales? Supposing we take as a basis a month's Sales: We will suppose you know what your Sales are of every class of goods you are carrying. Now, go through your stock and if you have more than a sufficient supply, of any one kind, reduce it. A great deal can be done in this way and it will release capital that can be employed in extending the business in other channels. A good variety of stock is an advantage but never have too much of one kind; treat your stock in a scientific manner by comparing it with your Sales. Stock will increase and creep on you like a thief in the night unless you keep a searchlight on it all the time. Try and turn your stock over three to five times a year, and remember that you turn your stock over once when you clear out the original purchase. Therefore, if you keep an average stock of $5,000 and mark 40% profit on cost, your Sales will require to reach $7,000 before you turn your stock over once.

To get at the amount of your stock, approximately at the end of every month, charge up the purchases to the stock already on hand, then deduct your sales—allowing for the profit. The balance will be the stock on hand. This should be done every month in order to keep in touch with the stock you are carrying and its relation to your sales, for a study of this may prove to you that you must either reduce your stock or increase your sales.

A sample stock sheet is given here in which the amount on hand in a certain department at the beginning of the month was $15,000. The purchases during the month were $3,000, making a total of $18,000. However, sales were $4,000, but only 65 per cent. of this represents cost price—providing you marked these goods up so as to have a gross profit of 35 per cent. on the selling price—that is, $2,600. Deduct this from $18,000 leaving $15,400 stock on hand in that department at the end of the month. If you find this total increasing to any extent, you had better slacken your buying and arrange to clear out some of your stock.

In concluding this article, I would point out that to make money and create a profitable business you must direct it skillfully yourself. You can get lots of people to do what you tell them, and to direct them profitably you must have every detail at your fingers' end; the more you dissect the details of your business, the better it will pay you.

THEATRICAL CHORUS AS MODELS.

(Continued from page 10.)

Indian rajah might have made himself brave for state occasions.

Mlle. Andre Corday, as Madame Blum, looks a real little Parisian proprietress in a combination suit of plain navy and brocaded Paisley crepe, which is undoubtedly La Derniere Passe. It is a droopy little costume with abbreviated jacket and tier skirt with puff bustle.

Miss Carol Parson appears in a timely gown of real Irish green Ottoman silk, with rippled basque, finished up at the back in bustle effect. A green chiffon bodice and girdle of gold embroidered net are glimpsed under a natty little bolero of silk.

Miss Demars wears a stunning Parisian gown with a chic Parisian air. The wide girdle and full pointed hip drapery in pannier effect are of exquisitely brocaded plush in an old shrimp pink. The satin skirt is slit to the knee to show a flounce of flower-besprinkled shadow lace, which reappears in the bodice.

Miss Henrichs, a tall blonde of stately proportions, is the girl ideal to display a stunning costume of ivory satin, showing a wired over-skirt edged with musquash. Over this is worn a cerise cloak of heavy brocaded silk, with deep trimming of embroidery in the same shade on black net.

Miss Kelly, a brilliant brunette, just the type to wear a striking creation in which the draped foundation skirt is of a warmly blushing sunset pink that matches her cheeks. But there is a hint of dusk in her hair, and in the black tulle drapery which covers the hips and the front bodice in butterfly effect, drapery and white net bodice are worked with quaint figures in tiny coral milk-white beads.

Miss M. Cunard, whose slender fairness reminds one of "The lass with the delicate air." has found just the right gown in satin that is the mere ghost of a pink. Bodice and overskirt of gossamer-like shadow lace are outlined with fur and caught up at the left front with clusters of mauve berries, yet the dress is far from insipid, with its rich draped Persian girdle.

Miss Adel Merkle, a tall brunette with midnight hair and eyes is robed in moonlight green silk richly brocaded in gold thread. Almost as intangible as the moonlight is the shadow lace used in bodice and over-skirts edged with musquash.

GARNISHEE AMENDMENT BEATEN

(Continued from page 15.)

$25 coming to any laboring man in wages. The exception was, of course, in regard to railway employees who are usually paid once a month; but it is well to remember that the railway corporations are strict with their men in the matter of paying accounts.

So it is the small accounts particularly, ranging from $12 to $25, that the trade wanted to be able to collect by garnishee.

The Wording Changed.

In discussing the matter with Mr. Dargavel and other members of Parliament, the association officials were asked to have the bill that would be presented, changed to read that one-half the amount of the debt could be garnisheed. They were assured that this would likely be received with more favor than the other. This bill, then, as quoted in last issue of The Review, passed its first and second readings. On the occasion of the latter, however, objections were received from Allan Studholme, M.P.P., Hamilton, and were referred to the Legal Committee. Allan Studholme was therefore the man who really defeated the bill. Otherwise, Mr. Dargavel maintains it would have gone through finally.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, MAY 6, 1914 No. 9

THE WEDNESDAY HALF HOLIDAY

ALREADY there are signs of some opposition arising to the closing of stores on Wednesday afternoons during the Summer months. This is based on the same lines as has met the movement throughout its whole course, a loss of business, a bad impression upon visitors seeing stores closed down, and the inconvenience of the public. The matter probably will adjust itself according to the local situation. In a town where "tourist traffic" is light or a negligible quantity, it is likely that the objections to closing as it has existed will not succeed in a return of the old order of open stores. In a few places where there is an influx of visitors during the Summer afternoons, particularly those on inland lakes, rivers or the sea, there may exist a strong enough prejudice against closing down to prevent a half-holiday or destroy one if it now exists. There undoubtedly is a growing feeling in its favor among the clerks who have enjoyed it so far and those employers who have entered fully into the relaxation afforded. A Barrie store has inaugurated a system that may come into favor as a compromise in some districts: half the staff are given a full holiday on every other Wednesday, the others remaining on duty during the afternoon as well as the morning. The advantage of this system, the proprietor points out, is that the clerks are not deprived of the holiday but receive it in double measure half as often, while the town itself and the country around are still served throughout the afternoon. Where the proprietor comes in under the Barrie system was not disclosed: probably being his own "boss," he could take this into his own hands.

RESPONSIBILITIES OF DOLLAR DAY

THE Review is in receipt of a letter of protest from one of its esteemed readers, the general manager of a large Canadian store, in reference to an article on "Dollar Day" in the last issue. The writer condemns "Dollar Day" a "fake" as run in most cities, and has drawn the conclusion that "the public are led to believe that a dollar on "Dollar Day" will go as far as three or four dollars on an ordinary day."

He adds: "We are in favor of merchants getting together but not for the purpose of doing the public."

This letter opens up several questions that cannot be dismissed either briefly or without a detailed investigation into the manner in which "Dollar Day" has been operated in the numerous towns and cities in which it was adopted. In its favor The Review has received the testimony of a number of merchants that it stimulated trade, often in a period where some stimulant seemed to be required, and that not only was the day's business large and so satisfactory, but new connections were formed that were continued afterwards with advantage to the merchant. There have, on the other hand, been cases where it has not worked out so successfully, neither in its immediate nor subsequent results. This may have been the fault of the merchants themselves; or of other circumstances attending the sale; or the quality of the buyers in the district may not have been suited to such a system. That there has been exaggeration in advertising, an almost reckless inflation of "values" may also be true, but this need not condemn the system. It suggests, however, the possible need of some regulation of the advertising, perhaps by a committee of merchants, for the public will consider all who enter into such a scheme as more or less partners in it, with a general responsibility. Where there are so many involved there is the greater risk of improper methods on the part of some; methods that would be condemned by the majority who are soliciting trade under the same auspices.

"Dollar Day" differs from ordinary advertising schemes in that it pre-supposes the co-operation of the leading merchants of the place, and the very fact that they enter into its conditions carries to the public, in a measure, a guarantee of the genuineness of the "bargains" offered to the public. Therein lies a possible weakness, if there is no regulation.

FAILURE OF A MUNICIPAL STORE

CHICAGO'S municipal store has proven a rather disastrous failure. In commenting on the causes which led up to the rather sudden crumbling of the enterprise, a contemporary says:

"Since its opening on February 19th its daily business has amounted to the average of $9.11 per day. Its object was to furnish needy people with goods at cost. As a general proposition that ought to produce large sales, if nothing else. Chicago has a lot of needy people, and everybody likes to buy at cost. Several reasons are assigned for the failure. First, the store doesn't deliver goods; but there are privately owned stores that adhere to this rule and succeed handsomely. Secondly, a rigid investigation is made of each prospective purchaser. Only persons out of work and who are not owners of property are eligible as customers, but it has been found that many persons would rather trade elsewhere than be investigated as though they were charity patients. This seems to be the experience with most methods of government aid that have been proposed."

It is becoming more apparent with every attempt that the operation of stores on the basis of municipal management or co-operative handling is foredoomed to failure.

Worthy as the object behind the Chicago store was, it failed absolutely where a private store would almost surely have flourished. It is being recognized that the retail merchant is so necessary a cog in the scheme of distribution that no way will ever be found of replacing him.

And further: When failure is the outcome after enterprise after enterprise which is introduced with every seeming reason for success in the retail field fails, is it not time that the public reconstructed its idea of the retailer's difficulties and profits? If it is so easy to make money in the retail business, why do these co-operative enterprises fail?

SIMPLE JUSTICE TABOOED

WHY any honest working man would object to the passing of the Garnishee Amendment submitted by the Ontario Retail Grocers' Association is beyond the knowledge of any sane man. Yet when the matter came before the Legal Committee of the Ontario Government on Tuesday, not only Allan Studholme, M.P.P. for Hamilton, Controller Simpson, of Toronto, and other labor men, but members of the Cabinet in a sense declared that the man who contracted an honest debt which he wouldn't pay was within his rights. If that is not placing a premium on dishonesty, it is a strange world in which we live.

J. R. Dargavel, M.P.P., backed by the Retail Grocers' Association, asked that the old law which left a man $25 wages be changed to read that 50% of the debt could be collected by garnishee, thereby always leaving the debtor the other half.

Any man who contracts a debt, and particularly when purchasing the necessities of life, is in duty and honesty bound to settle that debt. So when men are allowed the privileges as contained in the present law, it simply means that downright dishonesty and the shirking of duty are encouraged. The effect that this has on the social fabric of our country is obvious. It tends to promote indolence, deceit, depravity of mind, and pure and simple theft.

Yet the leaders in the labor movement, and still worse those in our Governments—no doubt actuated through fear of the labor man's vote—declare that the dishonest "workingman's envelope must not be tampered with." If that is justice, then, deliver us!

FIVE YEARS WITHOUT RELIEF

TO THE MERCHANT who is suffering under the high cost of ocean transportation—or probably to be more exact, the cost of big dividends in the shipping combine—there appears to be ahead a long lane without a turning. The shipping combine is something that is practically beyond the reach of legislation; it is not of one country or operating under the laws of one nation: it is international in the broadest sense of the word. The situation is one of such great importance that we must take it that it was after full consideration that the Dominion Government took the stand that it was practically impossible to do anything to force the charges down. As to what might be done by the Government to establish competition, either through a Government line of ships or through subsidizing a private line, is entirely another question. The Government does not seem inclined to go into the steamship business and this is the policy of governments in general; they do not like to take chances, for the people necessarily demand that when a government undertakes to enter into business the enterprise be a success—failures on the part of governments are not countenanced. And then it must be admitted that with an organization such as the shipping alliance any government might well evade the responsibility of entering into competition.

The merchant now sees about the only chance of relief through the inquiry of the Dominion Royal Commission—and from the programme which this body is endeavoring to follow out, only the young merchants and the particularly optimistic had better place their hopes in that quarter. This commission evidently proposes to inquire into everything practical and theoretical concerning trade and commerce, transportation, manufacturing, natural resources, agriculture and anything else which may be brought to their attention. It is proposed to visit all the colonies. Such a report as will be compiled must necessarily be very unwieldy in its nature and it is quite reasonable to suppose that it will take some five years in its preparation.

Five years in a country which is developing like Canada would mean big changes in trade conditions; would see the elimination of some of the present needs and the creation of others. In the meantime we must look for something else or go on with the high rates—and the latter seems the more probable for some time at least.

EDITORIAL NOTES

SPRING DAYS ARE AGAIN with us. Now is the time the window will make good sales.

* * *

ARGUING WITH A customer is not good business. Only a few can be merchants and lawyers at the same time.

* * *

SALESMANSHIP, WE WOULD observe, is the power to persuade people to purchase product at a profit—to both buyer and seller.

* * *

AFTER WINTER had hung off in December to our disadvantage, it might at least have given Spring a better chance to see what it could do.

* * *

THE AMENDMENT to the Garnishee Act seems to have been one of those good things that "went wrong." But the inherent justice of it will soon win out yet.

* * *

LINEN COLLARS have appeared in New York, and as the robin is the harbinger of Spring they look like the forerunner of tailored suits. Thank goodness, says Mere Man.

* * *

CAPES AND MORE CAPES seem to be the outlook for Fall in ready-to-wear. It will be curious to watch how the initial rebellious mood of many ladies will turn to a smiling complacency when they realize that "Paris says so."

* * *

OF COURSE, MR. MERCHANT, what is said in the article in this issue about the use of the truth emblem in advertising or rather the employment of the standards represented is intended for the other fellow—we hope he reads it carefully.

* * *

THE WHOLESALERS and manufacturers are finding as puzzling a problem as the old twister "How Old is Ann?" in working out the exact distribution of the reduction of freight rates as between jobber, retailer and consumer. But we can be happy even in the suspense by the feeling that the advantage will be three-fold.



Let's premise by the statement that we will not put a "Sovereign" ticket on a piece of dress goods unless we are absolutely sure it is the best value and most up-to-date fabric to be had.

Our dress goods for Fall, 1914, are now on the road—a splendid range of all the newest fabrics and colors.

We would like to show them to YOU.
Say when we may.

The W. R. Brock Company, (Limited)

MONTREAL



Crepes for 1915

Will Have Big Representation in Next Year's Mill Stocks — Sheer Goods Supreme.

JUDGING from the new lines offered, manufacturers are attempting to push the sale of cotton materials well on into the Fall season, for in the majority of lines materials having a worsted effect both in material and coloring, and in stripes and plaids, are showing. Plaids are promising and so are printed poplins and ratines.

For the present season the trade seems to be centering on crepes, and so strong is their position that the mill men who are now styling the materials for the Spring of 1915 are giving crepes a big representation. Printed crepes are having a heavy sale. When the time of the year is taken into consideration it is only to be expected that white grounds should come first, but colored grounds are also selling exceedingly well. The favorite crepes are very sheer, but heavier crepes are beginning to be shown. Honeycomb and crocodile crepes closely imitating the wool crepes of the same class are shown as the latest material for separate skirts.

Besides the all-cotton crepes, many attractive silk and cotton crepes are on the market that are difficult to tell save by their price from the all-silk fabric. Other mixed fabrics are silk and cotton poplins, and silk and cotton moires, and silk and cotton crepe de chine is selling extensively for many uses. Voiles are staple and come in plain and printed novelties and in white and solid colors both plain and ornamented with artificial silk stripes and patterns.

Sheer fabrics have secured the first place and it is predicted that openwork stripes and other effects will be introduced another season, and that more will be heard of organdie also.

Better Fall Trade in Woolens

One Indication Pointing in This Direction Are the Advancing Prices—Fabrics on the Velour Order in First Place—Revival of Cord Weaves.

PROSPECTS are brightening in the woolen industry, and increasing business is having its effect in the higher prices that are being paid for raw wool. At the late sales mill prices advanced from 5 to 10 per cent., and this has convinced buyers that the turn has come and that values have reached their lowest level. Therefore there is no advantage to be gained by withholding orders. More material is being used for dresses and suits and while the increase in the length required for single garments is not of much moment in the aggregate, the difference is a large one. All these influences are working, and there is a decided increase in the business done in the first three months of 1914 over those of the previous year. Prices are advancing and complaints of tardy deliveries show that the mills making the goods wanted are full of orders. In spite of advances the trend of buying favors the better qualities. This is general and is to be noted in the buying of all classes of materials. Customers have found that better materials both look better and give better service. Besides, the cost of making up is so high that it is poor economy to select a low quality of material. And when the home dressmaker takes a hand she thinks of what she is saving by doing the work herself, and buys the better fabric as a rule.

Fashion still favors soft finished woolen dress fabrics, and materials made of merino yarns on the velour order have first place. The trade is taking up solid colors very strongly and because this feature is so marked buyers are beginning to speculate as to the future of broadcloths. Gradually the position of broadcloth is improving and each month sees an increase in sales. At present the big call is for black, but once black is firmly established, colors, particularly in a season when colors are important, must follow.

Velours are selling not only in suiting weights but are important in heavier cloths for the making of wraps and coats.

Gabardine is well spoken of, but the trade still clings to serge and this feeling is strengthened by the way serges have sold since the opening of the Spring retail season, proving that this fabric still has a very strong hold with the buying public. Gabardine will undoubtedly be a high class fabric as it has been so much used in Paris. For Fall it is being reproduced in a cloth that has much of the finish of duvetyn both in plain and in Roman and novelty stripes.

A revival that was hardly expected has taken place in cord weaves and Ottomans, coteles, Bedfords, and cord weaves are working into a very good position among the Fall fabrics. Weaves of this class showing stripes of dull colors have had a very great success in Paris, and doubtless this idea will be a prominent one in the coming Fall.

Such materials as poplins, eponges, and crepes will sell. Duvetyn will have a fair representation in the larges centres, but the fact that it has been stocked for Spring, while it makes little appeal as a Spring material, is going to affect the standing of this fabric another season.

Plaids will be taken, but chiefly with the idea of their employment for separate skirts. Fancy plaids in very dark color combinations and in tartan effects are best liked. Checks are also good in two-tone and two colors.

POPULAR FABRICS.

Soft woolen dress materials, especially of merino yarns on velour order.

Position of broadcloths improving.

Serges still strong.

Revival in cord weaves.

Plaids for separate skirts.

Chiffon weights favored in pile fabrics.

Imitation fur fabrics in lightweights and high colors.

Crepes strong for 1915.

Raw Silks Up Fifty Per Cent.

But Public Demand is Becoming Stronger — All Silk Fabrics Big Sellers—Taffeta in Big Demand, But Wear is Still Debatable Question.

SILKS are selling better at the present time than for very many seasons, and that the large distribution is world-wide, is proved by the difficulty experienced in getting dĕlivery from the mills, and by the fact that buyers are perfectly willing to pay the advances asked, if only they can get the goods when wanted.

Raw silks have advanced from 40 per cent. to 50 per cent. since last October and buyers are perfectly willing to pay the higher prices, as the fact that silk fabrics are dearer has not altered the trend of fashion, nor in any way curtailed the sale of silks. The buying public are not only willing to pay the advances but are purchasing more and more freely of the more expensive grades of silk materials. Repeat orders are being freely placed and orders for Fall are coming forward in quantities sufficient to indicates buyers' belief in the continuance of present conditions in the silk department.

The movement favoring wide width silks is progressing, and only millinery and a few trimming silks are now made in narrow widths. In all staple fabrics and in silks intended for dress and coat purposes wide widths are insisted upon.

Crepes have obtained such a strong hold that they represent one of the best selling fabrics for Fall. Crepes are selling in plain, printed and embroidered materials, and in all silk, silk and wool, and silk and cotton fabrics. Crepe de chine leads, for to-day this silk has many uses. Crepe meteors, China crepes and various other makes are equally strong, and crepons and materials that have a "crepy" effect share in the wide popularity of this material.

Silk crepes are selling for evening and for formal wear for Fall, and panne crepe is expected to rival chiffon velvet in the coming season.

Satins in spite of the many rival fabrics on the market, continue first on the selling list. Charmeuse is selling well now, and in cheaper grades duchesse and messaline are being used as foundations under maline and shadow lace.

There is a wonderful selling development taking place in printed silks, and patterns are sold out as soon as placed in stock. The favored designs are rich color blends on the Martine order. These patterns are New Art in effect and the rich colors are very harmoniously used. In crepes printed effects come in dainty single flowers and bouquets. Warp prints with blurred indistinct patterns with here and there a brocaded figure are shown in dark colors and well-spaced floral effects on a white or light ground.

The debatable silk is taffeta. Undoubtedly taffeta is scarce, and even the big stores are short of this silk,—which may be at the back of much of the talk about the doubtful future of this silk. Paris is strong for taffeta, and there are no stocks old or new in the hands of either wholesaler or retailer. Accounts from abroad show that manufacturers making taffetas are very busy, and that deliveries are none of the best.

Against this condition is to be placed the feeling that taffeta is not a desirable silk from the wearer's standpoint. This is true especially of the cheaper lines, for it must be remembered that the demand now is coming from the high class trade that buys high class, expensive goods. The fact that the trade generally is paying more for their materials than when taffetas were worn before, should have some bearing on the situation. Fashion is favoring taffetas and the majority of merchants will have to give them some representation in the coming Fall. Should taffetas take a firm hold on popular favor the big demand will come in the Spring season of 1915.

Chiffon Weights in Pile Fabrics

Favorite in Velvets and Velveteens as Best Suited to Present Draping—Fur Effects for Coats and Wraps.

EXCEPT for millinery velvets, buyers have been rather conservative when placing orders for pile materials, but this is due more to waiting to see how the style question develops than to any doubt about the fact that velvets and kindred materials would sell. Velvets, velveteens and similar fabrics have been perfected and with the introduction of fast dyes, fast pile and materials that do not crush easily, a decided change has come about in the attitude of the average woman. The introduction of wide widths, too, has had its influence as they effect a great economy in cutting. Now that good service can be obtained from these handsome fabrics, women are taking velvets and velveteens into more general wear, and notwithstanding the fact that there have been a succession of several seasons when they have had an extensive vogue, they promise just as great a popularity as ever during the Fall and Winter of 1914-15.

Much has been made of the fact that broches and brocades had no extensive run, and because many buyers misjudged their selling strength and were caught with stocks on hand, it was thought that the end of the pile fabric vogue had arrived. It is evident now that plain velvets, velveteens and plushes will be the best sellers, and that the fancies the trade is interested in are on the printed order and will be used for trimming purposes. These will come in plaids, Roman stripes, and floral and New Art patterns.

Chiffon weights both in velvets and velveteens are the big sellers as they drape the best and are best suited to the development of the present styles. The lightweight, handsome dress plushes will also be wanted for expensive dresses and for trimming purposes. The rich, beautiful colors now fashionable are especially handsome in velvets and plushes.

The cutting up trade has already endorsed fur effects for coats and wraps, and some wonderful novelties are showing in finishes that are moire in effect. Imitation fur fabrics are being brought out in weights suitable for dresses and suits and, these light-weight cloths promise also to be used extensively for trimming suits and wraps. Not only are these novelties light weight but they are high in color and besides black, such colors as golden brown, bright navy, Russian green and many shades are showing.

Wetaskiwin, Alta. — The People's Clothing Store have removed their stock to Edmonton.

Lindsay, Ont.—A. Blair, tailor, Kent Street, is planning extensive improvements, and has secured the adjoining premises, which he will combine to make a large store.

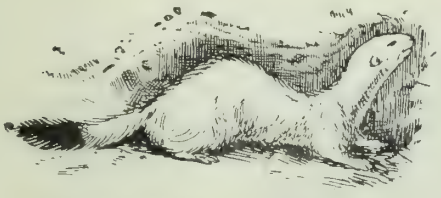
"By these names you know them"

Dominion Textile Co's *New Fall Range of* Famous Fancy Fabrics

is now on the *Market*

¶ The designs, colors, patterns and finish are better and more numerous than ever before.

¶ Don't fail to see this big line of "Magog" Samples for Fall 1914.



Erminette Flannel



Rob Roy Checks



Empire Twill

These Three Lines are 10c



Lapland Robes



Deutchland Flannel



Angora Flannel



Monoplane Flannel

Four Big Lines at 11½c

Three Leading Lines at 8c

Saxony Flannel
Meleton Suiting
Reversible Saxony

German Flannel

Big Value at 16c

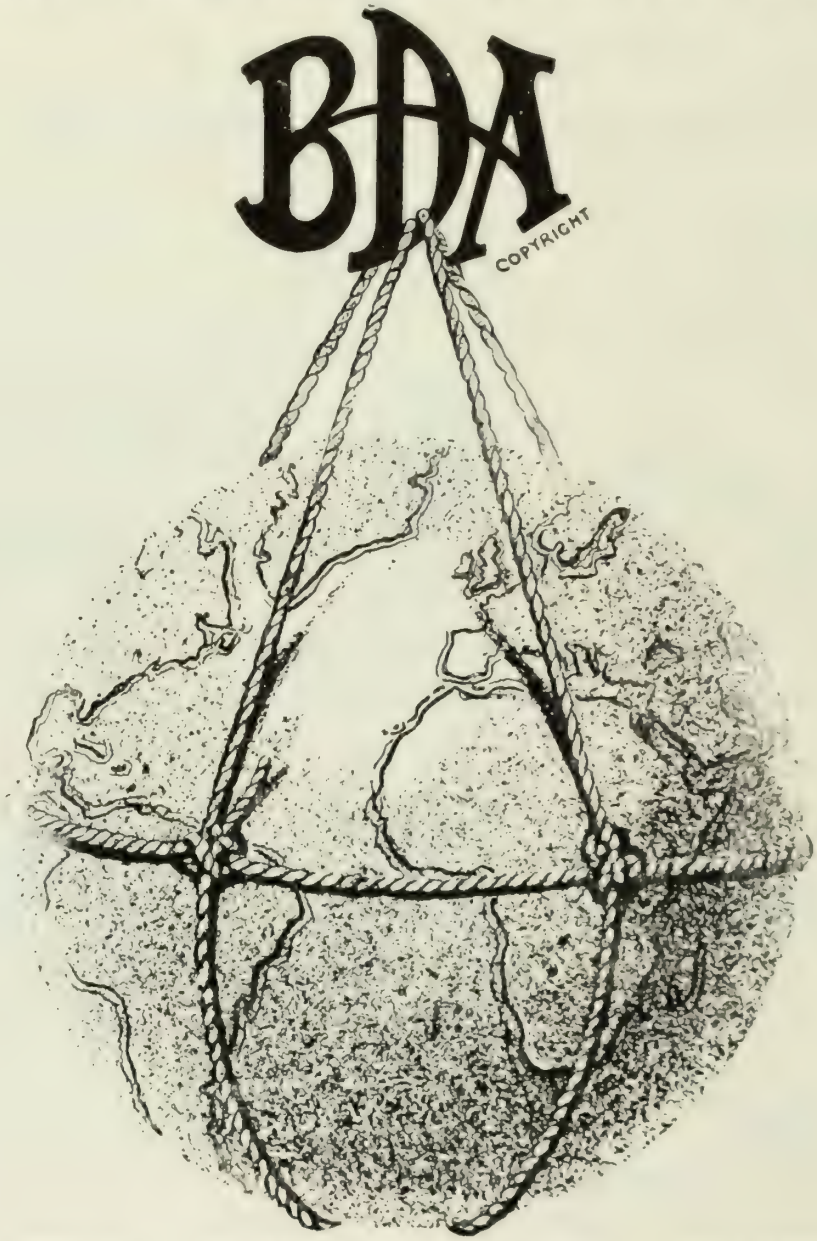
Dominion Textile

Company, Limited
Montreal

"Your Jobber has them"

THE TEXTILE WORLD

depends upon THE BRANCHES of "The B.D.A." for the best DYE, the best FINISH, and the best PROOF.



The "PIRLE" FINISH
(*Regd.*)
for DRESS GOODS.

"CRAVENETTE" PROOF
(*Regd.*)
for Coats, Cloaks, Hats and Caps.

"PERMO" FINISH
(*Regd.*)
for MOHAIRS.

KIRK'S "PERMANENT" FINISHES
for ITALIANS.

The "P.N.C." FINISH
for Lustre, Alpaca, and Mohair Twills.

"FASTOLITE"
for ALL WOOL COATINGS and DRESS SERGES.

"LUMENA" FINISH
(*Regd.*)
for ARTIFICIAL SILKS.

"MARQUIS" FINISH
for COTTON VENETIANS.

"DAZZLEINE" FINISH
for Black Cotton Italians, Satteens and Twills.

"THE TIMES" says:
"The example of The Bradford Dyers' Association, Ltd., may be cited as illustrating how science may be made the handmaiden of industry."

THE BRADFORD DYERS' ASSOCIATION, Limited

(DEPARTMENT 6)
93, WELL STREET, BRADFORD. 128 and 129, CHEAPSIDE, LONDON. Telephone: 8440 Central.

—and remember, they must be in WORRALL'S Fast Dyes.

That's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND
HAVE ADDED VASTLY TO THE BEAUTY
AND UTILITY OF

VELVETEENS

GRAND PRIX
FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J. & J. M. WORRALL Limited MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX
TURIN EXHIBITION, 1911.

The "PIRLE" FINISH.

(Regd.)

"INDISPENSABLE FOR THE OPEN-AIR GIRL."

The Editress "LADY'S REALM" (London) says:

"The outdoor girl who loves to cycle, walk, and drive, will never wear anything but a 'PIRLE' costume, when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



"MADGE" in "TRUTH" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

BDA (Copyright)

See what "THE QUEEN" calls the magic words **THE "PIRLE" FINISH stamped on the selvedge.**

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

If any difficulty, please write to **The Bradford Dyers' Association, Limited,** (Dept. 6) Well St. BRADFORD | 128-129 Cheapside LONDON ENGLAND.

Attractive showcards supplied free of charge through leading importers.

Victor Goldberg

87-89 Notre Dame W., Montreal

Head Office, London, Eng.

The cheapest Manufacturer, Importer and Jobber in the Dominion.

Men's and Boys' Clothing
Hemstitched Sheets
Tablecloths
Handkerchiefs
And all kinds of Dry Goods.

We supply only Wholesale Jobbers and large Department Stores.

All mail orders for Samples, etc., promptly attended to.

KEEN BUYERS WILL FIND IT WORTH YOUR WHILE

Victor Goldberg

87-89 Notre Dame W., Montreal

Head Office, London, Eng.

BRITAINS BEST

"DREADNOUGHT"

COSTUME SERGES

Stylish and Durable

Best in All Weathers

ALL WOOL SPECIAL FINISH

Always Smart

SUPERIOR TEXTURE

Stamped "DREADNOUGHT" every Yard.

Always Fashionable

Sole Agents for Canada: J. B. Henderson & Co., Ltd.
77 Wellington St. West, Toronto

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

HOW ABOUT YOUR SORTING BUSINESS?

A few new lines coming forward every week puts new life and enthusiasm into your salespeople, and is a wonderful help in building up the sales, the profits, and a reputation for always having new goods on display.

No house in Canada can be of such service to you during the Sorting Season.

No House in Canada puts forth anything like the same effort to meet your every want during the Sorting Season as we do.



All the Leading Shades in Stock

We Show All That Is New

as well as these celebrated brands now so much used by the best trade.

MONARCH
LTD
SERGE

Rough or Smooth Finish

Nisbet & Auld, Limited

32 and 34 Wellington Street West, Toronto

The CRAVENETTE Co., Ltd., affix their stamp only to such goods as are suitable in quality for Shower-proof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co LTD

Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality of the Material.



"Cravenette" (Regd.)

DUST-PROOF as well as SHOWER-PROOF.

RAINCOATS for Man, Woman — and Child —

"KEEP THE WORLD DRY."

Attractive Show Cards For Window Display Sent Free of all Charge on Application In Leading Importers.

The "Cravenette" proof is rain and weather resisting, because it treats each separate fibre of the cloth; it is permanently rain-proof, water running off as from a duck's back. The ventilation is perfect, the goods being porous. "Cravenette" fabrics in great variety in black and colours, and ready-to-wear Coats and Cloaks in tasteful and fashionable styles, are readily obtainable FROM ALL LEADING IMPORTERS.

BDA (Copyright)

In case of any difficulty in obtaining "CRAVENETTE" please write to—

The CRAVENETTE CO., Ltd., Dept. 6, Well Street, BRADFORD, Eng.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Spring Sales Trifle Lower Than January

Decline Not as Great, However, as Was Expected in View of Huge Quantity Thrown on Market—Skunk, Civet, Opossum, Otter and Beaver About Ten Below January.

REPORTS from London on the Spring fur sales indicate that the offerings from the United States and Canada were the largest ever brought forward at any one time. This is explained largely by the fact that less were retained for home trade, which had slackened up, after the early mild Winter, which left comparatively heavy stocks on hand in many centres. The natural result of the increased quantity thrown on the market—where already a surplus existed from October and January—was that Spring prices in many lines were a little lower than in January, but to a less extent than had been anticipated. In few cases were the declines more than 5 to 10 per cent. Compared with last March, of course, 15, 20, 25 and 30 per cent. drops were quite common.

Below are given a detailed comparison as furnished to The Review by Eysoldt & Co.:—

Hudson's Bay Company.

Otter.—Sold in average about 25 per cent. below last March.

Fisher.—Sold fully 30 per cent. below last March.

Fox, Silver.—Sold about 15 per cent. below last March.

Fox, Blue.—Remained unchanged.

Fox, Cross.—Remained unchanged.

Fox, Red.—Sold fully 15 per cent. below last March.

Fox, White.—Sold fully 15 per cent. below last March.

Mink.—Sold fully 20 per cent. below last March.

Beaver.—Sold at January prices, only a few lots smalls about 10 per cent. below.

Musquash.—Averaged about 10 per cent. above January. Good II. and III. selling best.

Wolverine.—Sold fully 35 per cent. below last March.

Skunk.—Sold fully 35 per cent. below last March.

Marten.—Averaged about 25 per cent. below last March.

Ermine.—Averaged about 40 per cent. below last March.

Bear, Black.—Averaged about 30 per cent. below last March.

Bear, Brown.—Averaged about 30 per cent. below last March.

Bear, White.—A small and poor collection sold at very low prices.

Musk Ox.—Sold about 20 per cent. below last March.

Lynx.—Sold fully 30 per cent. below last March.

Wolves.—Realized nearly last March prices.

Lampson's, Huth's and Nesbitt's.

The collections of Messrs. C. M. Lampson & Co., Fredk. Huth & Co. and A. & W. Nesbitt, Ltd., sold about as follows:

Skunk.—Sold with good competition right through. Long striped and whites were eagerly bought and fetched very high prices, but blacks and short striped were lower. Against January the prices declined in average from 5 to 10 per cent.

Cat, Civet.—Sold in average about 10 per cent. below January.

Musquash.—Sold remarkably well, considering the exceptionally large supply of medium and low skins. The prices realized average fully 10 per cent. above January. Good colored skins were much in demand.

Sable, Russian.—The supply was very small compared to previous years, but as the article is not so much in favor as before, prices remain unchanged. The fresh Kamschatka collection was a very fine one.

Opossum, American.—Were again in good demand, but the large supply caused prices to ease off, which may be reported at about 15 per cent. below January.

Opossum, Australian.—Fetched fully January prices.

Opossum, Ring-tail.—Sold about 20 per cent. below January.

Wallaby.—Tanners were again neglected; scrubs sold at fully January prices; and a few lots good dyeing skins advanced above January.

Fox, Australian.—Many were withdrawn, and those sold averaged about 10 per cent. below January.

Cat, House.—Remain unchanged.

Raccoons.—There were comparatively few strings of heavy dyeing skins, which realized about last prices, but medium and low sections sold about 10 to 15 per cent. below January. In the last day's sale about 40,000 skins were withdrawn, and prices went somewhat firmer, especially on low coat raccoons.

Chinchilla.—Remained unchanged.

Squirrels.—Sacs, skins and backs realized fully January prices.

Beaver.—Sold about 10 per cent. below January.

Otter.—Averaged fully 10 per cent. below January, best sections dark skins declining most.

Sea Otter.—The quantity is getting less every year. The present small collection realized about last March prices.

Fox, Cross.—Best silvery skins about last prices; poor colors and inferior skins sold about 15 per cent. below January.

Fox, Silver.—Sold about the same as in the Hudson's Bay Co.'s sale.

Fox, White.—Averaged hardly January prices.

Fox, Blue.—Averaged about January prices.

Lynx.—Realized about the same as in the Hudson's Bay Co.'s sale, which is practically Lampson's January prices.

Cat, Wild.—Averaged about 10 per cent. below January.

Fisher.—Sold slightly below January prices.

Wolverine.—A small collection sold about 20 per cent. below January.

Moles.—Mostly stale goods, continue neglected and sold at low prices.

Marten.—Were sold at about same low level as the collection of the Hudson's Bay Co.

Marten, Baum; Marten, Stone; Mar-

ten, Japanese.—Small quantities sold at last prices.

Kolinsky.—Mostly very low grades brought full value.

Fitch. — Mostly very low grades brought full value.

Ermine.—The bulk consisted of Americans of good quality and averaged nearly January prices.

Fox, Red.—Brought fully January prices.

Fox, Grey.—Declined quite 10 per cent. against January.

Fox, Kitt.—Best sections fetched fully January prices; inferior grades declined 15 to 20 per cent.

Mink.—Best sections, as far as they can be compared with the collection of the Hudson's Bay Co., brought similar prices; inferior districts realized fully 20 per cent. below January.

Fox, Japanese.—Fetched fully January prices. The collection consisted mostly of Chinese skins, with the exception of a few lots.

Badger; Badger, Japanese.—A small and poor collection fetched about January prices.

Wolves. — Realized fully January prices, best North-Western skins being well competed for.

Bears.—Sold very similar to the collection of the Hudson's Bay Co.

Salted Fur Sealskins.—Cape Horn (924)—A small but good collection fetched fully last prices; New Zealand (250)—Very fine quality skins sold at exceptionally high prices for that class of goods.

Storing Furs for Summer at Three Per Cent.

Profitable Form of Business for Dull Spring and Summer in This Department — Special Insurance to Cover Losses—Minimum Valuation of $50—An Interim Policy.

DURING the dull season in the fur trade many dealers make a good profit in the storage of their customers' furs. The charges usually run about three per cent. of the value, with a minimum charge for a small package. This business is rapidly on the increase due to modern-day tendencies in the centres of population. Within two years a fur firm has quadrupled its business in storing furs and present prospects are that it will run far beyond last year's record for the coming season.

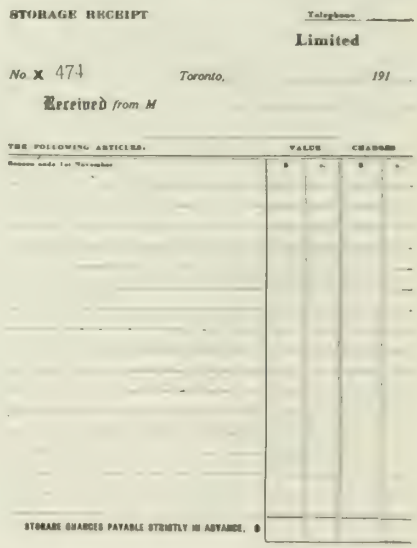
A manager of a firm in discussing storage with The Review gave as the reason for the increase in business of late, the fact that modern houses were being built with less room for their own storage. Particularly was this the case with apartment houses where the old-time packing case with its layers of moth balls between the family furs had no place simply because there was no room for it. Besides this is the equally modern dislike to worry over anything that anyone else can look after for you, particularly if there is any danger of loss, as, of course, there is in fur storage, where inexperience takes charge of the preservation.

The storage season this year began later than last, owing to the lingering of Winter, and the cool Spring, so that it was the end of April before there was any movement on the part of the public or the fur dealers or dry goods men to press the subject of storage. One firm the last week of April had the following announcement:

Send Your Furs to Our Cold Storage Vaults. The Cost is only 3 per cent. of valuation.

Cold Storage Vaults.

This suggests a double system in the storage of furs. The large firms have storage vaults cooled artificially by an ammonia plant. Under these conditions the process is a simple one, merely brushing and combing out the furs as they are delivered to see that there are no moths to start with, and then storing them away under a special number for identification, and bringing them out in the Fall, inspecting, again combing out and brushing, ready for delivery.


STORAGE RECEIPT

Telephone

Limited

No. X 474 Toronto, 191

Received from M

THE FOLLOWING ARTICLES. VALUE CHARGES

STORAGE CHARGES PAYABLE STRICTLY IN ADVANCE. $

Form of receipt for itemized list, charges being usually 3 per cent. of value.

Where this is not done, the process of inspection must be repeated several times before the season is over, about November 1, for the risk is greater. But exclusive fur stores and dry goods men carry on a large business in fur storage without these artificially-cooled vaults.

Store Insurance Does Not Cover.

The subject of insurance is one that must, of course, be considered. Many dealers are under the impression that the ordinary policy covering the stock in their store may be applied to the furs stored for customers. This is not the case, and a special policy must be taken out. The cost, however, of this, under the circumstances, is light. Some dealers take out a policy—a sort of temporary one—covering the furs they have in their workroom "repairing," and the furs passing through to the storage vaults, say $1,000 to $5,000, or even a $10,000 policy. This is done to cover the slight risk of fire before the goods are put into storage.

No Storing Free of Charge.

Unless there is some special reason furs should not be stored free of charge. This is an imposition on the merchant. There are cases, of course, where storage seems advisable as a special arrangement. One of these would be, perhaps, the purchase of a fur coat say in March or April, and there might be some alterations necessary. If the workroom was closed the merchant might offer to store the coat and have the change made in the Fall when the workroom opens again. But, as a general rule, there should be very little of this and the storage should help pay wages during the slack season.

It will be found almost necessary to have a minimum charge. If a set of furs, valued say at $20 were sent in, the storage charge at three per cent. would be only 60 cents, which would have to cover not only the calling for the goods and the return in the Fall, but looking them over several times and the storage itself. Again, there are cases where a family will send down a number of articles and may want one out now, and another at a later time in the Fall, and all might not be valued at more than $35, or $1.05 for storage. This would hardly pay the bother to store under these circumstances.

Established 1852---Over Sixty Years of Service

1914 Samples *of*

Moose Head Brand Furs

are now being shown

We never placed our furs in the market with such confidence for their success as we do now.

RANGE IS VERY LARGE—STYLES WITHOUT DOUBT ARE LEADERS.

Let us help you to success this season.



QUALITY PLUS QUANTITY PLUS SERVICE

L. GNAEDINGER, SON & CO. MONTREAL



Buying Public Crazy Over Beads

Bead Necklaces Sell Like Proverbial Hot Cakes and All Kinds of Difficulties Surround Deliveries—Both Cheap and Expensive Kinds Selling and Fad Promises to be Strong All Through the Fall—Rhinestone-Set Pins for the Hair Very Strong.

TO judge from the demand and the difficulty experienced in meeting it, the buying public has gone bead crazy since the season opened. It is only the houses that anticipated and placed orders when the first signs of the present furore appeared that have anything like representative stocks, and the orders that are pouring in are filled with increasing difficulty. This in a way is not a bad thing as it is in itself an assurance that the craze will not run itself out and be only a short-lived one. The very scarcity is a proof that beads, chains and necklaces will be a big item in Fall sales. Another proof is found in the fact that the vogue is not confined to chains of beads around 75c to $3 alone, but there is a large business being done in high-priced chains that sell up to $50 or $75.

Advantage is being taken of the present bead craze to put on the market lines that have more permanency because of the semi-precious nature of the materials used and because of the artistic value of the necklaces shown. These necklaces come in real amber, jet, corral, cameos, and also in odd and artistic beads of Italian and Oriental manufacture. This class of necklaces includes combinations of novel and unique shaped beads in all sorts of colors and combinations. Some are Oriental, some are Italian, and some are of Greek manufacture, but all are gorgeous with enamel and burnished gold. The value of these bead necklaces is in the color note, and the evident idea is that the necklace worn shall have reference to the gown, making the necklace a definite accessory.

These handsome beads are imitated, and all imaginable shapes and colors in beads are shown in unique combinations. There is an increasing novelty in both combinations and devices, and many chains are shown with curious shaped pendants, or finished with a tassel in crystal, jet or mixed beads, or even with just a silk tassel.

Deliveries in Pearls Slow.

Pearl necklaces always sell, but in sympathy with the bead demand, are more in vogue than ever and deliveries are very slow. Even firms that have dealt in pearl beads for years are finding it hard to supply their customers at this time. Manufacturers say that not only is the sale increasing but there is a scarcity of the pearl scale which is used in manufacturing the beads.

Amber Necklaces Fashionable.

The most fashionable necklace to-day is of amber or amber in combination with other beads such as jet, amethyst, coral, crystal, etc. Beads are flat, oval, egg-shaped or tubular. Coral is good, the white coral or coral with a pinkish tint being preferred. Of course many necklaces are made of imitations of these semi-precious stones. The best-selling lengths are 27 and 30 inch, and the longer chains are worn knotted up in front. Quite a number of these long chains come in wood stained bright cherry red, yellow, deep French blue and Russian green. Other necklaces are graduated with very large beads in front and the beads decreasing in size until they become quite small at the ends.

Another fancy goods line where prospects are brightening is that of combs and hair ornaments. While the hair remained simply dressed there was very little call for combs and pins, and for a while though the gowns were most elaborate no ornaments of any description were worn in the hair. As the contrast between the simple hair arrangement and the rest of the toilette was too marked to be artistic, it was not long before the reaction came. Also there is a gradual return to more elaborate hair dressing, and all this is increasing the interest in fancy combs and pins. At present it is the turban and the tango pins that are selling and these pins are beautifully set with flashing rhinestones, or rhinestones and mock jewels. Many of the new pins have metal tops while others come in imitation amber and shell. Pins are selling freely now, but it will not be until Fall that the full force of this tendency will be apparent, and when again it becomes a question of evening coiffure it is expected that combs as well as pins will be selling. The new combs are either high and square on the Spanish order or they are in the form of three turban pins combined.

Handkerchief Held by Spring.

Vanity cases now have an assured hold, and anything in the form of a new idea in this line in popular priced novelties finds a ready sale. A new case that will retail around $1.25 is silver plated and engine-turned to show a satin stripe. This case contains two spring compartments for coins, and one for powder-puff and mirror, while on the inside of the main part is a place for the handkerchief which is held in place by a spring of metal.

FANCY NOVELTIES.

Handkerchief held in place inside vanity case by spring.

Combs as well as pins will be strong for Fall.

Chains of beads up to $75.

Boudoir lamp shade, easily laundered.

Knitted silk purses and handbags in elaborate patterns.

Rhinestone set pins and combs for Fall to suit high coiffure.

TINY HAND BAGS WITH TINY HATS.

These are featured by Wanamaker's, New York, who comment:

"Isn't it a quaint idea? Wee handbags of black moire with a single bright bead strung on the hanging tassels, $4.50."

They also draw attention to other novelties as follows:

"Suede and moire is a new bag combination, too. Sometimes these bags are all black, sometimes the suede is voilet or green and the silk black. These bags contain tiny coin purses, the same shape as the bag that contains them. $9 to $20.

"New watch bags have the rim of different colored enamels, gold and blue, gold and royal purple, or pompadour silks, woven with gold, make beautiful bags, too.

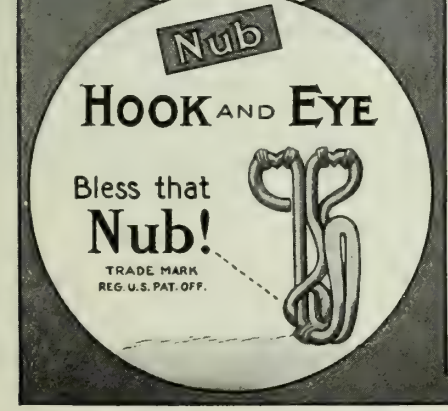
"And one that will appeal to the coquette is an envelope bag with an inside purse containing powder puff and lip stick, $9."











JUST NOW DE LONG PRESS BUTTONS

should occupy a prominent place on your notion counter.

They're the ideal fastener for summer frocks and all wash fabrics. Very flat and secure; washing won't rust them, ironing won't injure them, nor mark the goods.

You can recommend the De Long Press Buttons unhesitatingly to your customers, just as you can recommend the famous "See That Hump" De Long Hooks and Eyes and all other De Long Products,—invariably the best of their kind.

THE DE LONG HOOK AND EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario

High Coiffure Certain for Fall

This Will Bring Demand for Rhinestone-Set Pins and Combs—More Demand for Stamped Goods.

THERE is perhaps no other line in which the growth of business has been so rapid as that devoted to art needlework. For from just a small department tucked into any corner it has blossomed out into a most important one, with a section on the ground floor and a large space devoted to its use on one of the upper floors.

The reason why the principal location has moved from the ground to the upper floor is because every department of any size now has its art needlework class or classes where women can go to learn the new stitches or to receive expert direction as to the working of any piece of needlework they undertake. None but the very large stores hold these classes at all times, and even here they are dropped during the Summer months. But the Summer months should be busy ones in the art needlework departments, from the fact that most women engage in the doing of some description of fancy work while in the country or at their Summer homes on porch or veranda.

Stamped Goods Good Sellers.

For this Summer trade the sale of what are known as stamped goods is very large. These goods consist of dainty articles for personal or household service, such as nightgowns, camisoles, combinations, children's dresses, and other articles of wearing apparel, and various sized towels, runners, cushions, etc., for household use.

One of the newest productions in this line is a boudoir lamp shade, which is not only easy to make, but easily laundered. These shades are in numerous designs, stamped on linen, in oyster-white shade. Patterns are shown for eyelet and satin stitch or for the popular French knot embroidery which come in pretty Dresden flower groups and sprigs. Both designs have scalloped edges, with points finished with colored silk tassels. These shades often form part of a luncheon set of seven pieces, consisting of bread tray and plate doileys, and one for an oval platter.

Crocheting and knitting are never quite out of favor, but they also enjoy periods when they are widely popular, and one of such periods is developing now. Crocheting which imitates Cluny and Maltese lace is very much in evidence, and also patterns and edges made with Coronation braid. This braid and crochet cotton can be had dyed in various colors, and in this form is used for edging runners, etc., in the place of fringe or lace.

Knitted silk purses and knitted silk hand bags are shown in elaborate patterns, with long silk cords finished with tassels or balls, and with similar balls or tassels at the lower corners. Other popular knitted articles are silk ties and caps. Crochet silk caps for babies and slippers are also good.

Manufacturers are bringing out tapestry cushion tops at popular prices that are wonderfully artistic. These very beautiful cushion tops are often copies of hand-woven tapestries that form art gems of foreign collections. These tapestry tops make up into cushions that are not out of place in any room, and the prices at which they can be sold are extremely reasonable.

Other cushion tops come in the tinted patterns in floral conventional and Oriental designs on linens, crashes, burlaps, etc., in every imaginable color effect; and then there are the fragile effects worked in ribbon embroideries on filet net, and tops of fancy silks alternating with stripes of gold lace.

The Baldour braid is again to the fore, and besides the daisies of a year ago, very realistic clover designs showing, as well as other patterns formed by the combining of this braid with satin stitch.

Among the many devices that form aids to the working of fancy patterns may be mentioned the stiletto with an adjustable gauge, which regulates the size of the holes, so that all eyelets, etc., punched with it will be of uniform size. Washable letter foundations and scallop edges over which the silk or cotton may be worked, and which takes the place of padding, are items that should not be overlooked.

It would seem as though the rage for beads was going to extend itself to trimmings and dress garnitures in the coming Fall. Cascade bands and cascade effects on bands and flouncings are strong. Jet and clair de lune beads are much used for this purpose. It seems as though the much heralded vogue of jet was at last at hand, and that glittering jet sequin bands and flounces would be extensively used. Single large flat beads and nail heads are already in demand. These beads are used to edge the sleeves, the decollete and draperies of tulle, lace, or net. Pendants and tassels of various sizes, shapes and colors are to be used, and some of the tassels showing are very long, and are composed of rhinestones, jet, crystals and pearls.

Bigger Demand for Switches.

The business in hair goods is growing larger each month, and the prospects are that before the Fall season the demand will be greater still. Already the building up of the high coiffure is causing a demand for switches, and the prospects are that other accompaniments in the form of rolls and curls that plaster down to the cheek will be sought for.

The new idea is to lift the hair away from the forehead and the ears, or if this style is too severe to be becoming, a little curly fringe is used and the flat "slicker" curls at each side. The hair is waved and drawn back to form a flat pompadour, low in front, but becoming high at the back, where it reaches the long roll or puff that piles the hair high at the back of the head. The resulting coiffure is pear-shaped, and is very becoming when decorated with glittering rhinestone set pins and combs.

Possibly the simple hair dressing will be retained to a great extent for Summer wear, but with the beginning of Fall the new high coiffure promises to be in the ascendant.

BETTER IN THE WEST.

Easter Trade in Saskatoon Exceeded Merchants' Expectations.

A better tone with regard to western business is indicated in the Easter trade at Saskatoon by the merchants in general; the trade is reported to have been much better than was expected. The merchants see in the improvement a revival of better conditions, and the feeling is expressed that, while the trade might not have been much better than the previous year at that time, business was declining, whereas now it is on the upgrade.

F. R. MacMillan makes the statement that the business far exceeded expectations, and that the prospects for the Summer trade were better than was considered possible towards the end of the Winter.

"A great deal better than last year," was the way J. F. Cairns referred to the Easter trade. He states that on the Saturday night the capacity of his big store was taxed. Mr. Cairns did not attempt to explain the improvement of trade, but accepted conditions with every satisfaction.

Woodstock, Ont.—H. Steet, for the past four years with the Oxford and Ken Knit Companies, is going to Hamilton to join the staff of the Mercury Knitting Company.

THE KING STANDARD OF THE WORLD

No. 31



Collar Button Silent Salesman

Polished Oval Front, Plate Glass. Finished in Mahogany and Oak

Contains 1⅓ Gross Asst. Gold Shell
1½ Gross Asst. Pearl Back

No. 28

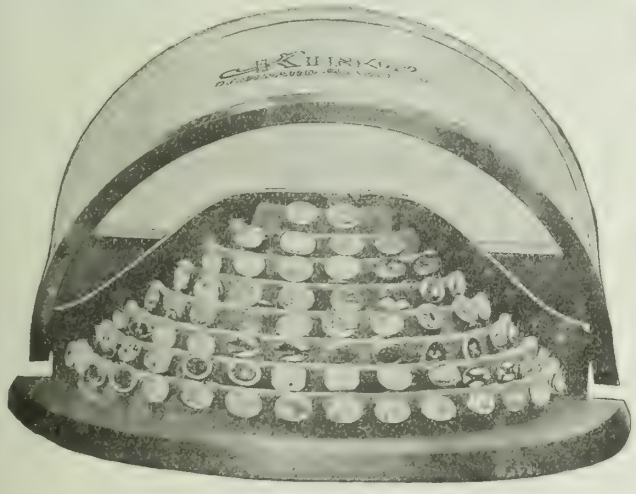


Collar Button Silent Salesman

Plate Glass Horse Shoe Shape, Glass Top, Sides and Front. Finished in Oak or Mahogany

Contains 1½ Gross Guaranteed Gold Shell
1½ Gross Eyeleted Pearl Back

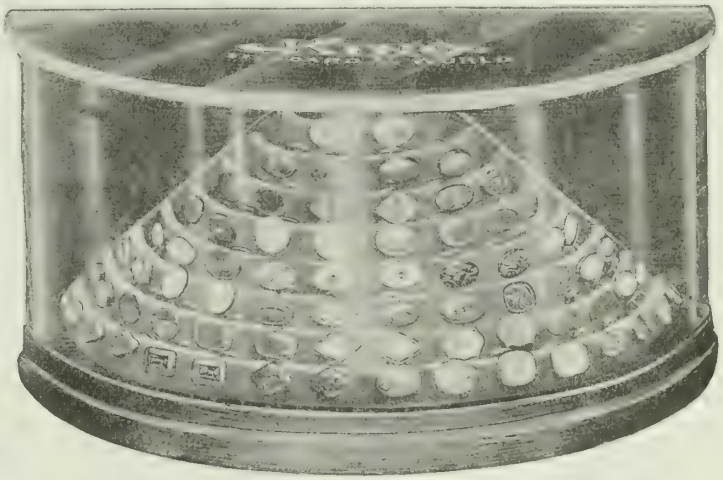
No. 32



Cuff Links Silent Salesman

Polished Plate Glass, Oval Front, Oak or Mahogany
Contains (6) Dozen Assorted Patterns
GUARANTEED KING LINKS

No. 30



Cuff Links Silent Salesman

Polished Plate Glass, Oval Fronts, Oak or Mahogany
Contains (6) Dozen Assorted Patterns
GUARANTEED KING LINKS

CONTAINS BEST-SELLING COLLAR BUTTONS AND CUFF LINKS MADE

ON SALE WITH ALL RELIABLE CANADIAN JOBBERS

Products of The King Collar Button Company of New York

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.

Absolutely Guaranteed

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto

WE SELL **Buttons** ONLY

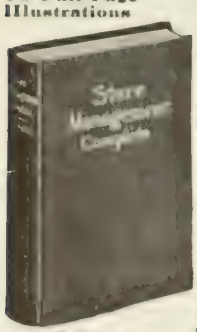
You can sort from our splendid stock. MAIL ORDERS receive special attention

Forsyth Kimmel Co., Ltd.

MAKERS BERLIN, ONT. IMPORTERS

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Liddell's Gold Medal Linens

should now be much in evidence in your window displays as suggestions to seekers after acceptable gifts for the June Bride.

Any of these will offer valuable suggestions:

Liddell's Gold Medal Table Cloths and Napkins, Irish Hand-Embroidered Bed Spreads, Shams, Sheets, Pillow Cases, Lunch Cloths, D'Oylies, Bureau Scarfs, etc.

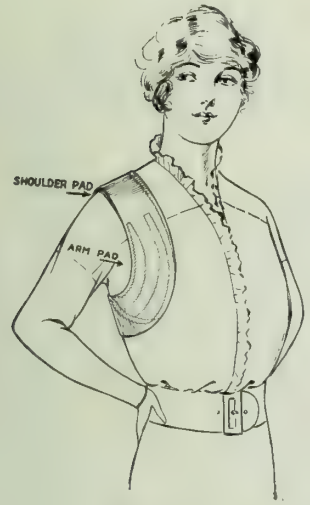
R. H. Cosbie, Ltd.

IRISH LINEN AGENCY

30 West Wellington Street, Toronto

The Demand Exceeded the Production

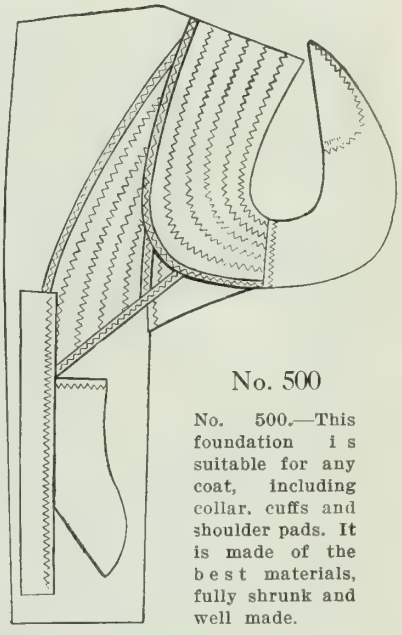
--that's why we have moved



No. 510

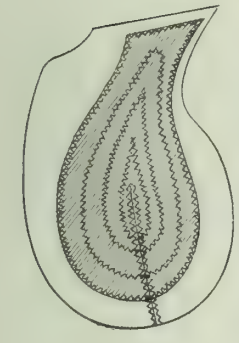
Our facilities for producing EVER-LAST Coat Foundations have not been adequate enough to keep up with the increasing demand which their popularity is producing. We have, therefore, been obliged to secure extra machinery and larger premises at 333 Adelaide West, Toronto. With this extra equipment we can guarantee prompt delivery of the following styles:

No. 510.—Shoulder Pad and Arm Pad in Grey Wool Felt.
No. 511.—In White Wool Felt.



No. 500

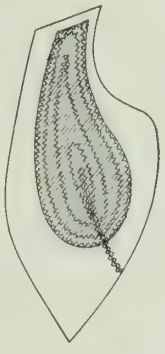
No. 500.—This foundation is suitable for any coat, including collar, cuffs and shoulder pads. It is made of the best materials, fully shrunk and well made.



No. 200

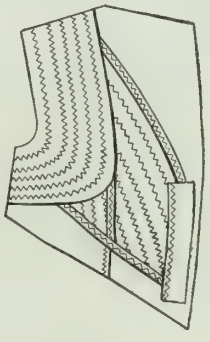
No. 200.—Best cotton elastic canvas, grey wool felt and stiffening at bust. Closely stitched and used for lightweight coats or alteration work.

No. 201.—Same as 200 and longer down the front.



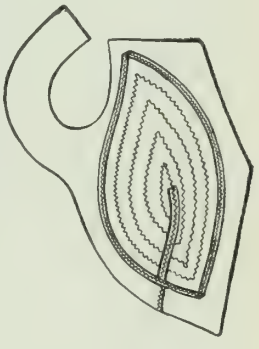
No. 201

No. 501.—A handy foundation which will appeal to the home dressmaker Well constructed, best materials.



No. 501

No. 503.—A practical coat foundation with canvas reaching around the armhole. It is light and simple, but well constructed of the best materials.



No. 503

Toronto Pad Co., Limited

Our New Address

333 Adelaide Street West TORONTO

Western Representative: J. W. Leathorn, Pacific Mercantile Agencies, 603 Mercantile Bldg., Vancouver, B.C.

The finest assortment of BEADS in Canada

ALL FASHIONABLE COLORS, IMMEDIATE DELIVERY

Beads, beads, beads—everything in beads, and everybody's talking and wearing beads. They are all the rage in the style centres and are having a tremendous sale in the larger cities of Canada. We have the finest assorted stock in Canada, and give you immediate delivery.

Write for a sample order. Show them and watch them go.

The Smith-D'Entremont Company, Limited

1475-77 Queen Street West Toronto, Ontario

Warm Colors in Paper with Quiet Backgrounds

Queen Anne Influence in Colonial Friezes and Warmer Colorings for Living Rooms—Base Decoration a Popular Innovation—Prediction of Plainer Hangings for Spring of 1915.

THE continued popularity of simpler effects in wall decoration and the use of plain or self tone bodies with or without paneling, and relieved with cut-out friezes and borders, as forming a background which brings furniture and pictures into quick relief, is assured for Fall decorations and promises to make its influence felt in the new lines which are now receiving the attention of the designers for 1915. In the coloring, however, there is now a tendency to warmer effects and this is to be noticed particularly in the living and reception rooms, while the ultra fashionable idea may be expected to be on the lookout for designs in which bright colors are to be found in unique combinations.

The cut-out frieze may be looked for to continue strong for the bedroom, to be used with or without paneling and with solid tint backgrounds. In coloring, the Queen Anne influence as applied in colonial effects will be popular; flower designs will be seen in bright colors, but not to such an extent as might be called gaudy, and there will be an Oriental or Indian effect introduced into some of the patterns. In living rooms the cold of the Canadian Winter and the fact that there is so much outside life in the Summer leads to a tendency for warmer effects in coloring and a departure from anything severe in pattern effects. In fact in the ultra fashionable decorative schemes the influence of the futurist and impressionist schools of art may be expected to find a place in the wall papers of the future as it has in draperies, screens, etc.

The Fall trade will see chintz, oatmeals, and Cordova and Ooze leathers and weave effects in transparent colors as popular sellers with borders, often with two or three decorative trimmers, giving an opportunity for a number of combinations in borders and trimmings.

Cut-off Band for Base.

For the room where it is desired to give a homelike impression and appearance the 18-inch frieze will still be used and the novelty of the cut-off band from the frieze for use as a base decoration has taken a stand in popularity which will be effective for some time to come.

Continued simplicity in colorings and patterns and the tendency for self-tone backgrounds whether plain or patterned will be relieved to some extent by the introduction of warm colors. In the hangings there will be a tendency shown—a prominent designer believes—to depart from the heavily patterned chintz effects for something more plain. For example, with a frieze with a pattern worked out in mauve and green he would look to see a tasty effect with a plain tone mauve hanging, with the option of producing a brighter effect by the use of a green border.

Effects to Suit Rooms.

In the majority of cases it will always be found that it is in the room that the solution for the decoration scheme is to be found. There are walls that are so broken by windows that paneling is not desirable; there are large surfaces which require something in the nature of an allover pattern with distinct markings to make an effective relief; there are the uses to which a room will be put; there are low ceilings where a narrow frieze is desirable and high ones where the dado is effective. Then, too, the furniture of a room is a factor. Where there is a lot of low furniture against the wall the effect of a narrow frieze is to create an unbalanced appearance, and where glass-covered articles are in evidence there is a call for a corresponding weight in the frieze or ceiling panel.



An exquisite panoramic frieze, the decorative handling and high-keyed color scheme of which suggests a modern treatment in light tones of the parlor, living room, reception or music room. It is thirty inches wide in a 9ft. 6in. repeat pattern. Shown by Standtons, Limited.



Every Woman Has CREX in Mind

when she enters a carpet store to buy grass floor coverings. She knows there's a difference. She knows what CREX quality means and she is going to look for the name CREX woven in the side binding. It's her protection—it's *your* protection and it's our protection. As said before "you don't have to talk CREX—it sells itself."

1914 color-catalogs on request
Price lists from jobbers

CREX CARPET COMPANY, 212 Fifth Avenue, New York

Fibre Carpets for Summer

Undyed Colors to Resist the Sun—Demand for Brightening Effects in Draperies for Summer Cottages—Some Novelties on the Market.

WHILE the housekeeper during the Spring season is preparing the home for summer, or is furnishing the summer cottage, there is a demand for brightening effects in draperies, floor coverings, and other factors in interior decoration. Light draperies, fibre floor coverings, sun-room furniture, etc., are having a popular run.

For summer decoration the best seller in draperies is something that will not fade, something that will withstand the smiles of Old Sol throughout the dog-days without turning color. This brings a demand for goods which the dealer can guarantee, and some go so far as to promise to refund the purchase money where the goods change color and to pay for the expense in putting the hangings in place, and replacing them; but with the new color-holding materials made expressly for this purpose, the merchant is backed by the manufacturer and is taking little chance. These goods are in demand in soft greens and deep blues, although there is beginning to be a feeling for brighter colors. For summer, too, chintz and colored cretonnes in great variety of color and design are meeting with favor, while madras is not so popular as a year ago.

For summer floor coverings there is naturally a demand for the fibre carpets, with the undyed colors, willow and tans, popular on account of their ability to resist the sun, although some dark colors are also strong.

Get the hotel quilt orders of your town. SEND US REQUIREMENTS

Even the smallest hotels in your town or city require quilts in a quantity which warrants going after them for special order business. We make a specialty of

DEARDEN'S MONOGRAM QUILTS

Made by Jonathan Dearden & Co., Limited

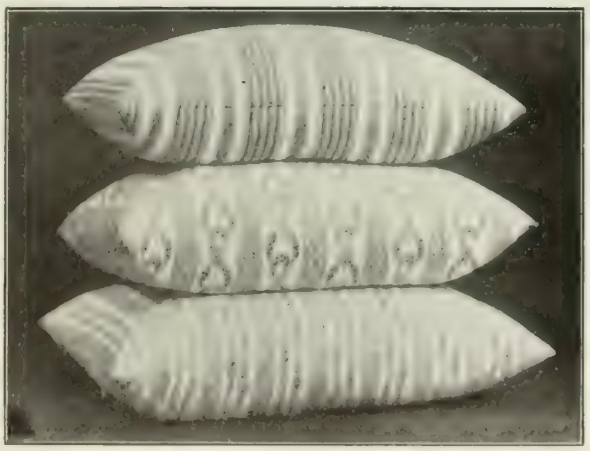
11-13 Bridgewater Place, Manchester. Mills: Bolton, Lancashire

Put forth an effort to have every institution using quilts to use special design or monogram quilts. Hotels, institutions of various kinds, railway and steamship companies are all prospects.

Send us an estimate of requirements to-day. We'll submit samples and prices.

R. H. COSBIE, Limited

30 Wellington St. W. IRISH LINEN AGENCY TORONTO



All New Feathers

THE TORONTO FEATHER & DOWN CO. LIMITED TORONTO, ONT.

Grade

Size

Price

Order No.

Guarantee on other side

GUARANTEE

The feathers in this pillow are all new and have never been used before. They are absolutely clean and sanitary.

You eliminate the element *of* chance

By making sure that every pillow you sell bears the label and guarantee shown below, you are taking the "element of chance" out of the "game of selling."

Swan Brand Pillows

Adopt the "safety first" policy—the policy that makes sure before you go—the policy that enables you to use the selling point "all new, clean, sanitary feathers" when showing pillows. No woman would think of using pillows made from lifeless, recleaned (and some uncleaned) feathers picked up in all sorts of place—don't offer them. Sell "Swan Brand" guaranteed pillows.

Send for price list to-day.

THE Toronto Feather & Down Co. *Limited*

"Where the reliable goods come from"

35 BRITAIN ST., TORONTO

Eastern Agent—Mr. J. F. Sumption

Corner St. Catherine and University Sts., Montreal, Que.



THE JUNE BRIDE

MILLINERS who consult their own interests will watch closely the change in the manner of living induced in many communities by the growth of a wealthy class, and will show millinery suitable for not just the different seasons but for social functions and local happenings such as Horse Shows, races, etc., and for Summer and sports wear.

In striving for more business the big city stores never lose sight of an opportunity of pushing business. These stores have developed the early openings, Easter openings, Summer openings, and openings and showings of millinery for special events.

In the smaller centres it is not possible to work in so many of these openings, but there is one showing that might be made—and that is millinery suitable for the June bride. This, of course, would include the going away hat, hats for the bridesmaids, and millinery suitable for guests at the wedding and for near relatives of the bride and groom.

Such a display should include gowns, suits and other accessories that add to its effectiveness. In the specialty store circulars and newspaper advertising have to be used where they have no regular departments of a dry goods store to fall back on for supplies.

Mushroom and Coolie Models

Latest Shapes in Paris Importations—Sailor Shapes Very Popular—Craze Developing for Lacquered Effects—Flowers Reign Supreme in Trimmings.

JUDGING from sales and from the Easter millinery at last there has come a season when it can be said with truth that flowers came first. Next to flowers, and a good second, comes ribbon. The soon-to-be-banned osprey and paradise are not abandoned and some very charming hats are trimmed with jaunty wings, but it looks as though the midsummer hat would be a flower-trimmed one.

The very newest idea is the employment of very lustrous effects—"lacquered" is the name used by the trade.

There are lacquered straws, and dark lacquered foliage, as well as the varnished or waxed ribbons. The Parisians call this ribbon "toile cire." This finish is given with glycerine and glue and heavy rollers, and it has much of the dull shine of stove polish, and therefore it gets the name on this side of the Atlantic of stove polish ribbon. Straws quills and piece satin also come in this finish. As the surface repels water, cire ribbon is well suited for trimming street hats, and hats for travelling and auto wear.

All ribbons are selling well but moire ribbons sell best. Besides moires, taffetas, failles, Ottomans, Bayaderes and velvets in plain ribbons, and Roman stripes, plaids, velour effects on satin, and gilt tissues are the best sellers.

Heavy cord and grosgrain ribbons, often with picot edges in narrow widths, are used both for the crown and the whole hat. These ribbons are shirred along one edge and are put on the shape row after row with the edges overlapping. Wide widths in plain ribbons are made into bows with high loops, and plaid and striped ribbons are used in the same way. Ribbons are made up into ears, wings, quills and other ornaments. It is the re-introduction of the bandeau that is increasing ribbon sales as there is no trimming so suitable as loops of ribbon.

The very latest shape to be featured in later importations of Paris hats is the mushroom. Many of these shapes are long and oval. Many of these hats come in the new varnished straw, but Leghorn and crin plateaux are also shaped into these new mushroom models. One of Leghorn had a wreath of pink roses around the crown and three small ostrich plumes on the left side, and the bandeau at the back was covered with pink ostrich feathers. Many of these small mushrooms have small dome crowns, and some of them are of the new varnished straw. One model of this straw had the brim faced with black moire ribbon and a wreath of curled ostrich forming a ruche around the crown in front and mounting high in plumed ends at the back. A large red rose was placed among the feathers both in front and at the back, and loops of black ribbon and a rose covered the bandeau at the back.

Many brimless shapes are seen in the late models, and prominent among these is the coolie shape. This shape is often trimmed with clusters of roses, some of which are almost as big as the hat. Watteau models are very much liked and are often almost crownless and raised high at either the back or side with a bandeau. Though the season is advancing, turbans still keep in high favor and there are also a few Directoire bonnets showing.

Though so many novelty shapes are appearing, sailor shapes continue to increase in popularity, and many of the best selling hats come in some variety of this shape. Quite a number of high crowned narrow trimmed sailors are shown, and added height is given by the placing of the trimming on the top of the crown. Lattice work of roses and

(Continued on page 46.)



THE NEW MUSHROOM
Shape of Leghorn and crepe, trimmed with velvet bow and mixed flowers.

Parisian Fashion Note From



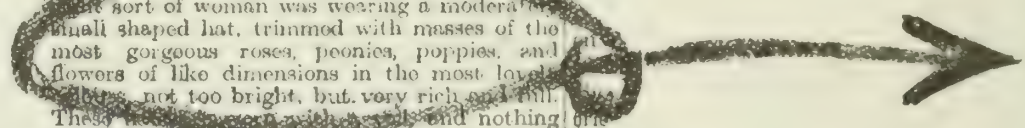
PARIS FASHIONS.

FLOWERS AND COLOUR.

(FROM OUR FASHION CORRESPONDENT.)

PARIS, APRIL 3

Every one is wearing something new, and furs are gradually disappearing. One of the most delightful fashions this spring is that of using flowers on the hats; and it is interesting to note that quite one of the first *modistes* in Paris is using more flowers than she has done for [illegible] on a very [illegible] day it was noticeable [illegible] the smart sort of woman was wearing a moderate sized shaped hat, trimmed with masses of the most gorgeous roses, peonies, poppies, and flowers of like dimensions in the most lovely colours, not too bright, but very rich and full. These [illegible] with a veil and nothing could be more becoming or easy to wear. They vary between the *bonnet de police*, with its two flaps brought close together on the left side, and the almost large hat which is approaching picture shape. Every hat is worn [illegible]



We feel so confident that our flowers will increase your sales that we ask whether we may ship you either an open order or a consignment of the designs shown on the opposite page. If any of the selections do not meet with your hearty approval you may return them at our expense.

Gebr. Riegel & Langer

King's Hall Bldg., St. Catherine St. W., Montreal



7672
18.00 Dz



17095
24.00 Dz



24225
22.00 Dz



24253
24.00 Dz



7982
35.00 Dz



17190
18.00 Dz



17534
21.00 Dz



17527
36.00 Dz



17543
18.00 Dz

Gebr. Riegel & Langer

King's Hall Bldg., St. Catherine St. W., Montreal

Some New Shapes Seen at the Openings

WATTEAU shape raised high on the side.

Brim covered with white faille and the crown of printed crepe. A wreath of pink plush berries and dark green varnished leaves around the crown, broken at intervals by bunches of small pansies and blue and pink roses. Bandeau trimmed with loops of old blue ribbon velvet and medium-sized pink roses and pleated tulle.

A sailor shape pointed back and front and with the back brim slightly elongated. Brim and sides of crown of white satin straw with the soft top of white satin. Hat raised on a bandeau at back, a little to one side. A single loop of wide black ribbon velvet with a bias end standing up high both in front and at the back with ends falling over the brim. Large flat roses in yellow, pink and blue with dark foliage around the crown where the straw side joins the satin crown and more roses mixed with deep purple violets massed in front.

A very tiny sailor of picot straw in a light shade of Russian green with brim turned up at back and bandeau filled in with loops of deep forest green velvet. Wreath of red currants around top of crown.

Another sailor of dark green lacquered straw with a band of black moire ribbon with looped bow at back and right in front at top of crown a bunch of pink and green roses with gold centres.

A pink horse-hair plateau with small crown of pink satin, and broad bandeau at back had band across crown of cadet velvet ribbon with loops of same on bandeau at back. On top of crown to right side was posed a bunch of violets and pink roses.

A very smart black sailor had band of black moire ribbon around crown and wreath of cherries and black leaves encircling top of crown.

One of the new oval and brimless hats was of burnt Neopolitan straw. At its base it was encircled with a wreath of blue, brown, gold and pink marguerites with quills of tan rubber at each side.

A very striking hat was of canary yellow straw with drooping brim faced with blue, and draped crown of yellow crepe. At back was placed standing upright an arrangement of canary ostrich and blue wheat while underneath was a ribbon strap and bow of blue faille.



Niniche hat of eggplant Belgian straw, faced with moire ribbon in the same tint. Straps of velvet ribbon are arranged across the plateau top, terminating at either side of the bandeau underneath. This is covered by a series of hanging loops of velvet ribbon, producing an extremely smart Louis XVI. effect. Clusters of roses in bronze and violet tones complete the ensemble. Dimensions: Diameter of plateau, 14 inches from side to side, 18 inches from front to back.

MUSHROOM AND COOLIE MODELS.

(Continued from Page 43.)

foliage and high-standing loops of ribbon velvet are used for this purpose.

Roses are first in the field in the flower line, and much wheat is used, both mixed with other flowers and with fruit, for fruit is coming into favor as well. Wheat is also mounted as aigrettes, and the kind used has the beard of horsehair or bright vegetable fibre. Pom-poms of roses and leaves are new, and trimming bands of fine flowers are combined with clusters of small roses around the crowns of many hats.

Daisies, forget-me-nots, zinnias, asters and set flowers such as camellias in two colors in extreme contrast are showing. Japanese berries, cherries currants and other fruits are all good.

Fancy ostrich comes in long twisted plumes, and in masses of flyaway feathers. Ostrich imitations of aigrette and numidi in burnt effect come in high mounts. For trimming turbans and tailored hats clipped pom-poms are good. Paris is favoring small wings in pairs for this purpose and the wings come in black, white, stove polish finish and in various fancy colors. Sometimes one side of the wing is one color and the other is in strong contrast.

There is very little jet selling now, but retailers are not sacrificing, as many believe that we are yet to have a jet season. Jet, it should be remembered, is not a Summer article, and now that the warm weather is coming jet is less seen.

Black Chantilly lace, and black shadow lace are used for hat brims in connection with moire crowns. Horsehair lace is used but not to any great extent. Tulle, crepe, both plain and flowered, and printed chiffons, promise to be used on the Summer models.



Leghorn plateau with underbrim lining of Nattier blue silk, and with the bandeau filled in with ribbon of the same shade and loops of champagne tulle and shaded pink roses. The flat crown is covered with roses and small mixed flowers mixed with wheat.

EASTER BUSINESS GOOD.

Easter business in the millinery departments in the large departmental stores has been very large, and the specialty stores have also had a very successful season, and from many cities and the smaller towns come very encouraging reports of the pre-Easter business. The wholesale houses are looking forward to a season that is satisfactory on the whole.

The *MorSward* *Make.*

HAT SHAPES

Morris & Saward

21-22 Great Castle Street, London, W.

Manufacturers of High-Grade Tailored Hats for Morning Wear, also Untrimmed Shapes in the Latest Paris Styles

WHOLESALE ONLY



ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
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VIII. The Building of an Advertisement
IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

Removal Notice

In consequence of our rapidly-growing business, which necessitates larger factory space, we have been compelled to remove to 300 St. James Street, where we will be in a better position to take care of your valued orders.

Our stock of ladies' headwear for Summer is very complete and we can fill your orders at short notice.

Montreal Hat & Frame Co.

300 St. James Street

MONTREAL

Black and White Hosiery Strong for 1915

Manufacturers Picking These Already as Probable Best Sellers —Pinks and Blues in Men's Underwear for Next Year—Pleated Silk Hose Growing.

THE extent to which women may be expected to follow the costume color scheme in wearing hosiery seems to find a variety of opinion in the trade. Certainly this season will see a much greater demand for colored stockings than last, but blacks and whites do not seem in any danger of losing their positions as the standards. A manufacturer who is at present creating heavy stocks in these two colors for the 1915 business takes the stand that they will continue in favor, because they are demanded by the moderate dressers, and because black can be worn with a costume of nearly any color, while white suits almost every occasion where black is not desirable.

Most of the houses confine the range of colored hosiery largely to the expensive materials, but jobbers are to be found who have stocked comparatively heavy on the cheaper grades, and who state that they will be able to dispose of what they have. The explanation of one jobber—and he has one of the largest stocks of colored hosiery of cheap grades in Canada—is that where there is a demand for an expensive article there is sure to follow a demand for something less costly—and he is selling his stock without trouble. The materials in this stock are in real "live" colors, cerise, King's blue, cardinals, Paddy green and taupe being noted.

Whatever the whims of fashion may call for in the way of color before another season, it may be taken that blacks and whites in hosiery are to be favored probably even more so than the present season.

Black and White for Men.

While the kaleidoscope seems to be pretty constantly consulted by the makers of neckwear, and while there is hardly such a thing as extremes in shirting colors, there is a general tendency on the part of well-dressed men to tone down the effect of their hosiery. This tendency is noted in the demands for the present season, and it promises to be still more pronounced for next. In a manufacturing plant where a specialty



Novelties in clocked and color-effect hose.

is made in hosiery the making of the 1915 goods has already commenced, and here we find that there are practically but two lines receiving attention for heavy stocks: these are the black and the white. It is evident that the popularity of the white in the American cities, which is now spreading to Canada, is expected to last for at least another season, although in some quarters white is regarded as a novelty.

For the present there is still a strong demand for colors, but they are in the solid shades, and, with the exception of some clocks, the fancy combinations are taboo. Black, of course, is the strong feature of the market both in silk and wear silk and cashmere. Tan, despite the tendency towards dark footwear, is still strong with men, and comes among the first of the colors for the present season; pearl, maroon, navy and white is the order in which one wholesale house ranks the colors, but the white is just coming, and may be expected to jump into a more prominent position at any time. For the brighter shades the demand shows a tendency to fall off. White will be strong for outing apparel, and will be used whenever canvas shoes are worn.

Pleated Silk.

As to materials, a change has taken place, for which the manufacturers have been largely responsible. This is the new pleated silk, which as yet has not had sufficiently long opportunity of receiving the indorsation of the public of Canada so far as wearing satisfaction is concerned, but the manner in which it has been received shows its popularity, and it may be expected to become as strong in Canada as in the United States, where it has been on the market for some time. It is being used largely by manufacturers for the 1915 stocks. Pure silk and the sheer imitations are losing popularity in many quarters in favor of the new pleated material, the former on account of its lack of wearing ability and the latter because of the popular demand for something with more body. In the pleated there is a grade of silk and fibre combined over cotton; this has the silk appearance, and has the popularity of the 25c line. A more expensive and the popular line with better dressers is the silk over lisle combination, which has a good body and the appearance of the pure silk. These can be found in all colors.

The changing course of events may cause a demand for colors for next season, but the present prospects would seem to be for blacks and whites, and where colors are worn they will be quiet shades; tan, with the change in footwear, must expect to lose its popularity.

Sweater Coats.

There are a number of novelty lines with cutaway fronts, unique weaves, fancy fastenings, etc., for the Fall trade in sweater coats, but they do not enter into the market as an important or permanent factor. Buying for the season's

(Continued on page 52.)

BEAVER BRAND KNIT GOODS



Beaver Brand Knitted Novelties—Caps, scarfs, mitts, gloves, etc.—are of the same high standard of style, quality and workmanship as the famous Beaver Brand Full-Fashioned Sweater Coats which you have undoubtedly stocked for many years and found a good seller.

The Fall 1914 line contains many new styles that promise to be very popular. If our representative has not yet called on you, drop us a line and we will gladly send you samples by return, prepaid.

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba
H. Cook - - - Northern Ontario
W. Easson, C. B. Heath - - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull - - Eastern Ontario
W. C. Brown - - - - Quebec
J. E. Patte - . Maritime Provinces

"Monarch-Knit" Spring Lines

The Monarch Knitting Company, Limited

HEAD OFFICE - DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines, St. Thomas, and Buffalo, N.Y.



L 315



L 320



L 321

"Monarch-Knit" Spring Lines

"**MONARCH-KNIT**" demonstrates its progressiveness again in offering you these splendid models, which show overwhelming evidence that "Monarch-Knit" is the home of what Dame Fashion decrees as the best in Sweater Coats.

These are unquestionably temptations for your trade. There is a chance given you to show your progressiveness.

Write for samples and prices of these lines.

"Monarch-Knit" is the Standard for Style, Quality and Workmanship.

The accompanying lines are shown in the following colors: White, Cadet, Helio, Old Rose, Cerise, Scarlet, Amethyst, Copenhagen, Terra Cotta, Kelly, Tango, Dark Smoke, Peacock, Havana.

L. 312, L. 314, L. 315, L. 321 are made of finest Australian Botany and finished with angora effect.

L. 318, L. 320 are made of silk in two-color stripe effect of the colors mentioned.

The Monarch Knitting Company, Limited

HEAD OFFICE - DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines, St. Thomas, and Buffalo, N.Y.



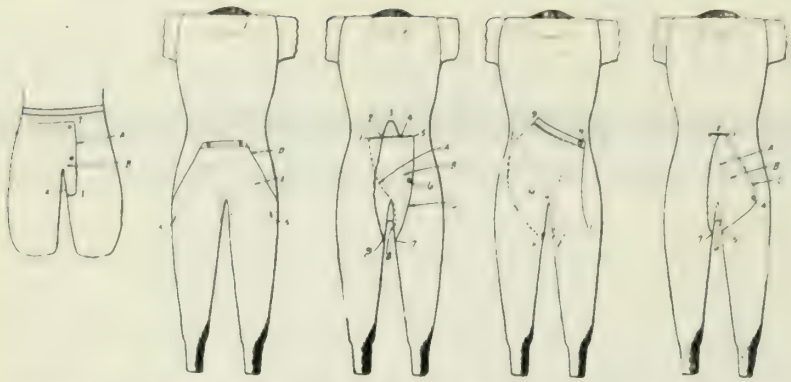
L 314



L 318



L 312



IMPORTANT DESIGNS OF UNION SUITS FROM DRAWINGS ENTERED AS COURT EXHIBIT NO. 20, BY BROWNING, KING & CO., DEFENDANTS, IN SUIT FOR ALLEGED INFRINGEMENT OF PATENT NO. 973,200.

Reading from left to right the garments illustrated above are as follows:

1. Defendant's Exhibit No. 12, Princess Knicker Skirt of 1896, opening extends from near waist line to a point on inseam of one leg below the permanently closed crotch with outer flap attached to same inseam and covering opening.
2. Graham Drop Seat, Patent No. 702,070—1902. Posterior opening (5) extends below crotch in both legs.
3. Defendant's Exhibit No. 7, Lacher closed crotch garment prior to 1907. Has high gores; single outer flap; inner flap *opening* extending below body crotch, giving bagginess in crotch region; inner flap sewed in.
4. Johnson patent in suit, No. 973,200—1910. A drop seat garment with left side sewed up; special crotch gusset gives shapeliness to crotch; inner flap integral with body and leg portions of garment.
5. Cooper Commercial Garment. No crotch gusset (piece "M"), bagginess in crotch region; inner flap and opening not co-extensive; inner flap sewed in.

A, B, and C in figures 1 and 5 refer to similar parts.

Courtesy of Textile Manufacturer's Journal.

BLACK AND WHITE HOSIERY.

(Continued from page 48.)

business has been following the general trend, and retailers are showing a disposition to be cautious. It should be pointed out, however, that in connection with the sweater trade it is not safe to let orders hang off too long. There is such a variety of color combinations, collar styles, etc., that the manufacturers do not attempt to carry stocks to meet contingent demands, and the advance supply being created will depend almost entirely upon the orders received, and long delays or final disappointments may result in failure to secure at least staple lines.

There is some tendency towards finer woven garments, and this will become more pronounced probably during 1915, while one manufacturer ventures the prediction that the next step following will be the return of the fancy stitches. The brushed effect is still popular in all lines, and particularly so with regard to children's garments.

The V-shaped neck is becoming popular in both ladies' and men's models; in regard to the latter the idea is a sensible one, as it permits the sweater to be worn under the coat and allows the collar and tie to be seen. The tendency in the men's garments is still towards shortness.

In women's sweaters the high shades seem to meet the market well. Cerise, plum, de mint, etc., are to be seen. Strong colors and sharp contrasts in combinations are to be noted also in men's garments for Summer wear. A jobber with a line of the latter expects and apparently with reason—to find a demand for them for cool evenings at the Summer resorts.

In referring to the Summer demand for men's underwear it is hardly necessary to state that one of the outstanding features is the ever-increasing demand for combinations as compared with the two-piece suits—the change is so sensible and so obvious as to become matter of fact. It is not going very far wrong to state that it will only be a matter of time—and not a very long time—until the two-piece underwear is classed with the old tube shirt and the nightgown.

In the close-fitting varieties of underwear there is a tendency for silk-finished mercerized lisle thread in a fine elastic-ribbed garment, and for 1915 trade the ribbed garments are being demanded in shades with pinks and blues favored. The most popular of the tight-fitting makes is still the Balbriggan, which is well suited to the comparatively temperate Canadian climate; white is the standard color, with ecru also popular.

In the loose garments there is a big demand for the checked nainsook in combinations, with the inserted knitted waist band. Novelty lines are shown with silk stripe, but there are few samples of color shown for this kind of undergarment.

As an athletic garment the new tailless shirt should meet with popular favor. The features of a smooth waist and a blouse effect that can be depended upon not to bulge too much with exercise are certain to appeal to tennis players particularly.

Closed Crotch

Cooper Co. Tries to Show Theirs Was Original and Defendants Infringed on Their Patent—Comparison of Various Makes.

MILWAUKEE, WIS., May 5.—Very interesting and enlightening information regarding the opinions of trade authorities as to the merits of the open and closed crotch designs in combination underwear and of patent experts and manufacturers regarding the privileges for the manufacture of union suits in a variety of designs was given by witnesses who testified in the suit of the Cooper Underwear Co. vs. Browning, King & Co. in the United States District Court in this city.

The stand of the Cooper Company, as presented by dealers in their union suits and by Henry S. Cooper himself, is that the Cooper suit is an improvement in design made prior to other closed crotch designs. The defendants aimed to show that the Cooper garment is not of the design covered by the patent, and in this connection Mr. Cooper on the stand admitted that the Cooper Underwear Co. had made a garment exactly as shown in the drawings of the patent, but that he did not think it had ever been put on the market; at least not to any great extent. His statement to the effect that his concern was the first to put out a closed crotch garment and term it such was simply a statement of his belief and made in ignorance of anything that may have been done by Holmes or the Holmes Knitting Co. of Boston, the Sterling Co. or the Peerless Co. Mr. Cooper testified that he had made a public offer of $1,000 to any one who would show use of the name "Klosed Krotch" for union suits prior to his own use of it, that the offer had been before the public for thirty to sixty days, and that no one had claimed the reward or written to him in reference to it.

Alexander Annan, manager of the underwear department of Marshall Field & Co., disapproved of the closed crotch. He said: "We began to sell them last Fall in September. I sort of had to get them. They were asked for and I put them in, but I will never buy any more as long as I live." Further testimony of Mr. Annan showed that Marshall Field & Co., wholesale department, are preparing to put out a new union suit of their own, with what Mr. Annan called a triangular seat. He said that it had only one button and has a half drop.

The chief witness for the defendants was Edwin W. Hammer, of New York, a consulting engineer and patent expert. His testimony was an analysis of the

(Continued on page 114.)

Advertised throughout CANADA

Are you taking advantage of the Dominion-wide advertising of Buster Brown's Stockings and Buster Brown's Sister's Stockings?

BUSTER BROWN STOCKINGS

SUNSHINE HOSIERY REGISTERED



Order from your wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



Hermsdorf Brilliants

(REG.

THE result of a new hosiery improving process invented by the laboratory that produced the famous

Hermsdorf Fast Black

"Hermsdorf Brilliants" answer the demand for sheer, evenly dyed (no streaks or splotches), silky appearing cotton hosiery.

You can sell them with perfect confidence, for the "Hermsdizing" process fixes both dye and silk-like finish so that the gloss and color are wear and laundry proof.

All the latest colors

Ask your wholesaler or importer for this new imported colored cotton hosiery.

Louis Hermsdorf
Dyer

Works: **Chemnitz, Saxony**
American Bureau: **235 West 39th St., New York**

Straight Talks *from* Moncton

By Humphreys

NUMBER THREE

The Home *of* Humphreys



Equipped with the most modern machinery, manned by expert operators and supplied with the finest grade Maritime wool (unshrinkable, long-wool quality), is it any wonder that the Home of Humphreys is producing an underwear that is far-famed for its unchangeable high-grade quality, its delightfully soft long-wearing texture? Every department is equipped to eliminate handling, to increase efficiency, and to turn out the maximum number of perfect high-grade garments at minimum cost—therefore the value.



(Corner of Spinning Room)

Ask your wholesaler for Humphreys Wool Underwear. If he can't supply you, write direct.

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.


The Best Line of Hosiery
Mr. Live Dealer:—
Do you believe it pays to give your customers the best goods? Do you believe it means that they'll come back again and again—and that they'll tell others where to go to get the best?
Of course there's only one answer to that question—yes!
Then decidedly—the best line of Hosiery for you to handle is
Penmans Hosiery
for men, women and children. The dependable quality of Penmans gets you "in right" with your customers at the start, and keeps them coming.
Made of the best materials—seamless, snug-fitting and comfortable. You can offer your customers no such value in any other line.
Penmans Limited
Paris, Canada
Hosiery, Sweaters and Underwear
Penmans
Hosiery
Pen Angle
WARRANTED HIGH PENMAN'S GRADE KNIT GOODS

"St. George Woolnap"



The Underwear of
Never Changing Qualities

Unshrinkable, neat and non-irritating. The underwear that is so popular with men. A careful examination should be given "St. George Woolnap" before placing your next order.

Your wholesaler will supply you with 1914 Fall samples.

Schofield Woollen Co., Ltd.

OSHAWA, ONT.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"CEETEE"

UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates.

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

Velva BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

Jaeger Pure Wool

FOR

Sporting Wear



We have a fully assorted stock of *Sweaters, Cardigans, Motor Coats, Sports Coats, Hats, Caps,* etc., for

Men, Women and Children



Rugs and *Blankets* for *Camping; Fine, Pure Wool Shirts* and *Waists,* and can promptly execute orders for immediate delivery.

DR. JAEGER'S Sanitary Woollen SYSTEM CO., Limited

Head Office and Warehouse 243 Bleury St., Montreal

DRESS ACCESSORIES

HERE THEY ARE!



Plain linen collar with vestee, arranged to slip under waist or coat.



A COLLAR NOVELTY.

Linen collar in Normandy shape with vestee that slips under the V shaped opening at the neck of the blouse.

The Linen Collar Introduced

Indications of a Return to Plainer Styles — Height is Feature of Newest Collars — New Girdles and Vest Belts Being Featured.

THE new tendency in neckwear fashions is towards plainer styles, and one can see a return to tailored modes coming, though it is not likely that any fashion so severe will obtain during the Summer months. Height at present is the predominating feature and all the newest collars are of this class. There is a big variety and ideas are taken from a confusing number of periods. Thus there is the Queen Elizabeth, the Gladstone, the Normandy, the Byron, and the modern roll-over collar in the so-called "lily" effect.

These collars are made of soft unlaundered materials with organdie, and Swiss in the first place. Pique, very soft of finish, is also being used. For the better trade these collars are quite plain and severe, the only trimming tolerated being the picot edge effect made by hemstitching the edges and then cutting down the centre of the stitching. Poular-priced collars are trimmed with narrow Calais and Nottingham edgings and insertions.

Many of the new collars are cut so that they stand high at the back and roll in the front without any wiring or other supports, but the majority are slightly wired to keep them in form. The high collars are often attached to collars that lie flat over the shoulders, and these collars come in most varied shapes. These high collars are also attached to guimpes or vestees in the same material as the collar. A very practical guimpe is made of folded organdie which closes, surplice fashion, and has the back of net finished with a high, rolling organdie collar. The guimpe comes to just below the bust line, and is finished with an elastic. This guimpe has several practical features. In the first place it can be pinned over so as to reduce the size of the V, and the elastic allows it to fit any sized bust measure. Also, there is no material under the arms, and therefore it cannot bind like some guimpes do.

Paris has introduced the linen collar. Many of these collars come in striped linen. They are high and have the correct roll and are very easily adjusted, as they slip under the blouse or coat. These collars are designed for wear with tailored suits.

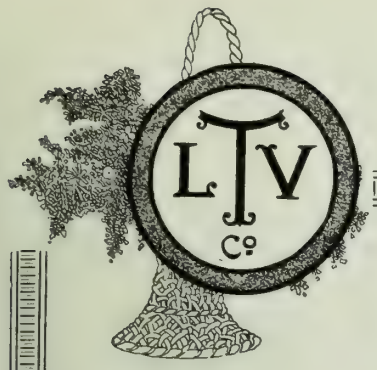
Guimpes still continue to be one of the big selling items and everything that is new in collar or frill is attached to the guimpe. Organdie and fine Swiss guimpes are the newest, and many of them are finished with embroidered organdie collars or frills. Besides guimpes there are many vestees and vestees promise to be a big Summer feature. As in guimpe lines, organdie and Swiss as well as nets and net-top laces are the materials used. Fancy buttons here are a big trimming item, the best liked being ball buttons of French pearl.

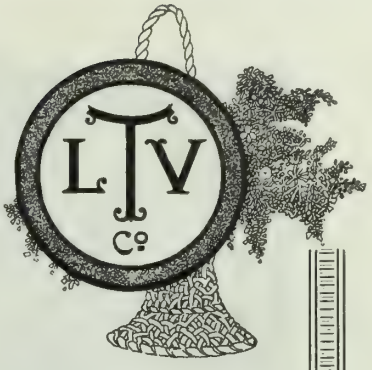
There is a big demand for camisoles, but they come now in many other materials than lace or net. The most favored of these is crepe de chine, but leno muslins and other novelty cotton fabrics that are beautifully light and sheer, are used. These materials are trimmed with the new beading in galoon and detachable motif effects and are finished with ribbon draw-strings and all manner of dainty ribbon bows, and chiffon and ribbon flower trimming.

Neckwear houses are also featuring the new girdles and vest belts, etc. The best selling and the newest girdle models come in the minaret form. These girdles are really short tunics, and transform a plain and simple dress or skirt and blouse toilette into a dressy one. The one illustrated is of plaid silk frilled with plain taffeta. Other models come with double frills and some are either knife or sun-pleated and cut in deep points. Many pleated girdles have a narrow pleating standing up above the waist line and are finished with a butterfly bow. As these girdles are mounted on elastic belting the same model fits many figures. Vest-belts come in suede, or in plain, plaid or Roman striped silk. In front these belts are shaped like the lower part of a man's vest, even to the small pockets. At the back are placed buckles covered with the leather or material and sometimes sash ends as well.

This girdle development is a new one and is one that is being rapidly taken up. Big city stores are stocking them extensively and are doing big business with them.

Attractive Plauen collars come in embroidered organdie, crepe and Swiss in wired flare and in many flat shapes.





Practical Business Helps

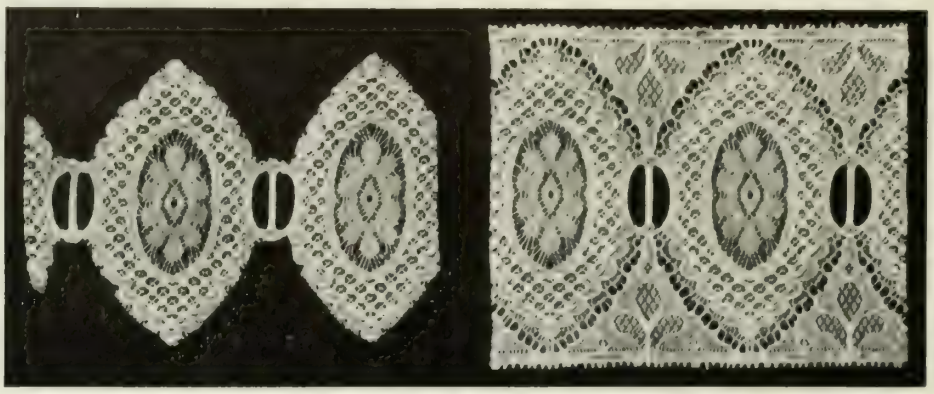
Our quick-selling lines include

Beauty Spot Veilings, Bridal Wreaths and Veils, Printed Chiffons and Crepes, Net Top and Oriental Laces, Black Laces and Fancy Collars, etc., etc.

See Our Fall Range of Samples

Mail Orders Promptly Attended To

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont



Galloon beadings and bands. Shown by Novelty Import Co.

Spangled Beauty Spots on Veils

Brilliants Used as Eyes for Butterflies — Clusters of Four or Five Dots in Colors That Harmonize—Drape Veils Coming With Warm Weather.

IMPORTERS of veilings report that the present demand is unusually good, and besides the steady selling staples, a numerous collection of varied and attractive novelties are beginning to be shown. The Easter novelty as seen in New York is the beauty spot emphasized with the addition of a jewel. Thus a butterfly will have a tiny brilliant used as eyes, or a crescent and star will have a flashing point of light produced by the setting of a tiny rhinestone at one point of the crescent. These veils are very effective with the all-black costumes just relieved with white organdie collars that the New York women are wearing this Spring.

Another veiling novelty comes in the cubist pattern. The mesh of this veiling is hexagonal or octogonal and it is decorated with cluster arrangements of velvet dots which are connected with curved lines and angles. About five of these clusters is the usual allowance to one veil. The beauty spot or one-figure veil is very much favored and many more devices than just the one spot are on the market. There are stars and crescents, flights of small birds, bugs, beetles, serpents, sunbursts, and clusters of colored dots of four or five harmonizing tones. The harem idea has not been allowed to die out and veils with the top half of plain net and the lower one figured are on the market.

Simple nets and meshes with narrow floral or conventional borders are being taken up by the high-class trade. A novelty in mesh that promises well is the "slant." This mesh is of cobweb fineness and is woven in little oblongs instead of squares. Another unusual mesh has a tiny pendent ring of chenille at intervals. Many lively floral and leaf designs like the drooping orchid, the lily of the valley, etc., are big sellers, and in this line the latest is the introduction of fruit motifs, such as tiny bunches of grapes or cherries and foliage, etc.

There is considerable interest taken in colored veils, but the sale is coming in the staple colors and quieter tones, instead of high shades. Purple continues to sell and taupe is good with the better trade. Navy and browns are the other staple colors. The veil that is all one color is more favored this Spring than two-tone effects, and while the black veil is best now, white is expected to be the best seller from now on. The veil at present is worn arranged close to the face, but for Summer wear it is expected that more drape veils will be seen. Summer millinery developments favor the use of the draped veil, and this veil is much cooler than the variety closely drawn to the face.

Embroideries

Baby flouncings the best selling items in the embroidery line. Embroidered neckwear novelties in organdie good.

THE embroideries selling are still chiefly confined to sheer effects in crepe and organdie with patterns in imitation of hand work. Flounces about 27 inches wide are the best sellers and are being used for panniers, tunics and three-tier dresses. Many of these flounces show color in the form of large lozenges or button effects, or are used as an outline to the pattern of the figure. Crepe allovers embroidered in small, well-detached designs, showing a single sprig of flowers, are very well liked. Some of these designs are quite New Art in effect and coloring. They are, however, both striking and rich in color.

Dainty novelties in Normandy, Gladstone and flat collars with the design in hand loom embroideries, are having a good sale. Waist houses are taking up embroidered organdies to some extent for the development of expensive waists.

The best item in embroideries at the present time are the baby flouncings. These come in dainty patterns suitable for making into infants' garments, and little yokes and narrow bands to match as a rule complete the set. During the last few weeks more corset cover embroideries have been selling and should the wider skirt bring underskirts again to the front, there are expectations that flouncing for skirt trimming will again be wanted.



Minaret girdle of plaid silk with frills and bow of taffeta. Shown by R. D. Fairbairn & Co.



D456.—$4.25 per Dozen Scarfs

Middy Blouses require this Middy Scarf, always ready to put on and looks dainty and neat. Fits any collar. Made in corded silk; colors, Navy, Red, Copen and Black. Our travellers will show it.

R. D. Fairbairn Co., Limited

107 Simcoe St. - Toronto

DIRECTORS—President: Rhys D. Fairbairn; Vice-Presidents: F. J. Knight, W. C. Cliff; C. N. Taylor, E. McGonegal



1, Organdie vestee with flaring collar coming to a point at the back; 2, Guimpe of net with vest revers and flaring collar of organdie. Shown by Phoenix Novelry Co.

Shadows Still the Staple Lace

But More for Camisole and Underwear Trimming—Light Venise Coming to the Front — New Effects Showing in Metal Laces.

MUCH lace continues to be used in some form or other, but it is the more dressy gowns and gowns for evening wear that are the most elaborately trimmed. Dresses of this kind are extra important at the present time, owing to the great vogue of the new dances, and dancing dresses with the opening up of another season will become a very prominent item. Even for Summer wear lace trimmed dancing dresses promise to be extra good, and there is a growing fondness for the sheer bodice and lace and net. For Summer wear the vogue for transparent effects continues to be the leading factor. Shadows continue to sell but they are becoming more of a camisole and underwear trimming and are losing their hold as a dress lace, and the trade is passing on to net laces for dressy wear. The tendency noted from time to time in favor of Venise is growing stronger. Very light weight Venise novelties in the form of bands and edgings about 4 or 5 inches wide are making their appearance and many of the newer net laces have Venise edgings and Venise motifs introduced.

The newest feature in the lace business is the introduction of and the growing favor in which metal effects are regarded. All metal laces come in the very lightest of nets and with the pattern darned or run in. Net grounds in deep ecru, ochre and rust shades have the pattern worked out in gold thread. Colored patterns enriched with gold threads are being brought out for dancing dresses for the early Fall.

Lacquered Ribbons the Latest

Big Ribbon Season in Progress — Importers Find it Impossible to Keep Up With the Demand—Metal Ribbons in Exquisite Floral Effects.

THERE is no abatement to the ribbon vogue. The trade is wanting ribbons, and ribbons are selling, not only for millinery but for sashes and girdles which promise to be exceedingly popular, and for a thousand and one other staple and novelty uses. The sensation of the moment is the cire or lacquered stove polish ribbon. This ribbon is wax finished and is very much used to trim the varnished straw hats that the Easter selling has brought to the front. Lacquered straw in various sailor shapes, and Watteau models trimmed with cire ribbon and small varnished Mercury wings were the millinery sensation of the Easter parade in New York. Black moire ribbons are sharing the honors with the lacquered ribbons. Nearly all hats have the bandeau, and loops of ribbon are the accepted trimming for this millinery feature. With the exception of plaids and Roman stripes, plain ribbons are most used on the new hats, and the makes most wanted are moire, grosgrain, faille and taffeta, with satins chiefly for trimming children's millinery. This is, of course, exclusive of the new cire ribbons, which can be had in both black and colors.

Magnificent metal ribbons which are quite expensive come in exquisite floral effects. Some of these ribbons have the metal woven in with the ground, while others show a pattern of gold or silver roses or other large flowers standing out from a rich satin ground. Gold and silver tissue ribbons are also selling and these ribbons as well as warp-prints and New Art printed ribbons are much used by dressmakers for vests, girdles and other trimming touches. Bayaderes, plaids and Roman stripes in daring color combinations of paon, and Delft blue, orange, gold and dull red shades are big sellers.

PERSIAN WOOL AND CARPETS.

Wool was exported from Persia to the value of £205,458 during the year ended March, 1913—representing a decrease on last year's figures. The chief customers were Russia, the United Kingdom, and Turkey. It seems strange that any wool at all should be exported, as so much is required in the country for the carpet trade, writes Mr. W. J. Garnett, of H.M. Legation.

Of woolen carpets the export reached a total value of £1,098,048, which represented a large increase on the previous year's figures. There were occasional



Waistcoat girdle made of ribbed duvetyn and fastening with snaps under the four fancy buttons. Note the pockets on each side

VELVET RIBBONS

are much in evidence for Millinery and Dress Trimming



In widths, 7-9-12-16 and 30
Black and all shades.

The sale of Velvet Ribbons is really just about starting now, and during the months of May and June the demand will be particularly good. No one expects to sell much Velvet Ribbon before May 1st.

Our stock of Blacks and all the NEWEST SHADES is complete, but as the demand increases there is bound to be a scarcity.

BE READY to supply your customers' wants for VELVET RIBBONS.

Write at once for a shade card of colored velvet ribbons and make your selection while the range is complete.

Walter H. Barry & Co.

Winnipeg Branch:
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"

RIBBONS

Are Stronger Than Ever

and will continue to play an important part in the trimming of millinery and in dress accessories

The insistent demand that has gripped the trade for ribbons of all kinds must be as apparent in your business as it is in others — repeat orders from all parts of the country is strong evidence of this.

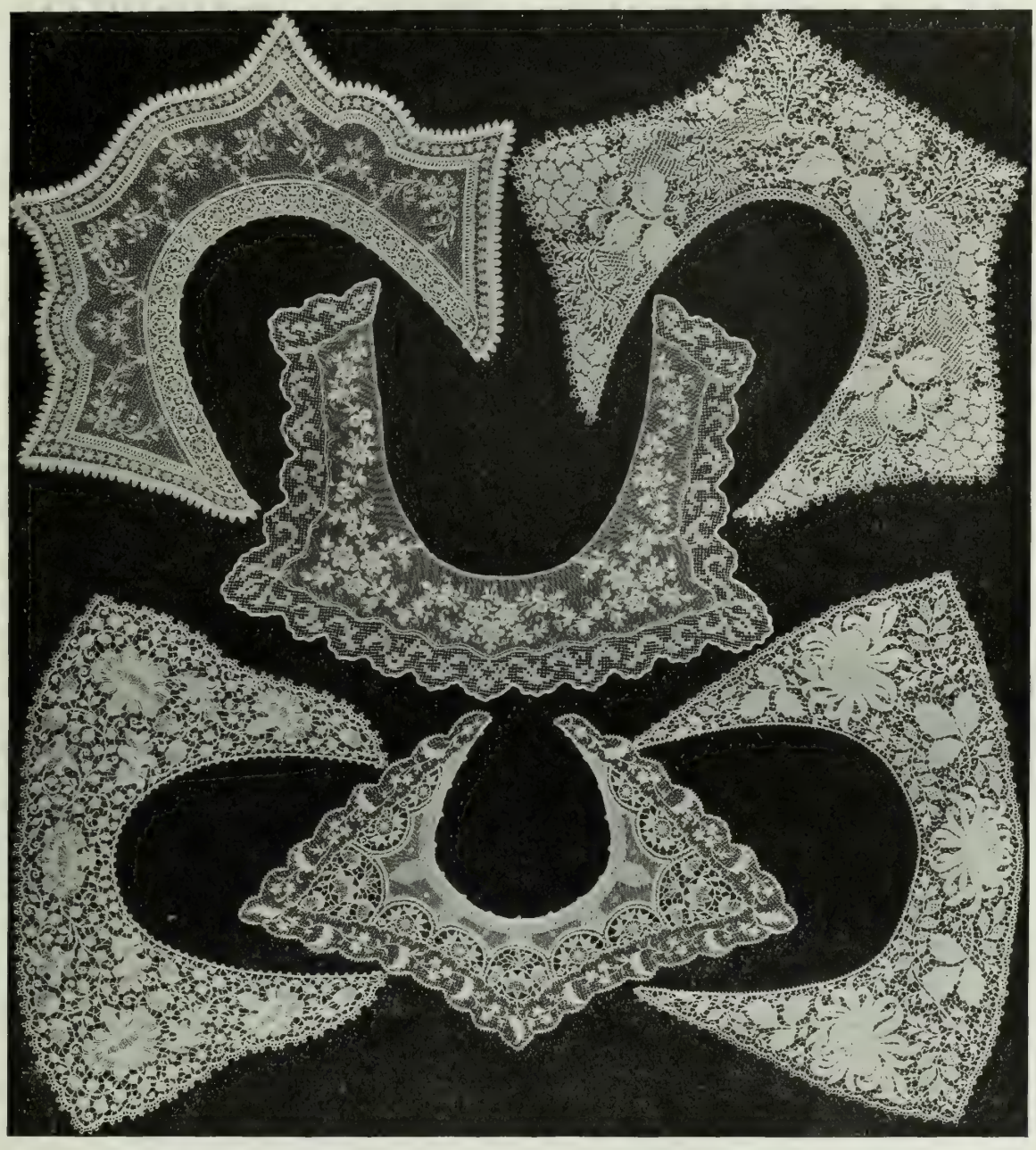
Our stock of ribbons of all kinds—plain and fancy, in all the leading shades and combinations, is now complete for Fall selling. Our values, which are always of the highest order, are even better than ever. It is worth your while to get in touch with us now.

WRITE FOR PRICES AND SAMPLES

The Silks Company, Limited

55 BAY STREET
TORONTO, ONTARIO

THOMAS BLOCK
CALGARY, ALBERTA



New Plauen Neckwear. The latest shapes in laces of the present vogue. A large stock carried in a great variety of designs.

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St. Montreal

The Season's Best Novelty



D 421 at $8.50 per doz.

BRASSIERE CORSET COVER OR CAMISOLE

An adjustable Garment which supports the bust and conceals the top of the corset cover without raising or accentuating the Bust Line. Indispensable with the transparent costumes of the present season.

R. D. FAIRBAIRN CO., Limited
107 Simcoe St., TORONTO

CANADA VEILING CO.

Canvelco Brand

Crepe de Francais
Ninon
Chiffon Cloth
Maline—Rainproof

Washable

Gives Every Lady The Finish She Likes Best

Obtained at Wholesale from Canada Veiling Co. Only

ASK OUR REPRESENTATIVE TO SHOW YOU
THE CORRECT COLORS FOR NEXT AUTUMN

Also before placing your import orders see his Chiffons for accordion pleating.

Shadow laces for flouncing and underdraped sleeves of the new "Maxixe" Blouse.

Rosebud and Pearl trimmings for the "Castle" Hair Bands, Tabs, and Neck Bands.

Crepe de Francais for the "Primprenelle" negligee.

Braid Trimmings and Frogs for the finishings of the new draped Tailor-Made Suits.

The new style suit for next Autumn cannot be properly finished without these accessories.

To insure prompt delivery place your orders now.

CANADA VEILING CO.
84 and 86 Wellington Street West
TORONTO

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

Motor Delivery Good After 24,000 Miles

Firm Uses One to Take Place of Three Horses and Two Delivery Wagons at Good Saving—Covers Larger Territory More Satisfactorily—Average Gain of $40 to $50 Per Month.

DELIVERY RECORD.

Delivery—9 a.m. and 3 p.m., with extra 7 p.m. on Saturdays.

Average Run—1,000 miles per month.

Area Covered—9 miles east and west; 7 miles north and south.

Cost—Starting at $100 per month in 1911; now $115 per month, including salary of chauffeur, gasoline, repairs, etc.

Cost of Horse Delivery—$150 per month in 1911; would be $175 now.

Average Saving—$60 per month.

Use of Tires—Complete new set each year, averaging $22.50 each; price being now reduced.

General Result—Good saving, more rapid, and more satisfactory.

THE motor delivery car of the W. & D. Dineen Co., Limited, Toronto, dealers in furs and hats, is starting into its third season hale and hearty. It has a record of 24,000 miles behind it, and is now well on the way to 30,000. The worst it ever did was to run into a motor cycle, but this small loss is more than wiped out each month by the actual saving to the firm compared with three horses, two delivery wagons, and two drivers. Compared with these, it effects a saving every month of over $50, and is in every respect much more satisfactory. It covers a territory nine miles one way by seven miles another, and can be depended on after a hard week's work to deliver many a rush order of millinery on Saturday night, all ready for church on Sunday. It is a light runabout, befitting the nature of its cargo. This one would hardly do for a heavy hardware business nor a furniture dealer, but appears ideal for a dry goods store, or, one might add, a drug store.

The Dineen firm started this car running on March 17, 1911. It has been going ever since at A1 rate of nearly 1,000 miles a month, Winter and Summer; and there have been no places that a horse and wagon could struggle through that this car has not accomplished successfully.

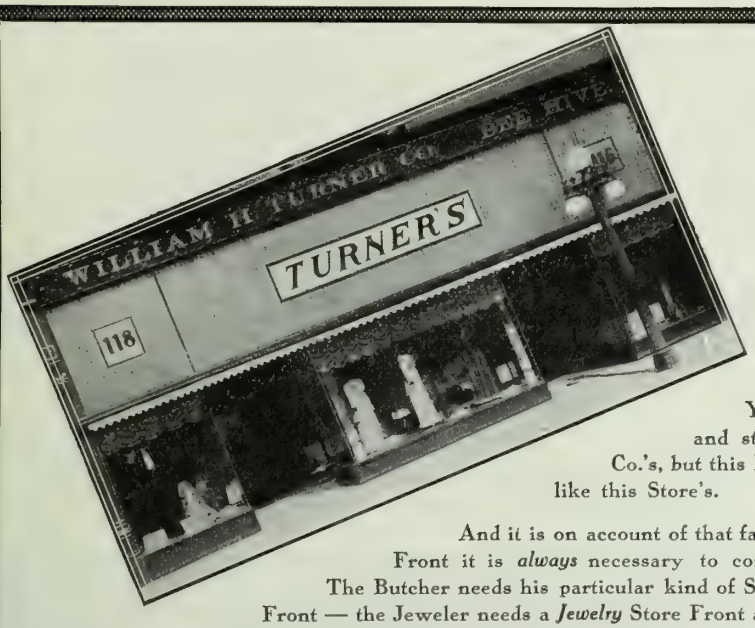
The firm are thoroughly satisfied with the service it has given.

Starts Out At 9 A.M.

The car starts out each day at 9 a.m. and covers the whole eastern part of the city, including East Toronto, and north



Car that has covered 24,000 miles and is much cheaper to run than two horse deliveries.



Could You Use this Store Front?

You could if your conditions, both commercial and structural were exactly like William H. Turner Co.'s, but this Front would not *fit* your business if it were unlike this Store's.

And it is on account of that fact that to design and build a profit-paying Store Front it is *always* necessary to consider every condition pertaining to each job. The Butcher needs his particular kind of Store Front — the Clothier needs a *Clothing* Store Front — the Jeweler needs a *Jewelry* Store Front and you need a *Dry Goods* Store Front — one that will allow you to *show* Dry Goods. You and the Butcher cannot consistently expect to push each business by means of the same kind of Store Front.

Other Merchants' Experiences

For eight years we have worked with Architects, Contractors and Tenants in designing and constructing more than 30,000 KAWNEER STORE FRONTS — naturally the problems we have helped to solve are the same that you will have to solve when your new Store Front is laid out and built. Practically our entire knowledge about Store Fronts has been acquired by this every-day *work*—it's the practical kind—the money-making kind.

KAWNEER STORE FRONTS are made of either solid copper, brass, bronze or aluminum—those metals are used simply because they serve the purpose better than any other available material. KAWNEER STORE FRONTS incorporate a ventilation and drainage system whose merit is evidenced by the increasing demand for KAWNEER. Thousands of Merchants are depending upon their KAWNEER show windows for from 50% to 75% of their gross business.

Book on Store Fronts

The crudest kind of Store Front costs a certain amount of money and the difference in cost between that kind and modern, clean-cut KAWNEER STORE FRONTS is of minor importance if you only stop to consider the difference of the ultimate results. The only way your Store Front investment can prove profitable is to increase your business, so why let a few dollars in the initial cost prevent you from increasing your business — your profits? Successful Store Fronts are not mysteries — they aren't the result of luck — they are the result of sane business judgment and for that reason more than 30,000 KAWNEER STORE FRONTS have been adopted by keen and conservative business men.

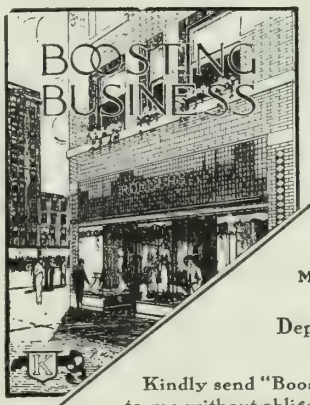
Don't risk the amount of money it will cost to construct any kind of Store Front until you have seen "Boosting Business No. 21"—it's an authentic Store Front book compiled for the benefit of Merchants and the information it contains is backed by the experience of Merchants. This book contains photographs of many of the best-paying big and little Store Fronts in the country, also suggestions that will appeal to you and undoubtedly will fit into your business, The old type of Store Front costs very little less than the most modern KAWNEER type and the difference in ultimate results fully warrants the additional initial cost of a KAWNEER FRONT. Learn about the Store Front that has totally revolutionized that part of retail businesses — see how other Merchants are creating sales. Just send this coupon and your copy will go to you by return mail — it is in an envelope; stamped with a 5c stamp and ready for your address.

Kawneer
STORE FRONTS

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst Street

TORONTO, ONT.



COUPON
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst St.
TORONTO, CAN.

Kindly send "Boosting Business No 21" to me without obligation.

Name .....

Street and No. .....

City or Town .....

Business .....

to the limits, and west to Roncesvalles avenue, near High Park, a distance of eight miles, east to west. The afternoon delivery is at three o'clock, and the extreme east is omitted this time, but West Toronto taken in.

As has been mentioned there is a special delivery for Saturday evening, including special orders of hats or furs, for men and women, either the ready-made or made-to-order, where a request is made for delivery for Sunday. For this "clean-up" at the end of the week the car has been found most satisfactory and the service to the firm's customers has been improved considerably over anything that was possible under the old horse and wagon system.

So far as the car itself was concerned it has a light running gear with a special body for holding merchandise. The cost was about $1,000, and the depreciation of $250 allowed each year will more than cover the wear. This amount is provided for in the $110 or $115 allowed as the monthly cost.

The firm has been fortunate in having a careful driver and the only time the car has been laid up was in March of this year, when it was overhauled. In addition it has been painted each year. The tire expense has included a complete set each year. Up to the present these have averaged about $32 or $33 each, but this year there was a drop in rubber and $22.50 is the average price paid, which will allow about $40 to come and go on in the general expenses as compared with last year. The punctures have been very few; in fact, none in 1912 or 1913 up to September in new tires put on in the Spring. Inner liners are used, and they are kept pumped up to 60 pounds pressure.

In All Kinds of Weather.

The car has been tested in all kinds of weather and has proved that it can go any place where a horse can make its way—and even yet there are a few places in Toronto penetrable by neither for a short time each Spring and late Fall.

Damage Insurance of $10,000.

The firm carries two insurance policies: one for the car itself, against fire; the other for $10,000 to cover damages any time from a collision or other form of accident involving personal injury to some one else. This is a common form of insurance for motor cars and does not come heavy where a paid chauffeur is in charge, as in this case. The car itself is kept in a public garage.

Costs About 10 Cents a Mile.

The initial cost for repairs and maintenance was about $100 per month, but this naturally, with increase in cost of driver, and other expenses, has gone up to $115, although the drop in the price of tires is likely to reduce this average this year. The cost of running figures out at about 10 cents per mile, a very cheap form of delivery.

The firm propose to keep the car running for another year after this and are likely to dispose of it then for a fairly good figure by getting a touring car body, while they themselves would keep the present delivery body and put it on a new running gear.

All who have anything to do with this motor car method of delivery speak in the highest terms concerning it, and consider it greatly superior from nearly every point of view to horse delivery.

One-Half More Efficiency on Less Cost

Kingston Store, Through Use of Motor Delivery, Increases Service in Regular Runs, Makes Special Trips and Gets Good Advertising.



Car that makes seven deliveries on Saturday.

A MOTOR car that does the work of two horses and enables the firm to increase its daily deliveries from four to five a day, and two extra on Saturdays, is the satisfactory experience of Messrs. Steacy & Steacy, Kingston.

In a letter to The Review the firm state:

"Insofar as the motor is concerned, its efficiency is fifty per cent. greater than horse-drawn vehicle without any additional cost. Now instead of four deliveries a day and five on Saturdays, we have six with eight on Saturdays, in less time than formerly. Also, we can attend to our 'specials' with greater dispatch, and make two suburban deliveries daily instead of one.

"As to record of parcels, every parcel to be sent is registered in a book, and in turn is registered in the driver's book and marked off in parcel office, thus leaving all responsibility on the driver, and makes him careful as to proper delivery of parcels.

"We are quite enthusiastic over our present system from every point of view, having much greater efficiency in delivery facilities, a better advertising medium and a 'humane' system of delivery."

There, in brief form, is the official record of the delivery car of the Kingston store.

A careful record of cost is kept, and it is seen that allowing $15 a month for depreciation, or $180 a year, the actual cost is considerably below that of horse delivery, while the service is much superior.

The comparative cost per month is as follows:

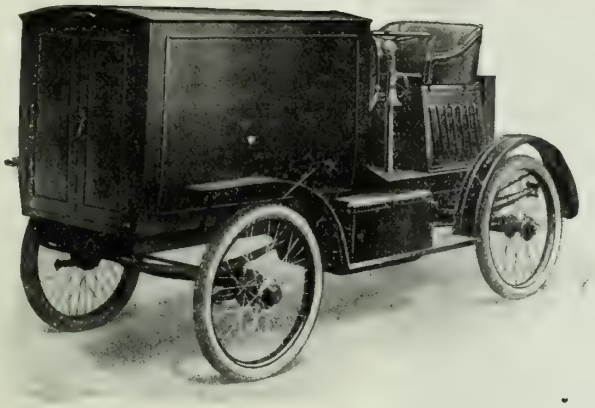
CAR.

Chauffeur	$52.00
Fuel	20.00
Insurance	.50
Depreciation	15.00
	$90.00

2 HORSES.

Driver	$52.00
Feed and Keep	36.00
Insurance	3.00
Depreciation	8.00
	$96.50

(Continued on page 72.)



MODERN DELIVERY

The "MotoKart"

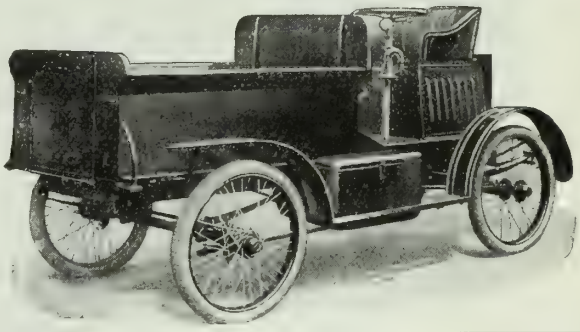
the last word in up-to-date **City Transportation**

It will increase the yearly profits of every merchant having moderate size and weight goods to deliver. Let us show you how **The MotoKart** can be adapted to your needs. Your competitors are, or will be, availing themselves with this rapid and economical delivery vehicle.

Why not be first in your line and vicinity? Let your trade see that you are up-to-date and progressive. Show them your earnest desire to cater to them and give them the best possible service—"**MotoKart**" **Delivery.**

If you do not know our Local Agent, write us direct for detailed specifications.

Price $365 Open or Closed Body



The MotoKart Company

General Offices: 1790 Broadway, N. Y. City

Factories: Peekskill, N.Y.; Tarrytown, N.Y.

Address all correspondence to New York Office.



Before Installing J-M Lighting



After Installing J-M Lighting

If YOU were the customer which window would get your trade?

Would YOU be attracted by a show window or case that displayed merchandise in a dingy, forbidding light, or by a show case that fairly blinded you with glaring spots of light? Decidedly no!

But you WOULD be tempted to make a purchase if the goods were brilliantly illuminated with a soft, even glow of pure white light. No ugly shadows. Every object in its true colors. Every detail clean and clear.

That's exactly the kind of illumination you get when your windows and show cases are equipped with the

FRINK AND J-M LINOLITE Systems of Lighting

These methods of lighting consist of tubular incandescent lamps about one foot long, and only one inch in diameter. When placed end to end in powerful reflectors a continuous LINE OF LIGHT is produced which illuminates every square inch of merchandise in the case. And the source of light itself is hidden from the eye.

Another thing, this method of lighting not only produces perfect illumination but actually costs less for current consumption than the POOR illumination of other systems.

The Frink and J-M Linolite Systems have proven such remarkable business-getters that over 25,000 merchants in this country alone are using them.

Send us your store plan and we'll gladly estimate on your requirements, without obligation on your part. Write our nearest Branch to-day for Catalog No. 410.

THE CANADIAN H-W JOHNS-MANVILLE CO., Limited

Sole Selling Agents for Frink Products.

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

Member of the Society for Electrical Development, Inc.

"DO IT ELECTRICALLY"

2010

JOHNS-MANVILLE SERVICE COVERS THE CONTINENT



Artistic show cards, the work of Will Surman, for Chapples, Limited, Fort William. The first is an example of "spatter" work. The hand-painted scene gives relief to gown and illustration. In the second, a wall paper floral cut-out, is used with dry color relief. In the third the arrangement of figure and lettering is unusually artistic. The fourth shows an illuminated capital, with the price the main feature.

The Call of the Card to the Public

Strong Influence Behind Artistic Taste Blended With Forcible Talk—Like Personal Cards, They Serve as an Introduction—Samples of Work Along Original Lines.

Written for The Review by Will Surman.

THERE are very few business men who would be willing to say that the day for the show-card has not yet come. I have known some, but their actions have contradicted their words, for in some way or other the very principle behind the word show-card has found expression in some form or other in their own every-day life.

For instance, I know a man who denies the power of the show-card as a force in the advertising world for his goods, yet his own personal show-card is being constantly produced in the form of his pocket cards, containing his name-plate and profession, and I have also noticed a name-plate on his door.

If only as an introductory force, the show-card is worth the time and expense and space it takes up, but if it adds tone and if the very selling force of the display can be made to depend on the card itself, how much more its value is increased; yet this is being done every day and every hour of the day.

There has been so much written about show-cards that it is practically impossible to say anything new, and this short article is but the re-expression of something the reader must have seen scores of times. I believe that a card is as necessary for a display as a man's own name is for the man himself, but the display must attract and hold the attention and not the card alone.

If there is influence behind the mis-spelt, mis-shapen and badly-written cards one so often sees, what an added influence there must be behind those cards in which artistic taste is blended with forcible talk, and the latter is within the reach of everyone.

Every magazine, every paper, every catalogue is full of ideas that readily lend themselves for simple expression. For the cards that illustrate this article I do not claim any especial brilliance. They are original, and I do know from experience that they have all helped not only to add tone to the display, but also to really sell goods and to bring merit to the store.

The card with the "little niggers" is stenciled, and is one of a series used with great effect during our January white sale. The others are examples of cut-outs treated simply with brush and pen. I believe that in show-cards as in all other things the business world is marching forward, and there is an ever-expanding field of opportunity for the fellow who is willing to make a start, and then to "stick to it" and "live and learn."

ONE-HALF MORE EFFICIENCY ON LESS COST.

(Continued from page 70.)

The average daily run of the car is fifty miles, which permits of the city being covered thoroughly several times.

The firm first started the car about the first of August last. A note must be inserted here, out of deference to the weather man, who assumes an important air, sometimes around Kingston. Dispatches from that city on February the time when winter started this year told of a certain railway line running into Frontenac, Addington and Lennox being tied up by snow storms for over a week. This, naturally was too much for the delivery car, as even the street cars succumbed, and it had a rest during the height of the storm, when a delivery sleigh was used instead. Since then the car has been running every day.

The "special" trips referred to by the firm are for "rush" orders, where an almost immediate delivery is desired. The firm arrange their deliveries so that the car calls at least five times a day at the store so that special orders are easily worked in

LAMSON



Your Store Needs Centralized Service

A Lamson Carrier CENTRALIZES

Does away with the out-of-date Local Cashier plan or the discourtesy of obliging customers to carry check and money to cashier's desk.

Eliminates the shortages which cash tills can't stop and can't prove.

Isolates the cashier from clerk and customer—supplies her with businesslike sales-checks—makes book-keeping and balancing easy and accurate without duplication of work.

Saves time and temper; fixes responsibility immediately; lowers operating cost, and protects your income—by CENTRALIZING.

The LAMSON COMPANY

BOSTON, U.S.A.

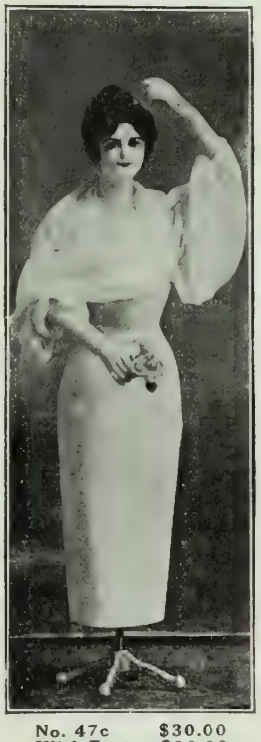
TORONTO
126 Wellington St. West

VANCOUVER
429 Pender St.

Wire, Cable, Tube, Belt and Pick-up Carriers

SERVICE

"Ginger-up" Your Ready-to-Wear Sales By Better Displays



No. 47c $30.00
With Feet $36.00

If your windows are not selling your goods, your displays are not what they ought to be. And the fault undoubtedly lies with your display forms. The success of a display is so dependent on modern style-conforming forms that the display schemes you often formulate in your mind and are so sure will bring results, are found impracticable when tried out on your old-fashioned forms. Give

Richardson 1914 Forms

a trial.

Write for Special May Price for half-dozen.

These charming, lifelike figures are from the very latest French models, having the hips and skirt so much in keeping with this year's styles. And the wax work on Richardson Forms is the last word in sculpture modeling. Note the intelligent, lifelike features of the face; the real hair done up in the latest, most attractive coiffures; the poise of the head. These forms give an added charm and beauty to the gowns displayed that will prove a great factor in a quick turnover.

Write for catalogue to-day.



Head A 15

A. S. Richardson & Co.

99 Ontario Street, Toronto

Seeking Law Against Fraud in Advertising

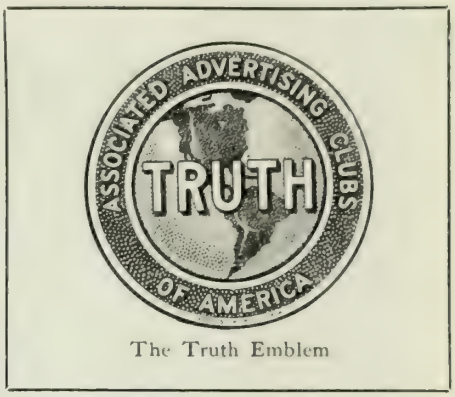
Movement to Make Prosecution by Recognized Business Men's Association Possible—"Truth Emblem" Will Be Debated at Canadian Convention — A Few Short-Sighted Merchants Do Injury to All.

TRUTH must triumph. This is a truth that is never truer than when applied to advertising. It is not the official slogan of the Associated Advertising Clubs of America, but it is the foundation upon which the campaign for cleaner and more responsible advertising in every department of commercial publicity is being waged. It is accepted as a basis for building up a strong and successful business structure—raised higher and more solidly by the continuance of an increasing public confidence— by the great majority of business men. It is by maintaining this confidence of the buying public that the benefit comes from a prolonged advertising effort.

The necessity for truth in advertising is recognized by the solid business interests; it is to be found as the keynote of every important advertising campaign of the present day. But there are some merchants who are so short-sighted that the Associated Advertising Clubs propose to act as occultists; they propose to give the public the opportunity of discriminating between the advertiser who is for business without consulting his conscience as to the methods of getting it; they propose thus practically to force every advertiser who has anything to sell to the public, from beans to real estate, to adopt an authorized truth emblem.

Prosecute Misrepresentation.

A further step in the same direction is the campaign which is being conducted in the United States, and which is being started in this country, to prosecute the advertiser who misrepresents his goods, who misstates his prices, who advertises stocks which he never carried. Already legislation has been put on record in the United States under which such prosecutions can be made—and are being made—and in this country steps are now being taken towards securing the same protection for legitimate business and the interests of the buying public.



The Truth Emblem

It is not hard for the advertiser or the public to appreciate the benefits which would result from the establishment of advertising service on a basis of absolute confidence. "Oh! that is only an advertisement." You have all heard the expression. The infinite scorn and distrust which is sometimes conveyed is often a discouragement of any real effort to reach the public confidence through the medium of advertising.

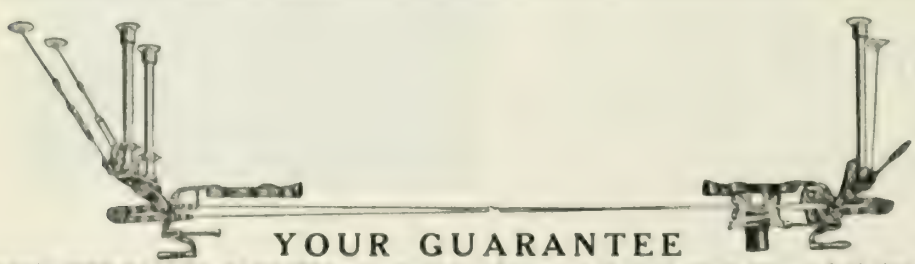
Why Confidence Has Fallen.

This should not be. There is no reason why the public should not place the same confidence in the contents of the advertising departments of the papers and magazines as in the news or editorial articles. And there can be no doubt but that the change is being brought about. Look through the majority of the magazines and the papers of to-day and you will find that the advertisers whose names met your eye a couple of years ago, and who are still before the public, are the men and houses who caught the public confidence from the start by their straightforward methods. Think of the quack firms which have bloomed and faded; think back to the get-rich-quick schemes which have appeared and disappeared. The pages of the best publications of to-day are the strongest argument that can be offered to the advertiser in favor of the adoption of the truth method.

The method that has been adopted by the Associated Advertising Clubs for the enforcement of the truth idea has been the use of an advertising emblem which is to distinguish the safe from the unsafe advertising. It remains for the big convention, which is to be held in Toronto, June 23rd to 27th, to decide as to the best manner in which this emblem can be used. One idea is to have the emblem appear in the advertisement of every business man who is accepted by the club; the other is to have the emblem adopted by the paper or magazine, and to hold the publication responsible for the advertising which it prints.

The "Fort Worth" Method.

The former idea, which is generally called the Fort Worth Method, on account of the fact that it has been successfully used in that city, is the one most likely to be adopted, and it is the one which has been favored in several centres in Canada. Arguments in its favor are:—In the first place, the appearance of the emblem in the advertisements of the different business houses, rather than under the name of the paper itself, gives greater publicity and the Ad. Club men are not slow to appreciate the benefit of advertising. In the second place, it would be practically impossible for a daily newspaper to take the responsibility of vouching for every advertisement it might publish, for there is so little opportunity between the time of the receipt of the ad. and its appearance. In the monthly magazines this method might work, but it is the daily paper advertising which is of the more vital interest to the public. More important than either of these two reasons is the fact that with the individual emblems there is, metaphorically speaking, a sword hanging over the head of the advertiser; the registration fee is only nominal, but the club reserves the right at all times to cancel the privilege of using the emblem, and this will be


YOUR GUARANTEE

Install **GIPE-HAZARD CARRIERS**—use them ten days—put them to every test—and if they do not give quicker, better and more satisfactory store service than any other system they may be returned at our expense. Fair enough, isn't it? Investigate our modern Electric Cable Cash Carrier and Pneumatic Dispatch Tubes. Send for our new Catalog G.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario Street, Toronto, Canada



Wax Figures of Quality---

D. & P. FORMS

have a style of beauty all their own—a striking, attractive personality that instantly appeals to the passer-by. D. & P. Forms are perfect reproductions of handsome women and are made of the finest quality hard mineral wax. Consider the attractive, profit-pulling displays you could execute with these forms—displays that at once arrest attention and create sales. D. & P. Forms with their exquisitely lifelike hair, eyes, teeth, nostrils and complexion will add an alluring charm to the gown and create a desire to buy. The narrow hips and skirt conform accurately with the styles worn this year.

Write for Catalogue.

DALE & PEARSALL

Manufacturers of High-Class Forms and Figures

106 FRONT ST. E. TORONTO



done on the receipt of any justifiable complaint from the buying public. It is not hard to appreciate the effect of canceling the use of the truth emblem after it has been appearing in an advertisement.

The "Truth Emblem."

The truth emblem method is the avenue by which the association proposes to give the business man an opportunity to improve his position with the buying public. But every truth advertiser loses prestige by the appearance of advertisements of the unscrupulous. The use of the truth emblem cannot be made compulsory, but militant methods are also being adopted by the association. Those advertisers who continue to misrepresent their goods and prices to the public will, whenever possible, be prosecuted for obtaining—or endeavoring to obtain—money under false pretences. Across the border already action has been taken in several cases. The appearance of such items as that in an issue of the New York Times are rarely published twice of merchants in the same community. Simply and briefly this item stated that John T. Dunham, of S. P. Dunham & Co., Trenton, N.J., was "held in $500 bail for trial." The charge was that he advertised for $4.98 a dress "worth $10." There have been other cases in Boston, in Minneapolis, in Pasadena and other places.

VIEW OF EXECUTIVE.

A dispatch from Minneapolis states that the decision as to the method of licensing the truth emblem of the Associated Advertising Clubs of America has been referred to the Toronto Convention by the National Executive. The Emblem Committee, after canvassing 73 of the 127 clubs, found a division of opinion and so reported. Their recommendation on this point was that the emblem should not be made a revenue producer, though they favored the plan of permitting local clubs to license its use to advertisers who passed the test.

Criminal Code Ineffective.

Although there would appear to be morally a straight case of false pretences in lying advertisements, the criminal code in Canada as it stands at present does not permit of prescution. Toronto ad. men have been active in the matter, and at present a bill is being prepared to take to Ottawa which will permit of prosecution, and Crown Attorney Corley, of Toronto, is credited with the statement that he will take up active prosecution as soon as legislation is put through.

Cases with regard to which action has been taken in Canada have been in connection with false values being stated, stocks represented fictitiously, and untrue reasons stated for holding sales, but in each case it was found that the advertiser was just beyond the grip of the law, and so the new legislation is being sought.

Above all, there is the satisfaction of knowing that the big advertisers are the men most enthusiastically behind the movement; the men who have spent the bulk of the $60,000,000 which is annually devoted to advertising in the United States and Canada, and who realize that they have not been getting the full benefits of their expenditures on account of the lack of public confidence in advertising in general. It is one of the greatest movements in the interests of retail business that has ever been launched, and it has the strength of a strong and ever-increasing public opinion behind it.

A DISPLAY NOVELTY.

In the window of the Buckley shoe store in Houston, Texas, is a novelty idea for the display of ladies' footwear. An electric sign of a woman is used, and the effect shows her raising her skirt and displaying a different shoe every time. One of the advantages of this store is the opening of the rear into the Opera Arcade, and after the matinees many of the patrons of the play house pass through the store to Main Street.

What Would You Like at C.W.T.A. Convention?

Secretary, in an Open Letter to Members Through The Review, Calls for Suggestions—Additions Will Be Made to Programme According to Requests for Demonstrations.

To the Window Trimmers, Card-Writers, and Ad. Men of Canada:

Boys, we need your help in arranging the programme for the 1914 C.W.T.A. Convention which we want to be equal in every respect in usefulness to the American Associations. We want your suggestions as to the particular line or lines you are most interested in. We shall then bring to Toronto the best men adapted to demonstrate those lines for your benefit. Remember we are working for your interests and it is up to you to co-operate by sending to us your suggestions so that when you leave the convention you will have in your notebook all the new ideas, from the best men on the continent of the particular line you are most concerned with. Whether Boot and Shoe Display, Draping, Backgrounds, Cardwriting, Advertising, etc., whatever it is let the secretary know by return mail. Cut out the blank below and fill it in.

Boys, do not forget this matter. We want to show to the merchants of Canada that this is a live Association and one that is to their great advantage. Do not forget if you want your employer to see the value of the Association you must show your enthusiasm yourself, and show the necessity of gaining every new idea coming by being a member.

The secretary will always be ready and willing to help you out, so help him to get through his work without unnecessary demands for assistance. Send along your subscriptions with blank attached below. Do not forget, boys, that a small one-window store stands as good a chance for The Review cup as a 20-window store. No favoritism in awarding prizes. Judges will award by the merit of one original item in a window, if necessary, so do not think you have no chance. Send your subscriptions and photos to the Secretary.

F. J. Thompson, 52 Stanley St., St. Thomas, Ont.

I,..... would like to have a demonstration of the following:—

(Put X to any section you want.)

Window Trimming in General	.....
Draping and Dress Goods	.....
Backgrounds	.....
Floral decoration	.....
Fixtures (Modern)	.....
Business Talk	.....
Boot and Shoe Display	.....
Card Writing (Air Brush Work)	.....
Card Writing	.....
Advertising	.....

I suggest a demonstration of*.....

.....

.....

.....

.....

.....

* For new suggestion.

To Secretary, C. W. T. A.:

I herewith enclose $2 being my subscription for membership in C. W. T. A. 1914.

Signed.....

IMPORTANCE OF WINDOW DISPLAY.

An advertising manager for a metropolitan store recently said: "If I were compelled to give up one of two advertising mediums for my store, newspaper or window advertising, I would give up the newspaper. In my show window I can show the merits of the merchandise in color contrast, while in the newspaper I can not have color, and the real beauty and merit of the article can only be pictured in the imagination of the prospective customer. Window advertising brings them closer to the place where the merchandise is for sale. Our store would die without window advertising."

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

Selling Helps

That No
Ready-to-Wear Department
Should Be Without

SEND FOR OUR CATALOGUE



TRIPLICATE MIRROR

OUR MOTTO PROMPT SHIPMENTS



One of the many

CLATWORTHY
Revolving Racks

No. 265

Price, each, $12.50

A rack that stands the rigid test of years of operation — revolves easily and can be moved about the department at will, being mounted on free-running castors.

Write for our catalogue to-day.

Clatworthy & Son, Limited
161 King Street West, Toronto

Comparison of New York and Canadian Ads

Firm Name at Top in Former, Seldom at Bottom—Absence of Illustrative Features and Large Headlines—More Prominence in Price Figures—Tendency to Sameness at Present.

IT is interesting at times in a study of advertising to compare the styles of various stores in the same city in their newspaper display methods. Curiously enough there are at periodic intervals, evidences of a curious approach to imitations on the part of the majority of competitors. This may be the result, conscious or unconscious, of the adoption by one or the other of certain devices of a rival until at length the ads. are written and set up almost after a common model. Then comes the reaction and a casting off of the anchored ideas, but while it lasts the display work of the stores undoubtedly suffers.

Sameness in Many Big Ads.

Such a position would appears to have arrived in New York at the present time. A glance at a recent 112-page Sunday edition of the New York Herald shows an astonishing sameness in the arrangement, type and general conception of the ads., taking in the most of the big stores, Macy's, Lord & Taylor's, Altman's, and Best's, etc. In many cases one might imagine they were the ads. of the same house. There is little distinctive in any, not only in comparison with the rest, but little stands out in any section of the page ad. itself. Monotonous sameness in its chief characteristic.

Two full-page ads. are shown herewith, Macy's and Lord & Taylor's. Both show a liberal use of outline type that has been adopted by some newspapers almost entirely, and used specially by many advertisers.

Store Name Only at Top.

In both ads. — and what is said of these two is equally true of half-a-dozen of the other leaders—the store name appears only at the top in the heaviest and largest display type that can be found in the whole ad. In most the name is set like Lord & Taylor's, in the centre. A few use panels, one at either side, to fill up the remaining space; many, however, like B. Altman & Co., Hearn, and others, leave a big white space without any type.

Not one in a dozen ads. have the name repeated at the bottom, a practice which many Canadian firms have adopted as a sort of final reminder. In fact in Canada the majority use a display line at the top and the firm name at the bottom.

Panels are largely employed by the New York stores, at the opening of the ads. Macy's do not in this one, but in The Times they have one between the two name cuts.

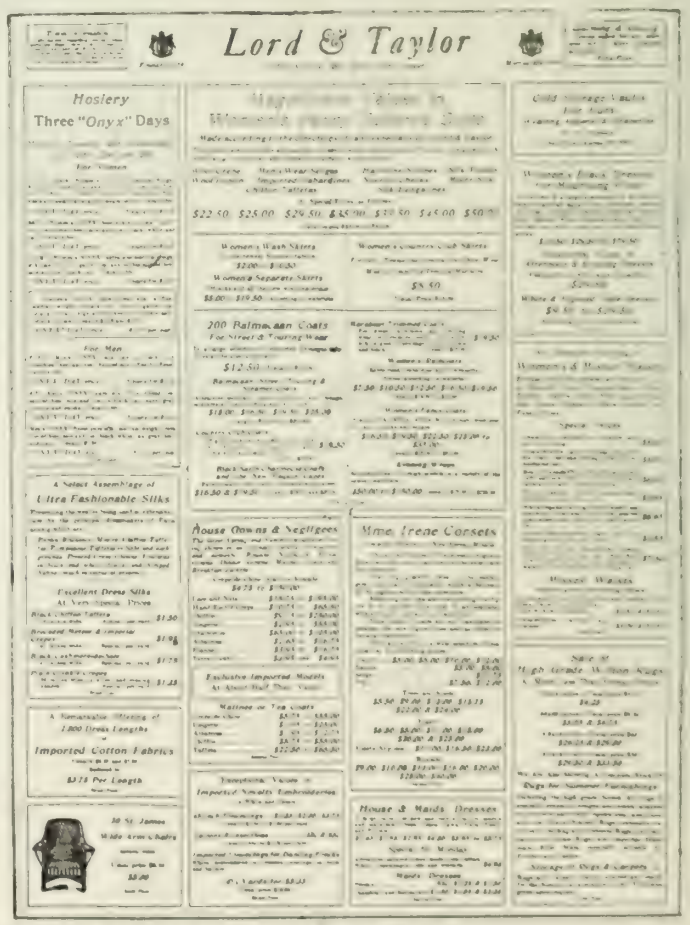
And is there any sameness any imitation in these panels? Surely. Stern Brothers on the right corner announce: "Exceptional facilities for fur storage." James McCreery & Co., at the left corner announce: "Fur storage—furs stored and insured against loss," etc. Several use this same space for a similar announcement.

Lack of Illustrations.

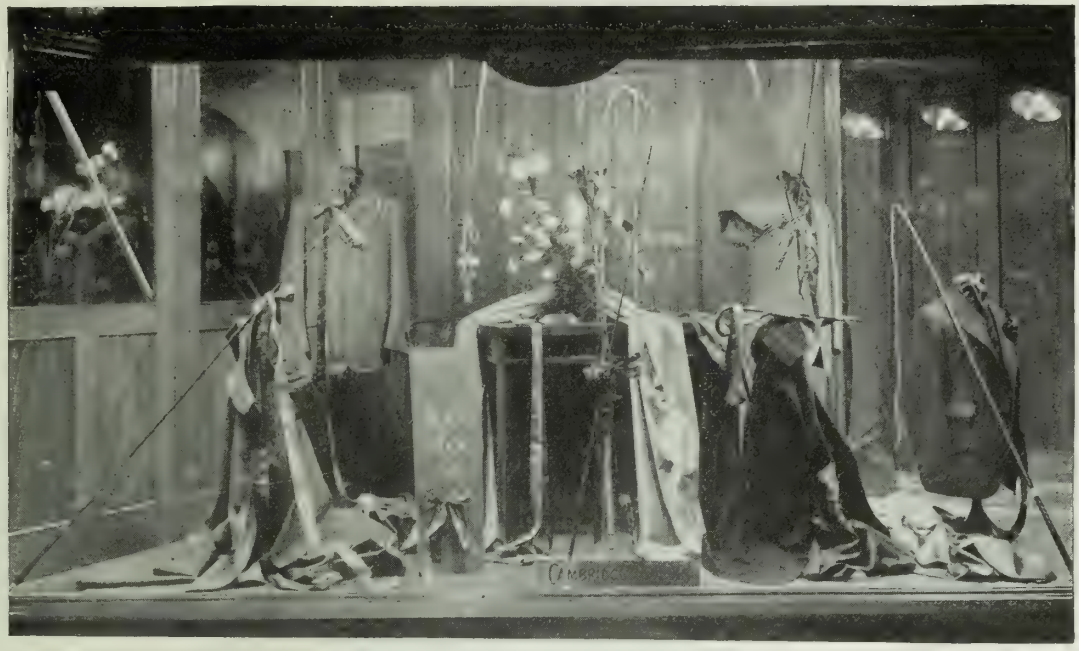
A noticeable feature which will hardly commend itself to Canadian firms is the lack of illustrations. This contributes to a certain "deadness" in the

(Continued on page 80)





Typical advertisements of big New York stores as they are appearing to-day.



One of the most tasteful displays of men's clothing made during the horse show week in Toronto was in the window of the new "Cambridge Clothes Store" of Messrs. Fitzpatrick and O'Connell, on Yonge Street. The reproduction shows the tasteful effect, which was enhanced by the bright colors of the yellow and blue ribbons. The introduction of the whips and bits give a horsey tone to the whole, while a breath of Spring is added by the addition of a splash of colored flowers. Note the bow of ribbon on the show card.

Dressing Up Windows for the Horse Show

No Elaborate Backgrounds Employed, But Very Handsome Gowns and Accessories Used—Horse and Model Group in One Large Window.

THE horse show official colors will be found the predominating note in window decorative schemes throughout the period of the big Spring social and fashion event in a number of Canadian towns and cities. The idea of a timely display of the popular colors to call attention to the new Spring goods, and the fashions of the day is one which appeals to the modern merchant, and particularly so, as in most cases the colors will be found to be a combination which adds a brightening effect to the display. While on business streets generally the horse show colors may be found in almost any and every window, it is where wearing apparel is shown that the most appropriate effects can be secured—ladies' wear, men's furnishings or boots and shoes.

In Toronto the colors—blue and yellow—caught the eye up and down the main retail business streets, and the many different effects which were produced showed pointedly the extent to which the window decoration art has been developed in the retail trade and the readiness of the up-to-date merchant to take advantage of anything which is in the public mind and eye for the time being.

The use of the bright blue and yellow was in endless variety, from solid backgrounds and panel effects, with the yellow predominating for costume displays, to dainty arrangements of bows of ribbon to set off novelties and footwear. In the corner window of one of the big stores not only was there a paneled background in yellow, with blue trimmings, but there was as well a floor of the lighter color, which was very effective in showing the draping of the skirts on a number of models. Another large window introduced a horse with the figure of a lady in riding habit and a gentleman dressed for the hounds with the bright red coat and tan breeches, the display being set off with whips, etc.

A very attractive men's furnishing window was worked out in very tasteful detail with ribbon in combination with whips, riding crops, silver bits and stirrups, and surmounted with a pair of riding boots and a bridle.

Another splendid effect introduced a life-like horse's head with a lady holding the bridle rein, the whole being set off with ribbons and tissue paper in the popular colors.

A popular form of decoration were horseshoes made in different sizes and covered with trimming in the colors of the week. Suitable cards were to be seen also in connection with a number of the displays and the work gave evidence of the prominent part which the modern card writer plays in decorative schemes.

Exeter, Ont.—Thomas Snell has established a tailor shop, and is catering to both men and women.

Edmonton, Alta.—Since D. L. Sturrock took over the department store at the corner of Norwood Boulevard and Kirkness Street, about a month ago, the whole interior has been renovated and now has a thoroughly up-to-date appearance, forming a tasteful background for the showing of new Spring goods.

AMONG DRY GOODS MEN IN CANADA

Hamilton, Ont.—S. S. Beatty, wholesale clothier, is dead.

Hamilton, Ont.—M. D. Healey, dry goods merchant, is dead.

Burlington, Ont.—W. Kerns & Co. have sold out to Ireland & Green.

Brantford, Ont.—The Scotland Woolen Mills Co., have opened a branch here.

High River, Alta.—Johns & McKay have started a dry goods department.

Walkerton, Ont.—W. Murdoff has sold his general store to W. Smith, of Galt.

Toronto, Ont.—The Dressmakers' Supply Co. sustained $2,000 damage by fire.

Blenheim, Ont.—G. F. Goulet is putting an addition to his fancy goods store.

Charlottetown, P.E.I.—Henderson & Cudmore have opened a men's furnishing store here.

Belleville, Ont.—S. A. Hyman & Co. will in future conduct a men's furnishing department.

Hamilton, Ont.—Fire did $10,000 damage to the factory and stock of A. M. Souter & Co.

Walkerton, Ont.—J. B. Huether has sold his dry goods business to Carswell Bros., late of Elora.

Whitewood, Sask.—J. J. Knowles & Co., tailors, have opened up a branch store at Percival.

Toronto, Ont.—John Lee, formerly in the tailoring business with Fred Clark, is dead, aged 61.

St. John, N.B.—James Morgan, proprietor of the well-known dry goods store, is dead, aged 58 years.

Redcliff, Alta.—The Overland Department Store will open an ice cream parlor in the rear of their main store.

Guelph, Ont.—A new company has taken over the Dominion Linen Mills, and will soon resume operations.

Nanaimo, B.C.—R. W. Watson has sold his clothing and men's furnishing business to Gibbons & Calderhead.

Toronto, Ont.—Frank Wheaton, son of E. W. Wheaton, of Wheaton & Co., men's furnishers, is dead, aged 33.

Toronto, Ont.—E. W. James, of the David Morrice Company, of Montreal, manufacturers of woolens, cottons, etc., is dead.

Brantford, Ont.—A new ready-to-wear store on Colborne street has been incorporated under the name of Levy's Limited.

Ottawa, Ont.—F. W. Bradwin, Hamilton, will become manager and buyer of the ready-to-wear department of A. E. Rea & Co.

The clothing and gent.'s furnishings partnership of Sinclair & Leinster, at Orillia, Ont., has been dissolved.



JAMES McNEIL,

Senior member of McNeil, McLean & Garland, clothiers, Winnipeg, and treasurer, Winnipeg branch, Retail Merchants' Association of Canada.

DEATH OF MONTREAL MERCHANT.

J. Wesley Palmer, One of the Leading Business Men.

J. Wesley Palmer, one of the leading business men of Montreal, and formerly head of Palmer's, Limited, manufacturers and jobbers of hair goods and drug and toilet accessories, died in April after a lengthy illness. Mr. Palmer was born in Montreal in 1850, the son of John Palmer, who came from England early in the nineteenth century, and started a small hairdresser's business in Notre Dame Street. The business flourished to such an extent that larger premises were required, and the business was moved to DeBresoles Street, where the wholesale department was conducted, and a large retail store was also established on St. Catherine Street West, Montreal's main retail district. On the death of John Palmer, about two years ago, the business was transferred to his son, and a short time afterwards, J. Wesley Palmer's health failing, the business was transferred to the present company, of which R. Minty is the head, and Mr. Palmer went abroad for a health-seeking tour. He returned to Montreal last summer much benefited, but recently he was taken ill again and passed away.

Mr. Palmer was well known for his interest in charitable and church work. He was a governor of the General Hospital and president of the Old Brewery Mission. He was also one of the trustees of the Dominion Square Methodist Church and of the French Protestant Mission in Westmount. He was also a Freemason of many years' standing. He is survived by his wife, one son and one daughter.

COMPARISON OF NEW YORK AND CANADIAN ADS.

(Continued from page 78)

appearance of all when page after page is turned over. Whether the style of type itself is considered not to fit in well with cuts or for some other reason, the present condition is in force. Lord & Taylor have only one; Macy's have five, an exception; Altman's none, Stern Brothers none; McCreery's one; Saks & Company, none.

The prominence of price figures may be noted in every ad. Where a display line is employed the price is as large as the letters; in the body matter it usually is as high as two and sometimes three lines.

The balanced style is retained in most of the ads., although not absolutely. In Macy's, for instance, there is a 2-column firm heading on either side with a full column rule dividing the page into three divisions. In Lord & Taylor's there are also three natural divisions. There are more panels in this ad. than in most, some omitting them entirely, except, of course, where they come naturally through regular rules crossing.

A second contrast with most Canadian lay-outs is the absence of cross-page type lines, or indeed of any large type at all.

There is a tendency to use comparison prices in portions of each ad. For instance in Macy's, "Crepe Meteor, special, $1.19.—Verified Price Elsewhere, $2.00." Sometimes it assumes this form, "Macy's Price was $1.98;" or "Macy's usual price, 79c."

Nearly all use borders around their ads. from a double rule to a fairly wide though always single border.

FOOTWEAR DEPARTMENT

Managers of Other Departments Wanted Shoes

Why Ogilvy & Sons, of Montreal, Established a Shoe Section—Screens With Mirrors to Give Privacy—Fixtures Same Height as Rest of Store—Had to Move it From Basement.

By a Staff Correspondent.

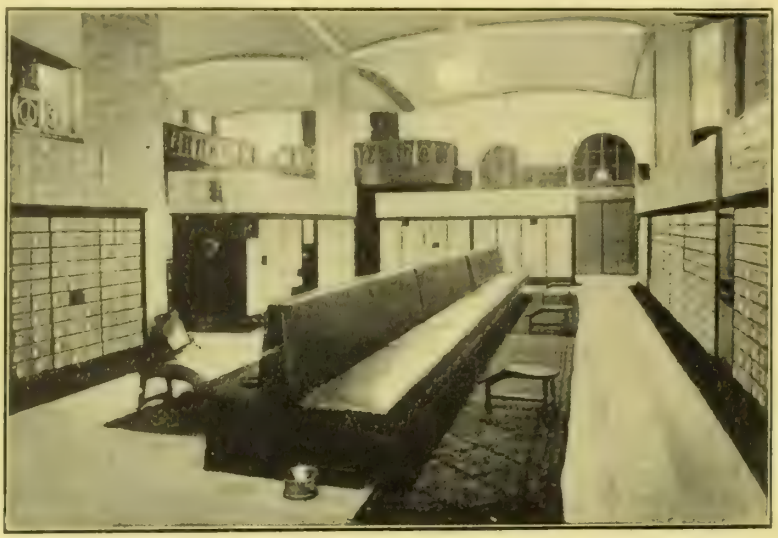
MONTREAL, May 5.—The shoe department of James A. Ogilvy & Sons, Montreal, impresses one with an air of distinction and refinement. Everything about it denotes quality and stylishness. It is located on the ground floor, on the left-hand side at the rear, just back of the hosiery section and flanked by the dress goods display. It has a strategic position, as the elevators are situated just in front of it and a winding stairway, with a mezzanine balcony, leading to the upper floors, affords the shopper who is going up a clear view of the entire department. The entrances from the front and the right-hand side of the store make it almost compulsory for the customers to converge on this department. The fact that the soda fountain is placed just in front of the elevators and thus at the head of the shoe department also helps to bring it attention from those who patronize this counter.

One of the outstanding features of the Ogilvy shoe department is the provision made for privacy in trying on shoes. There are eight compartments divided up with three-way screens. In this way the buyer and clerk can have absolute privacy. The lower half of the screens are fitted with mirrors which afford the customer an opportunity of seeing the shoe, when on the foot, from all viewpoints. Ordinarily only six of these compartments are used throughout



VIEW OF LADIES' SHOE DEPARTMENT IN OGILVY'S, MONTREAL.

This view was taken from the mezzanine balcony, which is a feature of the main stairway. Note the fitting compartments divided with screens, the carpeted floor and carpet covered counter and neat displays on counters and fixtures. Low fixtures do not obstruct light. Cash and parcel desk is located half way down the counter. Another counter of the same length as shown extends forward under the balcony. Silent salesmen showcases are used at forward end, opposite elevators. This photo was taken in the morning, without the aid of artificial light, and was practically "snapped," a time exposure not being necessary. Ogilvy's use the term for their advertising "The Daylight Store." There is light from four sides.



IN LORD & TAYLOR'S.

This shoe department in the big New York store gives an instant impression of extreme neatness and uniformity. Note the wall fixtures which do not rise to the ceiling, but, as in Goodwin's, Montreal, keep every box within the clerk's reach and allow a view of adjoining departments. A long rug is set down in front of each bench. These run lengthwise in a long row, saving room.

the week, the two additional ones being placed in position in order to accommodate the Saturday rush.

Dark Green Carpet on Floor.

The fixtures for the shoe department are of the uniform department store type, about four feet ten inches high, with the top available for display purposes. The screens are the same height as the fixtures. A heavy dark green Axminster carpet is used on the floor and the counters are covered with the same material. This gives an appearance of richness to the department, the whole scheme being a blending of dark green against mahogany fixtures. In covering the counters, the idea was to add to the appearance of the fixtures, and also to furnish a soft surface which would not be scratched or would not scratch the soles of the shoes. In many shoe departments glass topped counters are used, but Mr. Lindsay, the head of Ogilvy's department, likes the padded counter better.

The shoe department occupies about 120 feet in length by about twenty feet in width. Across the head of the department, facing the front of the store is a silent salesman showcase for the display of fancy lines and accessories.

Moved Up From Basement.

When the shoe department was first organized, it was located in the basement, but this was found unsuitable, and it was moved to its present location. The wisdom of the change has been apparent in the increased business that has resulted and it is now one of the busiest and best paying departments in the store.

Mr. Lindsay gave it as his opinion that a shoe department is a necessity in a store that is doing a general business. Before deciding to install it a census was taken of the buyers of other departments and it was found that they had had repeated inquiries for shoes.

The location just back of the hosiery and alongside the dress goods is considered the ideal one, as it affords an easy opportunity of matching dress materials and hose with the shoes for evening wear.

May Start Men's Shoe Section.

The Ogilvy shoe department is devoted to women's and children's shoes exclusively. There has been some consideration of starting a men's shoe department but if this is done it would be placed alongside of men's clothing, as it is not thought advisable to have the men's and women's departments together.

The question of whether male or female clerks are preferable for a women's department has also been considered, and it has been Mr. Lindsay's experience that women clerks are most popular, and for this reason only women clerks are employed here. If some particular customer expresses a preference for man's opinion or fitting, Mr. Lindsay can perform the service, but it is seldom that he has to respond, as the female clerks are well qualified to attend to the wants and are almost invariably desired in preference to men.

Special Lines Marked Down.

Usually one portion of the department is given over to a showing of special lines at marked down prices. It is considered necessary to always have some "specials" and these are generally secured by special purchase or are made up from slow moving lines. They are advertised through the newspapers and are also specially marked out for attention with large price cards under the title: "Cash Opportunity." The advertising in the newspapers is charged against the department according to the space used.

A NECESSITY.

The manager of the shoe department of James A. Ogilvy & Sons, Montreal, says: "A shoe department is a necessity in a store doing a general business. Before deciding to install it a census was taken of the buyers of other departments, and it was found that they had repeated inquiries for shoes."



Patent button, black cloth top. Louis heel turn. Shown by Getty & Scott, Galt.

Complete Ladies' Wardrobe in Dry Goods Store



HATS

DRESSES

UNDERWEAR

GLOVES

PARASOLS

SKIRTS

HOSIERY

WHY NOT SHOES ?



View of interior of Browns, Limited, Portage la Prairie, showing ladies' shoe section. Note low fixtures, allowing uniform appearance of store, while providing ledge for displaying trunks and valises.

Big Shoe Business in Portage la Prairie

Browns, Limited, Guarantee Every Pair That Leaves Their Store —Clearance Sale Twice a Year Keeps Stocks in Good Shape— Entrance to Department From Street — Findings Made Prominent.

By a Staff Correspondent

PORTAGE LA PRAIRIE, Man., May 5.—Browns, Limited, of this city, have been operating a departmental store for the past twenty-five years, and their boot and shoe department in all that time has had a steady growth, paying well, and serving a useful purpose to the rest of the store. Browns, Limited, have one of the oldest and finest businesses in Western Canada.

This firm carry a number of well-known lines for men, women and children, not only in boots and shoes, but slippers, rubbers, and other lines of findings.

By carrying nothing but the best quality, this firm has established a splendid reputation, to which they continue to live up. Besides enjoying a good city trade, a large amount of business is drawn from the surrounding district, which is populated by well-to-do farmers, as it is well known that the Portage Plains is one of the finest agricultural districts in Western Canada.

No old stock is carried, a clearance sale being held twice a year to get rid of all dead lines and make room for new ones. Competition is met simply by handling the best of goods, and giving the best of service.

Browns, Limited, carry a large ad. in both the daily and weekly newspapers, in which the boot and shoe department is given its proper space.

There is considerable co-operation between the clerks of the various departments, who never allow customers to depart without reminding them that they can secure almost any other of their requirements somewhere in the store.

Men's One Side; Women's on Other.

Access to the boot and shoe department is secured from one of the main street doors. The department is laid out along two sides one for men and the other for ladies, both being equipped with settees and fitting stools. On each side of the entrance are large silent salesmen, containing high-class shoes, and there is almost a continual window display of shoes.



C. Frank Walker, manager of shoe department of Brown's, Limited.

Mr. C. Frank Walker, who has been with the firm for several years, is manager of the department, and has complete control of the buying and selling. He, with the assistance of Mr. McCaig, is able to handle the whole of the work.

In an interview with The Review, Mr. Walker said: "A good fit will bring a customer back to your store easier than anything else, and following out the firm's policy, we find that good service, combined with the best of quality, goes a long way to hold trade. Regarding stock-keeping methods, nothing helps to spoil the appearance of the department more than a hodge-podge variety of different sized cartons with a varied assortment of manufacturers' colored labels on them. We have proven that a plain label bearing our own name adds to the uniformity, and is worth many times the trouble of putting them on. Of course, we do not relabel all our cartons, but have exceptions of high-grade and well-advertised shoes. We consider the labels of these makers to be artistic and a good advertisement, and when displayed in a section by themselves look highly attractive.

(Continued on page 87.)

More Dressy Fall Shoes for Women

Dress Fabrics Influencing the Styles Towards Patents—Fancy Cloths for Tops Follow Similar Line in Dress—Recede Toe Going Very Strong—Ten-Dollar Lines Have Good Sale.

THE trade demand is sounding the death knell of tans in shoes for women, and to some extent for men, following the ultimatum of Dame Fashion. The turn of tans upon the stage of popularity has been a long one, but now the call is for the black again. The makers are going very light on the tans and browns for the Fall business and the mahogany is about the only shade that is finding favor.

For women the black button will be shown chiefly for Fall. The popular material will be patent leather, but there will also be a showing of gunmetal and velour; tans, of course, there will be, but they will be a comparatively weak factor. But with the decree of fashion for black the makers are providing for a wide range of tastes and there will be a big variety of materials in use for tops—variety as to texture and variety as to color; tops, in fact, will be in a range of colors that will go with many of the fall suitings. Of the variety of fancy tops the black cravenette has the lead, but there are many other colors shown; in fact the colors will in many cases be given to suit the retailer. In the lines of tan shown there is a variety of cloth tops, but in most cases they shade into the leather; here the mahogany shade is popular. Nubuck tops will have a call in various colors. For the woman seeking individuality there will be brocaded tops in a great variety of patterns and colors; a silver gray silk is strong, but there are a number of others.



Patent button, dull kid top, welt. Shown by Getty & Scott, Galt.

The return to the long vamp with the receding plain toe promises to be well met by the public and some of the new samples compare favorably with anything of the past as to appearance. The wooden heel is not going to be so strong and the popular designs are the kidney and the Cuban-Louis, the strength being with the former.

For men the influences of fashion are much the same as seen in the ladies' models. The long receding toe is finding favor and the tip is inclined to be even lower; heels, too, continue to be reduced and the fall will see them lower than ever. Some models have the plain toe and some have cloth tops, but these are novelties, with the exception of the popular semi-dress shoe of patent leather with the plain toe and the cravenette top.

Ten-Dollar Lines Selling.

A shoe authority thus summed up the situation for The Review:

For the woman of fashion of to-day, with the clinging narrow skirt and the tendency towards a more or less liberal display of footwear, there is more than ever the need for neat and stylish shoes and this need may be found exemplified in the lines which are displayed and sold in the leading shoe stores and departments. The desire for daintiness is responsible for the popularity of the long vamp and low recede toe which is so evident in the Fall styles and which finds expression also in the Spring and Summer business. The plain toe is favored and there is an almost entire absence of anything in the way of punched leather borders, etc. Then to complete the effect the fine, hand-turned sole is used and the kidney heel—or Leather Louis as it may more tastefully be called.

The whole effect of the desire for daintiness is a demand for more expensive shoes. A few years ago a woman would have been astounded to have been asked to pay ten dollars for a pair of shoes, and yet this line to-day is a strong seller with the high-class trade and twelve dollars is not an unusual price.

The Spring trade is proving the popularity of the colonial shape in pumps, and the whole demand is practically for this style. The patent leather is the leading favorite. Suedes in black, brown and a few in blues and other colors are selling well. For bright colors there does not appear to be much demand in Ontario, but from the East it is reported that there is a considerable popularity for reds. The pump is the whole favorite as to design and there are few Oxfords being called for.



Patent Colt Tango Pump. Fall model shown by Minister, Myles Co., Toronto.

Will Nubuck Last?

For the real hot weather white is ever popular and strong lines of nubuck and canvas are being shown. The Spring saw the white nubuck top in considerable demand, but the opinion of many in the trade is that it was but a novelty and there are already lines of this style to be found on the bargain tables.

With the public the patent is showing popularity with regard to the Fall lines, with either a black leather or black cravenette top. The popular idea is not yet to go to the extreme low toe, but the tendency is in that direction, as can be noted in relation to higher class shoes.

Mahogany Coming Strong.

With the male public there is shown a slower tendency to follow the dictates of fashion than with regard to women. For the present the tan is fighting hard to retain its popularity and, although its favor is on the wane the mahogany shade is going to be quite strong for Fall. Here, too, the low recede toe and the lower heel are finding favor with close followers of style, although with the medium class trade there is still a quite general call for the medium high toe and the average heel. Bals are coming rapidly into first place, but bluchers will have a good sale for months yet, and the brisk demand promises to last into next year.

Shoes in Every Dry Goods Store in Orillia

Trade of Surrounding District Demand This Department for Convenience in Buying — Section Made Prominent in Many Stores—How Some Are Managed.

By a Staff Correspondent

ORILLIA, May 5. Every dry goods store in this town keeps a shoe department, and some rank as amongst the most important of all. This is recognized by the prominent location and in one case by a standing rule that one show window shall be given up exclusively to shoes the year round. One store reversed the usual order and had its origin in a shoe store, developing from that into a number of departments. Shoes are, therefore, a very live issue in Orillia dry goods stores: men's, women's and children's.

When The Review sought to learn the reason for the unanimous choice in favor of shoes and the tendency of stores towards general lines as well, the reply was that Orillio was not a market town; that every store was expected to take in butter and eggs and give credit slips for the total; that the farmers there depended and looked to the one store for everything, including shoes, and would go elsewhere if the convenience were not provided.

Take Hamilton, on the other hand. There nearly every dry goods store keeps a shoe department. Why? you ask. Because of the market, many say. For Hamilton has one of the largest, if not the largest markets in the province.

Thus you proceed to "dope" it out like the hockey players. Orillia dry goods stores keep shoes because there is no market

Hamilton dry goods stores keep shoes because there is a market.

The negative and affirmative conditions working towards the same result surely furnish a clinching argument in favor of shoes in a dry goods store under all circumstances.



LINES THAT ARE POPULAR IN NEW YORK.

No. 1, Fancy slipper with brocaded vamp and black silk quarter, cut with loops through which the ribbon lacing passes. Louis XV. heel.

No. 2, Black satin slipper with rhinestones buckle and with lacing ribbons attached at the back. Louis XV. heel.

No. 3, Slipper with patent leather vamp and grey suede quarter, rhinestone buckle, buttoned straps and Louis XV. heel.



No. 1—Patent cold tango; 1¼ inch heel. No. 2 Patent colt, button; import cloth quarter; dress welt, Argentine kidney heel. Both shown by The Menihan Company, Rochester.

Shoe Department Faces Street.

In Mulcahy's, there is to be found one of the largest shoe stocks in town. The location is across the front of one section, as prominent as the dress goods department, and its own window for display. Even the men's wear department must give place to it, and be relegated to the rear.

The natural division of the stock follows the lay-out of the store ladies', children's and infants' on the right on entering; and men's and boys' on the left. The infants' lines run from the door to the corner along the front and ladies' along the side wall. The general division is to have the highest priced lines nearest the front. The sizes run down from the top in rows. The only special arrangement for location by groups is in women's Oxfords, which are near the front.

On the men's side, the short front section is given up to rubbers, while these are kept in the lower shelves in the ladies' department.

With a large proportion of their shoes the firm has the name stamped on the bottom; not in the cheaper lines, where they do not care thus to give a personal guarantee, but in the medium and higher-priced. Another definite mark on these goods is the label in silk cloth with the firm's name on it. With a fair-sized order the manufacturer often affixes this, the local firm supplying the label. With lines that are pretty well advertised the firm often retains the original label of the manufacturers.

Findings, including polishes and laces, are kept in prominent selling places, in a large show case and on top.

—⚙—

The death occurred suddenly on Wednesday, April 22nd, of A. F. Duclos, one of the directors of the firm of McIntyre, Son & Co., Ltd., wholesale dry goods merchants, Montreal. Mr. Duclos had been with the firm for a number of years

Turnover Problems of Retail Shoe Dealers

Illuminating Information as to Relation of Sales and Stocks—Some of the Evils Usually Encountered and Suggested Remedies—Scientific Merchandising Necessary for Success.

INTERESTING and illuminating to the shoe trade is an article dealing with the problem of what is the proper stock turnover in the retail store, written by J. F. Knowles, of the W. G. Simmons Corporation, Hartford, Conn., which appears in The Shoeman, of Boston. After referring to the problem under consideration as of particular importance in the retail shoe business, Mr. Knowles states that so many and varied are the conditions that enter into the stock-turning proposition that only classified standards could be established and of many divisions at that.

How Many Turnovers in Year.

To enumerate some of these conditions, "We will consider first where only the higher grades of shoes are sold, from $4 to $10, requiring five and six widths on each line and extreme styles. A stock of this grade to be turned once and a half or twice would show a fair average, while a stock of a cheaper grade, selling from $4 down and depending upon jobbers to supply wants at a day's notice, could easily be turned five or six times. The medium class of stock selling from $3 to $7, with a general assortment, might be turned two and a half or three times.

"To further classify, it must be taken into consideration that stocks of men's shoes turn about twice as fast as those of women's shoes, according to statistics.

"In quoting the above figures, I do it on the following basis—if the total annual sales of a business are $150,000 and the average stock carried is $50,000, and the gross profit on sales is 33 1/3 per cent., the stock has been turned twice.

"I know that some merchants figure it differently and claim that it has been turned three times.

"The total sales should be divided by the merchandise on hand at the selling price— viz., $150,000 by $75,000, or the cost of the sales divided by the cost of merchandise carried –viz., $100,000 by $50,000, giving the same result.

Two Evils.

"We can all readily realize that more frequent turning of stock means increase in net profits without an increase in selling price. How to accomplish this is the one large question. The cause of the disasters of many retail businesses may often be attributed mainly to an overstock due to the two following mistakes: (1) multiplicity of lines carried; (2) indiscriminate scattering of buying.

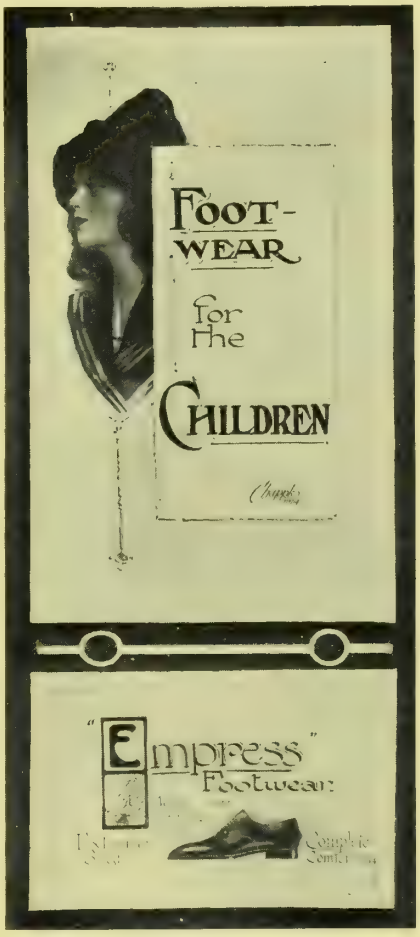
"The two remedies for these evils lie in (1) a systematic elimination of unprofitable lines; (2) the concentration of purchases to the least number of manufacturers who can supply requirements.

Perpetual Inventory.

"Scientific merchandising is necessary for the application of these remedies. This requires a card system of stock-keeping which gives a perpetual inventory, not only as a whole, but of each department, and of each line of goods of each department, thus enabling a merchant to get at the very fundamental division of stock and to classify by grades. For example, ascertain from the system the number of lines carried to sell for $3, the amount of annual sales and the amount of average stock, get the number of times this grade has turned and endeavor to increase the turns by elimination of the slow selling lines and keep the good sellers well sized. Employ the same process with every grade and good results will follow. This I believe to be the only classification that can be established for accurate and just comparison to determine the proper stock turnover."



Soft-soled infant's shoe, with "tango" lacing. Shown by L. H. Packard & Co., Montreal.



DAINTY SHOE CARDS.

These novel and attractive cards are the work of Will Surman, of Chapples, Limited, Fort William, are attractive specimens. The shading is done by rubbing on dry color, giving an airbrush effect. This and the cut-out in the illustration allow the white centre to stand out prominently.

STRONG FOR SUEDE.

Indications at New York Are for an Increase of Popularity.

That there is an increasing demand with the opening of the season for shoes wholly of suede or of suede in part is reported from New York, and this impression is confirmed by a glance over the advertisements of the leading fashion magazines in the American metropolis, where one or more models of suede or suede combinations are shown by almost every big firm.

Certain conditions of the season are in favor of suede; there is the craze for dancing, the demand for lighter footwear, and the tendency in some quarters towards securing color effects which shade in with hosiery and dress wear.

BIG SHOE BUSINESS IN PORTAGE LA PRAIRIE.

(Continued from page 84.)

Guarantee With Every Pair.

"We guarantee to our customer every shoe that we sell, and should a shoe go wrong in either workmanship or material, we immediately replace it, thus protecting our customers and securing their confidence and future trade. We consider that standing behind our goods is a good business policy, a good trade keeper, and a strong selling point."



Fall Styles in Ready-to-Wear



The Fall Outlook

COATS—Simpler lines, seamless backs flaring around the bottom. Patch pockets and fur collars and trimmings. Raglan sleeves. Cape coats will be a feature.

SUITS—Tendency towards more tailored styles. Directoire models with coat cut to the waistline and long behind, and with plain set-in sleeves, vests, and Incroyable collar the latest. Skirts show the Paquin flare or have pleats let in to give fullness fullness.

CAPES—Eighteen-eighty styles have brought capes to the front. Introduced at the Paris openings they have been rapidly taken up. Capes, cape coats and wraps on the Dolman order look promising for Fall.

EDITOR'S FOREWORD

WHAT is wrong with the ready-to-wear business? That is a question often asked at the present time. To tell the truth, in the opinion of the writer, there is not anything that is wrong with the ready-to-wear business, the trouble lies in the getting adapted to changed and changing conditions. The business is there, and it is developing all the time and the real question is simply one of adaptation.

In common with every phase of business life during the past few months the ready-to-wear garment trade has been going through a period of arrested development and re-adjustment due to conditions with which we all are fam'liar

As a fact the stream of development has come to a place where it has encountered rocks ahead, and is now engaged in the gathering of the necessary force to overleap the obstacles. Already the business prospects are brightening, and if only Canada is blessed again with a fruitful season, and a bountiful harvest, by the end of the year trade should be flowing steadily in normal channels.

This development has been perfectly legitimate on the whole, because, with the increasing population, and the perfecting of the ready-to-wear industry, more and more ready made garments are sold.

The very development of the industry, has brought about a condition, that neither the merchant nor the manufacturer can overlook, for with increasing sales, is coming an ever increasing demand, not just for efficiency in workmanship, but for the paying of increasing attention to the style value of the garment. Fashion is more potent than formerly,—the very means taken to increase the sales of ready-to-wear garments by means of style, shows, and kindred features, serves to intensify fashion's power. Styles are very quickly taken up nowadays, and changes come about more swiftly, and the manufacturer must follow, for the general public will no longer accept garments, however well made, which embody styles that are a season or so old. Even moderate-priced garments are expected to conform to these requirements, and to show the newest and latest features. Critical customers make critical buyers, and the latter will no longer accept the styles current at the end of the preceding season, but they are making a never-ceasing call for novelty and originality.

This means that much time has to be put in by the manufacturer in studying out the style tendencies, and that each season this is becoming an item of added expense, and as each season is seeing more and more money spent because of fashion's fickleness, this item forms a large and growing addition to the present-day costs of manufacturing ready-to-wear garments.

But to offset these growing expenses, there is the larger volume of sales, that these very changes have made possible. For the ever changing styles mean that many more garments are sold. Also there are now garments provided for special occasions, such as for auto wear, dancing frocks, dinner gowns, sports and outing coats, and many others, as well as the garments for the different seasons, that no well supplied wardrobe is ever without. Also there are the many side developments such as children's, misses' and infants' wear, and the developments in silken whitewear and undergarments.

Increasing efficiency in business and in factory methods, and the invention of labor-saving devices and machinery, all help to lower the cost of manufacturing, and to this must be added the business increases due to the very needs that fashion creates.

During the past season or so, fashions have been extra freakish and spectacular, and the tendency has been away from the styles that the garment manufacturer is best equipped to produce. The quick and complete manner in which these styles were accepted, has been one of the most astonishing features in this connection. But this very popularity has made for a change and in the opposite direction. Indications all point to a swinging back to more tailored styles. All the world accepted the peg-top, and the minaret last year, and the trend in favor of frilliness and puffiness cannot well go further. Such an extreme style must of necessity, be short lived, and the swing back of fashion in the other direction has set in. Two significant factors indicating which way the wind is blowing are the showing of the short shoulder, and the set-in sleeve, as well as the increasing fullness of the skirt below the knee.

Another feature is the increasing vogue of the cape and the certainty that is growing, also, that capes and dolman-like wraps taken from the 1880 period will have an important place in the novelty garment line for the Fall of 1914.

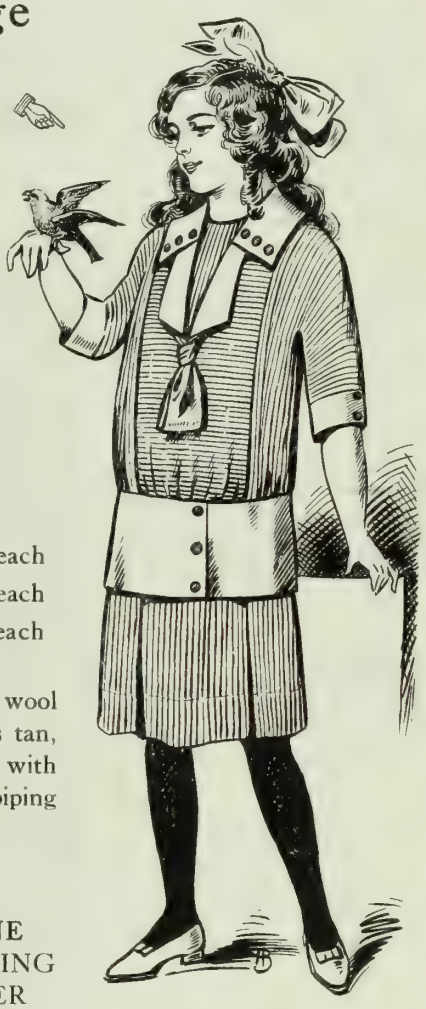
DRESSES and COATS

For Children from 2 to 14 years

Here are two exclusive little styles from our Big Fall Range

Dress No. 864—$54.00 doz.
8 to 14 years

Made of fine wool Bedford cord, in colors brown, navy and saxe, with collar, cuffs and belt of broadcloth in colors to match.





Coat No. 121

4 to 14 years

4 to 6 years, $6.25 each
8 to 10 years, $7.00 each
12 to 14 years, $7.75 each

Made of heavy wool cloaking, in colors tan, navy and grey, with collar, cuffs and piping of black sealette.

SEE OUR
ENTIRE LINE
BEFORE PLACING
YOUR ORDER

Manufactured by

Flett, Lowndes Co.
Limited

MANUFACTURERS and IMPORTERS

142-4 Front Street West

TORONTO

Early Caution Shown in Dress Designs

Most Models so Far Only Modifications of Present Styles — Returning to Accordion Pleatings — Sleeve Ending in Puff, V-neck — Silk Dresses Again Very Strong.

THOUGH every manufacturer is preparing a range of dresses for the coming Fall season, nothing very new has as yet made its appearance. The truth seems to be that dresses are an all the year line, and all the year round there is something doing in the dress department. True, there are wash dresses in the Summer and dancing dresses in the Winter. For silk dresses and tailored street dresses of serge and light-weight cloths the demand is becoming an all the year round one. This being the case, it would be foolish for designers to anticipate too far. Therefore the Fall models so far as shown, give only indications as to the direction in which the wind of fashion is blowing.

While the tendency is towards the set-in sleeve and the short shoulder line, and to an elimination of the loose and blousy effect at the waist line, at the present time this is little more than a tendency. The effect of the short shoulder line is gained by clever cutting of the Raglan sleeve and shoulder, and though the armhole is still large it is much smaller than in the blouses worn at the present time.

Skirts are decidedly wider and many show a decided flare, obtained mostly by the clever use of pleats. Many skirts are straight cut and have flounced tunics, only these models are made in soft silks and the flounces hang limp and follow the outline of the figure. Many longer tunics are showing, and it is expected that the longer tunic tightened in at the knee with the flaring flounce beneath will come later. The flare will be moderate.

There is a tendency to return to accordion pleatings, particularly for dancing frocks. Sometimes it is the tunic that is accordion pleated, and at other times it is the skirt.

The tendency is for the long, plain sleeve, or for the sleeve ending in a small puff and finished with lace or organdie frills. The V neck is still retained and vestees of net or narrow vests are seen and the collars are high at the back ending in lace pleatings, which outline the vest or are of the roll over variety. Organdie collars and vests will appear on many of the Fall dresses.

While many manufacturers will show taffeta dresses it just possible that the silk will be more used as a trimming fabric. During the latter months of Spring taffeta has been combined with nearly every material and serge and taffeta have been a much-used combination. Silk dresses promise to be again a big feature with soft satin finished silks and crepes in popular-priced and with moire and printed silks as the novelties in better-priced dresses. Wool crepes, eponges, poplins serges and novelty suiting cloths in solid colors are the cloths that so far have appeared in the dress line.



SILK DRESS FOR FALL.

Silk dress in the new currant shade, with tunic composed of three picot edged frills. The long fitting sleeves are cut in Raglan fashion, the roll back collar is of lace, and the small vestee of shirred net. Shown by R. D. Fairbairn & Co.

Low Corsets

Sales Have Been Very Large in the Low-Cut Models — Bones Left off the Hips — Increasing Demand for Front Lacing Corsets.

WOMEN are taking very kindly to the extremely low and very flexible corsets, and the sale of models of this kind is much larger than was anticipated. The best-selling models measure from one to four inches high in the bust and the waist is so wide that the hip lines are nearly straight. Before this Spring it was said that corsets of this kind were not suited to the needs of the woman with abundant flesh. Many stout women have demanded this corset, and have found grace, comfort and added freedom. This is because the corset that was high above the waistline pushed the bust out of position, particularly when seated, and this was a source of great discomfort. The theory was that the bust would drop into the top of the corset, a theory which did not work out.

There are corsets on the market designed with the higher bust, but these are made with the top quite full so that the bust will drop into the corset. This model is useful when the flesh is not firm.

All corsets are very lightly boned and one improvement is in the placing of these bones. Many corsets had a bone right over the hips which was a source of much discomfort. In the new models this bone is done away with and the hip is left free, and the necessary support is given by bones placed on either side.

Many models have elastic to confine them to the figure at the top, and elastic gores are also set in at the bottom of the corset. There are models shown that are all elastic, which slip on over the head. There is an increasing demand for front-lacing corsets, as they give such a smooth fit to the garments at the back, and for Summer wear many models have a section of net let in at the back of the corset.

Silk and cotton tricot and suede cloths are used for making expensive corsets, and soft coutils, mesh cloths and batistes for the cheaper models.

Kassab Kimonos

Look Well **Sell Well** **Wear Well**

Cotton, Silk, Wool and Velour
All Styles, All Prices



One of our range Plain Wool Eiderdown

We make a very large range of Kimonos in all styles, cloths, shades and at all prices. In fact we are showing this season over hundred and fifty lines, included in which are plain and fancy silks, plain and fancy crepes, wool and cotton, challie, lawn, cashmere, flannelette, eiderdown, and velour.

Every KASSAB KIMONO is guaranteed to give perfect satisfaction and quick sale or return them at our expense.

KASSAB KIMONOS insure brisk business because, THEY LOOK WELL, SELL WELL and WEAR WELL.

LET US SUBMIT SAMPLES

Kassab Kimono Mfg. Co.

14 St. Helen Street **Montreal, P.Q.**

Fall Garments in Juniors' and Misses'

Balmacaan the Basis of Many Models for Bigger Girls—Flare and Raglan Cutting of Sleeves the Chief Novelties—Chinchillas and Teddy Bear Cloths Popular—Infants' Wear Selling Strong.

ONE of the best departments with the majority of retailers this Spring has been that devoted to junior garments, and the one section that has done better than any other is that devoted to infants' wear. It would seem that the day when the mother makes the infant's garments is rapidly passing, and when the really beautiful lines prepared for infants' wear are shown it is small wonder that the woman who has unlimited spending money as well as the woman of limited income both resort to the ready-to-wear department for the small, dainty garments.

Styles do not readily change, but the professional cutter can give a perfection of line and little improvements in the fitting that make for both beauty and comfort. Another point is that embroidery and lace manufacturers, recognizing the importance of the factory-made line, are putting out the daintiest of small patterns worked on the sheerest of Swiss and batiste grounds. Moreover, these patterns come in sets, and often with yokes to match. Touches of lace are used on infants' garments but embroidery reigns supreme as it stands best of any trimming the strain of constant washing.

For the little two-year-old and up to five or six the dress of fine lawn trimmed more or less elaborately with Valenciennes edgings and insertions is best liked. The waist line is low and it is defined by the satin ribbon sash tied in wonderful bows. The neck is square and the daintiest puffed sleeves imaginable of lawn and lace are used.

Oliver Twist for Small Girls.

So well have the little Oliver Twist suits for boys been received that manufacturers have brought out Oliver Twist suits for the small girl. These dresses are ideal for the season that is coming as they consist of a waist or blouse with pantaloons attached and with a short, flaring skirt which is attached like the little pants with buttons outside. All the models intended for children's wear are cut on the very simplest lines. Perfectly straight cut little dresses of batiste, cut all in one piece and just joined under the arms and at the sides are an innovation that seems to be a winner. The neck and sleeves are button-holed round and dainty sprigs of hand loom embroidery are worked on the waist, sleeves and the skirt. Some of these little dresses have slits button-



CHILD'S FALL COAT.

Model coat, showing new features for Fall. The cut is on Balmacaan lines, with Raglan sleeves, flare at the bottom, and with belt across the back only. It is developed in rough checked cloth, and the collar and cuffs are of ribbed beaver-tipped plush. Shown by Plett, Lowndes & Co.

holed round, through which a ribbon sash can be drawn to blouse and define the waist.

The flare and the Raglan cutting of the sleeves forms the chief novelty features of children's coats for Fall. To this may be added the use of fur trimmings and fur collars. And the immense amount of variety that can be gotten out of the Raglan sleeve cutting is only believable when seen. For the bigger girls many models on the Balmacaan order are showing and this cut makes a very roomy and comfortable model for girls for Fall, particularly when the collar is of fur and is so shaped that it can be buttoned up around the throat. Another pretty idea when the collar is of velvet or plush is the jabot or bar of fur and pleated satin ribbon that fastens one side of the collar to the other.

Wide welted seams and velvet pipings are effectively used and odd spacing of the buttons is another idea. Chinchillas, curl cloths, rough velour finished woolens in checks and plaids, Teddy Bear cloths and silky zibelines are the chief materials used. Some of the coats in the more expensive lines are lined with plain or brocaded satins. For the very small girl coats of corded velvet are shown and these are interlined as well as lined. Buttons tone in with the color of the cloth and are of celluloid or galalith.

THREE ESSENTIALS.

Attractiveness, Truthfulness and Personality Necessary in Advertising.

"A Salesman's Conception of the Advertising Department" was the title of a very interesting address given before the Montreal Publicity Association at one of their weekly meetings recently by Wm. Garlock, sales manager of the American Woodworking Machinery Co., Toronto. Mr. Garlock contended that the three great essentials in advertising were "attractiveness," "truthfulness" and "personality." He contended that all advertising was salesmanship, and that advertising was simply putting into print what a salesman would say to a prospective customer. Under the heading of "attractiveness" he dwelt on the importance of having an artistic lay-out, something that would get the attention of the reader. The truthfulness of advertising and of the statements made in the advertisement was of great importance, and in this regard he also laid stress on the importance of the man who is selling the goods or advertising them, knowing about the goods he is talking of. On the point of personality, he claimed that the goods advertised should be so set forth that they would be presented in the same way that a salesman would offer them if face to face with the customer.

Fall Line Announcement

SILK DRESSES
SERGE DRESSES
SILK BLOUSES
FLANNEL BLOUSES
FLANNELETTE
UNDERWEAR

A Splendid Assortment of Advance Styles in All the Coming Shades



No. 1765
New Paquin Tango Model
In Jacquard Silk, Shot Effect

WRITE US *for* YOUR HOT WEATHER NEEDS IN

Middy Blouses, Middy Suits, and Summer Dresses

STAR WHITEWEAR MANUFACTURING COMPANY
Berlin, Ont.



INTERIOR VIEW OF W. R. BOYLE'S READY-TO-WEAR STORE.

The fittings are of mahogany and the carpet the regulation tone of green. The furniture is in wicker work. All cabinets, display racks and even stands and figures are kept well to the sides. The clear central space is a help in doing business, and also increases the apparent size of the store.

Methods of Successful Specialty Store

Business of W. R. Boyle Run for Cash—All Alterations Paid for—Outlet Branch in West Toronto—Moderate-Priced as Well as High Class Ready-to-Wear Goods Carried.

THE uptown trend of trade in Toronto is strongly indicated by the number of specialty women's ready-to-wear stores that are locating up Yonge street. Between Bloor and Edward they are especially numerous. It is always well to be in the neighborhood where customers come with the definite object of buying certain kinds of merchandise, and possibly this was what influenced the choice of R. Boyle, when he located his store at the corner of Yonge and Alice street, a little over a year ago. Mr. Boyle served a long apprenticeship to the ready-to-wear business, and has received his training in both city and provincial stores, before he launched out into business on his own account. This varied training is proving of extreme value now, as it means that the intimate knowledge he has obtained of the working out of a number of different systems, is guiding him in the perfecting of a store system of his own.

Inside View of Window Garments.

The store on Yonge street has two windows facing on that street, one of of which continues down Alice, thus forming a corner window, that is most desirable for the displaying of ready to wear garments. Inside, these windows resolve themselves into platforms, that make them also a part of the interior display, which gives the customer another view of the garments shown in the window, as she enters. This treatment of the show windows also adds to the apparent size of the store, and as there is nothing to obstruct the light, helps to make the store a well lighted one. This is of particular importance here, as the principal light comes from the north, which is the best light of all in which to sell goods.

The store is carpeted in green, and the fixtures and cabinets are of mahogany. All cabinets are kept to the wall leaving a clear centre which greatly adds to the appearance. The rear portion of the store is raised a couple of steps higher which makes possible the adding as a decorative feature of mahogany pillars and grill work. Handsome rattan and mahogany chairs are placed at intervals and there is an ample supply of long mirrors. The selling staff have been chosen because of the long experience enjoyed and know perfectly how to care tactfully and quietly for the customer's needs.

FEATURES OF THE STORE.

Branch for outlet in West Toronto. Goods that have lost novelty for Yonge street, are shown there.

All alterations charged for.

All sales for cash.

Inside view of garments in window.

Carpeted in green; fixtures of mahogany.

The Outlet in West Toronto.

Besides the Yonge street store there is a branch in West Toronto, though this store is looked upon more in the light of an outlet than a branch business, and from the very first it has proved its value. This store is exceptionally well located, as it is next to a very popular theatre and moving picture show. It also has extra good display facilities which are valuable. Though a very good business has been done here since the opening, it is, as before stated, as an outlet that it has its chief value. Garments that become a little passe, or which have been displayed until they are know on Yonge street, are found to be just the right thing for the West Toronto trade, and to sell there without any material cutting of price.

(Continued on page 96.)

Dorothy BRAND Whitewear

Special Leaders Only

If you want something in whitewear that will stir up the business in your town—something that will make your competitor wonder how you can do it, send for Dorothy Brand Samples, they're all specials.

Our unequalled values are made possible by large buying and concentration on only a few lines of popular-priced goods.

Specials for June Selling—We are making lace Camisoles for Summer selling from $3.60 per doz. up—all specials, and all extra value. Get in touch with us early.

The F. G. Hayward Co.

The Corset Cover House of Canada

77 York St. **TORONTO**

SCIENTIFIC CORSET CONSTRUCTION

Style *in* P.C. Corsets

IS BACKED BY

COMFORT

AND

SERVICE



The scientific arrangement of the steels in P. C. Corsets is the outcome of many years of careful study of the requirements of the feminine figure.

P. C. Corsets are not built for style alone, nor yet with comfort and service as the main points at issue, but into every P. C. model is built a most agreeable triple combination of style, comfort and service which gives absolute satisfaction.

Our range of 1914 P. C. Corsets is interesting.

Samples on request, prepaid.

Parisian Corset Manufacturing Company, Limited

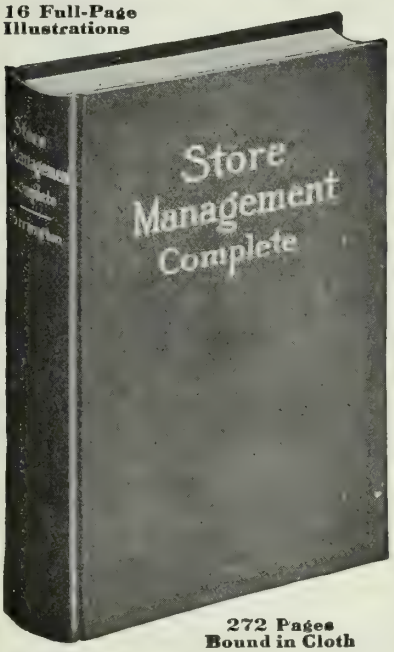
Quebec

Ontario Branch: 77 York St., Toronto

SERVICE IN RUST-PROOF STEELS

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

BY

FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.

TORONTO

All Fall Coat Models Show the Flare

Present Showings Mainly Tentative—New Ones Much Plainer—Cape-Coats Promise to be Much to the Fore—Staple Business in Coats Shrinking—Fur Trimmings Strong.

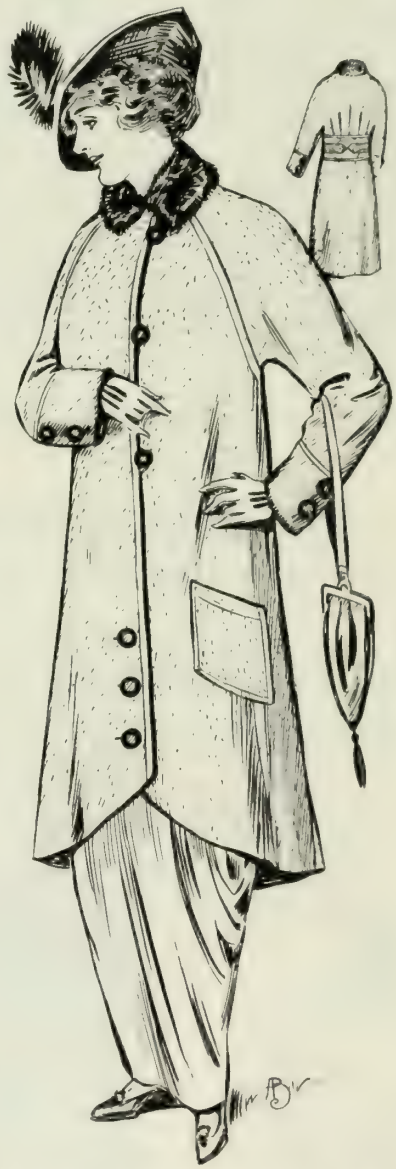
SOME early showing of Fall coats has already been made for the Fall season of 1914-15, but the lines are by no means complete and the last word has by no means been said. Present showings are only tentative so far, and are made more with the desire of testing the opinion of leading buyers than with the expectation of leading to large advance sales. It used to be, and not so very long ago that there was a very heavy demand for staple merchandise. So long as the material was good and the style approximate garments of this class were desirable and were largely sold. There is still a remnant of business.

The latest comer in the coat field is the cape and judging from the rapidity in which it has sprung into favor since it was first shown in the early Spring it is going to be a factor.

Capes for evening wear made of silk fabrics and of golfine and lined with printed silks are in high favor. Capes made of checked tweeds and rough soft woolen materials with the velour touch are making their appearance for motoring and traveling and it is here that the guiding indications come in for the Fall. What may be termed cape coats, that is coats that have cape features are being brought out, and many of them strongly recall the dolman of the early eighties. Many handsome models along these lines made of the new fur fabrics and pressed plushes are trimmed with fur. Indeed fur trimmings, both in the form of collars and for bands and fancy touches will be a very strong item.

The new coats are very much plainer and yet are in very good style, and many of them approach very nearly the top coat in style. The flare at the bottom is present in all types and the seamless back presents the last note in cutting. Patch pockets form another feature or a kind of scoop cutting of the side seams, so that a place is made for inserting a pocket is a new idea. All kinds of variations of the Raglan cut sleeve is presented, and the kimono cut is by no means absent.

The general tendency, however, is back to the set-in sleeve, but this is more marked in the suit than in the wrap coat. Chinchillas, materials, on the velour order, soft rough woolens, wool plushes, zibelines, Teddy bear cloths, fur fabrics and pressed plushes are included in the leading coat materials. The buttons are handsome, but are not so conspicuous as they have been.



Fall coat of teddy bear plush, with convertible fur collar; cut on new lines, flaring at the bottom. Shown by Consolidated Cloak Co., Limited.

METHODS OF SUCCESSFUL SPECIALTY STORE.

(Continued from page 94.)

In this connection Mr. Boyle told a little incident that throws a flood of light upon the difficulties that keeping up with style equitation puts upon the judgment and discrimination of the buyer. It is nearly as bad to buy too soon as too late. When the present styles were first talked of, and were just beginning to appear, Mr. Boyle bought some dresses in what was then the extreme mode. They were put on show in both store and window, but customers just smiled, and turned them down. As is the custom they were sent out to the "Junction," and the price greatly reduced, but still they could not be moved. In the meantime other stores began to exploit the same merchandise, so the dresses were again brought back to Yonge street, and placed in the window. Instantly they began to sell, and so striking were they, that telephone messages were received from women who saw them from passing street cars, asking as to price and material, and from these inquiries several sales resulted.

This store is run on a strictly cash basis, no credit is extended to any favored person, and in this respect all customers are treated alike. Several attemps have been made to break this rule, but only one customer has been able so far to get away with it. This particular customer went to Europe without paying her bill, and it was six months before the money was received. A second attempt was made, with the result that the store threatened to put the account in the hands of a collector if it was not settled immediately, and it was intimated plainly to the lady in question that her patronage was only welcome on a cash basis. It takes backbone and nerve, particularly when just starting up in a new enterprise, to act in this manner, but it has to be done to maintain a settled policy.

All alterations are charged for. And as there is a nearby store that does not charge for alterations, Mr. Boyle is often called upon to defend his stand in this respect. The situation is put up to the customer in plain language: it is explained that all stores have to charge for alterations. Either each customer, he says, pays for what is done to her own purchase individually, or every customer pays two dollars or more on all garments she buys, even if no alteration is required, and the way it works out is, that if Mrs. So and So's garment requires $5 worth of alterations, somebody else pays the three extra dollars. So he and his staff state the case.

The Cobourg Dyeing Co. Ltd.

COBOURG ONTARIO

Specialists in:

Dyeing and Finishing Woolen, Worsted, Union Piece Goods, and Re-dyeing Unsaleable Stocks

We have opened a new plant, designed, built and equipped on the most highly specialized principles of dyeing and finishing.

Bradford Finishes Duplicated—Fastest Dyes Used—Prompt Deliveries Guaranteed

Buy your piece goods in the grey, warehouse them free with us, and have them finished to your requirements—save money and minimize **DEAD STOCK**—keep your stock clean by having **OFF-SHADES** re-dyed.

Write for prices and full information

PARCEL Post enables us to send a small assortment to that merchant who finds he needs just a few Children's or Girls' Dresses to keep up his variety.

We are sending these parcels daily.

If you wish, you may send your enquiries to us, and we will mail garments direct to customers, with invoice to you. We take the responsibility---You increase your sales.

HOME & WATTS, Limited

Children's Wear Specialists

19 DUNCAN STREET TORONTO

Directoire Influence is Strong for Fall

Suits Will Show Fuller Skirts and the Flare from the Knee Down Will Be a Prominent Feature — Latest Models Show Short Shoulder and Set-in Sleeve—Slit Skirt Has Disappeared—Dark Colors Strong.

THOUGH suits are the first garments of the new season to be put on sale in the retail stores, for very obvious reasons connected with the style problem they are the last line to come from the hands of the designer. The prospects before the Fall suit are decidedly encouraging, as suits were the leading garment in the Easter parade. The suits, however, were hard to tell from costumes, so fanciful was the cut and make-up. Signs are not wanting that more tailored styles are on the way and this fact alone is sufficient to create renewed interest in the Fall suit. The present be-frilled, be-tunicked and puffed skirts will not, of course, be superseded in a moment, but for Fall selling simpler and less complicated styles are assured. The main changes as indicated at present come in the increased width of the skirt. The split is entirely gone and in the more conservative models this increase is given by the introduction of groups of pleats at the sides. The new idea is the flare from the knee down, produced by the introduction of circular flounce sections.

There is a general tendency toward Directoire styles, the most important movement in this direction coming with the short shoulder line and the set-in sleeve.

Suit coats cut along Incroyable lines, short in front and with long frock effects at the back, or with ripple backs, are along the lines of new ideas. Flaring Directoire collars and long plain sleeves, revers, pelerines and vest effects are all included.

The long tunic and the narrow skirt below is another style feature that is receiving attention and there are new cut modifications of the Raglan and kimono sleeves. There is less looseness and sloppiness, the armhole is narrower, and the outline of the figure is more clearly defined.

The color tendency is strongly in favor of dark colors. Blues are to be good, and the demand for dark navy promises to be strong. Black is more worn than ever, and the black suit will be much seen. Much has been said of Roman stripes and in the novelty line Roman striped and dark pleated materials with the coat of serge or some plain piece dyed cloth will be shown.

Plain colors in novelty cloths with velour finishes, gabardines, serges, and possibly broadcloths, will be those most shown.

Fur trimmings and trimmings of fur fabrics are expected to be good.



CAPE COAT FOR FALL.

Cape developments promise well for Fall. This cape coat strongly reminds one of the Dolman of the eighties. The material used is one of the new pressed plushes, and it is trimmed with fur. The high collar is printed velvet.

INFLUENCE OF PLAYS.

Paris, May 5.—Speaking of the future of the new play, "Aphrodite," for which Poiret designed the costumes, promises to exercise a very strong influence on the course of future fashions, both in respect to the colors used and the line of the costumes. The scene of the play is laid in Alexandria when under the influence of Greece, and therefore the dresses are Greek in outline. The kilting and plaiting of the flimsy materials used has led to the revival of sun and accordion pleating, and it should be noted that many of the costumes show the flare effect that is being featured in other styles. Silver and gold cloth is employed extensively in the production of these costumes and they are completed by classic Grecian headdresses. One of the most remarkable of the dresses is of gold tissue made in three tier effect and with a head-dress of gold beads. All the corsages are extremely decolette and for some of the dresses the printed Martine silks are employed. Quite a feature was made of tiny parasols with handles 44 inches long.

Almost every imaginable shade of yellow is represented in the colors used for the Aphrodite gowns, and this fact is expected to make yellow shades very popular, particularly for evening wear.

R. M. A. MEETING.

At the close of the meeting of the Dominion Board the executive officers of the Ontario Provincial Board held a meeting to receive the report of the Finance Committee.

Immediate action was taken on the proposal to divide Ontario into districts and appoint an organizing field secretary in each district, who will keep in constant touch with all the merchants in each district, and thus overcome a difficulty which the association has had to encounter for some time—which was—that as soon as an organization was formed, it was left without anyone whose duty it was to see that the work taken up by the local association was continued. Those organizers will be engaged on salary and paid out of the general fund of the Ontario Provincial Board.

The Executive Committee of the Ontario Retail Grocers' Association waited upon the board and announced that they had decided to unite with them and become members of the Grocers' Section of the association.



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

Natty Woven Labels

Your store is known by the goods you keep—if they are good, honest value, label them. Your name on a natty silk or cotton-woven label will associate your store with the place where the utmost satisfaction can be obtained.

Write to-day for samples and price list.

Narrow Fabric Weaving & Dyeing
LIMITED
Galt, Ontario

Free—Ten Display Managers Tell



In order that you can become better acquainted with the Economist Training School instruction—the lecturing force of twenty-five experts—the methods of personal instruction, and the practical equipment in all of our branches

ADVERTISING **WINDOW TRIMMING**
SHOW CARD WRITING **SALESMANSHIP**

We will mail you, free, our new fifty cent book entitled "Ten Display Managers Tell How to Sell It."
Did you ever know of a man that could do retail advertising, window trimming, show card writing, or instruct the sales force of the store that was ever out of a position?

ECONOMIST TRAINING SCHOOL
239-243 W. 39th St **New York City**
(In writing be sure and mention The Dry Goods Review.)

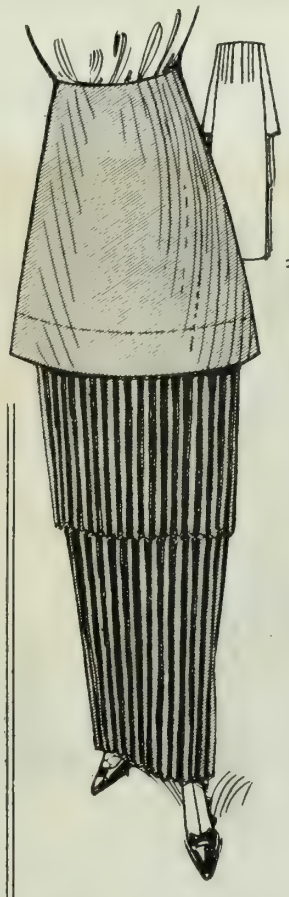
Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



This is No. 610.

Price is $4.50

Livingston & Scott

Makers exclusively of ladies' and misses'

Dress Skirts

Ring Junction 650 when in the city

and we will be pleased to send an auto to your hotel and bring you to our showrooms, where we always carry a most complete range of the latest samples.

Our 1914 designs in dress skirts are in a class distinctly their own—every one is most interesting. Note this number.

Sample sent on request.

We illustrate here our No. 610, a skirt embodying the very latest ideas from New York. Note the way in which the prevailing tier effect is carried out in accordion pleating.

This garment is made up in first quality all poplinette. Can be obtained in black, navy, green, brown and taupe. Price $4.50.

Livingston & Scott

SKIRTS ONLY

411 Clendennan Avenue
West Toronto

J. M. LIVINGSTON W. H. SCOTT

Models of Misses' Dress and Waist for Fall



No. 1—Misses' dress of navy piece-dyed suiting cloth with flare flounce, giving tunic effect. The sleeves are cut in Raglan fashion and the girdle, collar and cuffs are ofblack satin, touched with Russian green. Shown by Home & Watts.

No. 2—Waist of white crepe de chine and shadow lace. The sleeve is cut in Raglan fashion and is of crepe de chine and lace, finished by a crepe de chine frill in points. The front and back is of the lace with a vest effect of chiffon fastened with pale yellow French pearl buttons. The vest is buttoned with black lace and a lace frill forms a turnover collar. Inside is a high collar at the back. The collar is finished with a cord and tassels. The waist is put together with black hemstitching. Shown by Ladies' Wear, Ltd.



Fitting Waists

Set-in Long Sleeve is Indicated —Crepe de Chine and Silk Crepes in High Favor—Fancy Buttons Used.

THE best business this Spring in the waist department has been done in the more expensive waists. In this section conditions are wonderfully good, and predictions are made that Fall business will be fully as large.

For Summer selling blouses made of handkerchief linen are the latest. These blouses reflect the new tendency, and while Raglan shoulders and yokes are featured, the exaggeratedly wide armhole and the extreme bagginess at the waist line is gone. The collar certainly is the main thing about these new waists. It is of the flaring variety in Normandy, Medici and Incroyable types. The high colors introduced after the opening of the season are still in the lead and these handkerchief linen blouses come in such shades as flesh, orchid, rose, maize, and peach. Often white pipings are used as trimmings.

New York stores are showing waists of white organdie cut on similar lines to the linen blouses described above, and trimmed with drop buttons, tassels, and Venise insertions. The sleeves are full length and are drawn into a turn-back cuff at the wrist.

For the coming Fall season crepe de chine and silk crepes are in high favor. These waists are cut along the more fitting lines and while the set-in sleeve and short shoulder is not yet shown, the cutting of the sleeve is such that the effect is achieved. Vestees and waistcoats of net and organdie finished with Normandy, Gladstone, and roll-back collars of the same are introduced into all the new waists and the fancy buttons used make the strongest trimming feature. Silk ties, ribbon bows, and cords with tassel endings finish many of the collars. The long sleeve is almost unanimously put forward as the proper one for the Fall season. It fits the arm easily and forms a narrow puff at the wrist, which is gathered into a cuff or a frill of lace or net. Much hemstitching is used, and picot finishes are a feature on frills and collars. The colors besides black and white are flesh, egg yellow, copper, maize, peach, navy and gold.



KIMONO FOR FALL.

White and black striped cashmere challie in this kimono. The border forms the trimming and the Empire yoke is defined across the back by a ribbon matching the border in color. Shown by Kassab Kimono Co., Montreal.

HOSIERY AND DRESSES.

Paris, May 5.—One of the features of the season is the wonderful extravagance in footwear, and this applies both to hosiery and shoes. Though the split has disappeared the new skirts are so short that the feet are just as much seen as ever, and to add to this is the growing fondness for the new dances. Stockings are woven with gold or silver threads mixed with those of silk, and silk stockings sheer as gossamer are incrusted with real lace and beads. Jewel studded stockings are in great demand and many are embroidered with pearls tinted to match the gown and with small rhinestones set at intervals.

Bead embroidery comes in jet and crystal as well as colored beads, but most striking of all are the very sheer black silk hose with butterflies on them worked in amber beads, while other stockings have the wearer's monogram worked on them in rhinestones. Sometimes this monogram is of rose diamonds set in platinum and sewn on to the left stocking just above the ankle.

The bright-colored hosiery of last season in such colors as bright purple, emerald, cerise and tango, are no longer seen in the smart shops. The stocking still matches the gown, or is either flesh-colored or black. Stripes and plaids are shown to some extent but there is little chance of this fashion being strongly taken up. Mention is made of this extravagant footwear to show the trend of fashion, but for general wear the plain sheer silk stocking is the one chosen.

C. W. SHERWOOD EXTENDS.

The C. W. Sherwood Co., one of Regina's big stores, have taken over the Ash-McGowan ladies' store in Saskatoon, which carries dry goods, millinery, boots and shoes.

Sault Ste. Marie.—The stock of the Star Clothing Store was considerably damaged by water and smoke from fire in an adjoining store.

Latest Decrees of Fashion in Paris



THE VOGUE FOR CAPES—Woolen satin cape, black; sheath skirt, pleated double effect; skirt same material. Black straw hat trimmed with black fancy feathers. Bernard model as seen at Longchamps Races.

SHEATH SKIRT—Black cloth sheath skirt, with double skirt effect; interrupted in front. Small coat, same material, low pleated, forming waistband. Big jet buttons, small lingerie collar. Mousquetaire gloves. Black satin hat trimmed with Paradise. As seen at Longchamps Races.



Capes, Long Tunics, Sheaths, Directoires

Paris Has Chosen These Out of Maze of New Fashions Launched This Spring—Linen Suits, Black Velvet Trimmed, and Organdie Gowns for Summer—Very Short Skirts the Rule.

PARIS, April 28.—The time has arrived when it is seen which of the many fashions launched at the couturiers' openings are to survive, for no fashion can be accepted as a success until it receives a fairly general adoption. Parisian fashionables this Spring have had numerous and quite conflicting styles presented to choose from, and it is not to be wondered at that it has taken all of the past six weeks to arrive at a fairly definite conclusion. The couturiers for Spring presented a multiplicity of new styles based upon the dress of many periods. There were the hoops and frills of the 1830 to 1860 period, and the pantalettes of the same time. Bustle and apron fashions came from the days of the early eighties, and from this period Premet is taking the basque waist with its many seams and its demure buttoning up the front. Panniers and drapery effects were drawn from the familiar Louis modes, and many of the leading houses, including Poiret himself still continue to produce jupe culotte models.

Accepting Apron Styles.

Judging from the gowns seen at the races so far Paris has accepted the apron styles that Cheruit put out and at the present moment there are more dresses in this style than any one other seen. Another style that is taking is the long tunic, either pleated or flaring, which is worn over a very narrow under or drop skirt. This tunic gives much the effect of the long Redingote Cheruit launched last Winter, worn over a very narrow skirt. These Redingotes flared considerably around the bottom, and, though the present coats are short, the flare at the bottom is retained. Some of these new long tunics have the skirt section laid in knife pleats on both sides of a long and wide front and back panel.

For Summer wear certainly flounces are in, and the novel ways of placing them seem to be endless.

On a recent Sunday at Auteuil the many Premet dresses worn was a matter of comment, though many of them were worn under fashionable capes, and, therefore, only a glimpse here and there could be obtained. The greatest success comes to the dress made with the long basque bodice, plain and reaching to the hips, taken from the modes of 1880. This bodice buttons up the front, and is perfectly plain, though it creases likes a man's waistcoat, instead of fitting, as it is worn with the present-day corsets that leave the figure free above the waistline. The sleeves are fitting and long, and are set into a dropped arm-hole, and they are finished with narrow turn-back cuffs. The collar is high and standing, open in front, and flaring slightly at the back. The skirt consists of straight sheath, over which is a pleated or flaring tunic reaching well below the knees.

CHOICE OF PARIS.

Apron styles of Cheruit.
Long tunic, pleated or flaring.
Flounces for Summer.
Long basque bodice, plain, reaching to hips.
Paquin's new flare skirt.
Craze for capes.
Linen suits trimmed with black velvet for Summer.
Rough cloth similar to "Teddy bear."
Cord and moire for Fall.

Paquin's New Flare.

Even this form-tight skirt is not expected to last because of the enthusiastic way in which the new flare skirt Madame Paquin launched both here and in America has been taken up. This skirt, without destroying in any particular the youthful lines of the present-day figure, gives ease of movement with both grace and comfort.

Designed at first as a dancing skirt, this model has been made up in Summer materials, and so great has been its success that it is also showing in tailored suits. The colors worn are very much darker, and black and navy seem to be first in favor. Many dresses are appearing made of white silk serge or gabardine.

Craze for Capes.

One point that the races clearly brought out is that the fashion of wearing capes is rapidly developing into a craze, and this is going so far that tailored suits are being worn made with a cape instead of a jacket. One of these suits seen at the Concourse Hippique was of beige gabardine, with a cape of the same made with a vest of striped silk.

Turning to Summer styles, though many novelties in cotton goods have been presented, cotton crepes still stand first and promise to more than retain this popularity for another season. The new Rodier crepes have open-work patterns in drop-stitch effects, and a new white crepe has dots of colored cotton velvet. For Summer wear some of the model houses are preparing linen suits trimmed with black velvet, and Cheruit is advocating the black velvet cape worn with the white organdie skirt. Organdie blouses trimmed with narrow lines of skunk or ermine are being placed on the market, and dresses of mull or organdie are being trimmed with marten fur.

Rodier's Rough Cloths.

Judging from the new fabrics Rodier is producing for the coming Fall, there is no present indication of any general return to the wearing of face cloths, for the majority of his new cloths are on the rough or pile order. One of his leading novelties is named "Agnelia," and is something similar to duvetyn, only it is shaggier, and will stand rough wear better. Another new cloth is very similar to the teddy bear cloth, and besides there is shown many fur fabrics made of silk and wool, one of which is a very close imitation of moleskin. There is also shown a beautiful ribbed pile fabric similar to golfine and a rough faced all-wool fabric similar to that used for monks' garments. Tubline is a new silk and wool material. This fabric comes in plain and in shot effects, and also in a variety of Roman stripe patterns. A new idea is the use of spots in Roman stripes.

Cord and Moire for Fall.

Rodier is featuring both cord and moire silks for Fall selling, and these materials are shown in such variety that there is no question about their success. The leading color in these fabrics is dark blue, and the leading novelty pattern is the Roman striped or, as Rodier calls them, the ecossais spots, which are formed of three or four different colored stripes.

In place of Chinese designs Rodier is taking up Indian patterns, such as are found in Cashmere shawls, and also spots in Indian ecossais or stripes. There are some wonderful gold and silver tissues to be seen here, and one special cloth is named "Aphrodite." Much of the gold and silver cloth used in producing the costumes for the popular play was made by this firm, and this explains the reason for the use of this name.

Fashion Show for Montreal

Representative Committee Appointed to Arrange Details and Secure Co-operation of Manufacturers and Jobbers of Ladies' Ready-to-Wear Garments, Furs, Millinery and Dress Accessories—September Suggested as Suitable Date.

By a Staff Correspondent.

MONTREAL, May 5.—(Special).—A Fashion Show for the exhibition of ladies' ready-to-wear garments and accessories will be held in Montreal during the coming Fall, probably in the month of September. This was decided upon at a meeting held here near the end of April. The arrangement of the details and soliciting the support of all the manufacturers in Montreal was left to a committee who will report at another meeting to be held May 13th.

The idea of a Fashion Show for Montreal has been under consideration for some time. It was one of the main objects in view when the formation of the Ladies' Garment Section of the Canadian Manufacturers' Association was effected in Montreal about two years ago. It was through the instrumentality of the officers of this organization that a general meeting was called to discuss the project and to ascertain what measures of support could be obtained for it. Invitations were sent to all the manufacturers of ready-to-wear garments, as well as to fur manufacturers, wholesale milliners and wholesale manufacturers and jobbers of dress accessories.

The meeting was presided over by A. Sommer, president of the Ladies' Garment Section of the Canadian Manufacturers' Association, and Geo. E. Fraser, secretary of the same organization, acted as the secretary of the meeting.

In outlining the object of the meeting, Mr. Sommer said he thought the time had come when a plan should be considered for advertising Montreal as a Canadian centre for buying ladies' garments and for holding a style show such as is regularly held in Cleveland and Chicago, as well as European cities.

Mr. Sommer said he could not see any reason why Montreal could not do what other cities had done, and he felt confident that not only the manufacturers, but the retailers, would take a lively interest in a fashion show, and he also stated that the secretary of the Retail Merchants' Association of Montreal had expressed a view that the retailers would join hands with them to enlarge the scope of the fashion show and to make it a "Made in Montreal" week, during which time they would have window displays of "made in Montreal" goods.

Good Advertising.

Taking up the question of the benefit that might be derived from such an exhibition and the question of the expense attached to it, Mr. Sommer submitted that if only 50 buyers came to the first fashion show, and that each one bought say $1,000 worth of goods, the exhibitors would thus reap a benefit in orders to the extent of $50,000. He said if travelers were sent out to get this amount of business, it would cost at the very least calculation 6 per cent. of this figure, or a total of $3,000. A fashion show could be held for less than this amount. His proposal was that two days should be set aside for each season for holding a fashion or style show and that the manufacturers would supply about half a dozen garments each, such as furs, suits, coats, dresses, gloves, hats, etc., and that a suitable hall or theatre should be engaged, and the garments shown on living models.

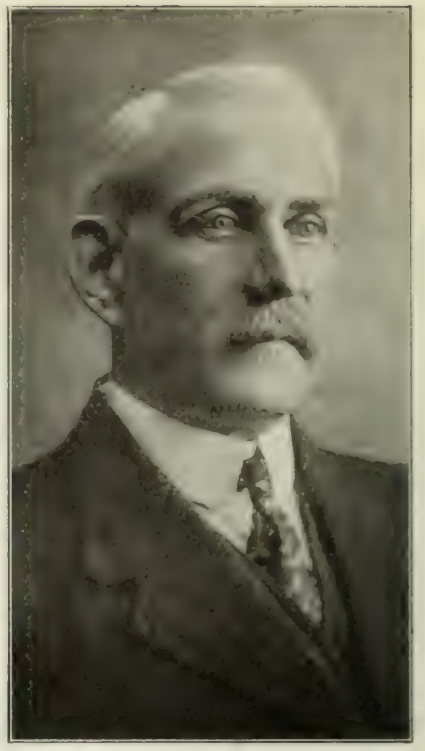
Following Mr. Sommer's presentation of the proposed show, there was a general discussion as to various features which might be introduced, and of the possible benefit that might accrue, the expenses, and the ways and means of financing the undertaking.

Mr. Schloman emphasized the importance of having the co-operation and the support of the manufacturers outside of their association.

Mr. Revol, speaking as a representative of a dress accessories house, said that his firm would be very glad to bear their share of the expense of such a show and to give their support to it. He thought that a show such as had been outlined would be an excellent thing for Montreal, and for the manufacturers participating in it.

Co-operation Pledged.

Mr. Cooper, speaking for the fur trade, said he was heartily in sympathy with the movement and would support it. He hoped that all branches of the ladies' garment business would participate. He spoke of the advantage of having buyers come to the house and see samples where they could be shown to much better advantage than out on the road.



J. W. NEIL,

Who has been appointed provincial organizer for Manitoba of the Retail Merchants' Association of Canada. By a mix-up Mr. Neil's cut was credited to Mr. McNeil in last issue.

Mr. Hart suggested that the week when the Cartier Centenary Celebration would be held in September, would be a good time to hold the show, as many people from outside would be coming to Montreal at that time. After some further discussion, a resolution was presented by Mr. Schloman and seconded by Mr. Hart, "That a fashion show be held in Montreal at a date to be decided upon, to consist of ladies' garments and accessories, and that a committee be appointed to carry out the details." This was put to the meeting and carried unanimously.

Motions were also adopted that the expense to any one exhibitor should not exceed $100, and that the total expenses of the show should be borne equally by those exhibiting, also that letters should be sent to manufacturers not represented at the meeting, telling them of the action taken and asking for their co-operation and support.

The following committee was appointed to call on the manufacturers to follow up the letter: Messrs. Hart, Cooper, Kellnor, Revol, Sage, Brodeur and Fainer. This committee will report at another meeting which will be called for May 13th, and it is anticipated that by this time practically every manufacturer in Montreal will have endorsed the movement.

Devices of Other Dry Goods Merchants

Buying a Hat With Each Cloak.-

THE Gilbert Co., of Chilliwack, B.C., have moved their shoe department into a new location and now carry a complete stock. In the place formerly occupied by ladies' and children's shoes they have added a stock of millinery, carrying trimmed hats, shapes, and trimmings. The millinery department now adjoins the cloak department. In a letter to The Review, the firm state: "We never sell a suit or coat without selling a hat." So effective is the method employed by this Western firm in making the two department work together for mutual benefit.

Turning Mail Order Exchange to Account.

A MERCHANT in a northern town in a fight against mail order business turned an exchange to his own advantage rather neatly. He had purchased a job lot of ladies' coats and had begun to display them and advertise them in the weekly papers. Just then, a lady came along and told him she had bought a coat on a mail order but did not like the color, fit or anything else about it. She suggested that the merchant allow her something in exchange. He said $10 and she consented, after some demur, as the coat cost her $18. She got in its place a coat marked $20, paying $10 additional. The merchant saw a chance for scoring off the M.O.H. and set up a display in his window, after this fashion: "This coat was purchased by a (name of town) lady at ———— for $18. See this coat at $15," showing one of admittedly better value—one of his job lots. A second one he ticketed thus: "Thiscoat, only $20." A third ticket read: "Come inside and compare our values with city departmental stores." Needless to say, his window started talk and his sale boomed and his whole business was benefited by a greater local confidence in the values he was giving. In order to carry out the $18 cost idea, he showed the counter check of the M.O.H. covering up, of course, the lady's name and address.

Evening Fashion Display in Guelph.

AMONG the annual events of G. B. Ryan & Co., Guelph, is an Evening Fashion Display, at which not a dollar's worth of goods is sold. The entire object is to allow every freedom throughout the entire store, so that they may make sure of having crowds to witness this display, which is an excellent opportunity of displaying quantities of goods that, under usual circumstances, are boxed on the shelves. At five o'clock on the afternoon of the opening the store was closed, and, having previously laid out the display in mind, the staff began to decorate and drape every inch of space everywhere, and by 7.30—the hour of opening—the whole interior appearance was totally changed and a revelation of the beautiful. On the last occasion an orchestra was engaged. The event has always been successful, and although this particular night was a wet, stormy one, the store was crowded with people—men as well as women.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

NEW DYEING PLANT.

The Cobourg Dyeing Co., Limited, Cobourg, Ont., have built and equipped a modern and highly specialized plant for dyeing and finishing from the grey and for the re-dyeing of woolen, worsteds, or union piece goods. The advantages of having stock in the grey dyed to order by reliable methods or of having unfashionable shades re-dyed will, it is felt, strongly appeal not only to the manufacturers of piece goods and of garments, but also to wholesalers and retailers. The plant has a capacity of 150 pieces a day, and precautions were taken to make it conform with the most approved practice of England and the United States and plans were approved by Bradford experts. Each department is in charge of a competent foreman and operatives. High standards are the first essential in a plant of this kind, and initial work has proved most satisfactory. The company's premises have good water facilities, are well equipped for bonding and warehousing and the arrangements are such as to ensure prompt deliveries.

* * *

CANADIAN WOMEN AND EUROPEAN FASHIONS.

Not many years ago it was claimed that the well-dressed Canadian woman had to go to New York for her gowns unless she made an annual trip across the herring-pond. To-day, matters are very different. Canadian experts travel to and fro, examining and purchasing the best that Paris or other fashion centres can produce. Of these, there are no more critical buyers than Messrs. H. H. Winder and J. C. Winder of the firm of Gebr. Riegel & Langer, of King's Hall Building, Montreal. To use an every-day expression, "What these gentlemen do not know about European gowns, millinery and trimmings is not worth knowing." Year after year they have toured Europe at all seasons of the year. They know where to look for the best and the price to buy it at. Their keen judgment has made them amongst the most conspicuous figures in Canadian fashion trade circles, while the enormous volume of business that annually passes through the firm's hands is substantial evidence of the confidence that merit has won from the retail trade throughout the Dominion.

* * *

AGENCY FOR WHOLE OF CANADA.

The Fraser, Mather Company, 228 Chambers of Commerce, Winnipeg, on April 1st took over the agency for Messrs. Barry, Ostlere & Shepherd, Ltd., linoleum and floorcloth manufacturers, Kirkcaldy, Scotland, for the whole of Canada. The Fraser, Mather Company have represented this Scottish house for some time in Western Canada, and to enable their looking after the Eastern business in the best way, they have established an office at 112 Board of Trade Building, Montreal. Mr. Mather will be in charge in Montreal.

Buyers' Guide

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

Advertisements under this head two cents per word per each insertion. Cash with order.

FOR SALE

FOR SALE DRY GOODS AND LADIES' wear. One of Western Ontario's best manufacturing towns. Clean, fresh stock, staple goods. Cash business. A good buy. Part cash. Box 56, Dry Goods Review.

FOR SALE.—FIFTEEN WARDROBES, SUITable for either ladies' ready-to-wear garments or men's suits. Each wardrobe will accommodate thirty suits. Finished in quarter-cut oak, glass receding doors. Cost originally $45.00 per section. Will sell all or any one for $20.00 per section, knocked down, crated, F.O.B. cars here. Apply quick, to Playfair Preston Company, Midland, Ont.

AGENTS WANTED

PLAUEN COLLAR and LACE MAKERS Want Agent for Canada. Write to M. Scharschmidt, New York, Hotel Astor.

DRY GOODS FIRM IN NOVA SCOTIA WANT competent dry goods department manager and assistant buyer. Apply, giving experience and reference, C. S., care of Dry Goods Review.

ENTERPRISING MANUFACTURERS OF wide range knitted silk, etc., goods, seek active, well-known agent on commission basis. Goods fashioned to suit Canadian demands. Known in Dominion. Box 55, Dry Goods Review, 143-149 University Avenue, Toronto, Ont., Canada.

The Condensed Ads in this Paper will bring good results

"METAL TOP" GARMENT CONTAINER.



This illustration gives a good idea of a device for protecting a garment, manufactured by Campbell, Metzger & Jacobson, 446-450 Broadway, New York. It is used for ladies' dresses, coats, suits, negligee and men's wear.

The hanger is hung on hook (b). Movable rod (c) which swings from hinge (a) is fastened on to catch (d). Flaps (e) are then dropped over top (see cut below) and fasteners on side are snapped closed. To remove bag, unfasten both rods from catch (d) and pull frame free of bag. The other cuts illustrate the bag closed, and the hanger itself. Note the dust-protecting flap, running length of bag. The container comes in pinks, yellows, blues, etc. It can be made moth-proof by enclosing camphor balls.

CLOSED CROTCH.

(Continued from page 52.)

Cooper garment as sold commercially and as designed in patent No. 973,200. According to Mr. Hammer the principle of the two designs differed, the patent having an excised opening at the seat, the commercial garment having simply a slit; the cutting in one case being oblique, in the other, vertical. According to him the flap construction also differed. In this connection he testified as follows:

"If we take the same claim on defendant's garments we find 'an undergarment having the body and leg portions thereof cut to form oblique posterior opening.' It was not so cut and is not so cut. It was cut vertically and it was cut as a slit. Nothing is excised. Nothing is taken out. Something is added. This is the line of the cut, that seam, coming from the apex down to the leg. That is the line of the cut. That cut does not extend obliquely across the seat. It starts in the middle of the back and runs down into the right leg. It calls for 'an inner flat co-extensive with said opening' and we can see that while there is an inner flat it certainly is not co-extensive with the vertical slit that was made in the garment."

The drawing exhibited to the court and herewith reproduced shows what the defendants claimed to be the difference in design of the two garments.

Further testimony as to the Princess Knicker and the garment called "Lacher closed crotch" in the illustration was introduced through Mr. Hammer as expert and through persons connected with the early history of such garments.

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The Recognized Authority of the Canadian Dry Goods Trade

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—why

The Montreal Board of Trade

April 4, 1914.

Sir,

As circular letters are sometimes not perused, the Council of this Board asks that you will give special consideration to a circular to be presently issued from this office with regard to the visit to Montreal of the Dominions Royal Commission.

Yours obediently,

GEO. HADRILL,
Secretary.

THE card reproduced above is undeniable evidence that advertisers are beginning to realize that the circular and circular letter are too weak to stand on their own legs.

THAT the Secretary of the Montreal Board of Trade should deem it necessary to send out a post card in advance of his circular, suggesting that the members read it, is pretty good evidence that the majority of business men pay scant attention to this class of advertising.

WHY throw away good money on waste paper basket fillers when you can reach the best buyers in Canada through The Dry Goods Review—the paper that is read **each issue** from cover to cover by the retail dry goods merchants and their clerks from coast to coast, because of the vital business-building news and suggestions they find in the advertisements as well as the editorial sections?

Think this over—size up the situation.

BIG STORES in
Big Cities used to be
the only ones to sell

Kleinert's

GEM Dress Shields

Nowadays they are selling in the Live Stores *everywhere*.

Our advertising has helped.

But it is the *merchandise* that has done the trick.

And the fact that the wisest merchants are pushing the undisputed *best* in each line.

I. B. Kleinert Rubber Company TORONTO CANADA

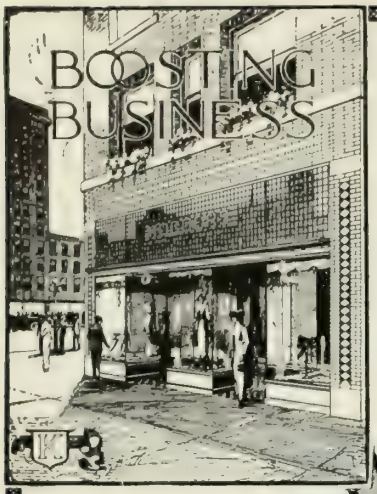
DRY GOODS REVIEW

VOL. XXVI No. 10

PUBLISHED SEMI-MONTHLY



May 20th, 1914



Get This Store Front Book

—it contains authentic information which we were able to compile by specializing in the building of KAWNEER for 30,000 Store Fronts.

"Boosting Business No. 21" is assembled and printed for you—it shows photographs of many of the most successful big and little Store Fronts in the country, together with suggestions for *you* that we believe will interest you. We believe this because our suggestions are founded upon practical experience—suggestions offered after working *with* Merchants in the designing and building of money-making KAWNEER STORE FRONTS.

If you do not feel able to put in a new Front now that will fit your business and sell more merchandise, you had better postpone it one season. Don't misapply your Store Front appropriation—don't be content with simply a new Front—one like thousands of others.

You should consider your Store Front as a part of your *business*—not simply a material part of your building. Think how dependent your prosperity is upon the success of your Store Front to pull the people *inside* your Store. It can make more net profit for you than any salesman in your organization, simply because it tells your *own* story to every person that passes your place of business. It stands out there 24 hours a day and 365 days a year. You can save a little money on the initial cost by putting in the old style wood or iron Front, but if you are looking ahead to a *real* business gain—to a low *ultimate* cost, buy a KAWNEER STORE FRONT. Surely the experience of thousands of other Merchants means something to you. Buying a Store Front is a cold business proposition—sentiment or pride should be forgotten—and the more thoroughly you investigate the more determined you will be to own a KAWNEER FRONT.

Kawneer STORE FRONTS

Every mail brings dozens of coupons for "Boosting Business No. 21"—inquiries from the country's keenest and most conservative retailers—business men who have come to realize the wonderful pulling power of the Store Front. They are sending for this authentic Store Front Book to see photographs of some of the successful KAWNEER FRONTS recently installed.

One Merchant sent for this book not long ago with the ultimate result of a new KAWNEER STORE FRONT and during the first five months the profits on the increased business was sufficient to actually pay for the Front—another Merchant paid for his Front in eight months—another in ten months. One Merchant says his Front is valuable because he is able to sell what *he* wants to sell—not what the people want to buy; another writes that 65% of his entire business is due to his KAWNEER STORE FRONT.

And KAWNEER FRONTS are permanent too—made of solid copper, brass, bronze or aluminum—need no paint or repairs. The upkeep cost is reduced to a minimum. And the flat, spring-grip on the glass not only holds but *protects* it.

KAWNEER STORE FRONTS are built around *your* requirements—the all-metal idea was the outgrowth of an Architect's practice and investigations.

Just mail this coupon—it will bring your copy of "Boosting Business No. 21" in the next mail. See what other Merchants have done—make money by their paid-for experience.

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Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst Street
TORONTO, ONT.

COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst St.
TORONTO, ONT.

Kindly send "Boosting Business No. 21" without obligation

Name .....

Street and No. .....

City or Town .....

Business .....

Dry Goods Review

VOL. XXVI. MAY 20, 1914 No. 10

Many Alberta Dealers at Three-Day Conference

One of the Livest Questions Discussed Was That of Wholesalers Selling Direct to the Consumer—Strong Resolution Introduced—Collection of Small Debts Given Much Attention—T. A. Gaetz, Red Deer, the New Head.

Reported by Staff Representative

CALGARY, Alta., May 12.—One of the most remarkable conventions ever held by the Retail Merchants' Association came to a close last week in Calgary. This was the first annual convention of the Alberta Branch, which has been organized much less than a year; but it is big for its age. The convention lasted three days—May 5th, 6th and 7th—and was remarkable for many things. Firstly, the business consisted more of discussion on subjects of interest to the retailer, than on the hearing and delivering of lectures. About three dozen resolutions were adopted, and these referred to subjects upon which the members had their own opinions. Often these were at variance, which made the meetings more interesting.

The attendance was good. Members came from every corner of the province. There was no monopolizing the business by the larger places. Those who attended consisted mainly of general merchants, with a good sprinkling of hardwaremen. What grocers there were, were mostly from the larger centres, and they joined hands with the general merchants. The hardwaremen looked after their own business.

Tuesday morning was spent in welcoming the visitors to the city, and in registration. The evening session was presided over by the president of the provincial board of the association, J. F. Glanville, of Calgary.

The session was mainly taken up by the delivery of addresses by Major Duncan Stuart and C. L. Carter, dealing with credits.



View of 8th Avenue, Calgary, Showing Municipal Railway.

The Small Debt Court.

In the course of his address on "The Small Debt Court, and Its Relation to the Farmer," Major Duncan Stuart stated that the machinery now in existence in Alberta for the collection of small debts was an absolute failure.

He referred to the question of imprisonment for debt, and said that the idea of imprisonment for debt was a thing of the past. He did not think in the first place that a man should be imprisoned for debt, and in the second place he did not think the government could ever enact any such legislation. In the third place, he did not think it would work well if such a law were enacted, be-

cause the feeling of the people was against it. The judges, lawyers and court officials had no heart for that sort of thing. They did not want to see men handcuffed, and taken away to jail. But if a man owed a just debt, there ought to be an efficacious way of getting after the man's earnings.

He had submitted a proposition for the consideration of the government by which after getting judgment, the creditor could call the debtor before the court, and have him examined as to the wages he was earning, or as to any other money that might be owing to him. If the judge was satisfied that the debtor was earning more than sufficient to supply the needs of his family, then it would be in the power of the judge to make an order that would entitle the creditor to serve notice upon the debtor's employer and without going into court again requiring him to deduct from the debtor's wages so many dollars per week as the judge might think right.

As for farmers who contracted debts, he thought that if these debts had been incurred for the supply of the necessaries of life, he was of opinion that these debts should be placed against the homestead, and with a provision that the homestead could not be sold for a number of years in order to meet these debts.

In concluding, Major Stuart stated that, while there was a small debt court, at the present time, he thought a judge should be appointed to deal with small debt cases summarily. (Applause).

A short discussion followed the close of the address, among those taking part being: A. M. Anderson, D. A. Thompson, Coronation; J. G. Robertson, Foremost; and N. A. Gaetz, Red Deer.

WEDNESDAY MORNING SESSION.

When the delegates arrived at Paget Hall on Wednesday morning, they were split up into divisions. There should have been at least five divisions, but eventually they resolved themselves into two, the hardware section and the general stores. The latter included grocers, dry goods merchants, and general merchants. In the body of the hall, the resolution committee had a sitting at which they prepared two score resolutions to be brought before the general committee at the afternoon session.

A. M. Anderson, chairman of this division, spoke on the severe competition felt in the smaller places. This gentleman's observations were of importance because he expressed his opinion freely during the discussion on the subject of running a business on the cash or credit basis. He declared that the former was impossible in this part of the country, and that where a man tried out the cash system, he would eventually revert to the credit system.

Some Candid Criticism.

D. R. McIvor, Cowley, was one of the first to start an attack on the wholesale houses for selling direct to the consumer. He believed that the farmer, after a few years with this organization of theirs, would find out that they could not handle goods on as cheap a basis as through the retailer, and that it would be to their interest to attend to their farms, and have somebody else manage their supply end.

He claimed that whenever retailers brought a charge against wholesalers they were told to the face that the charge did not exist, and all the while the goods were lying at the depot. At this convention, said Mr. McIvor, the general stores especially should take strong action, and bring out some plain statements. If the wholesalers were bound to be retailers, they should let them be retailers, and the retailers should become wholesalers.

A member from Bassano told a story of a wholesaler and a contractor in that town. The latter had been trading with this speaker, but one day a wholesaler came to town, drove out to the place where the work was proceeding, interviewed the cook and the boss and took the business. If he had been dealing with this wholesale house, he would have been protected. His only protection was in an association like this. There were more wholesale travelers going around than the retailer could buy from.

Often, said the speaker, a wholesaler came to town who did little business, whereupon he said, "If I can't do business with the stores, I'll sell to the contractors, the hotels and the restaurants, and at least get my expenses."

Sees Cure in Organization.

G. W. Buck, High River, referred to by the chairman as 'a big merchant in the south,' was the next speaker. If they organized, he said, when a wholesale traveler came to a town and declared his intention of doing business with the hotels, the fact could be made known, and the retailers could cut him off. It would only be necessary to do it for one month to cure the evil.

Referring to his methods of doing business, he said they had been doing a long credit business, and had found that this gave the mail order people a chance to get in. Later they started as near cash as they could get, with nothing over 30 days. They were told they could not do it, but they had succeeded.

Taking up the question of the mail order houses, he pointed out that merchants were leaving room in lots of small towns for these people to come in. The small dealer in the small town could not carry large stocks, and 25 per cent. of what the customer needs he could not keep in stock. The customer must send away for them; he gets the habit, some of the things he gets from the mail order are satisfactory and eventually he sends them all his business. He thought they should all get down to a practical cash basis, keep their stocks up, and watch the little things that the people wanted and were liable to send to the mail order firm for.

No Hold With Cash.

Mr. Anderson, the chairman, said he did not think it was possible to do a cash business in the small towns. He had tried it, and found it hard. On the other hand, if they limited the credit they gave, they got a hold on their customers; if they had a cash system they had no hold on them, and there was a tendency for them to go to the mail order houses.

Notwithstanding all they had said about getting after the farming community for not showing gratitude, all the farmers were not like that. He had satisfaction in looking back on customers who had stood by him. They were liable to touch on the sore spots only. It was abuse of credit and indiscriminate credit that caused the trouble, but if the credit business was done successfully, money could be made at it. Merchants should use more backbone. It was a mistake to lie down to customers. They should keep a stiff upper lip, look the customer straight in the eye, and customers would then have more respect for them than if they were always cringing

ELECTION OF OFFICERS.

The election of officers took place on Thursday afternoon, and was private. T. A. Gaetz, general merchant, Red Deer, was elected by acclamation for president; H. N. Stephens, general merchant, Vermilion; first vice, N. B. Good, Lethbridge; second vice, N. I. McDermid, of the McDermid Drug Co., Calgary, treasurer; and J. A. Bucknall, re-elected provincial secretary. There was a ballot between the first and second vice.

TO RED DEER NEXT YEAR

The next convention of the Retail Merchants' Association, Alberta Branch, will be held at Red Deer, Alta., which is the home town of the new president, T. A. Gaetz.



A fine picture of the delegates to the Alberta Convention. The new president, T. A. Gaetz, is the second man from the right in the second row. J. A. Bucknall, the provincial secretary, is fourth from the right in the front row and on his left is W. H. Andrews, the Calgary secretary.

to them. That was not business at all.

W. A. Fraser, Pincher Creek, did not agree with Mr. Anderson. He had had twelve years in the West, and his experience had been that you could not do a cash and credit business together. They ought to come out and out for one or the other. There was not sufficient difference made between cash and credit systems. If they were going to give credit, they should place a 10 per cent. advance on the price of their goods, and tell the merchant that he would get 10 per cent. off for cash, but if they got a good living by selling for cash, and 50 per cent. profit for credit, it would be better for the interests of the trade.

Mr. Fraser said that he had no more faith in 30 days' credit than in 30 years'. Thirty per cent. of the customers would leave it for fifty days, and some for a year unless some drastic measure were taken. He had been in the general business. Later he cut out the groceries, with $10,000 on his books. Then they did as near a cash business as they could, carrying only $4,000 on their books. But they could not draw the line too fine. He knew plenty of men in the cash business who would not go back to the old system.

Pleased With the Change.

H. J. Montgomery, Wetaskiwin, made one of the most interesting speeches of the morning. He said he cut out the credit system two years ago, after he had been doing 60 per cent. credit and 40 per cent. cash. After their first year of business, they had $10,000 on the books, the next year $15,000, and the next $20,000. Then they decided that if they could not get their money they would not do business at all, and went into the cash trade. It was not the farmers who were getting the credit, but the townspeople, who were living beyond their means. They expected a drop of 30 per cent. in their turnover. The first day was a miserable one, wet, and did not augur well, but that night they had more cash in their till than they had ever had before, and they never would return to the credit system.

During the first few months the amount of business done was not decreased more than five per cent. After that the business depression came which affected all business, upsetting calculations. Other merchants in the town have decided to adopt the cash system after seeing how well it works.

Salaries of Clerks.

Mr. Montgomery then opened an interesting subject. He wanted to hear the experience of dealers in the payment of their clerks. Was it advisable to pay a straight salary, or a percentage? He found it hard to get efficient help. One man was loyal, the next was lazy. Only a small percentage took the interest in the business they should. He often thought it would be better instead of paying a straight salary, to offer the clerk a commission on all sales above a certain amount. In his opinion the clerk would then be anxious to sell more goods.

Mr. Anderson, the chairman, while he did not wish to discourage Mr. Montgomery, said he could not help predicting that he would be back at the credit business inside of five years. He had been through the mill so thoroughly, he knew how it worked out. It started with giving a customer a pair of shoes, say, on approval.

Mr. Fraser of Pincher Creek wanted to know whether two years' experience was not sufficient to prove whether a cash system paid or not.

Officers for Sections Elected.

The meeting of the general merchants then came to an end, and Mr. Anderson

remarked how helpful this little fellowship talk had been. He only wished they could have one every month. The election of officers for this division then took place. On the motion of Mr. Montgomery, seconded by Mr. McIvor, A. M. Anderson, Bawlf, was chosen president. W. A. Fraser, Pincher Creek, was elected first vice, and E. F. Purcell, Bassano, second vice. F. F. McDonald, Cayley, was elected secretary.

J. F. Glanville, provincial president, being unable to attend, T. A. Gaetz, Red Deer, took the chair at the afternoon session. The business down on the programme was Report of Resolution Committee and discussion and voting on Inter-Provincial resolutions to be submitted to the Dominion Board. There were about thirty resolutions. Some called for discussion; others were dismissed quickly. J. A. Bucknall, Provincial Secretary, was on the platform.

Discussions on Resolutions.

Among the many resolutions submitted, the following are of chief interest to the trade in general:—

That it is the opinion of this meeting that no change should be made in the present parcel post system, as recently adopted by the Government, until it has been fully worked out and tested, and that we should insist, as far as possible, that it be self-sustaining.

On motion of Mr. Stevens, Vermilion, and Mr. Jackson, Pincher Creek, the resolution was adopted.

That it be an instruction from this convention that the information be ecured from the retail merchants throughout Alberta as to whether they are favorable to have a special tax placed on large mail order catalogue houses, and that the money so secured through taxation would be paid into the various municipalities from which it is taken.

When this resolution was brought forward, the chairman announced that the resolution committee had decided that, as the Provincial Government had no power in the matter, this matter should be referred to the Dominion Board.

A member wanted to know why, if manufacturers were required to pay a licence fee to operate, the mail order people were not compelled to pay too. Mr. Stevens, Vermilion, answering this said that the province had no control. Eaton's and Simpson's sent their catalogues through the mails, and their goods went by parcel post, so that it was impossible to touch them unless the Dominion Government did something.

Getting After the Pedlar.

That we consider that it would be in the best interests of the retail merchants of this province, who pay municipal taxes and business taxes, as well as maintain other expenses in connection with the retail sale of merchandise, that a provincial pedlars' licence be charged to all pedlars, and that a portion of said licence be remitted to each municipality, and that any person who is found making false statements or deceiving the public should have his licence canceled, and also that the present pedlars' licence be amended so that manufacturers who peddle shall be included.

This resolution brought forth considerable discussion. Mr. Johnson, who formerly operated a store at Grassy Lake, told of a traveler who went out there last year, claiming to be a wholesaler, and sold goods at cheap rates. The speaker had been commiserating with his victims ever since, as they were stung, the goods sent being seconds. The man was arrested at one place and fined $10, whereas he had done about $10,000 worth of business. J. A. Bucknall suggested the words "and that the penalty be fixed not less than $50 in each case." Mr. Johnson thought that good. He continued, saying that the only way to handle this was through the boards of trade. Mr. Bucknall replied rather heatedly that if the merchants were alive there would be no need for boards of trade. "You can't do it," replied Mr. Johnson, "they're dead."

The resolution was adopted.

That it is the opinion of this meeting that the system of charging for freight cartage at both ends is unfair to the retail trade, and that we recommend that this matter be referred to the Dominion Board, and that they be requested to take such steps as will remedy the evil, and that all merchants buy f.o.b. cars where possible.

Mr. Bucknall told the meeting that a deputation from the Calgary Board of Trade had met the committee that morning, and it had been decided eventually to have the Calgary Board of Trade take steps to have the freight charges arranged so as not to be a burden, as it is now.—Adopted.

Another resolution along similar lines was "that this convention take steps to ask the Dominion Railways Board to order the railways to supply freight classification books when asked for."—Carried.

That it is the opinion of this meeting that, in the event of co-operative society legislation being introduced again at Ottawa, that every effort should be made by the Dominion Board to see that the same is vigorously opposed.—Carried.

That as a great many requests have been made by members of our association, to make provision for an efficient inspection of the proper weight or articles sold over retail counters, that this convention petition the Dominion Government to take such steps to secure the marking of all package goods with the net weight.—Carried.

That it is the opinion of this convention, that a very large sum of money can be saved by our members, if they would write and secure information from the head office before they subscribe to, or connect themselves in any way with any rating or collecting associations or agencies.—Carried.

A Point in Buying Goods.

The following resolution created considerable discussion:—

THE COLLECTION OF DEBTS.

In Alberta the question of debt collection is just as live as anywhere else. One of the important resolutions submitted to the convention in this regard was the following:—

"That this Convention take further steps to press our amendments to the Division Court Act, regarding garnishees and simplifying the collection of small debts."

Mr. Bucknall announced that they had met with some success in petitioning the Alberta Government. A letter had been received from the attorney-general stating that the Premier would see that the bill was introduced next session. Mr. Bucknall said it could not be allowed to rest there, but should be given a last kick to drive it home.

Under this law, a merchant can secure a judgment summons and have his debtor put on oath as to his earning capacity, and get an order, the employer being compelled to deduct so much a week from the man's salary.

Mr. Thompson, Coronation, said it would be effective in some cases, but not in the case of the man who is always trying to beat his creditors. He did not believe in imprisonment for debt, but he believed it would be effective. Both the lawyers in his city said they should have the same law as they had in Ontario.

The resolution was then adopted.

That in the opinion of the convention the retailer receiving credit notes on goods not ordered or returned as unsatisfactory, should have some remedy.

A member told how travelers called on him offering goods, which were ordered and signed for, but which arrived different to those ordered. They had no way of showing that they were not what they ordered.

J. Miller, Stoney Plain, said his buyer took a copy of everything he bought, checked the invoices, and if the goods were not those ordered the manufacturer was always willing to take them back.

The member who made the complaint then came down to tacks and stated that the goods ordered were 50 raincoats, 50 inches long. These came in too short, and were lying at the depot. The general opinion was that it was up to him to show the court that they were not as ordered.

The Chairman: "A good manufacturer to keep away from."

Mr. Stevens, Vermilion: "The executive have a hard nut to crack in that. Mr. Miller suggested something that I recently adopted. I took it up with my buyers some time ago, and got them when buying to get a description of the goods if the firm was not well known."

It was decided not to introduce this resolution, the committee thinking it a difficult subject to handle.

That whereas a very much larger sum of money is invested in retail distribution, than is invested in any other manner in the Province of Alberta, that we urge upon the Alberta Government the necessity of appointing a minister of inland trade, so that our retail interests can be cared for. It was decided to lay this resolution on the table.

That we commend the action of the Dominion Board in asking for legislation during the coming session that will make false advertising of merchandise a crime.—Carried.

That it is the opinion of this meeting that the time has arrived that we, as an association, should undertake a strong education campaign, to educate the public to a greater knowledge of the importance of the retail trade, so that the various sections of trade will not receive the abuse they have received from organizations, who are not familiar with the processes of distribution, and that this meeting recommend that the executive appoint a committee from the various sections of trade, who would be willing to give their time to addressing public meetings, with the object of educating the general public to the true conditions and the importance of the retailer in the community.

Selling on Sunday.

That we recommend that the law which prevents merchants from selling goods to their customers on Sunday, should also apply to the customer, making him equally responsible for violating the law, the same as the merchant.

The question of selling gasoline came up in connection with this. The chairman was surprised to hear this was against the law, remarking that he often bought it on Sunday.—Carried.

That we recommend that the Dominion Board of our association apply for an amendment to the Trading Stamp Act, to include all forms of guessing and voting contests.—Carried.

That this convention request the executive officers, to report upon the advisability of securing inter-provincial judgments, so that they will be operated in every province, so as to facilitate the collection of small debts.—Carried.

That this convention place itself on record as being opposed to municipalities engaging in the retail trade.

This had particular reference to municipalities retailing electrical fittings, etc.—Adopted.

WEDNESDAY EVENING.

Wednesday evening session proved both interesting and enjoyable, two addresses being delivered by Norman Rankin and R. J. Deachman.

Mr. Rankin chose as his subject "Advertising," and as he has gained for himself an enviable reputation as an advertising expert, it naturally followed that his remarks were listened to with close attention, and that he had much valuable information to impart. He handed out many "tips" to the delegates, and thoroughly impressed upon them the fact that business development and advertising go hand in hand.

Mr. Deachman delivered an interesting address on "The local newspaper and its relation to retail trade." One of his remarks was that the first community advertiser was Paul, for what finer phrased piece of advertising was there than that of Paul when he declared: "I am Paul of Tarsus, a citizen of no mean city"?

Selling Over Retailer's Head.

A resolution by the general merchants was then introduced to the effect that as they understood manufacturers and wholesalers were supplying goods to the consumer, and were becoming a menace to the retail trade, resolved that this business can be best handled by the retailers, and, further, that the merchants and executive take action to stop this business, or of starting a retail merchants' wholesale company.

Favored Prohibition.

Mr. Gaetz, chairman, read a resolution suggesting that the convention approve of the action of the temperance and moral reform league in their efforts to place on the statute book a provincial prohibitory law. This, said Mr. Gaetz, meant that liquor would not be sold anywhere in the province if adopted.

Some opposed it, but the resolution was finally adopted.

THURSDAY MORNING SESSION.

J. F. Glanville, provincial president, was in the chair when the convention was called to order Thursday morning. The proceedings began by Mr. Glanville reading a resolution: "That in the opinion of the convention the Government of Alberta should be empowered to conduct a general banking business."

W. A. Fraser, Pincher Creek, said the adoption of such a system would be in the mutual interests of the farmers and the retailers. They heard the cry for

(Continued on page 14.)

SKETCH OF PRESIDENT GAETZ.

T. A. Gaetz, the new president, is a man who figured much in this, the first annual convention of the Alberta branch. It was rumored long before the election of officers that he was a likely man for president. He had proved himself able, and a man with a wide knowledge of the retail business. Mr. Gaetz came to Western Canada in 1887, *when he was fifteen years of age, and knows something of the hardships of pioneer life. He told the convention during one of the discussions that he would not like to return to the rough ways of the early days. He did not a little ranching as a youth, then started working in the general store of Smith and Gaetz, Red Deer, in* 1896, *and worked with them for ten years. Then he and R. C. Brumpton bought out the above firm, and two years later Brumpton bought out Gaetz. The latter then started for himself in Red Deer, and owns a good business in that town. He put five years on the council there, is vice-president of the Board of Trade, president of the local Retail Merchants' Association, and a member of the hospital board.*

System for Keeping Weekly Tab on Stocks

Form for Stock Book Showing Number, Cost, Selling Price and Entries After Each Sale—Profits on Ready-to-Wear Garments for Women and Men, Furs, Etc., Easily Computed—Prevents Mysterious "Shrinkages."

KEEPING tab on stocks in hand is coming to be more and more a very important feature of modern merchandising—and this is particularly true with regard to wearing apparel including suits, furs, etc., where the garments are of considerable value. It takes no comment here to bring home the importance of knowing practically at any time the amount of stock on hand and what has become of every garment that is not on the hangers or the shelves; every merchant knows the difficulty of so doing, and in the big concerns the result of keeping track of stocks and taking stock only once a year or even every six months, usually shows a shrinkage as mysterious as it is alarming.

However, the idea of this article is not to call the attention of the merchant to his troubles but to indicate at least one method which has been successfully demonstrated as simple in its operation, thorough in the manner in which it keeps track of stock details and at all times gives a comprehensive idea of the stocks in hand, so that prompt action can be taken in case of missing garments. It has been used with great success in one of the biggest fur establishments in Canada, where it is given credit for saving thousands of dollars a year in "shrinkages;" it can be used in connection with practically any stock of wearing apparel or any other stock where the articles are of sufficient value to warrant individual checking. The system described, and illustrated in the accompanying reproduction, is being installed in the new Cambridge Clothes Shop of Fitzpatrick and O'Connell, Toronto, and Mr. Fitzpatrick has explained in detail its working to The Review.

Practically the whole system is embraced in a very complete stock book, a sheet from which is shown. In this book every garment is recorded when it goes into stock and is checked off when it is sold, and at all times it can be readily estimated what there should be in stock.

Every Garment Identified.

Each line of goods is given a special number and each garment in that line is also numbered individually. These numbers are placed on the garments when they go into stock and the entries are made in the stock book from the invoice. The class number can be placed at the head of the sheet, and in the first column the number of the garment is recorded. Following a description of the garment is a column for the invoice identification mark and the date, and then the cost price and the selling price, which completes the entries from the invoice at the time the goods go into stock.

With every garment identified by the two numbers the salesman's record is comparatively simple. On the duplicate check the numbers are recorded together with the number of the salesman and the selling price. Every night or morning the day's sales are entered through the stock book. Columns will be noted for the date, the salesman's number, the check number, the selling price and remarks which it may be desired to note regarding the individuality of the purchase or future needs with regard to restocking this line. The particular garment about which the entry is to be made is found by the number and a glance at the page will at once reveal the condition of the stock of the particular line.

In the event of a garment being returned the salesman makes a check to that effect and in red ink the item is marked "returned to stock;" then the old number can be re-entered in red ink below the last previous entry and the amount of the sale is deducted from receipts; if an exchange is effected the second garment taken goes through on a new entry entirely.

Weekly Stock Taking.

The advantage of the system is secured by weekly stock taking. It is comparatively simple to have a count made in the store every Monday morning of the number of garments on hand in each line. This report is turned into the office where it is compared with the stock book. The clerk does not see the stock book and if the report he gives coincides, there is no need for re-checking, but if there is anything amiss a recount can be ordered immediately without the clerk knowing what the error may be. If the mistake continues then an investigation can be made for the missing garment, and with the complete daily entries of every sale the tracing is comparatively simple.

Thefts from the stocks can be quickly detected by this system and sales made at reduced prices under improper stock

(Continued on page 7.)

[*]

NO.	DESCRIPTION	INVOICE NAME & DATE	SIZE	[*]		DATE			SELLING PRICE	REMARKS

FORM FOR KEEPING RECORD OF READY-TO-WEAR GARMENTS

The record as far as the asterisk (*) is made when the garment goes into stock and includes the selling price. The remaining columns are filled in from the sales slip of the clerk when the garment is sold. The blanks indicate those unsold, and the actual selling price shows what reduction, if any, has been made in the original marked price.

False Advertising Made Criminal Offence

New Bill Passed Third Reading in Commons That Follows Lines of Request Made by Retail Merchants' Association.—No Chance of "Shoddy" Sold as "All Wool" and Escaping Penalty. "Best in Town" Exempt.

THE efforts of the Retail Merchants' Association of Canada have borne fruit and a False Advertising Act is now upon the statute book of Canada. Conviction may be followed by a penalty of $200 and costs, or six months' imprisonment. The first big movement to secure this was made in February of last year, when a large delegation, representative of the retail merchants of Canada, waited upon the Premier and the Minister of Justice to urge the passage of such a measure. Early this session again similar representations were made.

The object of the bill embraces more subjects of misrepresentation, of course, than what ordinarily comes under the head of retail advertising. One of the chief abuses, as the Minister explained, was the advertising of land. Legislation had been enacted because there appeared to have grown up a widespread abuse in connection with the advertisement of properties for sale. He did not intend to restrict a man's expression of his good opinion of his own goods, but to punish him for knowingly making a false statement as to value or price. He had had representations from all over the country, and particularly in the West, of a system of deception in advertising properties for sale. The purpose of the bill was to make the very fact of advertising falsely an offence, whereas the present law as regards obtaining or disposing of goods on false pretences had reference rather to the results of such false pretences.

"The Best in Town."

A question came up that will naturally arise with all retailers: If a man said his shoes were "the best in town," might he be liable? In so advertising, was the Minister's reply, the merchant was giving expression only to his opinion, but "if he proclaimed his goods to be all wool when they were not, he would be misrepresenting facts and should be punished."

This distinction will serve to explain the act in a nutshell. Indeed, action on any other basis would lead to endless "expert" evidence, and probably would make the Act a laughing-stock. As it stands, the basis for prosecution is on a question of fact that can be verified.

Patent Medicines.

Some interesting inquiries were made by members during the discussion in committee that throw sidelights upon the application of the new law. In regard to patent medicines, application of the law would depend on whether or not there was a false statement of fact in the advertisement.

The bill was amended to include false pictorial representations in real estate advertisements.

A danger point was raised by the member for Moose Jaw, Sask., who feared that the law would be employed by persons who made bargains and then rued them to go back upon such bargains by threats of prosecution. It was pointed out, however, by the Minister that this evil existed under the present law and would not be heightened by the new Act.

Newspapers Responsible?

The question of newspaper responsibility was also introduced by Hon. Frank Oliver, the veteran editor and proprietor of the Edmonton Bulletin—"veteran," it should be added, in point of years of editing, not in the actual total span of his life. To this Mr. Doherty replied that if a false advertisement were published with the knowledge of any individuals connected with the newspaper, such individuals would be liable under the Act. The Act was aimed rather at the persons responsible for the advertisement, however.

The new legislation is certain to form the basis for a lengthy discussion at the convention of the Associated Ad. Clubs of America in Toronto next month, when the question of the Truth Emblem will be threshed out. Similar legislation is in force in many of the states across the border, and in most cases the prosecutors are associations of retail merchants.

VERY SATISFACTORY.

THE following statement as to the working out of the new legislation was made to The Review by E. M Trowern, secretary of the Retail Merchants' Association of Canada.

"While it is open to anyone to prosecute under the Act we will make it our special business to see that it is carried out. It is more natural for retail merchants to attend to this, for they are the ones, naturally, who really know when there has been false advertising. If a dry goods merchant finds a man has been misrepresenting facts he would notify the association and we would at once start an investigation. If we found his contention was right we would prosecute. Suppose for example a man is advertising $30 suits for $15, 'guaranteed all wool.' Under the old Act if a man bought a suit that was not 'all wool' for $15, the firm would have the excuse that this was not the suit advertised and would escape conviction. Now every suit sold for $15 would have to be 'all wool.' The prosecution under the new Act is made to cover the real deceptive intent of the transaction, and should prove very satisfactory. Indeed the whole Act is practically what we ourselves urged on the Government."

SYSTEM OF KEEPING WEEKLY TAB ON STOCKS.

(Continued from page 6.)

markings are at once revealed also by by the record under "selling price."

Other Advantages.

Besides a detailed record of the stock in hand this system is a distinct aid in refilling the different lines for a glance at the page shows what remains unsold.

Again a little figuring will reveal the profit there is in the line. The selling column will show where the merchant stands and whether he would be warranted in cutting prices on what remains, and if he decides upon a sale the prices at which the goods were finally cleared are on record, and at the end of the season there is a definite basis to show the net result.

With such a stock book the merchant knows what lines he is carrying showing the best profits; what lines he should push for his own advantage, and how he should guage his buying for the next season.

The stock book described is made on the loose leaf system and can, therefore, always be kept up to date and the dead sheets can be removed and filed away. A binder with 500 sheets can be secured for about ten dollars.

The R.M.A. Credit Reporting System Explained

Why Many Merchants Are Getting in Considerable Old Debts by an Inoffensive Letter—Delinquents Afraid of the Consequences of Delay—Making it Country-Wide.

HEREWITH is reproduced the form used by the Retail Merchants' Association of Canada in their Credit Reporting Department. The use of this has spread rapidly, and has been developed to a much wider extent in Western Canada than in the East.

This it will be seen is divided into two sections by a perforation so that they can be easily separated.

The bottom portion is torn off, the data filled in with a statement of the amount owed the merchant, is signed by him and sent out to the delinquent.

The top part is held by the merchant but must be returned, as stated, to the head office within a month from a date which is marked on the corner of each as it is mailed to members. Before being returned the information called for by the blank lines is required to be filled in for the Association's use.

It will be noted in the letter that the delinquent is called upon to pay the debt within fifteen days from the date. Otherwise the name will be passed along to the head office of the Association.

Second Letter from Association.

When this is done the latter sends another letter to the delinquent. This is on blue (summons) paper gotten out particularly for the Credit Reporting Department. This letter reads as follows:—

Dear Sir,—

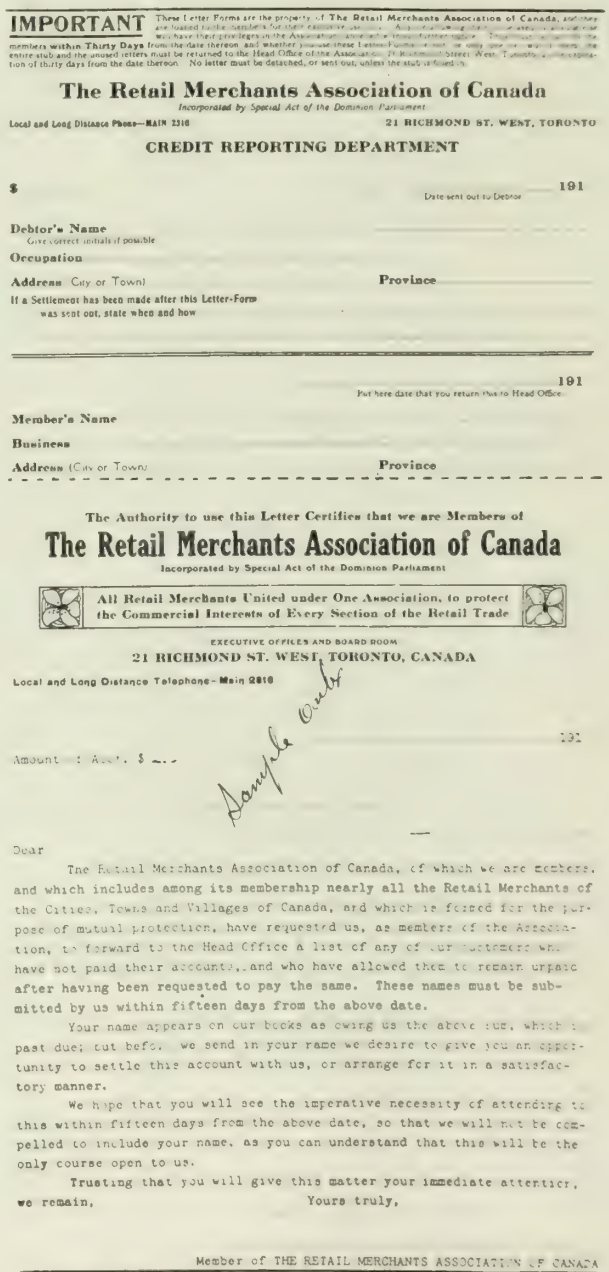
John Jones, merchant, member of our Association, has forwarded to us a letter, stating that you are justly indebted to him, in the sum of $——, and after repeated requests for the same, you have failed to make a settlement—either in part or in full. We now beg to notify you that unless you make a satisfactory settlement with our member, within fifteen days from the above date, and notify us in writing within five days from the date that you make the settlement with them, we will, without further notice to you, place your name on our DELINQUENT DEBTORS' BOOK—which gives the names of all those who do not pay—and which goes into the hands of every member of our Association in Canada, which is formed for mutual protection, and which is comprised of all classes of retail merchants.

We dislike to believe that you purchased the goods with the intention of not settling for them, and we trust that you will make an effort to avoid being reported; but if you make no attempt to comply with this notice, we have no other alternative but to report you, and place your name on our Delinquent Debtors' List.

Yours very truly,

——— ———

Retail Merchants' Assn.



IMPORTANT These Letter Forms are the property of The Retail Merchants Association of Canada, and they are loaned to the members for their exclusive use. ... will have their privileges in the Association ... members within Thirty Days from the date thereon, and whether you use these Letter-Forms or not, or only one out of each ... entire stub and the unused letters must be returned to the Head Office of the Association, ... tion of thirty days from the date thereon. No letter must be detached, or sent out, unless the stub is filled in.

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament

Local and Long Distance Phone—MAIN 2310 — 21 RICHMOND ST. WEST, TORONTO

CREDIT REPORTING DEPARTMENT

$ ____ 191

Date sent out to Debtor

Debtor's Name

Give correct initials if possible

Occupation

Address (City or Town) Province

If a Settlement has been made after this Letter-Form was sent out, state when and how

191

Put here date that you return this to Head Office.

Member's Name

Business

Address (City or Town) Province

The Authority to use this Letter Certifies that we are Members of

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament

All Retail Merchants United under One Association, to protect the Commercial Interests of Every Section of the Retail Trade

EXECUTIVE OFFICES AND BOARD ROOM

21 RICHMOND ST. WEST, TORONTO, CANADA

Local and Long Distance Telephone—Main 2310

191

Amount ... Acct. $ ...

Dear ...

The Retail Merchants Association of Canada, of which we are members, and which includes among its membership nearly all the Retail Merchants of the Cities, Towns and Villages of Canada, and which is formed for the purpose of mutual protection, have requested us, as members of the Association, to forward to the Head Office a list of any of our customers who have not paid their accounts, and who have allowed them to remain unpaid after having been requested to pay the same. These names must be submitted by us within fifteen days from the above date.

Your name appears on our books as owing us the above due, which is past due; but before we send in your name we desire to give you an opportunity to settle this account with us, or arrange for it in a satisfactory manner.

We hope that you will see the imperative necessity of attending to this within fifteen days from the above date, so that we will not be compelled to include your name, as you can understand that this will be the only course open to us.

Trusting that you will give this matter your immediate attention, we remain, Yours truly,

Member of THE RETAIL MERCHANTS ASSOCIATION OF CANADA

Credit Reporting Form used by the Retail Merchants' Association. This is reduced greatly from original size.

Making It Dominion-Wide.

In each Province of the Dominion the association has provincial officers, with offices. From these offices are sent to every member, as many Collecting Letter Forms as he requires, and he sends them out to his slow pay or delinquent debtors. These letters are in no way offensive or abusive; but they give every debtor due notice that if he does not settle his account after a stated date, his name will be sent in to the secretary of the association, who sends out another letter to the debtor, stating that if he does not settle his account with the member within a stated time, his name will be entered on the Delinquent Debtors' List, and a copy of this Debtors' List will be placed in the hands of every member of the Association, and open for inspection by all retail merchants throughout Canada, who are members of "The Retail Merchants' Association of Canada." These names are, or will be, gathered and tabulated by the secretary of each province, and then they are compiled by the Secretary of the Dominion Board, and in this manner they become known throughout every province in the

As stated in last week's issue, one grocer at the amalgamation conference told of how these letters had in a short time been the means of collecting some $19 in bad accounts, while the cost of joining the association was only $5 a year.

Devices of Other Dry Goods Merchants

The White House Big Key Contest.

THE White House of Transcona, Man., have an advertisement set in typewriter style, two columns in width, announcing a "key contest." It reads as follows: Handsome Kitchen Cabinet given away absolutely free. Our proposition is this:

We are distributing a box of keys, one of which will open a lock in our store, hanging on a Kitchen Cabinet, and the holder of the right key wins the handsome prize.

You are entitled to one key with every two-dollar cash purchase, four-dollar cash purchase, two keys, and so on up.

The lock will be sealed and on display, and so will the beautiful cabinet. You will be proud to possess it, and it costs you absolutely nothing.

We are prepared for a large season's business with a full line of the latest goods, and our prices are right.

This contest is for the purpose of introducing ourselves to those who are not our regular customers and to show our appreciation of those we have had the pleasure of serving. We will advertise the day when all keys are to be tried in the lock.

Your patronage is always appreciated and will have our best attention.

Yours truly
THE WHITE HOUSE,
The Leading Dry Goods Store.

Giving Away $10 Raincoats.

THE Hickling Store, of New Liskeard, announces "Raincoats Free" in the following terms: To the first fifty customers purchasing Two Dollars or more, we are giving Coupons, one of which will win you a ten-dollar Raincoat.

Having given away over One Hundred Dollars in this way, it will pay you to get in line and claim yours.

Mrs. John Miller (North Road) was the last winner, with Coupon 439.

We have the newest in Ladies' and Gents' Ready-to-Wear.

We also claim first rank in value and quality.

Saturday Bargains for Rural Mail Delivery.

A FURTHER step is being taken by some stores to popularize Rural Mail Delivery, particularly within their own zones. We are familiar with the special circulars and with the advertisements in which lists of all places within the Twenty-Mile Zone are tabulated. T. A. Rutherford & Co., of Galt, have made a good move in advertising special "Rural Mail Delivery Bargains!" That is going after the trade along a line that has been employed successfully by the mail order houses: "beating them at their own game." The Galt firm start out with two display lines. "Rural Mail Delivery Bargains for Saturday," and in smaller type explain the announcement thus: "We have often been asked by customers on the rural mail delivery routes why we do not occasionally put on Saturday Bargains and advertise them in Thursday's paper, so as to give them a chance to see what is advertised that they may get the benefit Saturday." The ad., one of four columns in width, has a long list of bargains with prices clearly marked in display type, which indeed could have been even more prominent with good effect. Some of these read as follows:

$1.75 HOUSE DRESSES FOR $1.00.—Two hundred well-made, stylish, good-fitting House Dresses, made of good Scotch Dress Ginghams. Sizes 34 to 44. Reg. $1.75. Saturday, **$1.00.**

BLACK TAFFETINE UNDERSKIRTS AT 59c.—A good bright finished Black Taffetine Underskirt. Worth $1.00. Saturday, **59c.**

LADIES' RAIN COATS WORTH $10.00 AT $6.95.—Fifty Ladies' English Paramatta Rain Coats, rubber lined, guaranteed quality; newest style and cut. Saturday at **$6.95.**

$1.50 GREY FLANNEL WAISTS AT 50c.—A good quality Grey Flannel Waist, made tailor style, with long sleeve. Price was $1.50. Saturday, **50c.**

"If He Does Not Beat the Bird Outside."

A STRONG, fair-minded and convincing appeal for loyalty to the home merchants, prices and stocks being equal in values to those of larger places outside is made in an advertisement by The Wm. Geddes Co., Limited, Strathroy. The ad. is headed "Local Option," and reads as follows:

EVERY MAN for himself is a FREE TRADER, no matter how strong he may be on protection or bonus for his own industry. It's perfectly right that it should be so, and if men are to get on, the balance must be on the right side. People sometimes say there is no sentiment in business; but let us tell you, even "a man" thinks more of his Hat if it has a particular name in it—one that is known—and it's a satisfaction to know that he is wearing a Brand that is recognized as in "a class" by itself. Why do some New York people send to London and Paris for clothes? Toronto and Montreal people to New York; Strathroy and London people to Toronto? Why? Because they are Free Traders and sentimental right out to their clothes. Afraid they might lose caste, etc., by having things made at home. Isn't it funny! Why, you hear of people going to London to buy celery, and you have heard of the Grand Rapids man who paid a fabulous price for some antique furniture, to have the maker at home show his brand on it after it had gone over the ocean and back. Say, are you building up this town? You pay money to bonus, and will pay for hydro—all good—but if you send your cash away for goods, you are building up Toronto or Montreal or Detroit, and making strong—that which you are against as a Free Trader—all kinds of trusts, combines and monopolies, which are sapping the life out of all the smaller towns. We must hold our own. Keep on building up. Go after more factories. Make our stores so good that the buying will be all done here, so that people may go away, and when they come home, get off on the platform side of the station. Say, what we want to say is, "Give your home man a chance," and if he doesn't beat the bird outside, you have him "up a tree." Yours for the Dry Goods Trade, The Wm. Geddes Co., Limited, Strathroy.

AMONG DRY GOODS MEN IN CANADA

Edward McEvoy, Bowesville, Ont., a general merchant, is dead.

Cherry & Groper, Saskatoon, general merchants, are moving to Kryder.

Jas. Clarke, Lakeside, Ont., general merchant, has bought out A. G. Louch.

F. Harris, Winnipeg, men's furnisher, has bought the stock of the R. G. Sinclair estate.

A. Toupin, Cypress River, Man., general merchants, has succeeded W. J. Kuston.

E. Gagnon & Son, Dallard, Sask., have succeeded St. Hilliard & Co., general merchants.

R. R. Lennox, Hearne, Sask., has bought the general store of G. N. Dorland & Son.

Macklin Trading Co., Macklin, Sask., has bought the stock of the J. A. S. Proctor estate.

N. Wilson, Kelwood, Man., general merchant, has bought the stock of the C. H. Ash estate.

A. F. Higgins & Co., Roland, Man., general merchants, have succeeded H. S. Shilson & Co.

R. S. Cruickshank, Herschel, Sask., has succeeded Cruickshank & Harris, generla merchants.

Walker & Spalding, Ogilvie, Man., general merchants, have bought the business of J. J. Jamieson.

H. Tupling, Saskatoon, Sask., men's furnisher, who was burned out, has opened up again in his old stand.

Toronto, Ont.—William Wyndow, who came to Toronto at an early age, and was for many years connected with a King Street firm of tailor merchants, died at the age of 73, at his home, 85 Gloucester Street.

Regina, Sask.—A meeting of the heads of the department stores and men's clothing establishments has been called for the purpose of considering the advisability of closing the shops at six o'clock on Saturday afternoons during the summer months.

Montreal, Que.—Jacob M. Orkin, of the wholesale millinery firm of J. M. Orkin & Co., died here after a short illness. Mr. Orkin came to Montreal about twenty years ago and established a retail millinery business, which later developed into a wholesale house, controlled by a joint stock company.

Portage La Prairie R.M.A.—The retail merchants of Portage la Prairie, Man., have fallen into line and organized a branch of the R.M.A., with the following officers:—President, M. McCaig; vice-president, A. H. McIntyre; treasurer, H. O. Sutton; secretary, H. M. Dunham. These will form the executive. The membership fee will be $15. J. F. Kennedy, secretary of the Provincial Board, in explaining the advantages, stated that all names of customers who do not comply with a request to pay up are sent in to the head office at Winnipeg, and if a final warning fails the name is black-listed. It is the intention of the board to apply for a small debtors' court in the province.

DEATH OF ROBERT LILLY.

The death is announced of Robert Lilly, president of the Dauphin Mercantile Co., of Dauphin, Man.

STRATHROY R.M.A.

The merchants of Strathroy have organized a strong Retail Merchants' Association and almost every merchant in the town has joined the new organization. The officers elected are as follows:—President, Wm. Geddes; first vice-president, J. A. Stewart; second vice-president, E. Gallagher; secretary, B. O. Parker; treasurer, W. H. Meekison.

The meeting was a very enthusiastic one, nearly all the merchants being represented, as follows:—Wm. Geddes Co., Newton & Freele, W. H. Stephens, E. Gallagher, F. W. Avery, F. T. Robinson, Mihell & Gill, O'Dwyer & Jay, G. B. Hoskin & Son, W. H. Tanton, S. F. & H. E. Strachan, John Nunn, Parker & Sands, W. T. Rapley, Meekison & Co., A. P. Malone, A. N. Lawson, and R. M. Pinkham. Early closing, half holiday, bad debts, and many other subjects of interest will be taken up at next meeting.

FAREWELL BANQUET AT WINDSOR.

A very enjoyable evening was spent at the Canton Cafe, Windsor, Wednesday evening, May 6, by the thirty-eight employes of the Jos. Appelbe Co., Ltd., for the purpose of paying their respect to E. R. Dunk, the retiring president. J. P. Guillot acted as chairman, and referred to Mr. Dunk's success in this business for three years and his endearing himself to all who had been associated with him. Other short speeches were given by Messrs. Henderson, Threapleton, Goodwin, Neil, Dudgeon, Flett, and others.

Miss Hamel, one of the oldest employees of the firm, made a presentation to Mr. Dunk of a beautiful diamond stick pin, set in gold, with an embossed address. Mr. Smith, the new president of the company, was present and received a hearty welcome from the employees.

R.M.A. FIELD SECRETARIES

Toronto, May 14 (Special).—In connection with the organization campaign of the Retail Merchants' Association, Ontario has been divided into districts, with a field secretary in charge of each. By this method it is considered that the organizers can do much more effective work than when at large. They will be expected to co-operate with and assist in every way the secretaries of the local associations, as well as working up new organizations.

To double the number of associations in the province is a high aim, but it is what the association executive have in view. There are now 225 locals and double this number would mean an association in every town and city in the province—there is no reason why this aim should not be accomplished.

The field secretaries, with their districts, are as follows:—

District No. 1—J. A. Doyle, London, counties of Middlesex, Oxford, Elgin, Lambton, Kent, Essex.

District No. 2—E. Newton, Hamilton, counties of Wentworth, Halton, Peel, Lincoln, Haldimand, Welland, Norfolk.

District No. 3—T. J. Maher, Stratford, counties of Perth, Huron, Waterloo, Wellington, Bruce, Grey, Dufferin, Brant, Simcoe.

District No. 4—L. T. Lytle, Toronto, County of York.

District No. 5—To be appointed, Fort William, districts of Parry Sound, Nipissing, Algoma, Manitoulin Island, Rainy River, Kenora, Patricia, Thunder Bay.

District No. 6—N. C. Cameron, Peterborough, counties of Peterborough, Durham, Ontario, Victoria, Haliburton, Muskoka, Hastings, Lennox, Addington, Northumberland, Prince Edward.

District No. 7—R. C. Doyle, Ottawa, counties of Carlton, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac.

Booth Sale as a Novel Selling Scheme

Guelph Firm With a New Idea Finds People Looking for the Unusual—Different Line in Each of Twelve Booths Every Day for a Week—New Goods Bought in a Favorable Market.

By a Staff Correspondent

Guelph, May 19.—That novelty in sales is what the people are looking for in this season when dry goods merchants all over the country are making special efforts to keep their business up to the mark is the conclusion to be drawn from the success which attended the Booth Sale, which was a May attraction at the store of G. B. Ryan & Co., in this city. And not only was the idea a new one, but it was successfully carried out at trifling expense.

The Booth Sale was not a clean-up sale in the usual sense. It was not arranged with the idea of disposing of stock ends. It was made possible largely by the present condition of the markets. The buyers of the company went into the market, and for every department of the store bought up a line of crisp, seasonable goods especially attractive for the season, and, buying in considerable quantities and taking advantage of the position of some wholesalers who had larger stocks than they desired, the prices were such as to permit of very attractive bargains.

To attract special attention to these different lines of crisp new goods at bargain prices was the idea of the booth arrangement, and because it was a novelty and because the novelty was backed by good goods at right prices it was a success.

Range of Seventy Lines.

Twelve booths were erected throughout the store in the different departments, and in each booth a different line was displayed each day throughout the week which the sale ran. The range was increased from day to day, as each line after it was displayed in the booth was not withdrawn, but placed on a table near the booth. Thus on the first day, while there were but twelve lines on display, the number was doubled on the second, and by the end of the week, although the attraction of the day was the special advertised line shown in the booth, there was a range of some seventy lines for selection. From day to day by this means the interest in the sale was increased.

On the main floor seven booths were attractively arranged, and the different lines offered covered whitewear, Summer gloves and hosiery, embroideries, flouncings and laces, drug sundries, wash goods, and some lines of chinaware, etc. Three booths on the second floor carried lines of blouses, wash dresses, silk dresses, cloth skirts, wash skirts, and other attractive offerings in women's wear; also millinery, including shapes, flowers, children's straw hats and children's trimmed millinery. In the house furnishings department, on the third floor, specialties were offered in curtains, chintzes, bungalow nets, window shades, etc.



Form of ad. used for "Booth Week." Note arrangement of each booth in a panel.

Served Tea to Shoppers.

A pleasing novelty which the shoppers appreciated was the serving of tea to all visitors. On the third floor the visitors to the store were the guests of the management, and here cups of the refreshing afternoon beverage pleased many shoppers. This feature of the sale was considered as a distinct success from the standpoint of providing an additional inducement to visit the store.

A Trifling Expense.

Any merchant who may be attracted by the idea of the booth sale as a novelty selling scheme need not fear the expense if he constructs his booths as they were done in the Ryan store; expense is not necessary to the effect. Straight rods, about an inch square, painted white, were all that were used. Uprights were placed just outside of the counters, and from these horizontals reached from one to the other and to the shelving behind the counter. Attractive floral trimming added brightness and the Spring idea, but here there was no expense, as only the stock store trimming was used.

A window attraction was a more elaborate booth, in which different lines, which were especially attractive, were displayed. This booth was in a heavier effect with lattice work, but again the expense was trifling.

GETTING MORNING TRADE.

An Iowa merchant has solved the problem of getting customers into his store at least one morning in the week, in an original and effective manner.

In order to increase its Saturday morning sales, this store, which catered especially to suburban trade, advertised that it would give a lunch check free with every purchase totaling over a certain amount, provided that it was made before noon. These checks were good in the week following at a designated restaurant.

A $3 purchase entitled the customer to a 25-cent lunch, and 5 cents was added for each additional dollar spent. Where formerly about a quarter of the Saturday buying was done before 12 o'clock, nearly half of this trading is now done in the morning hours.

LARGEST IN THE WORLD?

The contract for the erection of what Pittsburgh claims will be the largest department store building in the world was awarded recently to James L. Stuart, a local contractor. The new building will be the home of Rosenbaum & Co. and will cost more than $2,500,000, exclusive of the ground, which is one of the most valuable plots in the city. The new store will be located on Federal and Liberty Streets, and will be fifteen stories in height.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, MAY 20, 1914 No. 10

A "HOME TOWN" MOVEMENT

IF the parcel post system works out in some ways to the disadvantage of local merchants it has at least one great virtue: it has served to focus the attention of the public on one local subject, the twenty-mile zone. The very name contains a suggestion in favor of shopping with the local merchant; a suggestion of greater expense incurred by ordering away from home. This internal argument inherent in the terms of the new regulations, has been emphasized in a commendable degree by the active campaign carried on by many merchants towards reaping the advantages of lower rates within the restricted area.

It would appear that there could be no more opportune time for the launching of a new movement that aims at a more adequate recognition of the local merchant. This is styled, quite aptly, the Home Town Association. It had its origin in the State of Illinois but is spreading rapidly as its obvious merits are recognized. In creating this organization the members claim no altruistic motive, but it is solely for the purpose of helping "the country merchant to adopt more modern methods so that he may sell more goods, and put up a stronger competition against the mail order houses." The Home Town Association makes an appeal to the country merchant "to advertise, hustle, hold and build up his trade." Thus it aims to meet the M.H.O. on its own ground, the only way to meet it successfully. Further than that it appeals "to the farmers and the local public spirit to trade at home, and thereby to build up the home country town."

The local newspapers should throw themselves heartily into such a movement, for it is one that brings mutual benefit to all parties. They themselves are the victims of a postal law that allows the Dollar Dailies,—that give away their white paper far below cost—to flood the district with the huge announcements of the mail order houses, and curtail their own circulation. The movement will bring them more business; it will bring more business to the manufacturer and the jobber; it will turn trade that goes outside into the natural local channels. A Home Town Associaion should be started in every town in Canada.

A CHECK TO FREAKISH CHANGES

IT was with some trepidation that the convention of the National Cloak, Suit and Skirt Manufacturers' Association in Cleveland this month was awaited by retailers and manufacturers alike. The avalanche of styles that had poured forth from Paris during the past year had transformed the Ready-to-Wear business into Topsy-turvydom. No one was sure of anything. There was a remarkable lack of responsibilty on the part of the fashion artists at Headquarters that threw into confusion the ranks of manufacturers who looked in vain for any symptoms that Authority reigned in the gay capital and in the output of its designers. The kaleidoscopic changes, as unreasoning as they were thorough-going, left the public, selling as well as buying, utterly confused to find a guiding principle that might run like a thread of safety and conversatism throughout. The freaks of fancy ran riot, and the public as if enthralled by the very daring and unorthodox nature of the conceptions showed a surprising readiness to adopt anything and everything if it originated with Poiret, Paquin et al. Strange, also, to say, devotion of these swift recurring outputs spread through the ranks of all, exclusive and staple lines, the middle-aged and young equally with the matron of thirty. Never in the history of Fashions has the leaven of Novelty permeated the buying public, so rapidly and so completely. Staples ceased to exist. Sales lasted for a month or two, and the left-overs were an utter loss. Buying in advance came almost to a standstill: the risk was too great, for no one knew "what a day would bring forth."

Into this unsatisfactory, intangible situation the National Association has projected itself and every indication points to a beneficial effect to the full extent of its influence on Canadian styles. The president, Mr. Hovland, gave the keynote in his opening address: "The day of making freak styles for the benefit of the humorists and cartoonists is happily passed. The sky was never bluer, nor the sun brighter than it is for this industry to-day. We all rejoice in the general trend towards more artistic lines and more modesty in dress."

The conclusions of the convention bore out this forecast, and something like definite form has been evolved from the chaos that had been created. Styles, henceforth, will be more assured: the manufacturer can work with more confidence, and the retailer will feel that he is not so much the creature of blind chance or an evanescent whim.

THE BUSINESS SITUATION

IT IS surprising the variation in reports of business experiences over Canada. In many centres where local conditions are particularly auspicious, merchants are moving on their way with records continually surpassing those of last year. In others the slow movement in selling that is world-wide still makes its influence felt. The breaking-out of Spring into warm weather has been tardy and the expected acceleration in business has not arrived. To offset these immediate conditions, however, is a widespread feeling that improvement is on the way, moving

slowly but at last turned in a positive direction. No sudden activity in trade is looked for—that is contrary to the inevitable trend of events. But the basic facts have become re-assuring. Speculation in business of any kind has long since been eliminated. in mercantile operatons, in building, in securities. Seeding has commenced under favorable conditions that only a cold spell could modify, and a second good crop in the West is everywhere conceded to be the tonic that will put the West firmly on its feet and re-act as a stimulant upon the whole country. There is evident everywhere, undoubtedly, a tendency to economize, and run a safe course as seen in the conduct of merchants in relation to their own stocks, in selling as well as buying; a tendency to unload in many cases at a considerable sacrifice in efforts to pull unwilling custom to their stores. This was an inevitable result.

A more confident note was sounded by The Financial Post early in May when it declared: "Reports from the larger industries indicate that orders have slightly improved, but they are still far below the average of last year for the corresponding period. There is no let-up to the determination of the people as a whole to liquidate and economize. This is quite evident, according to reports received by The Post from every line of industry. It is a good sign and puts business on a basis that is exceedingly promising."

With many features in the present situation that call for an exercise of patience, whose necessity will be new to a large proportion of men in business to-day, it can at least be said, that the mercantile world is being put to a test of its business principles and their application that was never called for by a super-abundance of prosperity. The basis on which merchandising has been conducted will be reformed materially, many of the old landmarks of practice will disappear absolutely, and all will be in a position to reap in a fuller degree the fruits of buoyant times that we are confident will indicate their presence not later than the coming Fall.

PENALTY FOR FALSE ADVERTISING

IN its last issue The Review made an announcement of the effort that was being made to induce the Dominion Government to make false advertising a criminal offence. Almost before the press had finished its work the bill had been introduced in the Commons. This has been received almost with unanimity in the country. Perhaps sad memories of longed-for penalties to real estate boomsters that could never be exacted, formed the basis of many a prayer of thanksgiving over the measure, even although it had no retroactive force. It has been hinted also, that victims of the raucous but wheedling voices of cheap jewelry barkers stood behind some of the pressure for such legislation. But no matter what the various applications for redress, the law seems certain to be of general benefit in compelling more honest treatment of a confiding public. It will apply only to a scanty remnant, and there is a careful distinction made that allows a leeway for a man's opinion of the goods he barters. There may be two merchants who have the "best values" or the "cheapest" goods in town, but the artificial cannot be sold as the real, and it may prove a risky procedure to guarantee a $60 value in a $12 sale. Restriction of liberty is a penalty—wise or otherwise—that is the outcome of all social organizations, and this restriction of exaggeration or deliberately false descriptions of one's wares will tend to raise the average of all advertising, and strengthen public confidence in the large body of merchants who rate their wares honestly.

THE ALBERTA CONVENTION

ORGANIZATION in Western Canada is one of the big questions of the day. Not very long ago, the Retail Merchants' Association of Saskatchewan held a large convention in Moose Jaw, which was fully reported in this paper. Last week the merchants of Alberta met in Calgary, and from the enthusiasm exhibited and the number of places from all over the province represented, it is plain that Western merchants have fully awakened to the importance of association work. This shows that the trade is alive to their own interests. The entire country is now pretty well organized, and in the next few years we may expect aggressive work on the part of the retail merchants' associations.

At Calgary last week, two topics seemed to be uppermost in the minds of the delegates. First there was the problem of overcoming the selling by wholesalers direct to consumers, and there was the great problem of keeping down credits. Vigorous protests were made against some wholesalers who seemed to find it necessary to sell over the heads of the retailers. In this matter the obligation of the wholesale dealer seems plain. If he desires to sell goods at all to the retailer, then he should sell only to the retailer. Of what benefit is it to the retailer to purchase goods from the wholesaler, only to find the wholesaler has supplied his customers? The question is one that is of much importance to the entire trade of the country, and from the organization that has been going on recently, it looks as if one of the biggest reforms will be seen in this direction in the years to come.

For many years retailers have been handicapped by insufficient legislation, or the absence of legislation so far as collecting debts is concerned. This was another of the problems gone into thoroughly at the Alberta Convention. It appears too that the only remedy lies in organization. Just as soon as the retail merchants of the country are strong enough to demand changes in the law or additional laws, then will our governments submit to the passing thereof. The retailers of Alberta hope to secure changes in legislation which will enable them to collect small debts more easily. It is to be hoped they will secure the advantage of this legislation in the near future.

That old problem as to whether cash or credit business is the most acceptable to the retail trade also came in for its usual share of discussion. It is apparent, however, that this is a question that will never be fully settled by any association. Each man will have his own individual opinion, and because of the fact that in some places a cash business is practically impossible, differences of opinion will always exist. It is a question that in future might well be omitted from association conventions. Not so, however, the matter of watching credits and collecting debts. The credit business we shall always have with us, and therefore the subject of debt collection and limitation of credit will ever remain a live one.

EDITORIAL NOTES

HAVE YOU FIGURED out the advantages of the shoe section yet?

* * *

"REQUIESCAT IN PACE" appears to have been applied to more than one "French creation" by that Cleveland Convention.

* * *

THE PRESIDENT at the Style Convention in Cleveland struck rather a new note when he denounced modern styles as lacking in modesty. For at least six months our friend the "Tango" has monopolized that phrase.

MANY ALBERTA DEALERS AT THREE-DAY CONFERENCE.

(Continued from page 5.)

cheaper money. The banks were waxing fat on their high rates.

Mr. McIvor, Cowley, stated that in view of the money stringency and the difficulty in obtaining money at any rate, it was time banking should be controlled by the province.

The President suggested that the subject be left to a committee to report at the next meeting. The committee formed consisted of D. R. McIvor, F. F. McDonald, and Mr. Glanville.

On the subject of a business tax, Mr. Gaetz, Red Deer, said that when this matter came up in their town the business men wrote the council saying they were willing to pay a tax of 5 per cent. if the council would be willing to assess improvements at 5 per cent.

The council adopted the first part of their suggestion, but cut out the last. His business tax for the year amounted to $60.

It was agreed among the members that as a rule it was not lawful for a town to impose a business tax.

Splendid Exhibits.

There was one feature to the convention that surprised everybody, because of its novelty and its success. This was the exhibition of products by the local wholesalers and manufacturers. This not having been tried before, it was not known how many would take advantage of showing their goods. The results were beyond expectations. The basement of Paget Hall was crowded uncomfortably, and those crowded out had to be housed in the Convention Hall. Nothing better, however, could be done, as such a demand had not been expected. The Board will know better next year, and there is no doubt other associations will follow up this practical idea of the Alberta branch.

During the convention there were always some retailers who were not required in the hall walking around the basement, inspecting the goods and chatting with those in charge. Not a few of those who exhibited met lots of new dealers, which no doubt make good customers. The lines represented cover practically all trades, though the bulk were grocery firms.

On Wednesday at 12 o'clock the Board of Trade tendered a luncheon to the visiting delegates at the Young Men's Club Rooms, Central Methodist Church. In the afternoon there was an auto trip to P. Burns & Co.'s, Ltd., plant. The ladies were entertained at the Allen Picture Theatre the same afternoon. On Thursday evening the delegates attended a banquet as guests of the Calgary Branch. The same evening the ladies were given a theatre party at the Sherman Grand Theatre while the banquet was in progress.

DELEGATES WHO REGISTERED.

J. Alfred Pine, Magrath; Lang Ly, Magrath; W. J. McInnes, Acme; T. A. Gaetz, Red Deer; W. J. Boomer, Redcliff; Otto M. Shipley, Redcliff; Jno. G. Robertson, Foremost; R. J. McNabb, Grassy Lake; Gus Johnston, Pincher Creek; M. H. Smith, Winnifred; A. J. Turish, Black Diamond; L. D. Ames, Magrath; Jacob Miller, Stoney Plain; W. B. Good, Lethbridge; H. Montgomery, Wetaskiwin; Hans Rus, Champion; H. W. Reed, Vulcan; G. E. Hayward, Vermilion; J. T. Hatcher, Blackie; G. H. Beaudry, Wainwright; Chas. Ouimette, Coleman; C. W. Hanson, Barons; W. G. Fraser, Pincher Creek; C. C. Burnett, Carbon; C. H. Nash, Carbon; D. A. Thompson, Coronation; G. A. Smith, Innisfail; S. Tucker, Ensign; J. D. McDonald, Calgary; S. M. Armstrong, Banff; John T. Doney, Macleod; B. E. Spink, Macleod; D. N. McIvor, Cowley; F. W. Tracy, Wetaskiwin; J. H. Brand, Stavely; Fred. S. Ditte, Stavely; P. C. Owen, Lacombe; Harold J. Snell, Red Deer; M. Snell, Red Deer; Wm. Howie, Cowley; F. F. McDonald, Cayley; W. T. Milner, Denton; E. W. Magee, Blackfalds; J. H. Curtis, Nanton; Jos. Wright, Bassano; J. Frank Hill, Langdon; J. A. McNabb, Grassy Lake; L. S. Crosby, Banff; D. H. Sykes, Redcliff. Retailers from Australia, heard of convention and stepped in, S. A. Ravencroft, Australia; I. M. Clark, Australia; T. Frank Davis, Bassano; Geo. W. Buck, High River; R. B. Wilkinson, Airdrie; A. E. Bowers, Airdrie; H. A. Stephens, Vermilion; A. E. Clemens, Sedgewick; A. M. Anderson, Wm. Kennedy, Ponoka; H. B. Edwards, Ponoka; N. H. Hildermann, Calgary; H. T. Northwood, Coronation; A. G. Stude, Didsbury; H. Barnstable, Edberg; W. F. Winatt, Edberg; A. H. Webb, Hardisty; H. Skienel, Mirror; B. L. LaRoy; Morrin; George Rebder, Dalroy.

CORRECT SELLING.

Salesman (customer has purchased a suit. Inspector is checking the fit)—Would you prefer to have the garments delivered, or would you like to have them at once by taking them with you? (emphasizes last seven words in order, if possible, to reduce delivery expenses and still satisfy customer). There are some new overcoats in, which go well with this suit. If you like, I'll go with you to the overcoat department.

Customer—Thanks, I'll take a glance at them.—System (Chicago).

The following provincial section officers were appointed for the hardware section:

Hardware—President, W. J. Illsey, Calgary; first vice-president, C. W. Hanson, Barons; second vice-president, R. B. Wilkinson, Airdrie; treasurer, W. J. McInnis, Acme; secretary, D. A. Thompson, Coronation.

AMONG THE STORES

MONTREAL RETAIL MERCHANTS.

The Retail Merchants' Association at Montreal has elected the following officers:—Thomas Holt, president; G. E. Benard, first vice-president; G. A. Chartrand, second vice-president; L. P. Dion, secretary; I. Carden, treasurer; W. U. Boidin, auditor.

EARLY CLOSING AT PRESTON.

A petition has been circulated among the merchants at Preston, Ont., with the idea of having all stores in the town close at eight o'clock in the evening with the exception of Saturdays and the nights before holidays. The petition also calls for a half holiday on Thursdays during the months of June, July, August and September.

HAILEYBURY EARLY CLOSING.

A by-law is being considered by the Haileybury council which would close any store where goods are sold retail and barber shops at 6.30, except on Thursday and Saturday nights. After much discussion as to whether druggists, tobacconists and barber shops should be included, the matter was referred to the by-law committee. "As a merchant I signed the petition; as chairman of the police committee I am opposed to it, because it will be impossible to enforce the by-law," said Mr. Tremblay, one of the committee.

GOOD YEAR FOR SIMPSON'S.

The report of the Robert Simpson Company, which has just been made public in England, has pleased the financial press there. In the prospectus issued in May, 1912, when bonds and preference shares were offered, in London, it was shown that the profit of the business for 1911 amounted to $586,100, but for the twelve months ended January, 1913, the net earnings amounted to $777,500. For the past year a further substantial expansion is recorded, the accounts showing net earnings of $850,700. Bond interest absorbs $111,400 and the preference dividend $165,000, so that, as the president pointed out at the meeting, the net earnings covered the amount of the bond and preference interest combined more than three times. A sum of $225,100 has been applied to writing off the whole of the preference share issue expenses and $50,000 has been allocated to depreciation of plant, while $24,800 has been appropriated for a bonus to employees. The dividend on the common stock is 7 1/3 per cent., and $281,600, as against $219,200, is carried forward. As to the outlook, the president states that the current year has opened auspiciously with good prospects of increased turnover and earnings.

Mr. Merchant

This is the time to show and sell lenos.

We have them in stock--can ship right away.

36 inch, 48 yd. pieces - 4¼c yard
40 inch, 48 yd. pieces - 4½c yard
60 inch, 8 yd. pieces - 60c piece

Above in green, white, black, canary, pink and red

60 inch, 24 yd. pieces - 7½c yard

Green and white only.

WRITE US DIRECT OR ORDER THROUGH TRAVELLER. YOU GET SATISFACTION EITHER WAY.

The W. R. BROCK COMPANY (Limited)
MONTREAL



Pile Goods

Velvets, Velveteens and Plushes, Both Plain and Fancy Ordered Out For Fall—Buyers Interested in Fur Plushes, Both in Cloaking and Suiting Weights.

THE early hesitation has given way to confidence, and there is no doubt whatever as to the standing of velvets, both plain and fancies, for the Fall and Winter of 1914-15. As a matter of fact, pile fabrics are fashionable right now, and the ultra smart woman in Europe will be wearing velvet right through the summer season whenever the occasion serves.

The putting on the market of velvets in 36 and 40-inch widths in light-weight soft-finished drapeable cloths, with a pile that is fast, and does not crush easily, has much to do with this continued popularity. Velvet has from time immemorial been considered a luxurious and expensive material, and it is only now that it is produced in widths that can be economically used, and with the modern improvements of finish that permit of its general use, that this fabric is become widely popular. Plain velvets, fancies, velveteens, corduroys are all coming in for strong recognition, and there are also wonderful plushes intended for cloaks and suits.

Plain colors will lead and black will be especially good. The blue shades range from navy, sapphire, King's blue and Copenhagen to peacocks and old blues, and Russian green, mahogany, seal and taupe are also selling well.

The new plushes show the same improvements that have made velvets popular; they no longer crush so easily, and both the pile and the dye is fast. Also they are produced for suit and cloak purposes in the popular wide widths. The fancies show wonderful color effects, and the animal or fur plushes come closer than ever to nature or in some weaves go one better. Fur plushes are now produced in weights so light that they can be used for suits and costumes.

Prices and Delays Help Sales

Plain Fabrics in Soft Finishes, as Well as Stripes, Plaids and Checks Ordered Out—Styles Call for More Yardage.

THE outlook is more promising for the woolen dress fabrics department than for several seasons. The advancing prices, and the aggravating delays in the delivery of wanted goods are making buyers more willing to place orders ahead. Also there is a more general interest taken in suits and therefore buyers are attracted by the many novelty cloths, as they know that customers in their turn will give them attention. Fashions are veering round to styles that call for more yardage though it cannot be said that any of the styles at present call for much wider skirts. Long tunics are a feature and godet flounces are coming in. The natural figure is still retained, and therefore the materials used are light weight and still on the order that drapes well.

The velour touch is the keynote and softness and light weight are still the main features. Plain piece-dyed fabrics have sold well and because of this and of the increasing importance of rich colors many dress authorities are talking broadcloths for the coming Fall.

There is an increasing sale for black broadcloths at the present time, but there is no general call for colors on this market, but this may be a later development.

Nothing seems to take the place of serges, and serges of various weaves and weights may be regarded as the main staple fabric. Serges come in all the leading colors as well as the regulation blues. Cheviots in particular are big sellers. Fine cords, Bedford effects and coteles come in solid colors and in two tones and stripes. Smart novelties show the Roman stripes and vari-colored stripes in more subdued tones. Gabardine has done well this Spring with the high class trade, and is out again for Fall in plain weave and in stripes and with border patterns.

Crepes rank high in all wool and in silk and wool weaves. Included in crepe weaves are granites, pebbles, waffle checks and many other fancy weaves.

All authorities unite in the assurance that plaids will be a big item. Tartans will sell but the bulk of the business will be done in novelty plaids in subdued colorings. Many of these are very handsome and many show the colorings further subdued by the use of ratine or boucle yarns. Checks are wonderfully well designed and come in two-tone and monotone effects.

Dark or neutral colors are used to balance the stronger colors and such combinations as blue and green, tan and black, black and French blue, olive and orange, red and black, etc., are shown.

Silks Still the Big Sellers

Advancing Prices Have Not Had Any Effect on the Size of the Demand—Buyers Placing Good Orders for Staple Silks.

SILK materials are in great demand, and the increasing prices so far seem to have had no effect on their popularity. Customers at retail hardly seem to have noticed that prices have advanced, for the trade as a whole has been educated up to a point where the more expensive goods are easily accepted. Fashion favors silk fabrics and there is not only a general increase in their use, but there is also a more general disposition to demand a good article and be willing to pay for it. Wide width silks, that is 36 or 40-inch widths, are firmly fixed in favor and all but trimming and millinery silks come in these widths. In the past six months raw silk has advanced about 43 cents, and the advances on materials average as a rule from four to six cents. Orders are being placed in quantity for Fall on staple materials. In spite of the many new fabrics put forth a very large proportion of these orders are for satin finished materials such as duchesse, paillette, messaline and kindred weaves. Crepes, too, in a variety of weaves are receiving attention. There is no let up or the interest manifested in crepe de chine. This fabric is used for lingerie purposes, and the majority of the petticoats that are beginning to be worn under the wider skirts are of this fabric. Good quality crepe de chine forms the leading blouse material. Georgette crepe, crepe meteor, and other of the heavier weaves in crepes are all big sellers.

The moire development still continues and moires in black and in dark street

shades are being taken for Fall. Moire finishes are being applied to other silks and "moired" bengalines and heavy crepes are among the novelties. There is a decided movement in favor of ribbed, cord and cotele weaves, and such silks as failles and grosgrains are offered. Soft finished serges, and armures are also included, and at the present time the style suiting silk is gabardine.

Orders are being placed for chiffon taffetas, chiefly in evening shades and in printed and warp-printed silks suitable for dancing dresses and for evening wear. The fashion development is bringing taffeta to the fore as a trimming silk and for combining with other materials, both silks and woolen.

Novelty plaids still hold their place and Roman stripes are so scarce at present that they are safe to last over into the Fall season. The new idea in stripes shows the combining of several colors only in wavering lines.

Color Novelties for the Summer and Fall

Hortensia the New Blue—Fall Color Tendency is Towards Deep, Dark Tones—Black and Navy in Increasing Prominence—Green Gaining in Favor.

BLACK and blue have been the leading colors so far in Paris this Spring, and so generally have they been worn that there is a very general attempt to breaw away from the sombre tones and to introduce brighter colors for the Summer season. At the later races many suits of beige and tan were noted, and there is an evident desire on the part of some of the couteriers to introduce brighter and more vivid shades. Hortensia blue is one of these, and another favorite is a deep lettuce green, and in novelty silks such colors as rhubarb, currant red, Bordeaux, Madonna blue, Russian green, and shades of beige, dove, and tilleuil are popular.

Nevertheless the general color tendency is in favor of the darker and more sombre tones. This fact is made very plain by the new silk color card for 1914. The general tone of the colors on this card is towards dark shades.

The new bronze shades are the leading color novelty, and these shades are being taken up in wings and millinery novelties at the present moment. A set of bronze shades is given first place on the new French card. The first shades are on the beige order, and they deepen down through a color named rhubarbe into rich bronze tones with a greenish cast. This series promises to be important as it presents a set of colors that form a decided color novelty.

Red is very well represented, both by staple and novelty shades. The staple colors are in the sixth column and are geranium, poppy, and wine. The best set of reds is the set in the fifth column showing dull shades of rose darkening into tones that become nearly black in the last shades in the series. There is also a very promising terra cotta series beginning with salmon and ending with a dull wine shade. There is also a magenta series the last of which is almost purple.

Hortensia, or lavender blue, is the novelty color in blues. This is a color

(Continued on page 45.)

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Kewpies for the Grown-Ups

These New Uses Include Holders for Menu Cards—Japanese Dolls in Accurate Costumes—Bears and Cats With "Cuddle Me" Voice Latest in Animal Toys.

HAVING conquered the hearts of the children the irrepressible "Kewpies" have turned their attention the grown ups. "Kewpie" desk sets are shown where "Kewpie" guards the ink well, and forms the handle of the envelope sealer, and the desk candlestick has a "Kewpie" on its base. Holders for place and menu cards are also decorated with "Kewpies." In the doll line the red rubber "Kewpie" comes for baby's delight, and "Kewpie" farmers, policemen, Irishmen, etc., are new.

Almost Too Much Expression.

The doll line is always a big one and heading the list come the beautiful baby dolls. These dolls have bisque heads, with features so finely moulded that they reproduce perfectly the soft satiny baby skin. The eyes open and close, and the parted lips show two pearly teeth. The body is of papier-mache, and the arms and legs are all jointed and modeled from life.

Character babies are another line without which no doll stock is complete. Indeed it would seem as though the day of the old-time expressionless doll was done and as a matter of fact the complaint might be made that some dolls have too much expression, so eccentric are they. Dolls with real eyebrows as well as real hair are included in the doll collection, and because of the manner in which the hair is inserted these eyebrows cannot drop out.

Conspicuous in dolldom are the black-haired, almond-eyed Japanese costume dolls. These dolls come in correct Japanese dress and show the costumes worn by different ranks of life on different occasions. There is the court lady in Winter dress, and the Geisha girl in holiday attire; there is the lady dressed for shopping, and the woman of the people with a little slant-eyed baby on her back. All the features of these Japanese dolls are true to life. Their fine black hair is carefully and correctly dressed while the figures are accurate in every detail, and show to perfection the ancient and modern dress of Japan. The costumes are of silks, crepes and brocades in rich Oriental colorings. These dolls are sold in case lots and there are forty-eight dolls in the assortment, both prices and figures being assorted. These dolls should look attractive to some merchant who wishes to start the toyselling season with unique window display. These Japanese dolls, shown in a Japanese setting would be distinctly new and would stand out from the ordinary run of toy windows. These dolls can be retailed at moderate prices with a good margin of profit.

Animal Toys Unbreakable.

Animal toys are deservedly growing in favor, because makers are putting out life-like reproductions of the animals imitated and also because those of the better class are practically unbreakable as the frame of the body is of steel. Moreover, this steel frame is so padded that it is impossible for the smallest child to hurt itself with the frame of one of these toys. The stuffing material used is light and clean, for saw-dust and animal hair is not used now by the manufacturers of the best lines of animal toys. The weight of these toys is another point that receives attention, every effort being made to reduce it as much as possible, as this is appreciated by small owners and also reduces the cost of the toy because the freight charges are lessened. Where paint is used the colors for very obvious reasons must be non-poisonous in their composition so that their small owners may come to no harm. Animals mounted on wheels can be ridden by even large children as both wheels and their axles are strong and tested for weight before being used.

An animal toy is twice as attractive if it has a voice, and the majority of animals can be made to speak either by pressing or turning the body or by pulling a leather strap. The new voice for bears and cats is the "cuddle me" voice which resounds when the body is pressed.



AN ODD COMBINATION.

Kewpie dolls, in sizes ranging from a couple of inches up, are being used with a variety of fancy goods, as illustrated in this article. The life-like chimpanzee is practically indestructible. His growl, when moved, is amusing and almost disconcerting. Both shown by Geo. Borgfeldt & Co., Ltd.

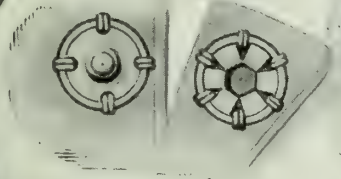
Whole Noah's Ark in Variety.

The line is a large one and includes almost the whole Noah's Ark list. Bears come in big variety—there are baby bears dressed like dollies, speed away Teddies, jointed Teddies with sweaters and knickers, Boston terriers, dachshunds, squirrels, elephants, camels, geese, rabbits—gray, white and spotted—roosters, hens and chickens, cats of all kinds, camels, lions, cows, lambs and most realistic pink pigs, also beautiful riding horses in many sizes. Roly-poly cats, rabbits, bears, and monkeys are shown for the benefit of the smaller children.

Earrings Selling Well.

One of the best selling items in the fancy jewelry line is earrings. These earrings are of the screw-on variety, and, therefore, can be worn without the ears being pierced. The best sellers at the present moment are either the long drops or quite large rings, and more jet ones are sold than of any other kind. Amber is also good, and there are signs that silver and rhinestone earrings will be worn later. Jet combined with rhinestones are selling now, and jet and coral is also well liked. The craze for earrings seems to have come in with that of wearing bead chains, and has grown almost as rapidly, and the majority of women nowadays have taken to the wearing of earrings, and, as before stated, it is the long drop and the ring variety that are selling.

DE LONG PRESS BUTTON



World's Flattest Fastener

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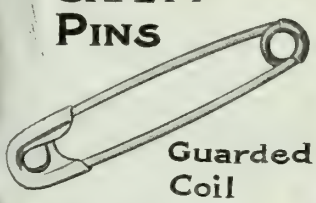
DE LONG HOOK AND EYE

See That hump?

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Rust? Never!!

DE LONG QUALITY

-famous in two hemispheres-becomes your quality to the woman who buys De Long goods over your counter.

Profit by this fact to strengthen the reputation of your Notion Department for reliability and up-to-dateness.

Just now, it will pay you to feature

DE LONG PRESS BUTTONS

World's Flattest Fastener

THE DE LONG HOOK AND EYE COMPANY

of Canada, Ltd.

St. Marys, Ontario

See that hump?

TRADE MARK REG. U.S. PAT. OFF.



ORIGINAL

DE LONG HOOK AND EYE

PATENT INVISIBLE EYES

Nub

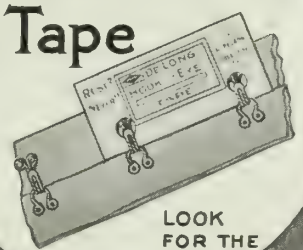
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Odd Shapes in Buttons for the Fall

Tendency to Tailored Shapes Revive the Waning Button—Olive Shape the Most Popular—No Abatement in Bead Craze—New Bead Tassel and Carved Pendants.

BUTTONS are indispensable both for trimming and use, but there are seasons when they are more indispensable than others. Though not banished this Spring, for that is not possible, buttons have had only a minor place. Now that more tailored styles are promised, buttons are becoming of added importance and certainly the manufacturers have made every effort to increase their use by putting out novel and originally designed buttons. Odd shapes rule, and the new buttons come in a big variety of colorings. Very few are wholly of one color but generally two or more colors, and a variety of shadings are mingled so as to blend in with and yet give a distinct color touch to the material they are used to adorn.

The olive shape, more or less elongated, and ridged, dented, ribbed and irregular shaped, is the favorite. Among the shapes bordering on the olive are those shaped liked tiny Bologna sausages, only they come in all colors.

All buttons come in what may be described as lumpy effects. Some are raised at one side and more of them are cone-shaped. Then there are the square, obliquely cut cubist buttons with the top striped or with a mottled layer showing beneath. Many buttons are mixed in two colors, such as cream and gray, red and blue, green and black, blue and brown, yellow and myrtle, in mottled effect. Flecks and tiny bars of gold also show in some, while buttons of solid color have rings or bars of another color. Many buttons have contrasting centres. In expensive buttons the centre is often of pearl, but this pearl centre is well imitated with transparent celluloid. Very handsome buttons of transparent celluloid imitate tortoise shell, and others show patterns in darker lines and rings, while others come in plaid effects.

For blouses and the tiny vests in dressy gowns, ball-shaped, cone-shaped, and olive-shaped buttons in miniature sizes come in all colors. Some are enameled in many-colored dots; others have small flowers painted on the back so that they show through, while those that are best liked imitate small cameos. Amber buttons and amber combinations are very much to the fore. Best used of all are the ball buttons of tinted pearl.

There is an increasing use of jet by fashionable dressmakers and the jet button is a probability for the coming season.

There is no abatement of the craze for bead necklaces, and new ideas and combinations are continually coming to the front. Smart women are most partial to the very long chains, the majority of which are of wood beads. Combination chains made of galith beads in imitation of amber, coral and jade, and in various new shades are used together. Amber and coral, both pink and white, are the big sellers, and crystal amber and jet form one of the most popular combinations.

Expensive neck-chains come in the real stones with very large beads in the centre, and graduating down to those of moderate size at each end. Neck chains with pendants of Chinese design attached to the chain by beads are shown. In place of the pendant a long tassel of jet, or jet and crystal beads is often seen.

So great is the sale that the question is often asked as to how long the fashion is going to last. There is certainly no sign of abatement and the demand is decidedly on the increase as the fashion of wearing beads is spreading to the smaller centres. Beads, in the opinion of those in closest touch with the situation, are to be worn for some time to come, and the chain of beads will form an important item all through the Fall season.



NOVELTIES IN CELLULOID AND GALALITH BUTTONS.

First row, from top down: 1, Double olive in coral red; 2, Transparent celluloid in nacre effect, with markings of black and gray; 3, Cubist button, black and white stripes, on black cube; 4, Square sunk center in tans and brown, edge black.

Middle row: 1, Cylinder of French blue, ends white; 2, Sausage shape in coral red; 3, Oblong of white with mound center in black; 4, Striped ball centre, edge gray; 5, Cone of transparent celluloid with markings of black.

Third row: 1, Tete de negre olive with fawn stripe down the center; 2, Black and red plaid on transparent celluloid ground; 3, Cubist button in black and white; 4, Leather button. Shown by A. Weyerstall & Co.

Silver plate brass frames are seemingly very popular in handbags. The deep, narrow shaped bags are good sellers.

Coral rosebuds are used on jet jewelry, the earrings being especially popular.

Both black and white moire shopping bags are fitted with vanity fixings, have a small double purse and single strap handles.

Almost flat napkin rings of silver and napkin clips of a large initial are for sale in some stores.

Corsage sachets are in square and heart-shapes of satin ribbon edged with Val and after a bow is added in a fancy box one or more sachets form a frequent gift.

From Vienna come dainty leather watch bracelets with the watch very small.

New belt buckles in Aztec designs are of gilt, silver or enamel set with large semi-precious stones of Mexican opals, sapphires, bloodstones, jade effects, etc.

FANCY NOVELTIES.

Tortoise shell umbrella handles are set with amber, topaz, amethyst, etc.

Animals and birds are favorite forms just now with stones for the eyes, etc.

Jet and coral necklaces are very effective, ending in a long spike-shaped piece of jet.

Match boxes of white ware are ornamented with little Dutch boys and maidens wtih round faces and wide opened eyes; filled with candy these are interesting souvenirs for children's parties.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

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Star Brand Garter Elastic

The highest quality.
Absolutely Guaranteed

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

DRESS ACCESSORIES

Veiling Novelties

Colored Bugs and other animals the latest in beauty spots.—Bordered hexagons a favorite line.—Velvet and chenille spotted borders the newest.

THE present season is proving an extra good one for veilings, and, provided it comes within certain prescribed lines, nearly everything is selling. Most probably because they would overpower the small hat, all patterns are on the neat and modest order. Perhaps some may say that this does not apply to the bug, lizard and snake patterns in realistic colors, but there is only one or at least two of these animals to the veil, and then the ground is the neatest of hexagon or net meshes. A new idea is the bug in black on a flesh-colored veil in hair-line mesh. The bug is embroidered, and the wings are separate, so that they hang loose. This is an extreme, and, while the sale is certainly limited, such goods draw the attention of customers to the department, and is a clear evidence that you put in the novelties as they come along. All beauty patch ideas are well liked, and spots, stars, crescents and many other forms are good.

Bordered veilings are coming into high favor, the best sellers being the hexagons with narrow borders. Some are conventional, but others, and the newer ones, show borders formed of small chenille dots. The harem veil, with the upper part of a light net and the lower in patterned net, is still in favor, only the lower and patterned half is now treated as a very wide border, and chenille and velvet dots are introduced.

Some of the new bordered veils show the double border—that is, the border on each edge is different, and the veil may be worn in either way, making a two-in-one veil.

The Tosca—a three-cornered veil with one corner rounded and woven so that it fits over the hat or under the chin—is popular in the hexagon mesh with scroll border.

Linen Collars Well Taken

Plain Organdie and Swiss Collars Have Led Up to Collars of Unstarched Linen and Pique—Guimpes Show Vests and Collars of Organdie or Have Frills of Same or of Picot-edged Net—Demand for Ruffs.

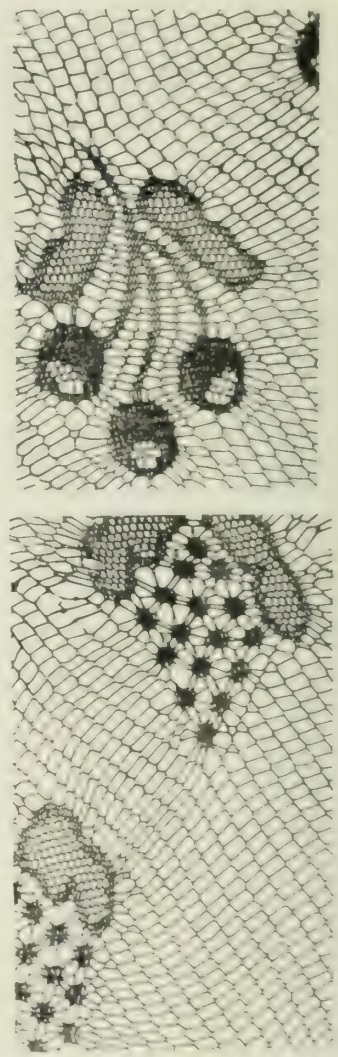
THE soft roll collars made of transparent organdie or Swiss, with little stiffness, that come in the various styles known as the Gladstone, the Norman and the Medici are still the best sellers, but it is becoming more and more evident that their prim severity is preparing the way for linen collars. These plain organdies are now being followed by collars of linen or pique, either detachable or attached to a vest. These linen collars are beginning to be shown and are being well taken up. But after all it is the organdie collar that is the big seller, and though the style range is more limited than it was, there is no lessening of the volume of sales. Undoubtedly also the trend is towards the new unstarched pique and linen collars, and these collars are shown in flat, as well as rolling and high wired forms. Demi-tailored wing collars similar to those worn by men have ties as a finish. Linen and pique collars also come with vestees. These collars have taken best in pure white, but there are models made of striped linen and some of the pique collars have colored embroidery and French knots.

Guimpes are big sellers. They show low necks and square V finishes. The newest have organdie collars and vests of the same. These collars are finished with picot edges and trimmed with hemstitching. Some of them have hemstitched or picot edged frills of organdie or organdie frills with scalloped embroidered edges. The collar and vest effects are mounted upon net and the guimpe comes just below the bust line and is held in place by elastic. Many of the guimpes have no pieces under the arms and therefore no armholes, as are more comfortable and do not bind when they are absent. When lace is used it is of the shadow variety but organdie is more fashionable than lace at present.

The heavy demand for ruffles and pleatings continues. Pleatings are of lace and net and also of organdie, with the edges hemstitched. Besides pleatings there is a big demand for rufflings of net. These rufflings have many uses. They transform the ¾-length sleeve into one of ⅞ or full length. They are used for tuckers and vestees, and also for making net camisoles with the addition of ribbon ties and shoulder straps.

Rather unexpectedly has arisen a demand for ruffs made of tulle, tulle and chiffon, or of ribbon. These ruffs are often made in two colors or in two shades of the one color. Those made of moire ribbon are the newest.

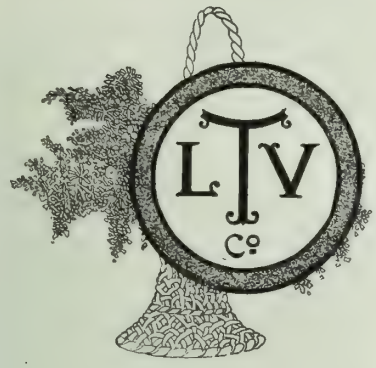
CHERRIES IN YOUR VEIL.



Fruit motifs are new. Bunches of grapes and bunches of cherries in shadow effect on fine mesh ground. Shown by Thompson Lace & Veiling Co.

Lambert & Lambert, Bramptonville, Que., general merchants, have dissolved partnership.

The Smith Trading Co., Elgin, Man., have succeeded T. B. Cunningham, general merchant.



Needs

of the

June Bride



Vanity Spot Veilings
Lace Collars
Fancy Laces
Crepe Flounces

Bridal Wreaths and Veils
Flowered Crepes and Chiffons

ETC., ETC.

See Our New Fall Samples
with "FLARE" Trimmings

Mail Orders Promptly Attended To

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.

For Bridal Month of June

Most Departments Can Take Advantage by Showing Articles Bride is Sure to Need—Some Hints on Displaying Goods.

THE June bride is an interesting person to the dry goods merchant, for she offers to him a fruitful source of increase in business. Therefore he is early in the field with plans for attracting the attention, not just of the young woman preparing her wedding outfit, but also for securing the trade of the wedding guests and for the supplying of their wedding toggery, and also the presents that they may be preparing to give the happy bride.

More and more every year is shopping made easy, simply because merchants, spurred on by the keenness of competition find it to their interest to suggest and anticipate every possible want. Every department carries goods that the bride needs in the planning of her outfit, and these goods should be given special prominence.

Either a case or cases can be trimmed with these articles, with white satin ribbons and orange blossoms used as the decoration, or bride-like decorations can be used for the department trim.

The dress accessories department can make a very special appeal, for delicate laces form an indispensable part of both the outfit and the wedding gown. Rich flouncings of real lace, if the bride is wealthy, or of one of the many clever imitations of the old needle-wrought laces if her purse is a limited one, trim the bridal gown. Silver lace is the high novelty this season, the lace being of the very light shadow variety. The daughter of the President of the United States, who was married last week, had her ivory white satin dress draped with old point lace. The neck was finished with tulle, and the long sleeves were also of tulle.

The Veil.

The veil is a most important item, and the majority of veils are of tulle, though very rich veils of lace are also worn. The majority of veils are arranged in cap fashion, allowing the rest of the veil to fall in folds over the shoulders and train. As a rule orange blossoms are used to confine the veil, but for a change strands of pearl beads are used, with the pearls forming a long rope that hangs down below the waistline in front. A new veil that is very becoming is of tulle or net edged with a flounce of lace, which is wired along the edge where the cap is formed so that it rolls back from the face and reveals the hair. Where it was not convenient to show the veil and its adjustment, pictures might be cut from different fashion papers and mounted on cards. Gilded rings, doves, plaster cupids are all appropriate decorations for such a display.

Boudoir Caps and Camisoles.

Now that the majority of neckwear departments feature boudoir caps and camisoles there should be no difficulty in getting up an attractive bridal display. Boudoir caps are needed for traveling and for morning wear, and every bride is laying in a supply. Camisoles are worn with every elaborate dress, and are so pretty that they will sell not only to the bride herself, but to her girl friends who are in search of something appropriate for showers. The choicest neckwear should make a definite appeal, as guimpes, vestees, girdles and collars are all needed accessories.

The bride needs gloves, not only for the wedding, but to go with the going-away gown as well. Gloves suitable can be best shown in a glass case with the same decorations as advised for showing lace and neckwear.

It is by making such special exhibits and by thinking as it were for the customer, and anticipating her needs and wants, that the big departmental stores have built the business they enjoy. The methods they use can be applied to more limited businesses, only they have to receive modifications in most cases to suit them to the needs of the particular store.



Organdie novelties, shown by Flett, Lowndes & Co., Ltd.

Velvet Ribbons

Stronger demand this season than for some years—Big variety of colors—Big Ribbon season.

MONTREAL, May 19.—(Special.)—As the season advances velvet ribbons are much in demand, and, judging from the present outlook they will be stronger this year than for many seasons past. Of course, there is always a lot of black velvet ribbon sold at this time for millinery and trimming purposes, but this year there is a decided vogue for colored velvet ribbons. All colors are good, but the most popular seem to be purples, greens, cerise, tans, saxe, royal, tango and mahogany. Other shades are being asked for, but those mentioned have first place in popularity. The widths mostly favored are 7, 9, 12, 16 and 30.

The call for all kinds of ribbons continues brisk, and wholesalers are kept busy filling orders for immediate wants, in all widths and shades. In some lines there is difficulty now in giving the assortment desired. The unprecedented demand this Spring has taxed the manufacturers to the utmost, and orders placed by the jobbers last Fall have not yet been completed. The manufacturers have been trying to satisfy all their clients by dividing up the shipments and giving some here and some there to try to tide over the situation. The retailers who ordered early certainly made no mistake this year, as many who put off placing their orders are now in a quandary as to what to do to get the goods their customers are asking for.

Moire weaves are still in a strong position, while taffetas and failles in new shades are good. Roman stripes and bayadere stripe effects, and plaids and some fancy figured designs, are being well taken. On the whole, the ribbon business is bearing out the advance notices that have been given from time to time, that this would be one of the biggest ribbon seasons the trade has ever seen.



Widths
7-9-12-16
and 30
Black
and all
Shades

VELVET RIBBONS

THIS IS THE HARVEST TIME IN THE RIBBON BUSINESS

and velvet Ribbons are as usual just beginning to be in REAL demand.

They are being used for every purpose in Women's Apparel—on Hats, for Dress Trimmings, Sashes and Girdles, etc.

The BARRY range is complete in BLACKS and all the VERY NEWEST SHADES.

SEND for a new Shade CARD and let us have your order while the range is complete.

Walter H. Barry & Co.

Winnipeg Branch.
222 McDermott Avenue

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MONTREAL

"THE SPECIALTY RIBBON HOUSE"



Cleveland Sets Ban

No More Will They Prove a Theme for Humor of Cartoonists — More Conservative Movement in Progress—Close-fitting Skirt and Slit Are Tabooed —Important Convention of National Association.

Covered for The Review by Florence Davies

CLEVELAND, May 12 (Special).—When the snow flies next Fall the woman of fashion will be both picturesque and modest. This is the edict of the four hundred members of the National Cloak, Suit, Skirt and Dress Manufacturers' Association who were gathered together on the eighth and ninth of this month at the Hotel Statler, in this city, for their twenty-fourth Semi-annual Convention.

President John P. Hovland of Chicago., presided at all sessions and opened the convention with a few words of greeting.

Freak Styles for Cartoonists.

No line offers more vexations, said President Hovland than the garment-making industry. But the day of making freak styles for the benefit of the humorists and cartoonists is happily past. The sky was never bluer nor the sun brighter than it is for this industry to-day. We all rejoice in the general trend toward more artistic lines and more modesty in dress."

These words sounded the keynote of the style aspect of the convention. The close-fitting skirt is no more, and the slit skirt may as well be relegated to the rag bag. Grace and picturesqueness have been left to the woman of fashion.

Convention business occupied the time largely on Friday, but on Saturday the report of the style committee and the display of advance models were of paramount interest.

The question in every one's mind was doubtless the trend of certain style tendencies now visible. For instance, would the bustle blossom out into a hoop or would the woman of fashion displace her furbelows next Fall and become once again the little brown wren of the strictly tailored type?

Neither. Next Fall's styles will be as artistic and feminine as ever. Lines will be normal and graceful. In general, long graceful lines will be seen, which will echo the period of 1870. The waist line will, as a rule, go back to the area where waists are actually supposed to be, sleeves will be more normal and colors more subdued.

Jackets Will be Longer.

Analyzing more carefully the details of the suits offered by the designers for the coming Fall, we find that in general, jackets will be longer than those worn this Spring. The official length is referred to as "finger length or longer," but the onlooker after seeing numberless models gleans the general impression of many, short or vest effects in front, with long plain or plaited postilion backs. The saleswoman who has just succeeded in educating her public up to the point of buying "fancy" suits may feel that she has scored a point for next Fall's business. The fancy is again in evidence. Many jackets are intricately cut, with cleverly designed set-in pieces giving the effect of fullness at the back or sides.

Cape Effect Strong.

Without doubt the big novelty effect of the Winter is the cape and this runs right through every class of outer garments, including suits, jackets, coats, dresses and, of course, the new capes themselves. In jackets it is the most important novelty innovation of the year, as the vest feature which is often seen was strongly heralded this Spring.

In the suit jacket the waist line is normal and the set-in sleeve often shows a sloping shoulder effect. In both coats and jackets, sleeves are long.

Skirts Fuller and Shorter.

Skirts are even more important than they have been during the past season, plaited, flaring and long tunic skirts being much in evi-

AT CLEVELAND STYLE SHOW.



This suit illustrates the fanciful cutting that is so much seen in the make-up of the new suit coat, also the finger-length. The new, long tunic and plain underskirt form the most interesting development from the style point of view.

On Freakish Styles

Capes Prominent Feature of Fall Models — Skirts Fuller and Not as Long — Sleeves More Normal — New Material Like Crushed Plush, Peau Moire — Complete Report, With Photographs of Models.

Special Representative at Convention.



dence. Skirts are fuller, and a little shorter, some of them showing groups of plaits but the tunic in varying forms still reigns supreme, as the most important trimming feature of the skirt. Some tunics are plaited, others gathered, and apron effects are noticeable. When the long tunic is employed the underskirt continues to be rather narrow. But looking at the skirt situation as a whole, it begins to seem evident that street railway companies will not be obliged to make over their cars in order for their women passengers to alight, nor for limousines to be built with extra running boards near the ground. A little extra width will take care of these emergencies.

Coats in Three-Quarter Length.

The separate coat, three-quarter length, evidently will predominate, though some successful models were discovered in the longer lengths. There is a tendency for the three-quarter coat to slope up a little in the front, and the deep exaggerated armhole is seen more often in these garments than in the suit coat. Coats have been developed along a variety of lines. The Winter sport coat is a smart affair, of large plaid or check material, almost invariably worked out with the new cape feature, while separate coats for utility and evening wear are strongly featured. Among the separate coats, the dress and semi-dress models made of the rich, soft pile fabrics are important.

A number of lovely models in the new long piled fabric called peau moire, show tunic or cape effects. This tunic idea as applied to the separate coat is new and rather striking. The tunic hangs either from the shoulder or from the yoke. It shows fullness and is either looped up and caught to the grament at the bottom or left to hang free.

In coats and suits the effect of standing away from the neck at the back is often managed by the arrangement of the fullness rather than with the collar itself.

Capes Have "Arrived."

The cape coat and the cape deserve separate discussion. Every day the cape idea is growing in importance, and the first step toward convincing the customer of the vogue for the cape wrap, is doubtless the conviction on the part of the salesperson that the case is "right." The man or woman who attended this meeting could not have doubted that the cape had come, even if the many pictured cape costumes from Paris have so far failed to convince them. Just how far the fad will go may still be a matter of speculation, but already the cape has taken the field for dressy wraps for Spring, and this tendency is plainly marked in the garments shown for Fall.

Three Types of Capes.

The cape idea has three interpretations. First there is the cape coat, a garment with sleeves, but with a loose cape thrown over the coat either separate or with cape fronts, the back being the coat proper.

Then there is the sleeveless coat with cape effect, a wrap with coat foundation, but no sleeves. And thirdly there is the cape proper without coat foundation, but the smartest showing a vest effect.

Most of the sport coats show the cape attachment. For sport wear the garment with sleeves is shown, but there seems to be a slight preference on the part of some makers for the models without sleeves.

Favorite Materials.

Among the materials which will be used for coats and suits, one new note is noticeable at once, and that is in the revival of broadcloth. For the elaborate cut of many of the garments, the plaited postilion

(Continued on page 30.)

AT CLEVELAND STYLE SHOW.



Capes have come to the front so quickly that there is no longer any doubt as to their general acceptance. For Winter wear the cape coat promises to be the most practical development. Note moired plush material, fur collar and bands of fur.

Official Report of the Style Committee

The Style Committee of your association begs to file herewith its report governing women's ready-to-wear garments for the Fall and Winter of 1914, compiled as concisely as is in keeping with the necessary clear understanding of what is correct and good style. These recommendations constitute the basic foundation of garment construction for the coming Fall and Winter and the framework upon which will be built the prevailing styles of garments designed for well-dressed American women. Each type of garment, however, is amenable to individual treatment by the individual manufacturer.

Suit Styles.

Suit jackets will be finger-tip length and longer, with set-in sleeves and sloping shoulder effects. They will be distinguished by graceful lines conforming to the new silhouette, namely, a tendency toward a normal waistline with fullness at the sides or back of the jackets.

Skirts will be a very prominent feature of the Fall suits. Pleated, flaring and long tunic skirts will be much in evidence. When the long tunic is employed the underskirt will continue narrow. Skirts are somewhat shorter also.

Coats and Capes.

Coats in three-quarter length will predominate many being cut shorter at the front.

A decided feature will be the coat cape developed in a variety of novel forms.

Separate capes for utility and evening wear will be desirable. A waistcoat effect will be a useful and attractive feature in the construction of capes.

Materials—Trimmings.

Materials to be employed include mixtures, checks, zibeline, broadcloth, duvetyn and a variety of new pile fabrics, such as novelty velvets, broadtails and plushes. Fur bands, fur edgings, fur collars and ornaments such as cords and tassels will be freely used.

Styles in Dresses.

The style committee on dresses for the Fall season of 1914, reported as follows:

The principal changes will be a slight amount of additional fullness in the skirt, which will be shorter, and the extensive use of the long tunic, either from a yoke or from the waistline. The tunic may be of a pleated, plain or gathered character. Pleats will be used in some instances in the underskirt.

Waistline.

The waistline will tend more toward the normal in the tailored effects, while in party and evening gowns the waistline will be either high or extremely low.

Sleeves.

Sleeves in either tailored or street dresses will be long, and those in evening dresses will be very short. In extreme evening gowns there will be an absence of any sleeve, shoulder straps being used with a shoulder cape of transparent material.

Accordeon pleating will be featured in dancing frocks, to supply the need created by the present dancing craze.

Another style feature will be the revival of the basque effect combined with a tunic style.

Fabrics.

Stripes, plaids and printed fabrics will be used extensively, either in entire garments or in combination with plain materials. The wool cloths, which will again be in demand for tailored dresses, will embrace broadcloths, serges and satin-faced materials, while crepe fabrics and poplins will maintain their place in the popular demand.

Silks of a satin-faced character will be a prominent feature, while crepes, radiums and other soft silks will hold their present strong position.

Taffetas, radiums and crepes in the lighter shades will be extensively used in evening and dancing dresses, and the revival of basques will cause the continuance of the demand for taffetas in the more sombre colors.

It is with extreme pleasure that your style committee is able to offer the foregoing style recommendations to the public as a whole, as the general styles recommmended are of a far more becoming nature to all figures than those that have been in vogue for many seasons, and the woman who has had difficulty in the last few seasons in securing a style adapted to her figure and needs will find that style creators and designers have looked well to her interests in producing the styles which will be worn in the Fall and Winter of 1914.

NEW RANGE

FOR SPRING 1915

READY FOR INSPECTION JUNE 15th, 1914

In this range you will find all the newest ideas in regard to style and materials in:

LADIES', CHILDREN'S AND INFANTS' WHITEWEAR. CREPE NOVELTIES

House Dresses, Children's and Infants' Dresses

(Colored only)

Kimonos, Dust Caps, Wrappers

UNDERSKIRTS

Latest designs, newest materials. Many attractive novelties in underskirts are shown in this range.

The Canadian Converters' Co. Limited
Montreal

THE TREND.

FREAK styles are on the wane. Even the waist line is exhibiting a tendency to return to the generally accepted postilion. The plain set-in sleeve is coming and colors are more subdued. Suit coats are finger-length, but many models are cut short in front and show vest effects with long plain or pleated postilion backs. Many are intricately cut with cleverly designed set-in pieces at the sides giving fullness.

The cape is the big novelty and is applied in many ways to the suit coat. Skirts are wider and shorter and the long tunic is paramount and sometimes plain, sometimes pleated.

COATS. — Three-quarter lengths predominate in coats though notable models are longer and nearly every model carries some cape feature. Capes are shown but chiefly for evening wear. Sports coats have cape attachments.

DRESSES.—The dancing craze evidently has a strong influence on dress fashions. Evening gowns show the waist placed rather high or slipped down to the hips. Day dresses have long sleeves; evening gowns have caps of lace and shoulder straps.

MATERIALS.—The reappearance of voile is important, and many of the silks used for dresses were of the satin-faced character. Silk and wool crepes were important also broadcloth for street dresses, as well as serges and satin-faced materials. Many broadcloth suits were noted, and broadcloth was used in suitable weights for coats and capes.

Peau moire, a moired plush, is favored for coats and wraps, also novelty velvets, broadtail, plush and other pile fabrics. Check mixtures, zibeline, and duvetyn are included in the materials used.

TRIMMINGS consist of bands of fur, fur edging and collars and tassel and cord ornaments. Liberal use was made of Roman striped silks and velvets to trim suits, coats and dresses.

SETS BAN ON FREAKISH STYLES.

(Continued from page 27).

backs, the simulated capes, the flare effects, and the ripples with which many of these garments are fashioned, supple broadcloth is the ideal fabric because of the graceful way in which it hangs. A second new note which may be mentioned is the appearance of a new pile fabric called peau moire, a de luxe edition of crushed plush, and a lovely material for dressy coats and wraps. Novelty velvets, simulated broadtail, and plush are other pile fabrics which will be used; for sturdier wear checks, mixtures and zybelines are seen, while duvetyns are again to be numbered among the most popular materials.

Some Trimming Effects.

Trimmings are extensively used and stunning effects are gained with fur in bands, edgings, and collars. Ornaments and cords with tassels finish many coats and capes, and the liberal use of Roman striped silks and velvets is noticeable on suits and coats as well as dresses.

The linings furnish an interesting feature of the new garments. Never have they been more lovely in these garments, a lining alone may often furnish an excellent selling point. Figured foulards and other soft silks are used in many of the better coats, while not a few of the high class suit coats are lined with lovely figured crepe, in delicate, or contrasting colorings.



AT CLEVELAND STYLE SHOW.

Dresses still show the idea of the waist and skirt of different materials. This dress exploits the new double tunic mounted on a yoke, also the fact that there is more fullness around the feet in the new skirts.

Dancing Influenced Dresses.

The dress industry has been recognized formally by this association, by including the name in its title. So rapidly has the manufacture of dresses increased that it has come to be an important part of the garment-maker's display.

Many of the lovely mannequins who walked up and down the aisles of the rose-tinted ball room of the hotel which served as the convention hall were wearing dresses and gowns for afternoon and evening.

The dancing craze has left its mark on the fashioning of evening dresses, the accordeon-pleated skirt being repeatedly seen. Evening dresses are the only exceptions to the rule of the normal waistline. On these gowns, the waist is placed rather high, giving the quaint simple look of a Dresden shepherdess, or very low, slipped well down onto the hips, giving the bizarre effect which has been seen in many costumes this spring.

Sleeves in afternoon dresses of silk or wool are long, in evening gowns, they are short to the point of actual extinction, often being missing altogether, and a tiny strap with a little cap of lace or other transparent material being substituted.

In the dress realm, one has first to welcome the old time basque, which added glory to mother's wedding outfit. The new basque seems to have a modern smartness all its own. It is decidedly chic, and accords very well with the ruffled skirt with which it is worn.

Dresses Fuller and Shorter.

In general, dresses will show more fullness, they will be shorter and very often supplied with the long tunic, hanging either from the hips or from a yoke.

A Study of the Models.

Studying the models, it would appear that the tunic has been developed in every shape and form imaginable. It may be plaited or gathered; if plaited the underskirt will be plain, but where

plain, the underskirt is apt to show plaiting.

Dress materials are more varied than ever. Broad stripes in rich colorings, great soft checks and plaids are seen in the liveliest of hues, and the gentle little soft crepes with their small figures and in contrasting tones are also much used.

Fancy materials are often combined with plain, as for instance when a dark blue indestructible voile, richly figured with red and green scrolls is trimmed with cherry silk in rever and girdle. Another striking costume shows heavy crepe silk in striped effects set off with over-blouse and knife-plaited tunic of plain silk.

The taffeta craze has by no means lost out, but it remains mostly as medium for dancing frocks, while the revival of the basque will give it an assured use for that style of costume. Silks of a satin-faced character will be very much used, while crepes, radiums and other soft silks easily hold their present strong place.

Among the wool fabrics used in dresses, broadcloth will be in demand for the handsome tailored street dresses, as well as serges and satin-faced materials. For popular wear, it will be impossible to go wrong on poplin and soft effects in crepe wool materials.

More Artistic.

The chairman of the dress and skirt section of the style committee, announced that the general styles were far more becoming to all figures than the styles which have been in vogue for many years in the past.

Mr. Hugo Stein, of Cincinnati, O., chairman of the style committee, spoke with enthusiasm of the progress made in the designing of styles and the increasing amount of artistic effect that was secured each year. He also pointed out that just as much progress had been made in the good taste and good workmanship of the garments as had been displayed in the styles themselves. In the maintenance of an efficient style expert at the Paris bureau of the association, he showed that the members had a valuable tool at their disposal with which to work.

A general discussion by members and designers in executive session followed the style exhibit on Saturday.

Among Canadian delegates present at the convention were: John A. Northway, A. Lieberman and W. Summers, of John A. Northway & Son, Toronto; J. H. Winters, C. H. Mason, Miss H. Neighborn, R. J. Sapiro and J. Gottschaffer, of J. H. Winters Co., Toronto.

The President's Address

Full Weight Will Be Thrown Against Immodest Styles and in Favor of the Artistic—Not Blind Followers of Paris.

THE address of President Hovland at the opening of the convention was as follows:

"At the present time, as we can in imagination, almost smell the powder smoke from the far Southwest, we are frequently reminded of the three classic words uttered by General Sherman, describing the horrors of war.

"The average garment manufacturer can paraphrase this expression by substituting the words 'garment making' for the first word of Sherman's classics. For truly, no line offers so many vexations, so many trials, so many troubles, as garments in the making. (Applause and laughter.)

"Our troubles have never been more pronounced than during the season that is closing and the one just preceding it.

Toward Modest Styles.

"The seemingly 'freak' styles which we have been obliged to produce have been the butt of the funny man, and an unfailing subject for the cartoonist. But now as I welcome you to this semi-annual meeting, the sky is bluer, and the sun is brighter. We have been getting closer together all the time. We rejoice in the trend of opinion toward more modest styles.

"Even in Paris a campaign is being conducted by a body of fashionable women against immodest and extravagant fashions in feminine dress. This is exactly in line with our own ideas, because we stand for American modesty, and unless a general opinion forces us to do otherwise, we shall produce 'American styles for American women,' so beautiful and so proper, that we shall not be shocked when our wives, daughters and sisters wear such costumes.

Harmonious Styles.

"Our association has passed the formative period and now, we know better than ever, how to move more effectively. It seems to me that our co-operative spirit, our service to one another has never been more unselfish.

"In this connection, it is a pleasure to comment on the splendid broad spirit shown by the chairman of our style committee, who early this Spring took it upon himself to send out a style bulletin to our members, giving his opinion and comments on style lines. Following his example, many of our most prominent members did as he did.

Great Good for All.

"Representing in our membership, the best and most influential garment manufacturers of the West, we can accomplish great good for all garment manufacturers, for all merchants who handle our lines, and for all women, misses and children who wear our garments.

"We have met here to-day to do our utmost along the line of accomplishment for all parties concerned in any way by the garment manufacturing industry.

"Again I welcome you and bid you continue in your spirit of optimism. Get into the work and spirit of this meeting with the feeling that we shall accomplish much good, and we shall."

Terms in Selling

Early Price-Cutting Scored and Provision for Return of Some Garments if Buyers Were Doubtful.

Reports and suggestions were heard at the Friday morning session. "The matter of sending goods out on memorandum or consignment," said Mr. H. George Forney, of the Welfare Committee, "while indulged in by some few of our members, is not carried on to any great extent, as compared with two or three years ago. The resolutions of this committee on the selling of samples are well understood," he added. "The disposing of sample lines on the road has been taken care of by the Interstate Commerce Commission, so that all such lines are now sent back to the factory before they are disposed of."

Terms to Retailers.

Mr. Forney pointed out that the western market in women's ready to wear has been growing each year in influence, and that this growth was in great part due to the co-operation on the part of the members of the association.

Mr. Harry Sterne, of Cincinnati, urged the importance of deciding upon uniform terms for customers and quoted the efforts which had already been made in this direction. Some firms had in recent years been breaking away from the rule of 4 per cent. ten days, he announced, but the merchants would have more respect for houses if they insist upon adhering to terms and treating all alike.

Mr. E. L. Schonfield, who spoke from the floor, referred to the fact that the farmers of the country are furnished with frequent reports from Washington to guard them against over-production of crops. The merchants of the country have a right to some such service from the bureau of commerce and labor, and should apply to the Government for the same service in regard to the industrial condition of the country.

Mr. Harry Neu, of Cleveland, who was also called upon from the floor, discussed selling methods and scored early price cutting, as well as the bad practice indulged in by some over-anxious salesmen of urging a customer to take a garment of which he is doubtful, saying that it might be returned.

"In a few weeks," said Mr. Neu, "that garment comes back, not alone, but with fifteen or twenty of its sisters.

"This, in the end is unfair to the retailer, because it allows some to carry goods on a memorandum basis and not others. It at once stamps a manufacturer as 'easy,' and has an unwholesome effect if indulged in."

BUREAU IN PARIS.
Information Has Proved Very Valuable

At the convention frequent expressions were given to the value of the Style Bureau to the members. Information is collected through a style secretary, who spends a portion of her time in Europe and the remainder in this country. Members feel that they are pursuing the right course for the collection of style information, and that this is one of the foremost steps yet taken by any organization in the advancement of the industry and preparation for originating ideas in this country. They take the broad ground that styles may be formulated from information collected from the four quarters of the globe and from the history of all ages. The problem is to select those ideas that will suit the American women and work them out in the materials that are adaptable for the purpose.

Practice will make perfect in this, as in any other field, and the experience of years in gathering this data and information and adapting such of it as may be used in this country to the needs of the producers will grow into a knowledge of the work that could be secured in no other way. For some years the manufacturers and designers secured information and studied it as individuals, but in this organization each house has the combined judgment of all the members and all the designers. This is a big advantage, for it brings about a deeper study of the details and a broader view of the field in general.

Children's Wear

The Dickens or Oliver Twist the Latest for Outing Occasions —Many Smart Little Dresses of Flowered Material Shown.

THOUGH Fall merchandise is on the road, there are still firms producing novelties in children's dresses for hot weather wear. One of the most taking of these is the Dickens or Oliver Twist dress, modeled upon the



The "Oliver Twist" or "Dickens" suit for girls.

exceedingly popular suits of the same name that the small boys are wearing. These little dresses are ideal for Summer outing wear as the waist is continued in bloomers while the skirt buttons through, the buttons forming the trimming. Some dresses are made all of the same material, while others, and these seem to be best liked, have the waist of white linen or dimity, with the skirt and bloomers of chambly or linen in such colors as Copenhagen, rose, tan or green.

A feature of the imported dresses is the revival of plaid ginghams in bright-colored plaids. This is a revival that has hardly touched the Canadian trade as yet, but one that was certainly to be expected when the strong vogue of plaids in other fabrics is noted. Also there is no material that stands the hard wear and frequent washings that children's dresses are subjected to so well as gingham.

Though the long-waisted dress, belted or girdled low, is still the leading style the fancy for frills and furbelows is leaving its impression on designers of children's garments. Smart little linen or heavy colored cotton crepe frocks have the double tunic cut in circular frill effect. With these skirts the waistline is higher and there is an under-bodice of white over which there is a jumper of the material. Generally it is cut in at the neck with the jumper of the printed material cut in a wide shallow V both back and front. There is a girdle of messaline to match the color of the flowered pattern and the plain skirt has a double tunic effect, the lower one of plain voile and the upper of the flowered fabric.

For younger children, long-waisted dresses shirred into a shoulder yoke and fastening down the front are new, with the skirt finished with three fairly full frills. The girdle is of messaline and so is the small shawl collar that finishes the neck of the dress. This collar is removable and one of white Swiss or organdie can be substituted.

Lingerie dresses are either lace trimmed or made of narrow Swiss or batiste flouncings. Three flouncings form the skirt, and the kimono-cut waist of the same fabric has sleeves set in of the flouncing. A vest effect of allover embroidery has a row of buttons as though fastening there, while the true fastening is at the back.

Pretty lace-trimmed dresses have yokes of fine embroidery and the lace is either shadow or Valenciennes.

DRESS AND SKIRT MEN JOIN.

The addition of the dress and skirt section to the association has proved very satisfactory. Manufacturers of tailored garments are able to work in perfect harmony with the dress manufacturers, and the information and discussions are of peculiar value to both because of the relation that each class of garments bears to the other. Of course, skirts will always remain an integral part of the suit manufacturing industry, and the consideration of these garments must go hand-in-hand with that of suits and coats.

Illustrating the Vogue for Capes



To the left—Large cape of navy blue cloth matching the skirt, arranged to form a little pointe dbasque on the skirt; stiffened cloth collar beneath another of white organdie. One of the new flower toques with shaded Paradise.

To the right—Voluminous cape of Royal blue cloth, one end draping over the shoulder. The modish Toreador hat of black straw is worn with this. Photographed at Longchamps races, Paris.



AT CLEVELAND STYLE SHOW.

Fall sports coat with cape, one of strong features of convention models.

Capes a Big Feature

City Buyers Interested in Capes for Summer Wear—Capes and Cape Coats in Many Forms Shown for Fall.

EVERYBODY is interested in capes. It is many years since capes were worn before, and, therefore, their lines appear to be new. They have taken Paris by storm, and at the Summer races the smartest women are wearing capes. Golfine and golf cords, broadcloth, duvetyn, wool plushes and velours, as well as moires, satins, taffetas and cord silks are used for these Summer capes. All of them are lined with figured and printed crepes or satins, and many have contrasting vests or cross-over pieces to hold the cape in place, for the majority hang full from the shoulder.

Capes are also making a great hit on this side of the Atlantic, and already are selling freely in the larger centres. So strong is their hold that they are being presented in suitable weights and developments for the coming Fall.

Many of these new models are in cape coat effect—that is, the garment is more or less a combination of both cape and coat, and many of them recall the dolman of the early eighties.

Even the new sports coats have a cape, and very many of the Fall models show the influence of the cape development. These cape effects are very handsome in the new moired plushes and the light-weight fur fabrics with trimmings of fur, fur collars, etc. This year the lining is quite a feature, and as a rule it is brocaded or printed. Fancy checks, in rough, soft-finished wool cloths, wool plushes, zibelines, velours, curl cloths and in broadcloths, are the materials indicated so far. Handsome buttons in novelty shapes and cords and tassels are among the trimmings and accessories indicated.

Pink Lingerie

JUNE is the month of brides and also of white wear sales. Therefore, as in January, both expensive and bargain underwear is shown side by side in the department. Also at this period the manufacturers are busy with their sample lines for the coming Spring—that is, for January delivery. Therefore, the new ideas that come out in the high-class underwear shown for the bride's benefit are reproduced, but in a more saleable and practical form, in the new lines for the coming year.

Until the past few seasons fashions and freak ideas have had little influence upon lingerie, but the thin edge of the wedge was inserted when the demand for lingerie that was more sheer and more fitting came. Since then sheerness has been carried to the extreme, and now that this point has been reached in cotton fabrics the attention of the trade has been turned over to silk. Crepe de chine has obtained a place that is assured, and now the demand has proceeded further, and Milanaise knit silk and soft makes of washable taffeta are added to the list of lingerie materials.

Not only is silk used, but lingerie is no longer all white, but flesh pink, rose pink and baby blue are considered appropriate lingerie colors. Even batiste comes now in these pale shades, and these colors are fast and washable. As far as the bulk of popular priced business, the business that is most important from the amount sold, fine nainsook is still the accepted material, and though much lace is used for the trimming, there is a certain simplicity of style. Also all garments are cut to follow the lines of the figure, and as far as possible gathers and pleats are eliminated. This means that more art and skill are needed to design satisfactory garments.

Gowns follow the Empire cut, and the trimming is massed on to the yoke part, though some gowns have a lace ruffle at the bottom, and a few are curled up a little in front so as to show the feet.

Drawers and corset cover combinations are very much in evidence. They are all cut upon figure-revealing lines, and many of them are cut square across at the bust, and have merely straps of ribbon going over the shoulder.

Arranging "Pull" Windows in a Saskatoon Store

Systematic Arrangement of Co-operation With Each Department —Schedule Worked Out on Paper—Phenomenal Growth of F. R. MacMillan's Department Store—Spring Opening Displays.

By a Staff Correspondent

SASKATOON, May 18.—Some of the large department stores of the West have grown phenomenally in the past year or two. They started with an average floor area, with one or two show windows, and, almost in a night, grew into immense businesses, surpassing in size some of the largest departmental stores of the East. One of the largest houses in Edmonton, for instance, grew from an ordinary dry goods store, of modest proportions, to considerable size in the short space of two years and a half.

The Easterner would suspect that such concerns suffer with growing pains. On the contrary, they are quite up-to-date in every respect. The promoters have drawn about them many men from the eastern provinces who are expert in their various departments, with the result that good systems are in use, the cream of those employed by eastern houses.

A Wonder for City of the Size.

F. R. MacMillan's department store, Saskatoon, is a veritable wonder for a town with a population of scarcely more than 25,000. It is tangible proof of the faith this man has in the West, and in Saskatoon in particular. There are 21 show windows in the store, on two streets. These, as well as the interior decorations and show-card writing, are in the hands of one of the most expert window dressers in Canada, a man who has had experience in the largest stores of Canada, the United States and Great Britain.

Two Full Pages Daily.

The advertising manager spent fifteen years with the second largest department store in Canada in the same capacity. The firm carries a full-page ad. daily in each of the Saskatoon newspapers, and double pages twice a month. On one Saturday in the month of April F. R. MacMillan carried twelve pages of advertising in one issue of the Saskatoon Evening Star, achieving this co-operation with wholesalers and manufacturers, all the goods advertised being made in Canada.

The firm has a reputation throughout the West for running genuine bargain days every Friday. Their principle is that it is not wise to wait until the end of the season to give bargains, and when they give a bargain it is a bargain. They handle only the best stuff, from the best makers.

The advertising manager co-operates with the window dresser in making the windows pull with the advertising. If there are some shirt waists on sale, their customers are asked through the ad. to look for these in the window. MacMillan's believe in "pay" windows rather than "show" windows, putting this principle into effect throughout the year with the exception of spring and fall. This does not mean, however, that their windows are not artistic. The fact that they have one of the best window dressers in Canada proves the contrary.

Conference With All the Heads.

It is interesting to observe how this firm arranges for the dressing of their windows, and how the cost of the same is charged to the various departments. On Saturday nights the window dresser confers with the various managers, and arranges a window schedule for the following week.

For instance, the week beginning April 27 was known as "Clean-up Week" in Saskatoon—that is to say, this week was set apart by the city in an effort to get the citizens to clean up their homes and gardens. In this connection windows 1 to 4 were set apart for hardware and groceries suitable for cleaning. On Tuesday, windows 7 and 8 were devoted to a show of 50 dozen of the latest novelty in waists, regular $1.50 for $1.15, for Thursday selling; and so on.

On each day a chart showing the windows numbered, as in Fig. 1, is made out, giving a list of merchandise in the 21 windows and showcases. A charge is made for each window, according to its location. These are filed, and every month the various departments are billed for the windows they have used.

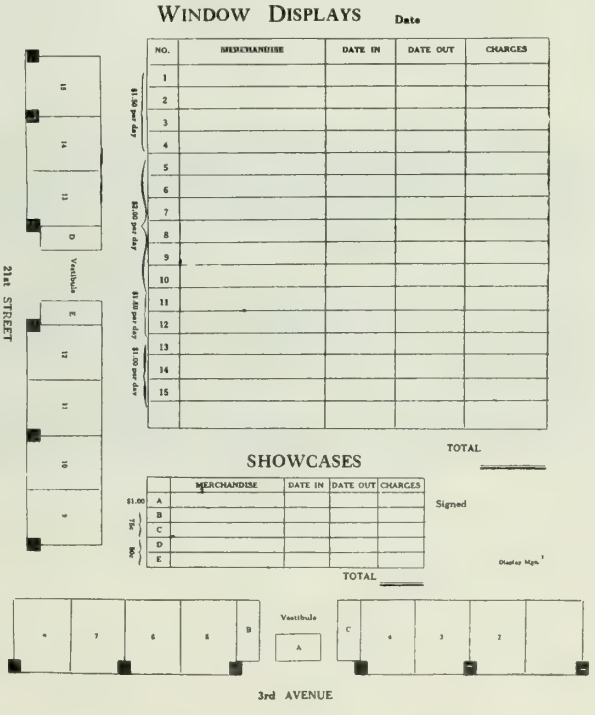


Diagram showing complete plan of windows and showcases in MacMillan store. These are filled up systematically every day by display manager.



Beautiful rustic window for Spring opening in Saskatoon store.

What West Can Do in Opening Windows

These Spring windows of the F. R. MacMillan store in Saskatoon were decorated by Herbert Daniels, winner of the first prize in The Review's Christmas competition. They are among the most beautiful, and completely and cleverly worked out in a simple, rustic style that have been seen in Canada in some time. In describing these for Review readers, Mr. Daniels says:

Windows done throughout in rustic style in a continuous scene without a repeat. Floors of artificial grass made of excelsior dust and dipped in paint; paths of painted cotton finished with sand; benches, stool, table, swing, etc., all in rustic style to match bungalow of beaver board and 2-inch strips as a framework finished with shingles and electric lamps on front posts; marble pillar with gilded sundial, figures posed in a natural manner, ledge boxes of birch bark with air plants, ferns and flowers; daisies, daffodils, tulips, hyacinths and carnations the flowers used; natural trees in foreground covered with pink blossoms.

The usual "Spring opening" display card—judged by Mr. Daniels to be superfluous—was not used, but in the coat window the inscription read: "Illustrating the trend of style in Spring coats"; in the suit window, "Spring suits that show novelties in coats and skirts"; in the costume window, "Supremely attractive fashions for Spring and Summer wear"; and in the men's window—Suitably correct for the season now approaching."



Men's window in charming rustic style for Spring opening.

Requisitions for Price Cards.

There is an interesting system in vogue in the store for the making of signs for the windows and the interior. A pad of requisitions for signs is in the hands of every manager, on which, when he requires signs, he states his department, the date, the number of signs required, size, and the wording. The requisitions bear figures showing suitable sizes for price cards, descriptive cards, and window display cards. These requisitions must be in the hands of the sign writer by noon the day previous. With this system, if there is a mistake, it is up to the manager who made out the requisition. On the back of the requisition is room for making out charges to the departments for signs supplied, which are made out every month. The firm has its own private schedule for time and labor, price of ink and cardboard. Out of these charges come the sign-writers' wages and cost of ink, and other supplies.

To facilitate this work, signs are kept in stock, with printed headings to correspond with the headings used in the newspaper ads., such as Friday Bargains, Special To-day, February White Sale, etc. Special signs are also made for the delivery wagons, bearing the heading: MacMillan's, Special To-day. These fit in frames on the sides of the wagons, and are very effective as advertising. This idea is also used by large stores in a number of Canadian cities.

VOTING FOR SCHOOL TEACHERS.

A. D. Matthews' Sons, of Brooklyn, N.Y., are conducting a voting contest in vacation trips with all expenses paid, for the ten school teachers of Brooklyn who are fortunate enough to secure the greatest number of votes. Two of the trips are to Europe lasting 44 days; two are to Nova Scotia and Canada; two are to Niagara Falls and Canada; two to Bermuda and the remaining two to Atlantic City. A little booklet is issued by the store explaining the simple details of the contest and the trips. A vote is given with each ten-cent purchase.

Remember
the
C. W. T. A.
Convention
in
Toronto,
Aug. 11, 12, 13,
1914.

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto



Draping and Its Relation to Accessories

This view is of interest from a double standpoint, the use of the new art colors in felt for a background, in one tone, as referred to before in The Review, and the relation of drapes and accessories. The series of backgrounds in The Robert Simpson Co.'s windows included one of pinkish heliotrope with a floor of coral pink; another was in orange, and a third, that illustrated here, was in tango. These backgrounds attracted much attention as rather daring departures from past custom, but they were both striking and excellently adapted for setting off the goods displayed.

As the window ticket announced to the uninitiated, the goods shown were novelties in Parisian silks. There were two figure forms and three simpler drapes, the latter of plain and printed silk. The one on the right was of French blue with the printed pattern in petunia, tango, white and green; the central was in nickel gray with the pattern in blue, orange, white and green; and the third, on the extreme right, was in seal brown patterned in purple, orange, white and green. These drapes were relieved by lace in ecru shade.

In a description of this window, E. P. Burns pointed out a few features: There is a draped minaret gown on each of the two figures. The one on the left is gathered up in front and caught in the centre; the other of a different style, caught up in the back. The drapes at the bottom are plain and rather tight; there is now no long train. Some lace is shown under the bottom of the skirt on the left, on drape No. 1. On the left the drape is set up on a book-stand and caught up on the mahogany paneling. If gracefully done, this gives a pleasing variety at times and makes the window more continuous while it serves, at the same time to detach the particular group of which it forms a part, as in this case, the drape, hat and pair of shoes. In making the folds of this drape there was an effort to have one rest on the other, instead of being strung out. The floor is a plain one, of polished hardwood, except for three Oriental rugs which usually give a rich effect, particularly if they harmonize with rich dress goods or furniture. There are three pairs of shoes used, in front of the simple drapes.

Space in the window is arranged so as to avoid crowding of the pieces and they are grouped in such a way as to secure the effect of three harmonizing units.

Impressions of New York Window Trims

Canadian Display Man Writes The Review and Its Readers — Artistic Work, With Little Merchandise, and Few Stock Displays — Draping Generally Not Up to Canadian Standard — Simple Backgrounds — Card Tickets With Black Ground — Lord and Taylor's Hoist Scheme.

Special to The Review from C.W.T.A. Member

NEW YORK, May 16.—Just a few lines to-night to you and the C. W. T. A. boys, after a few days spent in New York stores. There is lots to learn over here for every Canadian window trimmer; lots. that is, in some ways; in others I must confess to being somewhat disappointed. The drapes here do not average as high-class work as in a number of Canadian stores. I mean by that that in only one, Altman's, is there any real attempt to drape a full costume of dress goods, silks, etc. The others usually are contented to make a simple drape of the goods over a stand instead of fashioning it into a garment. In Altman's, in many ways the most exclusive of all, draping is carried to an art, and I saw four or five window trimmers up in the big room going through a drill under Herman Frankenthal. His drapes are quite artistic. He was showing several bustle effects with skirt of taffetas, purple, blue and white, and the bustle of Roman stripes. Frankenthal is quite clever in this line and carries his draping to the extent of trimming hats of Roman stripe to match in pattern and shades the bustle parts of his drapes, one for each.

Very Few "Sales" Windows.

As a general rule there is very little merchandise shown in the New York trims. They do not believe in crowding, in stock exhibits. They are in no sense "merchandise" windows. About the only time these big stores depart from this rule would appear to be twice a year at the semi-annual sales. A few figures in drapes in some other way, and always some accessories, with lots of space around, and rising to the standard in Canada, of about the level of the eye.

Plush and Mahogany Backs.

You will notice here, too, that almost invariably the backgrounds are quite simple; in this respect differing from Chicago windows, and most of all Marshall Field's. At Altman's the popular background is gray plush curtains hanging down like panels over the mahogany woodwork. This has been used for over a year, and with a gray carpet on the floor of the window, gives a rich effect and shows up the goods prominently. Often the mahogany background is considered sufficient. This idea of simplicity in backgrounds is growing in Canada, and as I thoroughly believe in it myself, I was glad to have the stores here to back me up in my contention. There are a few who remind one of the Chicago custom, such as the O'Neill-Adams Co., where one window was elaborately worked out. It was a Spring scene with apple blossoms hung from trellis work, on either end, and hills in the distance and a valley lying below. A wall ran along the back, and several figures were grouped in various positions beside or on it, one setting on top and one resting against it. A woman and child are seen entering an open gateway.

Many Omit Wax Heads.

In this scene all the figures are of wax and, of course, are fitted with heads. This is becoming rather the exception, however. Macey's use them on nearly every occasion but many of the rest have discarded them in favor of the figures with white or pink satin "necks" and busts. There seems a feeling which some of us in Canada are beginning to share that the heads are often not at all natural looking, and add to the trouble of window dressing without being worth it in effectiveness. One thing I noticed, even in Altman's, and that was the lack of care often shown about the base. In many cases I could see the form showing where the base was not properly covered. There is no excuse for this surely in New York, for as a rule the stores have more trimmers than Canadian stores and in the most of cases not as many windows. Lord & Taylor's, for instance, have not as many as several of the leading departmental stores in Canada.

Windows Not Changed as Often.

I was surprised also to find that windows stayed in for almost a week at a time. Perhaps this is because they spend so much time on each window: trim a part of it, then step to one side, or outside, to judge the effect. They certainly get some artistic results, but they cannot shake my faith in frequent changes of windows. The buyers are pretty rough sometimes on the window men, and watch their work very closely and often criticize the slightest points very harshly. Most, of course, show windows at night, but Altman's is an exception. This exclusive store religiously puts up its shutters at six o'clock every night and the institution looks like a bank.

I visited Wanamaker's, but the store has not been remodeled in years and has very small windows.

Lord & Taylor's, of course, drew me to an early visit, as I had heard a good deal of the "unbroken line of show windows" around the store. Sure enough, at six o'clock each night a lighted "window" in full trim rises up in the entrance space and completes the window trim effect. A large number of people wait to see this worked. This all adds to the imposing effect of the exterior display. One feature disappointed me, however, in this arrangement, common to most, if not all, the windows: a contrivance for lowering them into the basement to get re-trimmed. I was under the impression that every time a window was lowered, in some way another was left to take its place, so as to have a complete trim there all the time. Such is not the case. Whenever a window is to be re-trimmed, it is lowered to the basement and the blinds above remain down until it rises again, trimmed. Very often several little changes or re-arranging has to be done up stairs, so that in this respect the new arrangement has not anything on our own.

Platforms Under Glass Sidewalks.

But for convenience and testing it certainly has us all beaten. There are four large platforms in the "area" under the glass sidewalk, that are brightly lighted, and extend most of the way along the store front. To these merchandise is easily brought, without having to be carried, often through crowds, on the ground floor of the store to the various windows. Under the conditions all the little details can be worked out more carefully and exactly to harmonize, something that the exclusive Fifth Avenue trade is very particular about. The windows are made up in platforms and when these are ready they are rolled on to the elevators and hoisted.

Small Tickets Used.

As to price tickets, the more exclusive New York stores do not seem very

(Continued on next page.)

Model Window for June Bridal Display



THIS window trim is the work of W. C. Greenhill for Ogilvie, Lochead & Co., Brantford, and one of the best he has ever turned out. Mr. Greenhill furnished the following detailed description of this window for readers of The Review: Background of dark green velour, with gold cloth panel at top, running the entire length of the window which has 17 ft. 6 inches frontage. The three pillars are all alike as seen by picture, each standing eight feet high. On top of each pillar is a large frosted electric globe. Flowers are used in profusion. Pillars are made of plain boards covered with cloth felt. In the centre of each pillar a basket effect is made by using a sponge holder, filled with yellow and pink roses and lots of foliage.

The arbor effect is made from 1 inch X ½ inch strips of lumber and painted a flat white and covered with yellow and pink roses. This is all mounted on a platform of white felt, and placed against a mirror at the end of window. In the centre of the arbor is an oak pedestal, with black velvet cushion on top, and on this is laid a white prayer book and wedding ring. In front of arbor are two white pedestals with palms.

The two flower girls are dressed alike except that one is in pink and the other in pale blue. Each carries a basket of flowers.

The entire floor is covered in white felt with a few flowers dropped carelessly in front of the bride.

The bride is a draped figure, and draped by myself. Materials used are white brocaded satin with plain white satin to match using very handsome lace and pearl trimming to complete the gown. No materials used in the entire draping of figures are cut; all surplus material being very carefully hidden. The veil is of bridal veiling and made in the millinery department for the occasion. The bride carries a beautiful bouquet of white lilies of the valley, using the knotted bebe ribbon to a very pretty effect in making the bouquet.

The bridesmaid is dressed in a very handsome imported voile gown carrying yellow roses.

The matron of honor was draped in madonna blue with handsome lace, dress length, of black and ecru, using black silk guipure coat to complete drape.

Two picture hats were made in our own workrooms specially for this as were the rest of the hats used.

The window created a lot of talk while it was in and we were specially requested to leave it in over Saturday.

As far as a selling window, it was good. We noticed it more in the silk department where intending brides would always refer to the silk on the bride's gown in "your Bride window." We sold completely out of orange blossoms and lilies of the valley.

IMPRESSIONS OF NEW YORK WINDOW TRIMS.

(Continued from Page 39.)

fond of them. The price itself is a very minor consideration; usually it has no place on the card at all, and if so is very small. Indeed, the whole tendency here is for small cards, in most cases black with white lettering; sometimes with gold background. Lord & Taylor's do not use any in their windows at all so far as I noticed. It is rather a case of displaying goods; the price does not matter with the class of trade to which they cater. What a difference with most of us in Canada! There the price ticket seems often the main thing in the window. Here they have exquisite materials to work with—goods worth $25 a yard that we would no more be trusted with than fly. But yet, why worry? Conditions are different and for our general lines of business we must cater to the whole buying public, and stocky windows and price tickets, with the price prominent, and often on each article, play an important part in getting returns from our window displays.

No, after some days in New York I do not feel at all ashamed of what our Canadian window trimmers are doing. New York can teach us—and we can teach New York in some things.

Here, in farewell, is wishing our C. W. T. A. Convention in August all kinds of success. I'll be there.

—⚙—

August 11, 12 and 13, 1914, the dates of the C. W. T. A. Convention in Toronto.



New Summer Hat Models

Black Making a Strong Bid to Stay, Despite the Season — Small Models Are Still Supreme — Navy and White a New Combination — Lace Effects With Lingerie Gowns.

THE very pronounced success that has attended the running of the children's section of the ready-to-wear department as a separate development is attracting the attention of the managers of the millinery department, and many stores are trying out the experiment of carrying children's millinery in a like manner. The head of a department who had made such a separation very successfully introduced his new venture last Spring. He opened up his new department early in April with a large and well selected stock of infants' hats and bonnets and children's and misses' hats.

The fixtures and show cases were the same as those used for showing women's millinery, the only innovation being the placing around the department of a number of small settees, chairs and low mirrors for the use of the little folk, and to enable them to inspect the hats tried on from their own altitude.

As an opening attraction and to introduce the new department a doll show was arranged. Dolls of all kinds, baby dolls, character dolls, and dolls in national and antique customs. These dolls were shown on a raised platform, in the centre of the department, arranged as on a walk, between rows of rose trees in china pots. The display proved a big attraction, and drew both mothers and children into the department; and, while the children looked at the dolls, the mothers were interested in the large and varied display of children's millinery on the tables and cases.

Another good idea was the sending home of all hats above a certain price in small band-boxes covered with pink striped paper. This formed a good advertising feature, as everybody came to know the pink striped boxes. Also the small customer could have her name embroidered on the lining of her hat. This was an idea that pleased the wee girlie and her mother, for when sisters were fitted out it would save endless disputes as to the ownership of the hat.

The doll show and the added features proved very successful forms of advertising, and this department was a success from the very start.

THE last word ofthe season is now being said as to Summer styles. These styles are important from two points of view; they are interesting to the milliner who wishes to lengthen out her season as far as possible and who has a wealthy clientele that buys the newest and latest in millinery and also has need of hats for many formal occasions—milliners who do this class of business are always out for new ideas. The late season styles are also interesting to milliners who are finishing up the Spring season and are just beginning to plan for the coming Fall as they form a valuable guide in deciding what to buy for the season that is coming. Fashions seldom arrive unheralded and the late modes of one season as a rule contain the germ of the one that follows. Under modern conditions the buyer that is best posted as to style changes, even when they are much too extreme to affect her business, is the one that will buy to most advantage, and is the one that will have the cleanest and best selected stock.

Though there is some attempt made to introduce large hats for mid-summer wear, no sensational novelty in this direction need be looked for, and the majority of women will be content to wear, the small high and narrow hats right to the end of the season. Lisere or Belgian split straws and other lacquered or varnished straws remain in favor, and in addition to the fine straws are some that are quite coarse.

Black Still Strong.

The feeling for sombre colors is still strong and the black hat will be very much worn all season, but the gay note is given by the use of flowers. Plateau hats are in the lead for dressy wear, and new ideas in plateau are showing.

One of these was of beige picot straw trimmed with varnished Bengaline. The under-brim was lined with black, and there was a supporting strap of the same material passing under the mass of the hair at the back and forming the only ornamentation at the back. Some of these dressy plateaux are specially arranged for showing the hair under their irregular waves, and in a few the hair replaces the cache-peigne, but this style calls for very luxuriant tresses, a luxuriance that can only be achieved by the use of false hair.

When Summer really comes, white hats, black hats and hats trimmed with bright color are expected to arrive. Each sunny day seems to add to the popularity of white, and for Summer wear white tagel and picot will rival the bright straws. Another new trimming that is appearing frequently is formed of the feathers of Brazilian parrots. Small parrot wings are frequently used in pairs and are either irregularly or metrically arranged on brims and crowns.

Black Flower Novelty.

In the flower world one novelty is the varnished black reeds, also the touch of blue in the centres of white flowers. For instance, white pansies, roses and daisies have all blue centres. Navy blue foliage is another new idea, and so are leaves of transparent substances finished in mother-of-pearl.

White and navy together is the latest combination, and sailors of navy Milan or hemp are smartly trimmed with white, while the white sailor is trimmed in turn with navy. This trimming often takes the form of an under or outer trim facing of faille or moire, and either wings or wing effects made of faille or heavy cord ribbon form the rest of the trimming.

Many black sailors similarly trimmed with white are seen, and black hats trimmed with white are very much en evidence.

The Watteau type of hat is accepted for dressy wear, and both these hats and mushroom and plateau models are raised high on a bandeau and are trimmed with flowers and broad bands of ribbon draped across the crown and tied in a bow under the bandeau at the back. Wreaths of flowers also cross the base of the crown in front, and, passing over the brim, hang loose below the bandeau at the back.

Charming Lace Effects.

Many charming lace hats are showing to match the lingerie gowns. These hats are all on the Watteau order, and maline is used for bows and for filling in the bandeau at the back. Besides shadow and Oriental laces, organdie embroideries, printed crepes and chiffons as well as ribbons and fine flowers are the trimmings best liked on lingerie hats, and besides the Watteau models some charming poke shapes are seen. The black lace hat is also a feature, and black lace is used over pleatings and flutings of white tulle.

Wings Strongly Indicated for Fall Trimming



THIS ILLUSTRATION shows a very smart white hemp sailor shape trimmed with pointed white wings in pairs, one pair being posed in front and the other at the back. Wings small, medium, and large, but always pointed and used in pairs have been very much used by Parisian modistes and at the Spring races many smart hats were trimmed in this fashion. The first development was in favor of the lacquered wings; now it is white wings for Summer wear. The latest idea is the wing that is metalized in bronze, silver and gold.



Samples of latest novelties in wings. Those on the upper row are bronzed in the new rhubarb shades. The one on the lower left hand corner is white and the one on the right is varnished. Shown by Strachan, Burden & Plaskett, Limited.

Wings Are the Latest Trimming Feature

Pointed Feather Effects in Pairs for Present Selling—Silver, Gold and Bronze Wings Are Also Being Shown—Big Orders for These Lines Being Placed for Fall.

THERE is a very strong demand for plumage, and quills and wings that have gone through a process of metalization are taking the place of those that are lacquered.

This process is applied to ostrich, but the newer idea and the one that is finding most favor for trimming is the use of pointed wings in pairs that have been treated with colored bronze. Many come in the new rhubarb shades, both the greenish and the pinkish tones being shown. Wings are also silvered and gilded.

Just at the present time it is the white wings that are selling, and from now on wing trimmings will form the best liked decoration for the mid-season hat. The wings used are both medium small and large; it is not the size so much as the shape that matters, for all must be pointed, and they must be used in pairs. Large pointed wings are used on sailors and the small helmet shapes in a very striking and original way. One pair is posed with the points straight up in front, and the other behind.



Trottem hat of white tagal, black velvet facing. Trimming of belting ribbon and birds' breasts.

Buyers are greatly interested in wings as they are expecting them to be particularly good in the coming Fall. What is more to the point, they are backing this opinion by placing large orders for Fall selling.

Hackle feathers, breast feathers, bands and fancies made of breast are other indicated novelties. Pom-pom-like effects made of swan feathers are used in the same fashion as the knob-like roses that have adorned the back and front of the crowns of the early season sailors, form a novelty that promises to appear in appropriate colors in Fall lines.

There are aigrettes that come within the law made of ostrich, and also long handsome egret effects that come in all colors. Cross aigrette is also very well imitated.

Summer Waists

Expensive Ones Cut on Closer and More Fitting Lines — Revers the New Thing in Collars.

THE bargain period in waist selling has now been reached, and the tables in the majority of stores are piled high with lingerie waists. Sales are encouraging, as no matter what style is in vogue women have a place in their wardobe for a number of useful white washing waists. All but the very cheapest waists are developed in voile or crepe, and the kimono and the drop shoulder cut with the wide armhole is the popular shape. Blouses of this class have many merits for Summer wear.

The V neck is universal, and many show the new roll collar of plain voile or shadow lace.

Expensive waists are being cut upon closer and more fitting lines. Designers are only putting out a model here and there with the sleeves set in at the shoulder line, but are using yokes and raglan cuttings that give the short shoulder effect. The armhole is not so wide, and there is less fullness in both the back and the front of the blouse.

Organdie muslin, handkerchief linen and Georgette crepe are the novelty waist materials for Summer wear. The crepe and linen waists come in flesh, peach, tango, and maize, as well as white, and when in plain color are cut on simple lines. Revers are the new thing in collars, with either the Medici or the Incroyable back.

Flowered crepe waists have Medici collars and full frills of shadow lace. Many of the very newest blouses are trimmed with narrow Venise lace. This lace edges the collar, trims the sleeves and front fold, and also edges the tiny pockets that are placed on each front.

Organdie waists have crisp collars of the same, some of which are in fichu fashion, and are smartly trimmed with cotton tassels and drop ornaments.

SUMMER HATS FOR CHILDREN.

Every-day Models of Silk and Straw—Brims of Leghorn and Crowns of Printed Crepe—New Ideas in Lingeries.

Practical girls' hats for Summer wear are made up in straw and silk combinations, but the Scotch plaid silks so popular earlier in the season have given way to Roman stripes and solid colors in bright shades. The brim is made of navy or dark brown straw or even black and the crown of silk to match, while the trimming is of cerise, Paddy green, or some bright shade of blue. Hats in lighter colors have the brim of leghorn, and the crown is of flowered crepe or pleated chiffon or tulle.

Summer lingerie are made entirely of white tulle with tulle pleatings forming both the brim and the trimming around the crown. These hats are trimmed with bunches and wreaths of flowers and with bows of ribbon. Ribbon bridles are seen on many of these lingerie hats. Ties of white organdie are also appearing on many of the later models.

NEWS OF THE TRADE.

Half Holiday at Newmarket.—The majority of the merchants at Newmarket, Ont., have agreed to close their places of business every Wednesday afternoon throughout the months of June, July and August.

Putting the Clock Ahead.—Following the example of Regina and Moose Jaw, the retail merchants of Prince Albert, Sask., are supporting a motion that the city council be asked to submit a by-law to the electors providing that the clocks of the city, from the end of May to the end of October, be put forward one hour.

Tusks of rhinoceros are beautifully carved and set with semi-precious stones for parasol handles.

Keeping the Millinery Stock Cleaned Out

Work should be Started Early While Public Will Buy—Individual Trimmings Offer Large Field—New Wing Styles Open Up Source of Income in Use of Ribbons.

Written for Dry Goods Review by a Business Woman

THE present millinery season is rapidly drawing towards its close, and the work that is done in the coming few weeks will determine for most milliners their standing for the season, and will show as to whether they are going to come out on the right side or not. It is the well-cleaned-up stock that makes the season a profitable one, for, as many milliners have had sadly to admit, it is not so much the volume of business done, as the amount of stock that has to be sacrificed at the end of the season for what it will bring that shows whether the season has been a successful one or not. Sales may have been large and the workroom run to its full capacity, but if the stock on hand at the end of the season is large it may mean that little or nothing is left over as the profit made on sales, etc., will have to go to pay for goods on hand that have no saleable value. This, of course, is putting it as an extreme case, for what I want to illustrate is the extreme importance of keeping goods moving and the stock clean.

The milliner who makes her business pay even in the early rays of the season keeps a watchful eye for goods that are not selling as they should do. If she finds a certain hat does not sell within a reasonable time, or a certain class of plume or feather or any other material drags in the sale, immediately an effort should be put forth to sell the goods. If salesmanship cannot move them then the knife must be used and prices must be cut and these efforts must be continued until the hat or goods have been gotten rid of.

Retrimming.

There are times when the hat can be retrimmed, or when a shape that is dropping out may be trimmed with the slow-selling materials, and the hats offered at a bargain price. I know that the department stores can get from under this kind of merchandise quicker than the milliner who runs a specialty store. But it is not out of the power of the milliner, by any means, to follow the example in a different form and in one more suited to her business. In fact, it is the duty of the milliner to think out the form that is suited to the particular trade she is doing. She knows her customers, and what attracts them, and should be able to dispose of goods of this class before there are accumulations.

Let Go While They Are Salable.

Constant vigilance in this respect means that the stock is in good shape at the end of the season.. Also it means that the milliner will have the cash on hand to invest in novelties that help to prolong the life of the season, and will be able to take her discounts. Discounts, it should be remembered, are big money-makers, and in many cases it is failure to cut prices and to let goods going off the market go at reduced price, while they are still desirable that keeps many milliners from taking advantage of cash discounts.



Watteau hat of hemp straw in natural color, trimmed with mixed flowers, berries and wheat. The hat is lifted to one side and back by the bandeau, which is filled in with loops of ribbon and tulle.

Start Early if Heavily Stocked.

Early plans are advisable for the clearing out of hats and materials at the end of the season. Judicious choice can be made, but it is easier selling goods when some one still wants them. If price-cutting is too long delayed, a very great proportion of the stock is apt to remain on hand, and when once the season is over a very small proportion of the season's millinery stock has any real value and often the furnace is the only place for it.

Rightly handled, a milliner should have her stock in such good shape that every cent she gets out of it at the end of the season should be added profit.

Hand-made Trimming.

There is a new tendency that has developed of late years that the clever milliner ought to be able to turn to good account in keeping her stock clean. I allude to the fad for individual and original trimming effects. The Parisian milliners are adepts in this direction, and sketches of Paris hats and millinery novelties should show the milliner of invention and original mind how to dispose of much stock that is not easily saleable, and also of small pieces and remnants.

Ever since millinery-made flowers came into use there has been a movement favoring the use of hand-made trimmings, and the cleverest milliners find it so practical that its continuance is assured.

Berries and Bead Flowers.

Along this line are the berries and cherries made of plush, velvet and pieces of fancy silk, or apples made of plaid in brilliant tartan colorings. Among some of the most expensive of trimming motifs used this season come those made of crochet silk. Leaves and petals are shaped in fine wire and are then crocheted over with crochet or embroidery silk. Roses and other flowers are formed in this manner and they are further decorated by beading the edges. Centres are crocheted and petals are then added, made of fancy silks. Bead flowers and foliage are made by stringing beads on fine wire and then filling in the centres. If the space to be filled in is large, net or chiffon can be used as a backing and the beads sewn on to the material; if only small, the beads can be strung across on the thread. Numberless smart flower effects can be made of ribbon, and these are effective when of plaid or bright color. Lace, tulle, gold cloth, gold net and other materials can be used.

Wings of a stiff set variety are coming into use and promise to be good for Autumn. Already milliners are imitating these wing effects in ribbons, silks and tulle. This forms a promising field of study for the alert milliner and one that she will find profitable from many view-points. First she can use up materials in stock, and at the same time she can produce hats with an individual touch in its make-up that precludes any competition. Also she will have solved the problem of matching up difficult colors. And all this can be done from her own stock and without further outlay.

Dresses Are Selling Freely

Cotton Dresses Now to the Fore — Dancing Dresses Promise to be a Big Line for all Summer Resorts.

NOW that the season is drawing to a close the trade is finding the merits of the dress lines. Dresses are selling even better now than at the commencement of the season. Bargain lines that can be offered at reduced prices are coming to the front, and because they are timely these dresses are bringing business into the department.

From now on the chief interest will be centered in cotton dresses for street and afternoon wear. The showing this year is extra attractive because of the big variety of materials that have been brought out this season. White is well represented, but up-to-date colored materials, that is, materials that are in the main white with the pattern in color and also solid colors, seem to sell best. Many of the white gowns have the vest, collar, cuffs, girdle and the buttons of color, and many of the colored gowns have these additions of white. Printed and embroidered materials are used in making up the better-priced gowns, though prints are also well used for those in the cheaper lines.

Simple styles showing some form of tunic development are best liked, and the variety is given by the way in which the vest, collar and girdle are worked out. Many dresses have a smart little jacket or bolero made of ratine or duvetyn. The dress is usually of crepe, though often the waist effect is of net or lace.

A line that promises to be important right through the Summer season is the dancing-frock. Everybody is dancing the new dances, and so great is the craze that dancing promises to form one of the chief forms of entertainment at all the Summer resorts. This means that dresses with the skirt so cut that the limbs have the proper amount of freedom will be in great request.

Chiffon taffeta combined with lace is high style, but many models will be of flowered crepe or embroidered net. Very smart dresses are showing in crepe de chine and lace with the lower part of the skirt accordeon pleated.

COLOR NOVELTIES FOR THE SUMMER AND FALL.

(Continued from page 17.)

that never attains much prominence with the popular trade. The selling colors come in the navy shades and in the old blue series in the fourth column. There is a very attractive series of green blues shading from turquoise to canard.

Green as a color has been gaining in favor for the past two or three seasons, therefore, it is not surprising to find this color particularly well represented. The first green set on the card contains a list of novelty colors, the first, second and third being in bright tones, while the next two are medium shades of blue green and the last in the series a deep bottle tone. After a long absence reseda is again included in a set of three soft grey green tones. Yellow greens come in the ninth column. The first shade is a very pale tone and the rest of the series deepen through emerald into a deep clear forest green shade. The lime or joric greens now so much in favor form the first two shades of a series that ends in two deep brown green shades, and there are also three hunters' greens the last of which is nearly black.

The browns range from tan to seal, and there is also a set of gold shades ending in a soft tone of tabac brown. There are three prune shades, two of which are almost black in accordance with the present tendency in colors.

There is also a series of reddish purples on the egg-plant order shading down into plum, and a true wood violet series, which includes a rich shade of purple.

ARE YOU COMING?

Three days filled with instructive demonstrations to window trimmers, ad. men and card writers are the convention dates of the C. W. T. A. These are August 11, 12 and 13, 1914, and the place is Toronto.

THE LATE ARMAND LEBINE.

Armand Lebine, one of the oldest members of the firm of Perrin Freres & Cie., and well known among commercial men, died suddenly May 2 at the St. Louis Hotel, Quebec, while on a business trip. The body was brought to Montreal for burial. He was 52 years old, and leaves a widow.

SOME GOOD SELLERS.

Long silver veil and collar pins of chased silver.

Tiny gold vanity box that can be concealed in the palm.

Many round and flat chased gold bangles.

Silk girdles shaped like a short vest with pocket slits.

Silk striped ratine ribbon, as Panama hat scarfs.

Belts of moire ribbon with embroidered ends tipped with strands of beads.

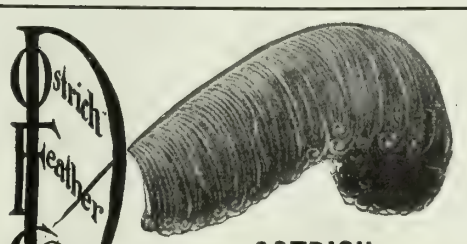
Long hatpins of gilt tipped with coraline rosebuds.

Hairpins in taupe and blue-gray galalith, plain or set with colored rhinestones.

Small fancy brooches of circular form that retail from fifty cents to two dollars.

Shopping bags of silk Roman stripes with the narrow centre of black satin or moire shirred.

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.



MANUFACTURERS OF

OSTRICH
PARADISE
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MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents:
S. E. PORTER & Co., 407 Mappin Bldg., 10 Victoria Street

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto,

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto,

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St W., Montreal, Que.
Greenshields, Ltd., Montreal, Que
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto,

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St W., Toronto, Ont
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto
The Moulton Mfg. Co., Ltd., Montreal.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont
Neuberger & Co., 124 Fifth Ave., New York, N.Y
Tauber Bros. & Co., 67 St James St., Montreal, Que

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl Aldersgate St., London, E.C., Eng

Flannelettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton, Ont
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Mercury Mills, Limited, Hamilton, Ont.
"Craftana."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.

McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto.

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., **St. Helen St.,** Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.

McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
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The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, MAY 20, 1914 No. 10

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MEN'S WEAR SECTION.

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Clothing Store of Magnificent Proportions and Equipment—After Passing Entrance Customer Enters Space Faced by a Dozen Individual Displays—Nineteen Sections in 50-Foot Frontage—Wardrobes Built into Wall—Splendid Boys' Department.

By a Staff Correspondent

EDMONTON, May 19.—It is only within the past few years, since the 50,000 mark was attained, that Edmonton has been able to support clothing stores equal to those in New York. When the need of such establishments became felt, they flocked in freely, so that Edmonton to-day is probably better off for clothing stores than almost any other city of its size in Canada. Recently a skyscraper, called the Tegler Block, was erected in which provision was made for a clothing store of unusual magnificence and size. It was opened on Feb. 18, 1913, by Pennant Stores, Ltd., carrying exclusively men's and boys' wear. The display window (it would be more correct to say, nineteen display windows) is one of the most striking features of the store. When the building was designed, only 50 feet frontage was found to be available, but by exercising ingenuity, as much window glass has been used as is found in most stores with frontages three times as long.

Show Case Outside Store.

Two large windows face on First street, and a large showcase built completely of glass, rises to the height of the store front. There are entrances on each side of this showcase, after passing which, the observer finds himself in a large open space, with mosaic floor, and faced by a dozen individual displays. Reference to Fig. 1 will show how this has been achieved.

Where advisable, displays are isolated by means of dividers, or wooden barriers, about three feet high, six of which are shown in the illustration. Sometimes two displays have been arranged in one window, side by side, separated only by the direction in which they catch the eye. In the case of the display of Spring wear in the left hand window, the same goods were placed back to back to attract the eye from two directions.

Of particular interest is the effort to draw the attention of young men descending the stairs leading to the pool room. Facing them as they take the first two steps are several youths' suits, artistically displayed with one or two furnishings, sufficient to set a boy longing. Ahead of him is a small case of hosiery.

The whole front is of solid plate glass, with the exception of a glazed tile at the foot. It is profusely lighted by means of electric lights hidden above, which flood every corner of the huge window.

Big Shoe Department.

A person entering does not find himself immediately encountered by a clerk leaning over a silent salesman. The distance between the entrance and the first case is about twenty feet and this large open space gives the customer a chance to recover from the "shock" of entering, and if he please, he may disappear among the show cases and pillars, of which there are many.

IN EDMONTON.

Large showcase, all of glass, rises in front.

Broad, open space inside entrance with mosiac floor.

Customer may "lose" himself among showcases.

Big shoe department.

Six hat cases with 400 hats.

Mirrors around each pillar.

Displays on tops of all fixtures.

Latest fashion ideas shown at store entrance.

"The Boys' Store" occupies second floor.

On the right extending almost the full length of the building are three sets of shoe fixtures. One noticeable feature of the clothing trade in the West is that boots and shoes are receiving as much attention as other lines of men's wear. This is only one of many clothing stores in Edmonton that carry full lines of shoes.

Nearly 400 Hats in Cases.

On the left, running about three-quarters the length of the store, is the hat and cap department. There are six hat cases, with 64 hats in each, mainly hard and soft. A sample each of straws and Panamas is shown, the rest being kept in boxes. The cases are about eight feet high, and have glass doors, which slide upward. Caps are kept in drawers at the bottom of these cases.

The space behind, is utilized for stocking hats. It is reached by two doors separating the cases, which are mirrored, and serve a useful purpose.

Mirrors Around Each Pillar.

Running the length of the store are ten pillars, five on each side. These are obstructions, but have been made useful as mirrors for a height of eight feet, the glass measuring about three feet across. Few stores in Canada can boast of such a splendid mirror equipment.

In the centre of the floor is the men's furnishing department, consisting of two long lines of silent salesmen, enclosing two solid oak fixtures, five feet high. The fixtures contain shirts on one side, in dust- and damp-proof glass cases and on the other side, collars, hosiery, underwear and gloves. These goods are also displayed in the silent salesmen, which are lighted by electricity from



View of the exceptionally well-equipped and attractive boys' department on the second floor.

within, and are kept tastefully dressed by an expert window-trimmer.

Tops of All Fixtures Have Displays.

Much importance is attached to displays in this store, and every opportunity is taken to show goods. The tops of all fixtures carry displays, and at the store entrance are two solid oak tables, one on each side, displaying the newest fashion ideas as they arrive fresh from the manufacturers. Throughout the store, running diagonally so as to meet the eyes, are six other silent salesmen. Pennants bearing the name of every university in Canada are distributed on the walls to emphasize the name of the store.

Wardrobes Built Into Wall.

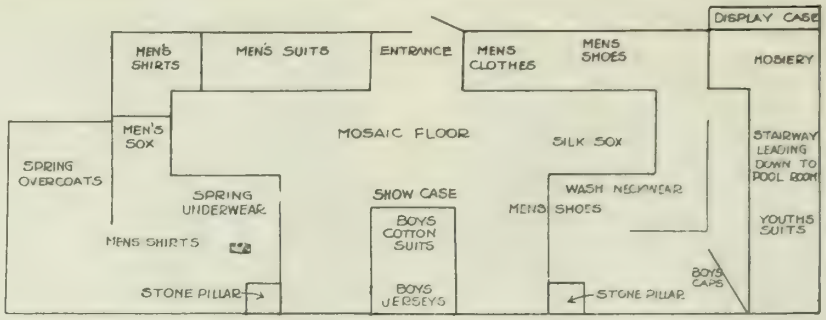
At the rear, running perpendicular with the rest of the store, is an adjunct of considerable size, used as a clothing department. It is equipped with wardrobes on both sides, built into the wall, containing about one thousand suits. In these recesses have been cut, and triple mirrors inserted, allowing a customer to see himself on three sides when selecting a suit. There are also several clothes racks on the floor, and shelving at the extreme right. Behind the shelving is a room used by customers as suit rooms for trying-on. The department is profusely decorated with artificial

The arrows point to three distinct features of this handsome and well-equipped store that are carried out in every part of the ground floor.



One is the use of trims, above the fixtures; another the excellent use of silent salesmen for unit trims, and a third, the encasing of the pillars with mirrors.

SECTION OF THE HAT DEPARTMENT.



UNUSUAL TYPE OF LOBBY IN FRONT OF ENTRANCE.

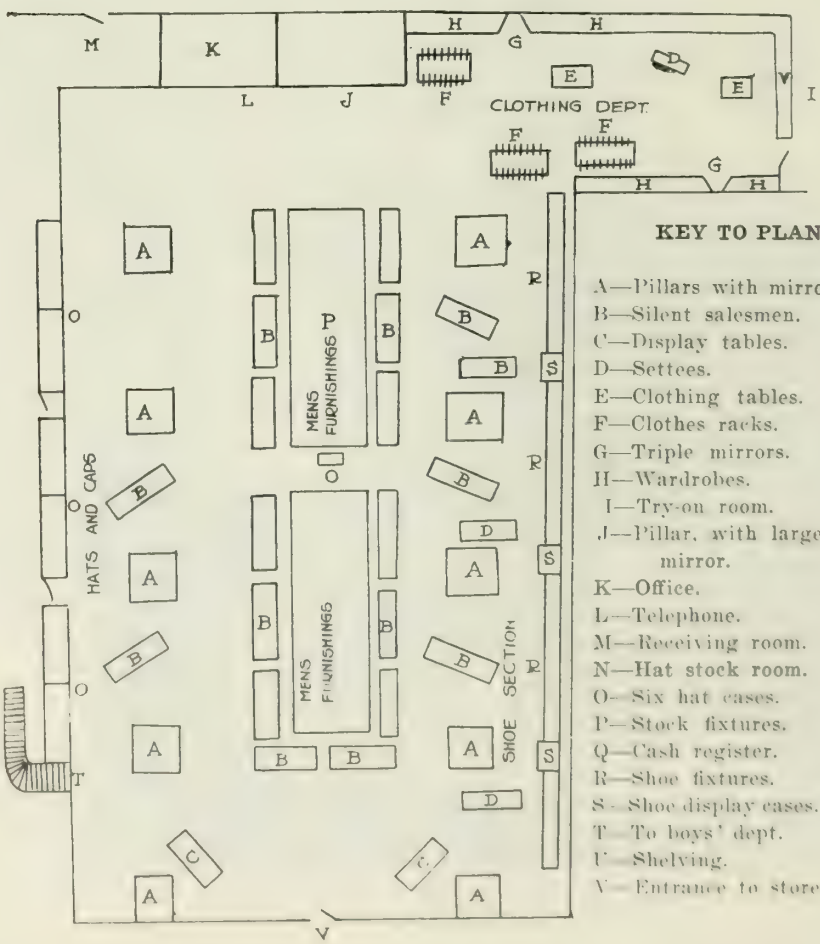
This plan shows the remarkable display facilities between the sidewalk and inner entrance to this store, looking almost like a myriad of display cases, including nearly every variety of article carried inside.

ferns and flowers. On the left, at the rear, are a receiving room for new stock, an office, and an immense mirror.

There is a boys' department upstairs, covering about the same floor space, devoted exclusively to boys' clothing and furnishings. It is referred to in Edmonton as "The Boys' Store." Salesmen in charge are chosen for their ability to please the younger generation. Souvenirs in the shape of knives, etc., are given away with clothing.

The rear is devoted to boys' shoes, and here a well known line is carried. Big oak tables are scattered about the floor, displaying boys' hats and caps, jackets, etc. Suits are displayed at the front, and three silent salesmen are trimmed altogether with boys' furnishings. The tailoring and ad. writing departments are also located on this floor. It is quite a sight to see mothers and fathers bringing their boys here to choose their clothing. They are customers who require careful handling.

GROUND PLAN OF THE EDMONTON STORE.



KEY TO PLAN.

A—Pillars with mirrors.
B—Silent salesmen.
C—Display tables.
D—Settees.
E—Clothing tables.
F—Clothes racks.
G—Triple mirrors.
H—Wardrobes.
I—Try-on room.
J—Pillar, with large mirror.
K—Office.
L—Telephone.
M—Receiving room.
N—Hat stock room.
O—Six hat cases.
P—Stock fixtures.
Q—Cash register.
R—Shoe fixtures.
S—Shoe display cases.
T—To boys' dept.
U—Shelving.
V—Entrance to store.

Reaching Parents Through the Country Schools

Hunter Bros., of Barrie, Give Colored Circular in Letter to Each Pupil—Making Specialty of Odd Sizes, "Tall Slims," "Short Stouts," etc.—Taking Care of the Boys.

By a Staff Correspondent

Barrie, May 19.

EDUCATING the public has become almost a catch phrase, applicable all the way down—or up—from eugenics to "the smoke nuisance." It is being applied along fairly normal lines in the dry goods business and with results that are placing mercantile trading upon a fairer and surer basis in many directions. Education in a special sense is suggestive of children and schools, and it has remained for Mr. W. C. Hunter of Hunter Bros., clothiers, of this town to turn to the public schools in a plan for "educating" the parents of Simcoe County.

Barrie is not an industrial town. It has few industries and its chief support in a business sense rests upon the splendid farming community on its outskirts, as well, of course, as the steady connections due to its position as the capital of a populous county. Probably it is due to the more uniform financial conditions of farming districts that it has felt the present pinch so little.

Hence it becomes important for the merchant to devise some special means for reaching the farmers within an area of some twenty miles in every direction, for inside this distance the town has no rival in point of size and Orillia to the north is well outside the "zone" area. Various methods have been adopted for obtaining good mailing lists for circularizing the farmers, and Hunter Bros. have adopted a rather unusual one that has worked out successfully and could be adopted elsewhere—for a time at least. It would benefit the firm most that got in on the plan first: the entrance of a number probably would make it taboo by the school authorities.



Saturday, February 8th at 8 a.m. to Saturday, Feb. 22nd at 10 p.m. 13 Days Only

HUNTER BROS. LIMITED
—BARRIE, ONT.—
Great Annual February Sale

Saturday, February 8th at 8 a.m. to Saturday Feb. 22nd at 10 p.m. 13 Days Only

Hurrah Boys—Hurrah Youths—Hurrah Men—Rally all your forces and make a long desperate pull to attend this great annual event. February is the month of Greatest Bargains at this the People's Clothing and Men's Furnishing Store.

THIS WILL BE THE GREATEST SALE EVER

Yes, we mean just what we say, no stone will be left unturned to make this the most Gigantic Sale ever held in old Barrie in old Simcoe County. Our entire stock goes on Sale at 8 o'clock on the morning of Saturday, February 8th, and everything will be sold at Gigantic Slaughter Sale Prices until 10 o'clock on Saturday, February 22nd—13 days only—no days of grace will be allowed. This Sale will run on schedule time, opening and closing to the tick of the Watch, precisely as announced.

Take warning, OUR STOCK MUST BE REDUCED. The Management says so—the Directorate say so—the Shareholders say so. Reduced it will be—yes, cut square in the centre if possible.

MUSIC WILL BE PROVIDED; TRAIN FARES WILL BE PAID, as on previous occasions. Goods are to be sold for Cash. No Goods on approval. Money refunded on any goods not satisfactory. Special attention will be given to Mail Orders. THESE PRICES CAN NOT BE EQUALLED IN THIS OR ANY OTHER COUNTY.

Read every item carefully—keep this announcement for future reference.

Prices cut no figure at this Sale. Stock must be reduced and money realized. We carry over no winter goods. Live merchants have long ago realized it does not pay to do so. It's bad business anyway.

PEABODY'S OVERALLS & GRIEVE "WEAR LIKE A PIG'S NOSE"

Men's Suits at less than the cost of the Raw Material

Men's Overcoats at About Half Price

Sale will last for 13 days only

HUNTER BROS., Limited, BARRIE
Simcoe's Big Clothing Men

This will be the Biggest Sale ever held in Barrie

One of 7,000 circulars announcing big February sales.

Circular in Envelope for Each.

Briefly, then, Mr. Hunter gets his circulars printed full sheet size. He prefers colors, yellow or red or some other shade as more likely to attract the attention of the pupils. These are folded and inserted in an envelope, one in each, and a man drives out into the country with a load of these. He calls at the different schools and leaves one envelope for each child. In this way the interest of the children is aroused more than if a dodger were handed out to each one from a big pile: the envelope and its contents assume the importance of a real letter and seldom fails to be delivered at the home.

In addition to this there is a house to house visitation in the main towns and villages, Cookstown, Elmvale, etc. This is done also in the home town of Barrie, to supplement advertisements in the weekly papers, of which there are four here.

The color idea, be it blue, red, pink or yellow—the last being the favorite in circulars—is carried out by the firm in the store itself, and all the sales tickets are made up in the same color as was used in the circular. This, it has been found, helps to impress the "sale" idea strongly by following out the same line. Often over 7,000 circulars are distributed at one time.

Uses Blacksmith Shops.

The advertising is not limited, however, to newspapers and circulars, but big signs or bills are used throughout the county—on fences, at corners, in blacksmith shops, in mills, etc. The net result, as Mr. Hunter expressed it is, "**we never fail to get a crowd.**"

There are two big sales each year, one on Aug. 15, and the other on the first of February. They last from seven to thirteen days, and are closed down on the date announced. Sometimes, on these big occasions, the store is shut down for a couple of days while final preparations are made, and big placards are used outside to announce it. There is, of course, a difference of opinion among merchants as to the advisability of shutting a store down, even for a day, on the theory that it interrupts business, but Mr. Hunter is firmly convinced that it has helped him in the more general acceptance of a Big Sale idea among the public.

Railway Ticket Free for $25 Sale.

A special feature of these sales is that the purchaser of $25 or over receives a return railway ticket free of charge. Prevention of deception is secured by the simple method of having each person secure a receipt for his ticket from the agent in starting out. These sales, as the time suggests, are for clearing out left-overs from Fall and Winter, and Summer.

* * *

It has long been a theory with most of the wide-awake merchants that a store should specialize along some lines; be recognized for being different in one way or another; for carrying something that the other firms did not; for being, in other words, a necessity to the public in at least one respect. Hunter Bros. specialize in odd sizes in suits. They aim to fit any man who comes in; the short stouts, or the tall slims. They aim to sell him a ready-made suit that will make it unnecessary for him to send outside the town, or to go to a tailor for a measured suit. They do not despise the latter branch, but they believe in having a ready-to-wear department in which weak spots cannot be detected; they do not like turning a customer away because "We are sorry, but we have nothing anywhere near your size."

The "Tall Slims" and "Short Stouts."

So they have special cabinets for these odd sizes. For the man of six feet two,

they have a 40-inch chest, 34-inch length, 20-inch sleeve and 35-inch trousers, or a 46-inch chest and a 36-inch leg combination to suit this special make of a "tall stout."

Shortly before The Review happened in on Mr. W. C. Hunter he had sold an unusual combination of sizes to a man who had come to the conclusion that no firm carried the odd measurements he required. He is a sure customer for the future.

In an excellent arrangement of the store this firm separate the blues and blacks from the rest, as these are staple lines, and keep them in a cabinet by themselves. They run strongly for other staple shades, such as grays.

Overcoats for Fall.

The Review was curious to know the manager's ideas as to overcoats for Fall, and the subject of chinchillas—the Winter craze of the city—was broached. These had not been stocked very heavily and instead of the shawl collar, the double collar was selected, as being more suitable for not only the country but the town trade. As to the "Balmacaan," it had been neglected entirely, and had not even been made a Spring line. It was regarded as "too faddy" to introduce for a staple seller. Black meltons with velvet collars, and dark grays were the main stock in trade.

Measures Every Child.

There is another feature of this store, the high value it sets on sales to children. A complete set of garments are kept for juveniles from two-and-one-half years up.

"Keep in with the boys and they will come to you when they have boys of their own to clothe," was a remark of Mr. Hunter. Hence he is as careful in seeing that the boy of 12 gets as good a fit as his father of 37; measures the boy just as surely as he does the man, and he works as hard on that slogan, "No trouble to show goods" with the little fellow as the grown-up.

The one system pays its dividends as assuredly as the other even if they are on the "deferred" plan.

The Hunter family seems to turn naturally to the clothing and men's furnishing business: Newmarket has its representative, and the youngest, Herbert, is a men's wear buyer for the T. Eaton Co.'s Winnipeg store. Mr. W. C. Hunter, head of the Barrie firm, has been in the business for 27 years.

A. S. Karam, Ottawa, men's furnisher, has succeeded Geo. Kalil.

Fred Boustead, Rainy River, Ont., has succeeded N. Williamson, general merchant.

OVERCOAT PROPHECY.

Mr. W. C. Hunter, head of the firm, is banking on the following lines of overcoats for Fall:

Black meltons and velvet collar, and dark greys.

Chinchillas in double, not shawl collar.

No Balmacaans, as he considers these still will be limited mainly to city trade.

He does not believe the popular city shawl collar will take in Barrie, as a warmer shape is required.

* * *

"Keep in touch with the boys and they will come to you when they have boys of their own to clothe."—W. C. Hunter, of Hunter Bros.

High Colors

Tendency in Paris in all garments—New soft roll lapel—Coats are shorter.

AT the first race meet held at Auteuil this Spring the inclement weather was not favorable to much of a display of Spring clothes being made. A noticeable feature of the overcoats worn, however, was the great popularity of blue fabrics. One conspicuously dressed young man was seen wearing on overcoat of a purplish-blue material cut on form-fitting lines, with a full chest. Although not a frock coat it had a double-breasted front with long, narrow lapels. A striking contrast to the coat was presented by the lounge suit worn underneath. This was made of a deep bronze-green serge, trimmed with a half-inch silk braid stitched along the outer seams.

Form-Fitting Overcoat.

Light-weight Spring overcoats were not much in evidence. One well-cut garment, however, which was seen is worth describing. It was absolutely form-fitting with no fullness in the skirts. It could almost be termed an up-to-date lounge coat with a little additional length. The extremely form-fitting waist was obtained by two gores, one on the bias running from the high breast pocket to the flapped side pocket. The other, about three inches back of this, extended from the pocket flap up to the armhole, and was parallel to the small side seam. The coat was very short, extending to about an inch above the knee. This is one of the style characteristics which has been growing in favor since the early Winter.

Small Collar; High Lapel.

Another feature of the garment was a small collar with the lapel extending up very high and cut with a deep notch on a horizontal line. The lapel was pointed, very narrow, short and made with the soft roll effect. This style of lapel is expected to be popular in Paris this season, both in the fly-front Spring overcoat and also in lounge suits.

Moreover, on many of the new "between season" lounges worn by most young men at the tango teas in the Persian Palace the lapels were cut much as have been described.

A feature of one of these new lounge coats was that it had no padding whatever. Also, the extremely small lapels were set high on a small collar, falling in a soft roll to the second of the three buttons. This button was placed on a level with the waist hollow, and from there downward the front fell in a straight line, slightly on the bias, and ending in a curve. Experienced Paris tailors say it is well to place the central button there because it tightens the coat in a natural hollow of the figure and keeps the garment in place. It gives balance. The buttons were close together, being placed about three inches apart. The sleeves were rather short and fitted with narrow cuffs, opened on the outer side to show three or four small buttons, buttoning through.

Mixtures Will Be Strong.

At this popular dancing palace mixtures are believed to be in for a big success this Spring and many light gray Shetlands with dashes of lavender or drab have been noted there. There has been a tendency towards high colors in Paris in all garments.

GOOD-BY, KAMLOOPS!

A novel introduction was given a sale of men's furnishings by Reg. Unwin, of Kamloops, B.C. At the top in two lines of display type three columns wide he used the words, **Good-by, Kamloops.** After a few lines of explanation was another display section, **Reg. Unwin going out of business.** There followed several panels of details of prices, etc. At the bottom in type corresponding to the top lines were the words, **Farewell, Kamloops!**

THE LATE F. E. ROSS.

The death occurred early in May of F. E. Ross, of Espanola, Ont., a merchant tailor.

THE LATE MR. McEVOY.

The death is announced of E. McEvoy, of E. & N. McEvoy, Bowesville, Ont., general merchants.



UNUSUALLY GOOD FACILITIES FOR WINDOW TRIMS.

This front view of the "Cambridge Clothes Store" indicates the breadth of the store, and the plan of the windows takes full advantage of this. The view here shows both windows attractively trimmed for the Horse Show, with the bright combination colors, purple and yellow, prominent. The introduction of the whips and bits give a real equine tone to the whole, while a breath of Spring is added by the addition of a splash of colored flowers. Note the bow of ribbon on each card. Trimmed by R. C. MacDonald.



INTERIOR VIEW OF CAMBRIDGE CLOTHES SHOP.

New store of Kirkpatrick & O'Connell, 254 Yonge Street, Toronto. Note the wall cabinets with inset triple mirrors; the broad open effect created by small display tables, large rugs and the elimination of counters; the straight, simple lines of the fittings, the absence of so-called objects of decoration, and the semi-indirect lighting system.

Banishing Equipment to Sides of Store

Relief in Turning in From Crowded Thoroughfare to Enter Broad "Boulevard" in Men's Store—Rug and a Couple of Small Tables in Centre—Circassian Walnut Cabinets—Semi-Indirect Lighting System—The "Parent Store" in Victoria, B.C.

THE impression in entering the new Cambridge Clothes Shop on Yonge Street, Toronto, is simplicity and richness in decoration and fittings, and, above all, the effect of unfilled spaces. Coming in from this street there is the relief felt similar to turning the corner of a crowded business thoroughfare to enter a broad open boulevard.

As a store for men's clothing there is something unique in the confinement of the display largely to the wall cabinets, while the broad wide sweep of the full length is unbroken by counters. This effect is enhanced by large, tasteful rugs and the confinement of displays to small tables. The richness of the Circassian walnut, which is used throughout, tones in tastefully with the floor and the rugs, while the whiteness of the ceiling and the walls, where exposed, is only broken by the crescents of the semi-indirect lighting system.

A centre entrance gives two handsome show windows of such depth as to present angled fronts to the street. The store is conducted by Kirkpatrick & O'Connell, who have been established for some years in Victoria, B.C. Mr. Kirkpatrick is managing the Toronto store.

Something "a little different" in clothing cabinets is to be noted on one side of the store. These, it will be seen, have but one row of hangings instead of two, which not only has the effect of disposing of the necessity of hanging suits close to the floor, but makes a much better display, in that the one row is brought on a line with the eye of the customer, who has neither to stoop nor crane his neck. The stands are reversible and may be drawn out, while the glass fronts are entirely disappearing.

On the other side a "pull-out" equipment is installed, which gives the opportunity here for a row of low drawers, which are almost a necessity for storing flannel trousers and other sundry lines.

Inset between the clothing cabinets are triple mirrors solidly fitted into the woodwork. Four of these are divided between the two sides, and midway are fitting cabinets with mirror fronts. The rear is divided between the office and a stock receiving room, above which is the tailor shop. The placing of this entirely out of the store is a feature.

Semi-Indirect Lighting System.

A distinctly modern feature of the new store is the semi-indirect lighting system which is used throughout, there not being an exposed lamp on the premises. Mr. Kirkpatrick states that he gets better results in this manner than from the old method of direct lighting, and with the use of less current. The effect is certainly an artistic one, and art and cheapness when so combined become a strong business proposition.

Keeping Close Tab on Stocks.

The firm has a system of its own for keeping close tab on its stock, and when there is such a large variety of styles and materials this is very necessary. Every suit which goes to the hangers, as well as every overcoat or other garment, is listed in the stock-book, with the lot number and the cost number, and these numbers are recorded on the sales slips, from the duplicates of which daily entries are made in the stock-book. In this way a glance at the stock-book at any time shows the number of suits in every material, style and size. Refilling of lines is thus simplified; there is at all times a reference by which shortages can be at once detected, and the annual—or oftener—nuisance of stock-taking is simplified to a sinecure.

King's Dress

Evening coat not cut with high waist or short lapel but on older lines—Green popular at Oxford.

A LONDON writer in Men's Wear, New York, says that at the Royal Amateur Orchestral Society's Smoker at the Queen's Hall, which his majesty King George honored with his presence, His Majesty was wearing a black overcoat which had a shawl collar of black Persian lamb; the coat was worn open, and the shawl collar ran deep enough to show plenty of the white evening shirt. The coat was lined with sable.

He had on an opera hat,—not a silk hat, as also had Earl Granville and Admiral Sir Colin Keppel. When he removed his overcoat it was seen that his evening coat was not cut with the high waist or short lapel, but rather after the old fashion—that particular coat with a lapel rolling the whole way down, showing plenty of a plain white pique waistcoat, cut single-breasted, the buttons of which were of the same material. The evening coat carried a handkerchief pocket. The sleeves were quite plain—not too narrow, and yet not wide. His evening shirt was a fine white pique of exactly the same pattern as the waistcoat. His Majesty was wearing a white buttonhole—a gardenia. During the evening he continually smoked cigarettes, using a long amber holder.

The Prince's Lounge Suit.

At Oxford, says the same writer, some of the younger men were seen wearing extraordinary clothes. For instance, one young man on friendly terms with the Prince of Wales had on a lounge suit with very long, soft rolling lapels and the two buttons placed very low, little details which make a lounge suit look entirely different; the material of the suit was a brown and white herringbone of a rather pronounced type. The cloths that the Oxford undergraduates usually favor are of the coarser or rougher kinds, such as homespuns, lovats and Scotch tweeds.

Green Suits at Oxford.

At Oxford a number of green suits were seen and it would look as if greens were going to be worn, in consideration of the fact that the correct men of a Varsity town set many styles.

A few years ago the fad at Oxford was lovat or gray flannel trousers; to-day it is knickerbockers of the rice-bag shape; but the knickers are only worn to display the wonderful stockings. Some of the palest shades of biscuit and greens have been seen. In the shop windows they would have been thought extremely loud, whereas worn with the correct clothes the effect was excellent.

SOCCER LEAGUE IN MONTREAL.

Montreal has a dry goods soccer league which made quite a showing last season. At the annual meeting held recently representatives were present from Goodwins, Morgan's and Seroggie's and an effort is being made to get Murphy's to join again. The officers elected were: T. Hargreaves, president; J. Taylor, vice president; S. Marshall, secretary, and Mr. Doe, treasurer.

Combining the Right Patches in Each Individual

Human Nature, Like Patchwork Quilt and Salesmen Should Size Up Each Customer—A Few of Positive Disposition Do Not Relish Suggestions—Most Are Ignorant of What is the Exact Style—A Study of Oneself the Best Basis.

First of Series prepared for The Review by J. Willoughby

NO two persons look alike. From the West recently we had the novelty of a hatter introducing charts which proved conclusively that no two heads—especially mens—are exactly the same shape. No two heads contain exactly the same mental equipment; and it is safe to go one step further and say that no two tastes in dress can be depended upon to run exactly the same, especially throughout seasons which introduce such a variety of styles and colorings as at the present time.

No two tastes are alike. And we are going to apply this to the mere male for the present—that no two women have the same taste in dressing will go without much argument in this department. A few years ago men seemed to have the idea that the nearer they could dress to a certain standard the nearer they were to being correct for that season. But even then there were always differences in taste in detail. To-day with the tendency for novelties and individuality in clothing, hats and furnishings, and the introduction of bright colors, the individuality of taste becomes more and more pronounced.

STUDY BETTER THAN BIRTH.

If the salesman in the men's store department will grasp this point he will be laying hold of the fundamentals of salesmanship. Let him consider that to meet rightly the customers of his store no two should be treated exactly alike. This is going to an extreme, but it would represent an ideal in dealing with patrons: the closer to the ideal the more sales that likely to be made.

You will often hear the expression that so-and-so is a born salesman. We do not believe that salesmen are born. It may be true that some men will have a greater natural suavity and approachfulness in dealing with customers, but it is the salesman who studies his customers and who acquires an understanding of the individuality in people that will meet with success in the men's store; to this knowledge no one is born.

The man who takes up salesmanship should consider that he is entering into a profession. The law student who merely stood in a law office and talked to the people who came in would know very little of the profession. If it is necessary to devote years to the study of law; if the man who would be a doctor spends years in a study of the body—then let the salesman devote himself to a study of human nature and to the individuality in the people with whom he has to deal. The store of the salesman should be his college.

PATCH-WORK QUILT.

A good suggestion to the salesman who would sell to men and who would get some knowledge of some of the factors of the human personality would be to first study himself. Every man has a personality that will reveal itself in many complexities if he will but study it; to the average it may appear that such a study reveals qualities and "kinks" of nature that do not enter into the make-up of the average.

This is a mistake; every man who would know other men should be impressed with all the factors that go to form his own personality and that co-operate to create certain likes and dislikes. He cannot apply these same standards to his customers except in the sense that he will be impressed with the delicacy of the human mechanism upon which a decision in a purchase and sale depends. If he will consider that human nature is always made up like a patchwork quilt and try to get the right patches combined for the individual, he will be getting on the right track—individualize the customer, measure him up and then try to appeal to him as himself.

Generally speaking, the salesman can be assured that in selling furnishings to a man he will be correct in making suggestions; but this is not always the case. It is for the salesman to decide whether a man is of that positive disposition that leads him to enter a store for one article and who wants nothing more; who considers it an intrusion for the salesman to make suggestions.

READY FOR HALF A DOZEN.

The majority of men, however, enter a furnishing store with a reminder that the last look in the collar-box revealed too many raw edges or that there are holes in several pairs of sox—but who are prepared to buy half a dozen articles if they are properly suggested to them.

The average woman who goes shopping may be depended upon to see everything she wants and a lot of other things; the average man thinks of something he absolutely needs, rushes into the store to get it and then often buys several more things if the right kind of salesmanship is employed. The way in which these suggestions can best be made will depend upon the customer; in some cases a positive suggestion will be effective; in another it will be better merely to generalize; in another to mention a number of articles and run them over in a conversational manner along with the usual remarks about the weather or the ball scores. These are the points which the salesman must decide for himself; points which only can be decided after experience and a thorough study of human traits.

TELLING THEM WHAT IS WHAT.

Then there are many other points. The average man, for example, is often out of touch with exactly What Is What in style details; there are things he would like to know without asking—here is where the knowledge of human nature will be useful. Often a man wants to know some details about formal dress when he is making purchases; if the salesman has sized his man up rightly he can introduce the subject inadvertently without appearing to be giving hints of that with which the customer should already be acquainted.

Again there is the big question of the suitability of goods for the right man. Some men, it must be remembered, want what they want no matter what it looks like, it and they are going to have it; they suit themselves first, no matter

(Continued on page 64.)

Posting Ball Scores for the Hungry Fans

Northway Men's Store in Orillia Anticipates the Daily Papers' Arrival in Town by 18 Hours—Giving Score Cards for Local Ball League—Getting in Touch With Those Who Love Sports.

WHERE there is a strong sporting spirit in a town it usually is good business for men's wear stores to acquire the reputation for being interested personally in the athletic events, for it usually results in the establishment of a friendly feeling towards the members of the firm, and none know better than those who have succeeded along this line just how influential it is in drawing young men's trade. This is why in many places the men's furnishers back the ball teams, donate caps, arrange sports programme, etc. The influence is recognized sometimes in a way that all do not relish—the men's furnisher is considered the legitimate prey of the subscription list. It is felt that he stands to gain by his personal connection with sporting events in drawing trade from the young fellows who recognize his sympathetic feeling towards their amusements. It is a field that is usually pays to cultivate.

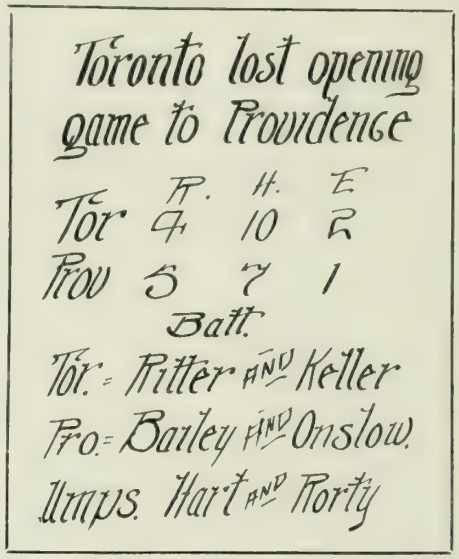
Many instances have been given in The Review of schemes that have been devised in this direction, one lately mentioned being the score board set up by Thornton & Douglas in the ball grounds at Berlin, with a large advertisement of the firm on the top. The posting of scores is a favorite device, as it draws a number who are interested in the results.

Where News Comes Late.

The town of Orillia offers an opportunity for this that could hardly be excelled so far as lack of competition from newspaper sources is concerned. The morning papers from Toronto do not reach the town until about noon of "the day after." The consequence is that, as the local weekly papers do not post the results, ordinarily the sporting element has no means of knowing baseball records until late in the next day. This, for the ardent fan, is an almost intolerable situation. Recognizing the opening, W. H. Mills, the young manager of the men's wear store of The Northway Co., decided to post the score in the International Baseball League so far as Toronto's games are concerned. A sample of one card placed in the window is given here. The advance announcement read: "Watch for the results of the Toronto baseball team's games in this window every night."

Score Cards for Local League.

The activity of the store does not end here. There is a baseball league in Orillia and games are played usually in



Record of Toronto's score in International League posted every night by Northway store. First newspaper arrives next day about noon.

the evenings of Tuesday and Friday throughout the season. Hundreds attend these games, and each one, if he wishes, may hold a score card, with spaces for the names of the players, runs by innings, and the "box score." This is a small and handy booklet of four pages, presented by "The Northway Men's Store." A couple of pages are reproduced here. At the top and bottom of the score pages are catchy invitations to buy special lines of sporting and other goods at this store. The effects have been very beneficial.

Any time a cup, used as a prize for a sporting event, can be shown in the window, Mr. Mills is after it, as his aim is to make this store a sort of Mecca of sporting life for Orillia.

COMBINING THE RIGHT PATCHES IN EACH INDIVIDUAL.

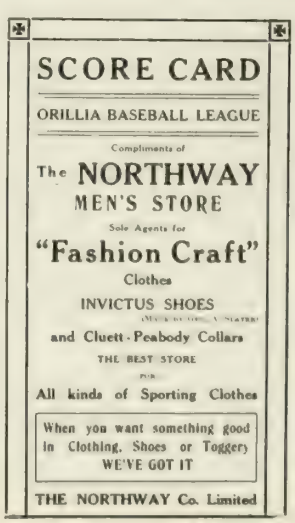
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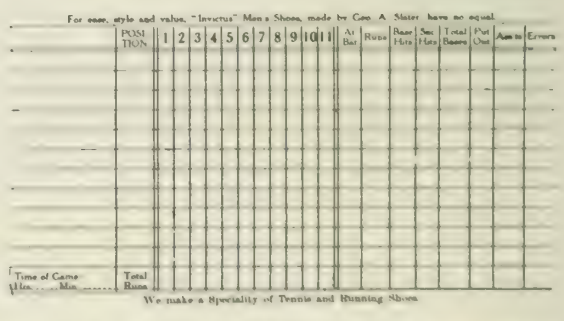
what the effect. But the majority of men will be found open to advice and the average will be found who will put a good deal in what the salesman tells him with regard to the style of a hat, the height of the crown, the color of a necktie, the cut of a collar, the design of a suit and many of the other things that enter into the selling of goods in a men's store.

Psychology in relation to salesmanship is a big subject; it is a study which modern salesmen are giving their attention. In a more or less degree it should be studied by every clerk who wishes to be successful in dealing with those who come to purchase—and who can usually be kept to purchase more.

DEATH OF MONTREAL MERCHANT

George W. Clarke, who has conducted a large fancy goods business in St. Catherine street west, Montreal, for many years, died recently as a result of a paralytic seizure. Mr. Clarke was 72 years of age and had been in the dry goods business for 48 years, prior to which time he was an employé of the Montreal Herald. He was a man of retiring habits, socially, and was very highly regarded by all who knew him. He is survived by a widow, one son and five daughters.





This is a fac-simile of two pages of a four-page folder that is distributed to the "fans" at the ball games of the local league. These are used twice a week at the scheduled games.

Balmacaan Overcoats Modified for Fall

Wholesale Use of Type at all Prices Has Led to Falling Off in Popularity — Chinchilla Must Give Way in Part to Harder Finished Material—Forecasts of Retailers and Makers.

WHAT of the Balmacaan for Fall and Winter? This is the first question that the average men's want supplier will ask with regard to his overcoat stock. And the next question will probably be as to whether the chinchilla will be as popular in heavy materials as it was for the Winter trade of last year.

Stock Balmacaans judiciously; their popularity will depend on local demand in most cases, and, generally speaking, they are not likely to be in such keen demand with well-dressed men. Be prepared to supply a harder surfaced line of material in heavy coats than the chinchilla and drive home the argument of wearing service.

Thus can be briefly summarized the overcoat advice which The Review is able to give to the Canadian trade after inquiring in reliable manufacturing quarters and of authorities in the retail business who are in touch with the advanced situation.

With regard to the Balmacaan, the general prediction is that it will have, or—to go to the extreme—has had, a butterfly existence. In Canada it is going out before it really came in with the general trade. In this country it was too extreme a model really to take. It appealed to the better class dresses as a novelty, and so strongly has it been played that the exclusive man is looking for something different.

While in Canada the Balmacaan coat has not been generally worn outside of the big cities, popular Americanization has led to its short life. In the large centres of the United States it is being worn by all classes; it has become so cheap in price that it is common, and the exclusive dresser is seeking something else. In Canada the cheap coats have come practically at the same time with the expensive, well-tailored ones, and they have gone together; to the trade the effect of this need not be pointed out.

The Balmacaan coat will remain popular undoubtedly as a slip-on coat with good dressers, as it has been for years, and as a shower-proof garment it is excellent. To appear at its best it must be well tailored, and in the cheaper garment now being turned out the original has almost lost its identification. The manager of a large clothing store remarks that the only original feature of the model remaining is its "sloppiness," and in the cheap garments "the only place they fit is around the neck." As a garment for the man who can afford several coats it is an excellent variety in the opinion of several makers of men's clothing, but as a standard model it lacks in dressiness for most occasions.

A Semi-Raglan Model.

But though the Balmacaan may go out, the influence of the model and of English tailoring generally will be seen in many of the new coats. Many will be made on the loose model, with the sloping shoulders, but they will differ from the Balmacaan, in that they will have lapels instead of the Prussian collar. A popular change for the loose model will be a new shoulder showing the sleeve inset at the back and the Raglan effect at the front. This model, which is predicted as the popular thing for the general trade, will have a moderate flare and sloping shoulder.



A NEW TYPE FOR FALL.
Overcoat model which promises to be popular for Fall and light Winter wear. Shown by Fairweathers.

Balmacaan History.

The Balmacaan coat caught the American public as a novelty. It is one of the first extreme styles to go strong with the general wearer, and in this there is an indication that men are less inclined to stay with the conservative models. But as something new the Balmacaan is traveling under false colors. The coat has been made under this name in England for seventeen years, and before that for a quarter of a century it was known as the "slip-on" and the "cover-all." It was given its name by Kenneth Durward, and registered in England, so that he is the only man who can make it in that country. The name is after a place in Scotland, and the history of its application introduces an American millionaire, who has his clothing made by the London dealer, and who went to Balmacaan for the bird season. Durward got his permission to use the name in connection with the coat, and also made use of it as his cable code name, which he still uses. Truly, "there is nothing new under the sun."

Ulster to Hold Its Own.

As a heavy coat the double-breasted ulster will hold its own as a practical Winter garment. There will also be a return to a considerable degree to the shaped coats, and this is particularly true with regard to the more dressy models. A stylish cut for the slim man will be the form-fitting Chesterfield, the general impression of which will be much as that of the morning or frock coat. It will be worn both with self and velvet collars.

Harder Surface Materials.

In the Winter coats the harder weaves will be stocked. The great run on the chinchilla will not be duplicated, and with the smoother cloths there will be some patterns shown. The new materials will have the asset of being better wearers than the fuzzy-surfaced cloths, which from the utility standpoint led to many complaints last Winter. However, most dealers left the responsibility of purchasing a coat of this material with the customer, as they could get no guarantee from the manufacturers.

This coat has a combination shoulder with inset back and raglan front. The effect is English, the shoulder being natural and body hanging full. The collar will be cut with lapels comparatively high and patch effect pocket.



Shinkee braid with pencil curl, 2¼ inch brim, scarf band, 4-inch crown, and diamond telescope effect. Shown by Jess Applegath, Toronto.

SUMMER NOVEL-TIES.

—

May have run in 1915.



Mackinaw braid straw model, ultra fashionable for 1914, which promises to be strongly in vogue next year. Note the droop brim, four-inch crown with creased telescope, and 2½-inch brim; also narrow band and loose end knot. Shown by Jess Applegath, Toronto.

Contrasting Ribbons Feature of Fall Hats

No New Shade in Sight, But This May Prove the Novelty Demanded—Looseknot and Brim Binding in Same Shade—Very High Shapes Attempted in Straws — Puggaree Bands Strong.

ALL indications are for a good Fall season for men's soft hats, although another run on these lines means that there will have to be some distinctive changes in the styles to maintain the popularity. Just what those distinctive fashion features will be now seems to be pretty well decided. In the style centres novelty style creators may be expected to spring some new things at the last moment for exclusive trade, but in Canada there is still a marked reluctance on the part of the male wearer to take to what might be called the freaks of style, although of course there is an up-to-the-minute demand in a comparatively small specialty trade.

Loose Knot in Contrasted Ribbon.

The big selling feature of the Fall hats will be contrasting shades in ribbons, and in some cases in the bindings to match. With the new ribbons will be shown a new bow—a loose knot going with a narrower band tied in the three-quarter position. This knot will give the impression of being tied by hand, the effect being one of less formality. The butterfly bow will also continue popular.

The variety of contrasts in colors will be wide but the shades will be chosen to show a tasteful and harmonious combination.

Higher Crowns With Pencil Roll.

As to shapes, the tendency of the crowns continues upward and with the increasing height a slight slope is introduced; in some extreme models the taper is varied by a semi-bell effect with a flat top but this will not find a general run. In crowns, the telescope, diamond dent and plain dent will prevail. With the tendency towards higher crowns there are lighter brims. The full roll will be less seen and instead there will be a pencil roll or the welted effect, the two latter better permitting of the colored binding to match the band, which effect will be quite the thing.

Black Relieved With Grey.

The question of colors opens a big field of speculation. With the general trade blue was the big seller of the Spring, and is looked to continue strong with a contrasting ribbon band of pearl grey generally used. Green also will be again good. As to a color departure there is more difficulty in forecasting. In some quarters it is predicted that the natural turn will bring grey to the fore and pearls with black bands and iron greys with pearl bands are being shown. The suggestion that black will forge its way to the front in soft hats seems to be falling short and where the black felt is used there will be with it a relieving band of pearl grey.

To make stiff hats strong in Fall popularity there will have to be a change of style sentiment from what is felt at present, and the makers are not finding a strong demand. The tendency in the stiff hats which, of course, will have a stronger call for Fall than for Spring—will be higher crowns with a corresponding higher roll to the brim and the three-quarter bow. The bell crown and extreme tapers will be seen in some ultra fashionable models but they may be looked on as novelties.



CONTRASTING BAND AND RIBBON.

Felt model for Fall trade shown by Fried, Grills & Co. Note the high crown and taper with the flatter brim and the new contrasting band and binding. The necktie bow is distinctly new and goes with a narrower ribbon.

Fall Caps.

It is difficult to get a line on the Fall cap business and it is hard to say whether the soft hat will have to give way in this department. New styles are being shown. Practically all the models are larger and the general effect is to give fullness to the crown, pleats and folds being used to this end. Materials shown indicate a strength for mixtures with the checks and loud pattern cloths somewhat in the background.

Prospects for Summer.

The big run on soft hats will find its first interruption in some months when Old Sol drives the male being to the shelter of something lighter and cooler in the way of headgear. After such a strong run of soft felts, and with the prospects of another season of similar styles in the Fall, the straws and panamas should come as a relief and a big run is generally looked for.

The strength will undoubtedly be in the straws. The impression is strong that the effect of the flooding of the markets during the last couple of seasons with cheap panamas has had the to-be-expected effect.

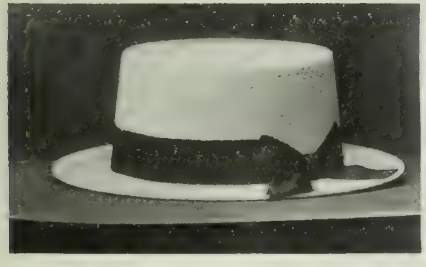


1. Balmacaan hat for Fall, made of Dongola tweed in different colors. Notice the diamond crown, ridges on sides and cloth strap band.
2. Light silk crusher for Summer wear. Shown by Cooper Cap Co.

A big selling line will be the sennit sailor. Crowns will be high, with the general run to three and three and a half inches, and with crowns of this height there is a slight taper, and narrow bands with the loose knot in favor. Splits will also be strong in this shape, and in both the two-inch brim will be the regular run. Ultra fashionable models are shown with the crowns up to four inches and a pronounced taper, but this is extreme for this season although although it may be taken as the forecast for the 1915 trade.

For the dresser who wishes to be hatted according to the extreme decree of fashion there will be a popular new model in which the latest styles in felt hats are incorporated. These show a high crown in soft straw with a turn or pencil roll brim with the dropping effect; the crowns go four inches with both the telescope and the diamond dent, and the bands will be either the new narrow ribbon with necktie knot or the colored scarf.

There will be a popularity for Puggaree bands in all colors and patterns which will be used both with felts and straws.



A PRONOUNCED TAPER.

Sennit straw model, ultra fashionable for this season, but showing what is being made for the 1915 trade. Shown by Fried, Grills & Co. Features are the 4½ inch crown with pronounced taper; narrow brim, narrow ribbon and loose knot with draped ends.

Output of Ties for Fall

MONTREAL, May 19.—(Special.) High colors and large designs, mainly in printed warps, will be the big sellers for Fall and Winter, say manufacturers. The tendency seems to be all this way at present, and the makers are preparing for a heavy demand in these goods.

Chine effects and ombres are considered best, and these are being largely taken for the coming Fall season. Nothing is now heard about velvets. They had their run, and are now numbered among the "dead ones." Silks and satins and poplins are good in stripe effects, and as usual there is a good amount of business being done in plain colors.

Greens, which have been considered "passe" recently are said to be coming back into favor, and many orders are being booked for Fall in various shades of green. It is predicted that they will be very strong, and will figure big in the Christmas trade. Blues and purples are also well thought of, and will doubtless divide popularity with the greens.

In make-up, the open-end tie is still the favorite, and there seems no reason to doubt that it will continue in popularity. Faced or lined wide-end styles are very strong at present, and are selling well for Fall.

Sales of neckwear with the retailers have been about the average, and there has been a fairly satisfactory business done in the novelty lines that have come out from time to time. The season for wash ties is now here, and though the backward Spring weather has to some extent retarded sales in this line, there has been a fair demand for this class of goods. In addition to the usual assortment of striped cotton materials and cotton and silk goods, there has also been shown a line of crepe effects, which have taken very well.

Panamas Follow New Styles.

Panamas are showing the influence of style to a more marked degree than in the past. There are models with the pencil dropping brim, the high taper crown and the telescope effect, but for the most part more conservative models will prevail. In relation to the Panama there is a feeling in the trade that there will be less demand, but that the expensive hat will still be popular with those men who want to appear well dressed and in the fashion but who desire distinctiveness rather than to follow the general trend of fashion.

MORE CURLED BRIMS ON SOFTS.

"In stiff hats there is no decided change in shape, but brims are inclined to show more curl at the sides, the front and back brims remaining flat, a distinct improvement on the old style of curled brim which showed a decided arch," says The American Hatter, in an article from London.

"The soft felt hat still remains as popular as ever, but the shapes shown are smarter and not so much on the neglige type as they have been. Brims are rather more curled and are worn as blocked, instead of being pulled into any angle. Turned-over stitched edges are becoming very popular, partly owing to this change, as they retain their shape better than the plain cut edge brim. Drabs, slates, pearls and dark fawns are the principal shades sold for home wear, and a light hat, with a dark band to tone is rather favored."

WITH MEN'S WEAR MEN.

Philip Dwyer, Toronto, merchant tailor for the past fifteen years, died on May 13th.

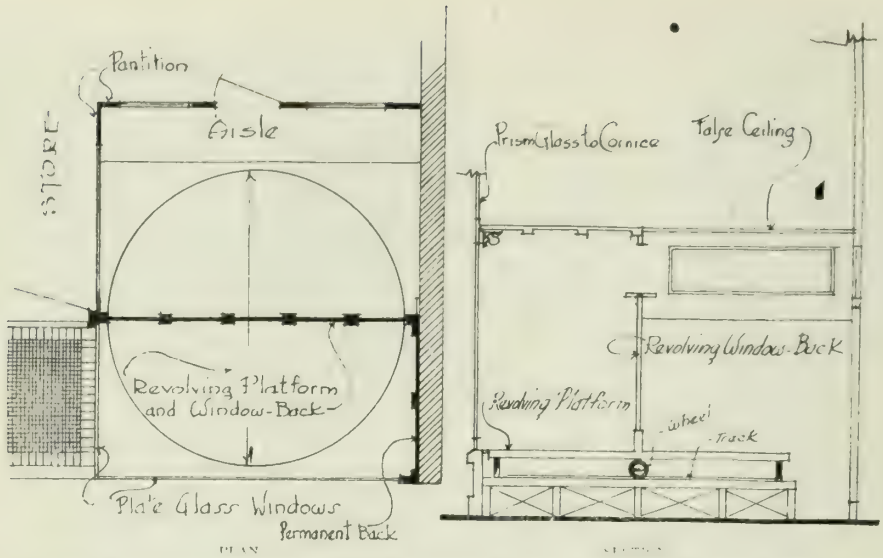
William Montgomery, Toronto, merchant tailor, passed away on May 14th from pneumonia.

C. Becker, Vernon, B.C., who some time ago sold his tailoring establishment to D. McKay, has again entered into business, buying out Mr. McKay and R. J. Armstrong.

Weekly Half Holiday.—Merchants of Ward Seven, Toronto, have started to close their stores and shops early on Wednesday afternoons, and will continue the practice weekly throughout the Summer

A. Cristall, Edmonton, Alta., is remodeling the old stand of the Cristall Palace Clothing Company, and reorganizing the concern. Mr. Cristall was one of the pioneer business men of Edmonton.

Newton & Freele, Strathroy, Ont., who recently opened an exclusive tailoring department in connection with their business, have decided, on the advent of Niagara power, to install electric sewing machines and irons, and manufacture on the premises all their ready-to-wear clothes.



Sketch showing how the revolving window is constructed. Half of the window is thus used for the arrangement of the new display, while there is a continual showing in front.—Courtesy of Men's Wear Review, New York.

Continuous Display Window

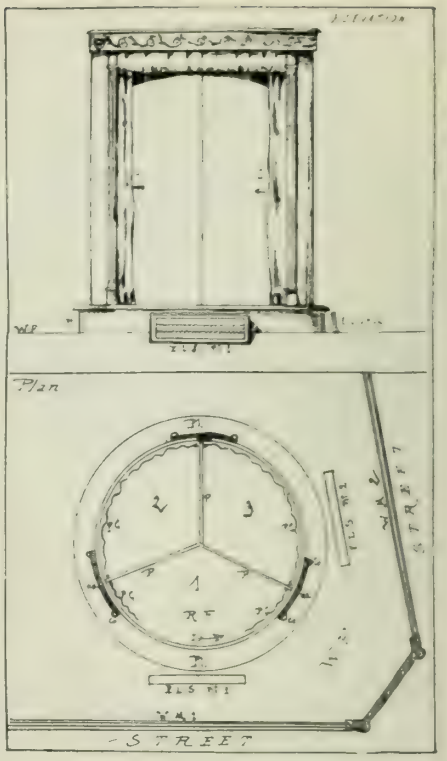
Revolving Platform Permits Dresser to Work Without Drawing Blinds—Paris Novelty is a Revolving Window Booth.

ONE of the new things in window display arrangements is a mechanical device by which it is possible to change the whole interior and to have one display before the people while another one is being prepared. This window device which makes it possible for a continuous display and rapid changes is described in Men's Wear of New York, and is illustrated in the accompanying sketch.

The principle is of a revolving circular platform, of which the central division forms the back of the window. Thus there is always a display in the window even while a change is being made. Another advantage which can be gained is that two displays can be made during the same day, and in some cases this is an advantage, especially where at different hours there may be a marked difference in the passers-by; for instance during the afternoon there may be a class of shoppers on the street interested in a more expensive class of goods than those that might be passing at the hour of the closing of offices and manufacturing plants.

A Revolving Booth Device.

Another novel and effective mechanical device for window displays comes from Paris. This also works on the principle of a revolving platform, but with the difference that the whole arrangement is within the window and in the case in point, where the window is on a corner, two displays can be made at the same time while a third is hidden. In the first sketch is shown one of the three booths. At the sides marked "C" are the curtains which are kept closed while the platform is revolving. "E L S," indicates an electrical sign, upon which is shown a description of the display on the interior. For instance on the sign appears "What our well-dressed men are wearing," and on the second line "Narrower trousers"; the curtains then are drawn aside and a figure of a man is revealed, representing the interior of a dressing room with the figure seemingly arranging his vest before a mirror. The lights go out and the apparatus revolves. A second booth comes around, and on the sign is flashed "Vests are cut high," and a figure is revealed with a high cut vest. In the meantime the first figure is in the second position, and here by the aid of the electric sign attention is called, not to the narrow trousers, but to the new fabrics.



Revolving cabinet for displaying men's wear in window. W.F., floor of window; E.L.S., electric light signs; C, curtains; R.F. shows the floor of the revolving platform, and P the partitions between the booths.

FEE FOR "OUTSIDE" AGENTS.

A deputation of retail merchants from Victoria, B.C., waited on the city council to protest that the amount of the licence fee imposed in the case of men who act as agents for outside firms of manufacturers is not adequate. The figure is $50 every half-year, and this was compared by the speakers with the $500 exacted every six months from transient traders.

The statement was made that the agents are a greater source of loss to local merchants than the transient traders, and the matter of men's and women's suits, for which orders are taken by agents, and which are supplied from outside the province or outside Canada, was particularly referred to.

The council informed the deputation that the amount being charged now is the limit allowed by the law and cannot be increased.

LONDON HOSE PROSPECTS.

Reports from London indicate that the artificial silk hose and half-hose are meeting with the expectant large call, but that good lines of lisle and cottons are by no means left out in the cold. It is predicted that the demand for the fibre goods will cause a scarcity later on. The sweater business is showing signs of improvement, although it is still far from being up to the standard. Operations by the retailers for Fall, however, are more encouraging to the mills than they have been any time since the first of the present year.

Two Distinctive Men's Wear Trims



Window trim by Chas. H. Aiken in his new store on King Street west, Toronto. Here Mr. Aiken shows the individuality of stripes, which at all times have a strong character. The flannel robe is a novelty of the season for wear at summer watering places. The stripe idea has been kept up in the shirt as well. A soft tone is added by the floor covering of corduroy plush. A neat card completes the trim. Eleven years' experience in the men's furnishing business with Ely, the King Edward Hotel haberdasher, of Toronto, should prove a considerable asset to Mr. Aiken. Rich mahogany fittings with inset display cabinets give an impression of good taste to the interior, and the manner of handling the set-ups and trimmings reveals considerable individuality.



This clothing display is a good sample of the class of work turned out by Mr. Hallgarth, for D. E. MacDonald & Bros., Guelph. The coats and trousers are displayed in easy fashion, and accessories in the form of hat, gloves and cane are placed to good advantage. The words on the card, "Your Spring suit is here," is an arresting form of invitation.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES



The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Acton Pub. Co.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

Seasonable Cards for the Month of June

Outstanding Feature is Weddings, and Men's Store Can Pull Extra Trade by Giving This Subject Special Attention in Window Trims—Horse Shows Increase Trade in Many Districts.

Written for The Review by Paul O'Neal

IT is unfortunate that the rush and hurry and worry of commercialism has no room for sentiment. The month of June is the most charming, most delightful of all the year. Richly laden with a fragrant freshness, all nature is atune with new life. The flowers, the blossoms, the garden, are all at the zenith of their summer glory. But cold commercialism steps in and says: "We have no time for that, except as it may be diverted into advertising channels." And so June is shorn of its delights and charms that business may be boomed and trade not suffer.

Then if June must be turned into the advertising channel let us take advantage of one outstanding feature that has long been recognized as the characteristic feature of the month. That is weddings. A men's wear store can afford to step aside from the ordinary methods of decorating and display and arrange something a little beyond the ordinary. A window with suggestions for the wedding may be devised. A floral arch or bower will make an appropriate and attractive setting for the background, while flowers and roses may be used with plenty of white ribbons. This layout may be dressed with a man's figure in the arch in a wedding suit. Other suits appropriate for weddings may be displayed also; or suitings that will make up well into clothing for wedding occasions may be shown. An odd flower carelessly dropped here and there through the display will give a special attractiveness.



Specially Designed for The Review by Paul O'Neal.

Suggestive Wedding Cards.

A window of furnishings may follow. These should be only such lines as are used for weddings, shirts, collars, gloves, ties, handkerchiefs, silk and other hats. An appropriately worded showcard will complete the display. "Suggestions for the wedding," "Suits for Wedding Occasions," "Some New Lines Suitable for the Wedding," "Wearing Apparel for the Groom, Groomsman and Guest," or similar suitable wording.

In localities where horse shows are held you may take advantage of such events in the decorating of your store and windows. These shows usually have some distinguishing colors, yellow and black, yellow and blue, white and blue, etc. These colors may be utilized with telling effect. Whips, large horseshoes, saddles, bridles, figures of horses, etc., work to excellent advantage in the decoration of windows. With ribbons of the show colors a window of unusual attractiveness may be obtained.

It may be necessary to offer some attractive inducements in June to meet the exigencies of present conditions. These may be some special inducements in the reduction of prices; or you may be able to make some special buys that will enable you to offer some worth-while trade-winning values. This may be in suits, cloths, or the various lines of furnishings. Our advice is to make these special offers on one or two lines only at each time. Make them sort of trade winners to attract customers to the store. If this is accomplished it may help the movement of regular lines.

Card Hints for June.

The dark card with wedding suggestion is square in shape, and may be made almost any size, according to the room in your window. Four pieces of circular corners are cut from a darker shade of card and pasted on to the corners. The lettering is in black and shaded in white.

The styles card is one of general character. It will do either for furnishings or clothing. The word styles may be done in red or black and shaded with some subdued color. The margin should be in the same color as the shading. The small letters should be in black.

The suits card is distinctly for wedding garments. It will be for a window in which ready-mades or suitings are shown. The word "Suits" should be in red, with the outline in black. The small letters are in black. The two border lines at top and bottom should be in light green.

JAMES McNEILL DEAD.

A dispatch from Winnipeg states that James McNeill, a well-known retail clothing merchant, died on May 11, of pleurisy. He was an ex-president of the Winnipeg Retail Merchants' Association, and had been in the business there thirty years. Mr. McNeill's cut was used in last issue of The Review.

Challenge Collars

Selling Point *No. 4*

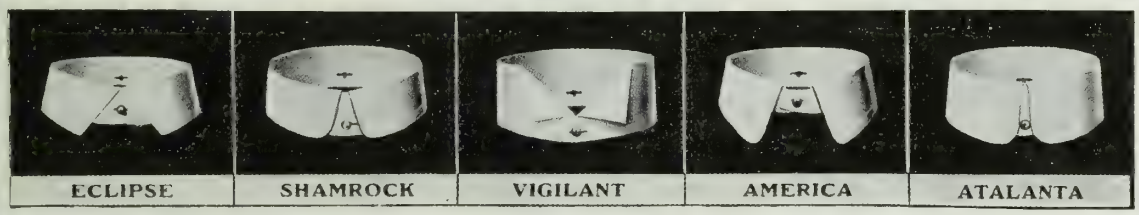
A Third Heavier Than The Rest

The materials used and the process employed in the manufacture of these goods combine to produce a collar that is a third heavier than other makes sold at a similar price. Other features which go to make Arlington collars the best line to handle are the **strength of buttonhole, proper balance, easy adjustment tie space, general appearance** and **perfect satisfaction** to you and your customers.

Samples sent on request.

The Arlington Co. of Canada, Limited, 54-56 FRASER AVENUE TORONTO, ONT.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg





"Wear Best Where Most Wear Worst"

Lion Brand Clothes

You know; your customers know; and **we** know how hard boys are on their clothes. Accordingly, Lion Brand Boys' Suits are strengthened to withstand this wear—the double seat, double knees, and double elbows make them last twice as long as the ordinary suit. Tell your customers about this splendid feature! It will mean sure sales.

And style is not sacrificed for durability in Lion Brand Clothes. They are made in the most up-to-date snappy styles that at once appeal to the lad.

Give Lion Brand Clothes a place in your store. It will amply repay you. Samples sent on request.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

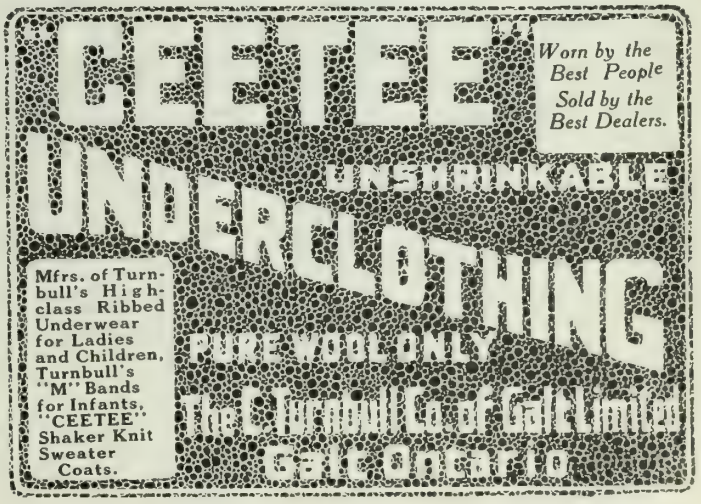
Show-Card Writing

as taught by the Edwards Short-cut System means quick advancement

and a steady position. Learn in your spare time to make show cards, that sell the goods, by taking our mail course of instruction. Others have made good, you can do the same.

Write for handsome prospectus.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS. **Mention this paper**



The June Bridegroom and His Clothes

Influence of American Tendencies and English Fashions Give Latitude in Details—The Cutaway Coat Favored With or Without Braid—White Gloves, Ties and Spats at a Toronto Wedding—The New York Standard.

ALTHOUGH usually considered of very secondary importance in the wedding display, if not in the ceremony itself, the groom who stands before the June altar must give just as much thought to his apparel as the bride and in fact perhaps there are more noticeable details to be considered. At least many men who have been there think so.

The modern groom finds that his dress is not the stereotype of fashions that it was in the day of his father. In Canada there is considerable latitude between the opinions of different tailors and furnishers; the English opinion is, of course, the foundation, but there are American adaptations which form an influence in some quarters.

Cutaway the Big Favorite.

The cutaway coat is now considered as being the standard for day weddings, but there are some authorities who remain true to the frock. In the cutaway the color is black in almost all, but the groom with a morning coat of dark gray will not be unusual this year. With this coat the American tendency is to introduce a braided edge of flat silk, but the English taste is for a hand-sewn edge with prominent stitching. Trousers are of striped worsted or dark gray or to match the coat, with the waistcoat also to match the coat.

The hat is the regulation high silk with broad felt band; the shirt white with either stiff or pleated front; the collar, poke or wing; tie, the four-in-hand or ascot of black and white or pearl-gray; the gloves of pearl or white suede or glace to match cravat; shoes, patent lace or button with kid or cloth tops; pearl or moonstone studs, links and scarf pin.

But every groom does not stand by these standards absolutely, broad though they may be. At a recent stylish wedding in Toronto, the groom, best man and ushers all wore white ascot ties of brocaded silk, white doe gloves and white spats. The effect was quite smart and others may be expected to follow the fashion. In shoes one tailor advises gunmetal with the morning coat; he does not favor patent leather except with evening wear.

For Evening Ceremony.

For the evening wedding the groom will wear the swallowtail coat with trousers of the same material. A close-fitting



"American" type of bridegroom's outfit with braided edge of flat silk on coat. Courtesy of "Vogue."

one-button effect is now considered good with roll lapel. With this the Chesterfield overcoat of the cape Patetot may be worn. The waistcoat should be single-breasted of white pique lawn or silk. The hat is the high silk with wide band; shirt, stiff, white pique or linen; collar, poke or wing; gloves, white glace or reindeer; shoes patent leather buttoned cloth or kid tops; pearl or moonstone links or studs; white tie or stock of plain or figured pique or linen.

The best man and the ushers should endeavor to follow the fashion of the groom so far as possible and what is worn by him will be best suited to them.

The Smart New York Groom.

Following is a description of the apparel which will be worn by the well-dressed groom in New York, and with it goes the tip to the groom that he ought never to appear dressed up, that the prime requirement is unobtrusiveness of detail. The morning coat or cutaway is held to be correct, a narrow black braid being used; the frock coat is also mentioned as quite permissible. Some of the extreme morning coats are cut very tight with one button. With the cutaway is worn a waistcoat of the same black material with an edging of white pique at the top and trousers cut without much fullness, of gray striped material, which may be rather light in tone. The shirt should be plain bosomed with plain, attached cuffs; the cuff links should be of plain gold or gold and enamel and the studs of plain gold. A moderately high wing collar should be worn; this may have either pointed or rounded wings, which are well pressed back. The appropriate cravat is a four-in-hand, preferably of dark blue or purple, although other dark colors are allowed, and a striped or flowered design may be selected. The groom's clothes are completed by a sheer white handkerchief, a pair of plain pearl gloves, a plain Malacca or ebony stock and silk hat.

James G. Somers, Toronto, died on May 14th at the advanced age of 91 years. Born in England, Mr. Somers settled in Elora, Ont., where he started in the clothing business, which he continued for forty years. Retiring, he returned to Toronto, where he lived until his death.

J. W. McConnell, Montreal, has succeeded S. Lorne McGibbon as president of Goodwins, and he has associated with him on the board C. F. Smith, C. W. McLean, Milton Hersey, T. C. Webster, W. H. Goodwin, J. W. Ross, G. S. Mays, R. N. Smythe, and James Wood Thompsson, Toronto, the last four mentioned being new members. W. H. Goodwin continues as managing director. The financial statement shows a net balance equal to 12 per cent. on the preferred stock.

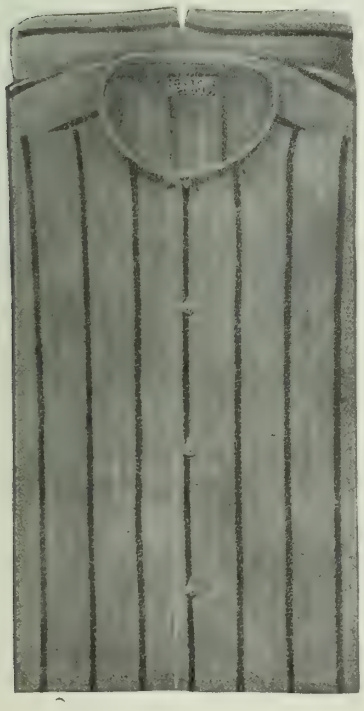


No. 240 CASE
Write for price and full particulars

This case should be pulling for you

Case No. 240 in your store will prove its value as a business-pulling investment. It presents your most attractive goods in a way that is positively irresistible. It makes a silent, but a very effective salesman and will pay for itself very quickly in extra sales. **Our catalog of special designs will be interesting to you some time—if not now. Write for it to-day.**

H. L. Wood & Company, CORNER NOBLE AND STRICKLAND STREETS **Toronto**



Fall shirt styles that are distinctly *Exclusive patterns, Attractive styles*

Has the Star man dropped in on you yet with the Fall range of shirts? He may be due any day, but to be sure you see this record-breaker as early as possible drop us a line and we will make special efforts to present it at once—by all means don't miss it if you want some real winning numbers for Fall. Our ranges of Fall and Winter underwear and Christmas neckwear are intensely interesting. See them too.

Star BRAND

Van Allen Company, Limited
HAMILTON, CANADA



DAINTY INTERIOR TRIM OF HANDKERCHIEFS.

Handkerchiefs in a great variety of design and coloring are being used by dressy men for display wear in the top coat pocket or in the English style in the cuff. These are in plain and rich shades, with large patterns, and are generally of Foulard silk. In the interior display shown here of Bilton Bros., Toronto, the effect will be noted of a large individual Persian design, the pattern being introduced but four times on the handkerchief. Other designs introduce automobiles, foxes' heads and riding crops, horses and jockeys, etc., in each case the effect showing figures covering the whole of the fabric. Another handkerchief novelty is also shown here, being a French silk with a comparatively small broken square decoration. A feature of these goods is the departure from the former idea of matching the cravat, which is no longer followed.

The Modern Men's Store

What Marshall Field & Co., of Chicago, Have Done in Their New Establishment—Novel and Efficient Service Features—A Magnificent Grill for Men Only.

SIX floors of a building, covering a ground space of 151 by 144 feet, comprise the new exclusive men's store of Marshall Field & Co., of Chicago a store fitted with the most modern equipment for the display and sale of men's wear, and with several of those novel and elaborate features for the comfort and convenience of the patrons of the store, which are outstanding throughout the policy of this firm.

Through the whole store there is a tone of rich elegance in the fixtures; unrestrained good taste is characteristic of the whole effect. The color scheme throughout is not only a marvel of artistic conception, but also a practical adjunct to the creation of the purchasing mood—rich blue carpets harmonize with the black of the ironwork and the ebony inlay design of the cabinets and fixtures.

The first floor is devoted exclusively to furnishings and accessories; on the second floor is found the custom tailoring department; on the third, men's clothing and the credit division; on the fourth, specialty clothes are shown, including athletic garments, sports apparel, uniforms, etc.; tailoring shop and workrooms are on the fifth floor, and on the sixth a men's grill room.

A Men's Grill Room.

The grill room, exclusively for men, is one of the outstanding features of the store. The woodwork and fixtures are finished in a dull purple shade of mahogany; the columns are set with tiffany mosaic panels. The ceiling is finished in keeping with the chairs, tables and fixtures. The lighting globes give off a dull purple glow, which harmonizes tastefully with the whole scheme. Two sides of the room are fitted with semi-enclosed booths, with round tables to accommodate six or eight patrons.

In the centre of the grill is a wonderful glass art dome, which measures forty by fifty feet, with a curve of seven feet. It represents an enormous jewel, transmitting all the prismatic colors reflecting the facets of a diamond when held in the sunlight. Beneath the dome is a fountain, having three tiers or bowls surrounding the central structure and surmounted by a huge globe of gold glass. This ball, apparently upheld by a stream of water and spray, represents the world floating in space. The constellations are also represented.

Unique Service Features.

There are a number of other unique features which go to characterize the store as the highest type of service for men.

A formal dress room on the third floor is beautifully finished and artistically furnished, having much the air of a club library. Here men may buy formal clothing in a fitting atmosphere, while there are separate fitting-rooms with triplicate mirrors. A young men's room is designed to meet the livelier taste of the younger men. Here the stocks are carried out of view on revolving fixtures behind the wall panels. A special fitting-room on the ground floor is for the use of patrons buying dress hats. Another special fitting-room is for men purchasing underwear and pyjamas, and these garments may be tried on before the purchase is made. Neckwear is exhibited in glass front drawers; shirts are carried in glass front trays; waistcoats in cabinets of flat drawers; hosiery in cabinets on the order of card files; handkerchiefs in drawers.

In every department of the store is the impression of elegance and service—individual service; the buyer gets the idea that the whole scheme is for his benefit, and it is the policy of the management to carry out this impression in the methods of the salesmen. A man can ask for anything or everything and get the same careful attention.

All Lines Displayed.

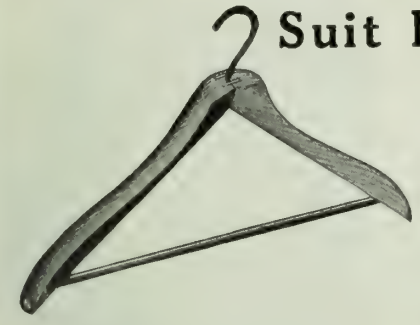
The Mezzanine is a special feature of the interior, and flanking the four sides are bronze-finished display cases, in which is at once displayed samples of the lines carried in every department. This display has a wonderful effect as a suggestive force, and at once gives the customer a comprehensive grasp of what the store can do in meeting his needs.

To Encourage Women Shoppers.

That women can shop for men is an idea worked upon in connection with the new store, and to facilitate this there is an underground passage connecting the men's store with the main establishment. The following is taken from an announcement made in connection with the recent opening of the new store:—

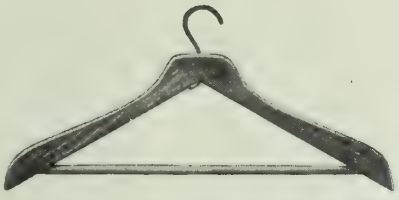
Women who buy for men are extended every courtesy in our "Store for Men." Its every privilege and resource is at their disposal. We have remembered that thousands of busy men purchase one or many articles of their wardrobe by proxy; that in some lines of apparel as high as 75 per cent. of it is left to the women of the household.

THE THREE GREAT Suit Hangers

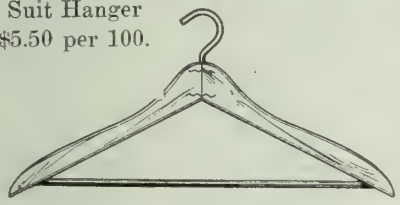


Quality the best. Prices the lowest. Send for Catalogue and Samples.

No. 570 X "Concave" Hanger $12.50 per 100.



No. 6—B. Suit Hanger $5.50 per 100.



No. 560 X Suit Hanger $7.50 per 100.

No. 6—B.

CLATWORTHY & SON, Limited
161 King Street West
TORONTO -:- ONTARIO

An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.



Puggaree Hat Bands

THE HIT OF THE SEASON

—the very thing to secure the young men's hat trade—natty hat bands in the season's best shades and patterns, two of which are shown above.

These bands come in satins, and foulards in plaids and plain, also fancy satins and moires. They are suitable for felt or straw hats, the more fancy being especially desirable for straws.

They sell at $4.50 per doz., and are easily adjusted in a few seconds.

Send for trial order to-day. We will ship (parcels post) per return mail.

Travers Limited
OTTAWA, ONT.

This great "Store for Men" has been planned with these women in mind. While it is essentially a store for men—to supply masculine needs—yet no thought or expense has been spared to make it convenient, safe and pleasant as a shopping place for women who buy for men.

Just For Ourselves

No better statement of the merchandising policy of "The Store for Men" in its new home can be given than that which was recently circulated to our section managers, buyers, salesmen and advertising men—intended "just for ourselves." We give it here, verbatim:

The understanding between the management and advertising bureau and the section managers of the men's sections, as to the major ideas which we are constantly to seek to impress upon the public with regard to "The Store for Men":

1. That "The Store for Men" is a portion of the main store, in the sense that it measures up to the high merchandising standards of Marshall Field & Company, and is answerable to the same general store management and policy. But that it is a distinct institution to study and supply the general requirements of men, and not merely a "men's department of a dry goods store." But also, that is sufficiently accessible to the main store to be readily patronized by women who buy for men, and that they may do so with assurance that their selections will be safely within the range of accepted masculine tastes.

2. That "The Store for Men" caters to the most exacting clientele in Chicago, satisfies them and anticipates their requirements, and that it extends the same careful and intelligent supervision over the lower-priced lines in every section.

3. That "The Store for Men" is a reliable source of information as to what constitutes correct dressing; that its stocks offer only that which is within the range of the season's accepted styles, and that what the average salesman says to the average customer during the average transaction can be depended upon as representing the best style information in the possession of Marshall Field & Company.

4. That the character and extent of the merchandise, the completeness of the assortments, are points not elsewhere equaled.

5. That the merchandise in "The Store for Men" ranges from "the finest made to the least expensive it pays to buy," the great "middle-priced" lines being as thorough in their degree as are the finest made, and the less expensive lines being invested with marked superiority over similarly priced lines elsewhere, both in the taste and quality of the materials, and in the methods of manufacture.

6. That the values are the best in Chicago, whether it be the purchase of a high-priced, medium-priced or low-priced article.

7. That intelligent salesmanship contributes much to a satisfactory selection. Being imbued with the policy that giving the customer what he desires and what he ought to have, and having the fact and the knowledge necessary to gain such an end, the salesman one meets in "The Store for Men" can be given a measure of confidence that is not elsewhere possible.

8. That men and women are welcome throughout "The Store for Men," whether purchases are intended or not, with the same freedom they may feel in the main store, and that there are many interesting educational and social features in the building which will repay repeated visits.

9. That the dominant position of Marshall Field & Company in the market makes possible the occasional purchase of desired lines of merchandise at extremely advantageous prices, and that it is the policy of the house to share such opportunities with its customers.

10. That the advertisements of "The Store for Men" may be responded to with the assurance that the merchandise is if anything better than the impression conveyed in the advertisement. We do not advertise two prices, but, our price-making power being unequaled, our quoted prices, as when we say certain lines have been reduced, represent substantial savings.

MARSHALL FIELD & CO.

March 2, 1914.

This document will repay a careful reading—it is a digest of the business principles which have made "The Store for Men" the foremost apparel shop in America. The service growing out of these principles has created the demand which has made necessary the additional space now afforded by this splendid new building.

NOVELTIES IN MEN'S WEAR.

The latest novelty in men's straw hats is a very high crown, about 3½ to 4 inches in height, with a slightly curved narrow brim. The brim curves from the crown in a drooping manner.

Green suede gloves, with large pearl buttons, is one of the newest ideas in men's attire. They are reported to be "taking" with the advanced dressers.

Vivid colors in floral effects are among the latest novelties in men's ties. Bright, loud patterns of every description are offered.

The strength of the rubber soled shoe remains to be tested with the public, but generally in the retail trade it is looked upon as a novelty of the season, and not likely to create a lasting popularity.

In men's footwear while the recede toe is coming into popularity, there is also a demand for a medium recede and for the French square toe called the Ritz.

The Brantford Silk Manufacturing Co., Brantford, Ont., promises to be successfully launched. Out of the $30,000 required, $20,000 has already been subscribed and it is said there will be little difficulty in securing the rest.

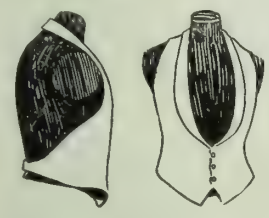


Attractive style of Horse Show card as designed by R. C. MacDonald for the "Cambridge Clothes Store." Gilt ground on card with bow of yellow and purple ribbon.

Odd Twists and Fancies in Men's Fashions

A BACKLESS WAISTCOAT.

A BACKLESS WAISTCOAT for Summer tangoing is something entirely new. It will be noted that the back is almost entirely eliminated, which should make the garment considerably cooler. One of the recommendations offered by the manufacturers is that it is adjustable in size and can be made to fit perfectly, merely by tightening or loosening the buckle at the back. The novelty is by Geo. W. Heller, New York.



* * *

A NOVELTY DRESS COLLAR seen in Paris has a turn down fold in front and extending about half way round the neck. The roll comes over with an open-pointed effect and is about an inch at the deepest point. Another freak evening collar has an opening in front of about an inch right down to the band.

* * *

A NEW REVERSIBLE CUFF is being shown on some New York suits. The cuff can either be worn outside in the usual way or when desired can be turned inside entirely out of sight—fitting into a pocket in the lining of the sleeve. Additional wearing qualities are advanced for the new idea.

* * *

A NEW DRESS TIE of closely and strongly woven braid has made its appearnce in New York. It is known as the "Hesitation" Batwing.

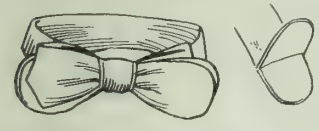
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THE "TULIP" is a new batwing tie made on the usual pattern but with the new feature of split ends, which, when opened, reveal strongly contrasting colors.

* * *

NOVELTY IN BOW TIES.

A NEW FEATURE used to revive the popularity for the bow tie is here shown as designed by Capper, of Chicago. Not only is there a split end, but an edging is introduced which harmonizes with the color of the surface of the scarf. The smaller sketch in the cut shows how the split end effect is secured.



* * *

A NEW MODEL SHOWN in sweater coats keeps step with the popular Balmacaan overcoat, and the shoulders are shaped with the seams running from the sleeve straight through to the collar.

* * *

A NEW DRESS WAISTCOAT known as the "Vernon Castle" is built on sweeping lines, the front running down to a point caused by a curve to the bottom of the vest and making a triangular vent at the bottom. Only two buttons are used and the cut makes it necessary for them to be placed in double breasted fashion.

* * *

A NOVELTY SILK SCARF has a leopard skin effect while another has twelve different color combinations including all the tango shades now in vogue.

THE FANCY MUSHROOM fronted shirt will be again strong in dress wear next season and with it will be worn the less formal ties, larger and of corded materials rather than the long favored lawn.

* * *

ON OVERCOATS A POPULAR CUFF is shown in the local trade which can readily be detached if the customer so desired or which can be taken down and buttoned inside around the wrist for motoring or driving.

* * *

IN DRESS VESTS for Fall and Winter some models with black binding will be popular, and extreme dressers are likely to introduce novelty buttons.

* * *

CONTRASTING HAT RIBBON.

AN EXTREME SOFT HAT model by Truly Warner, New York, but which well indicates what may be looked for in the Fall lines. The contrasting band of narrow ribbon with the necktie bow on the three-quarter angle and the rim trimming of the same color will be the distinctive things for Fall, but the crown shown with the curved taper and extremely high crown are ultra fashionable for the general trade.



* * *

A CHICAGO FIRM is showing a novelty dress vest with a large circular opening in the back. The idea is to give a cooler garment for hot weather functions.

* * *

IN NEW YORK a novelty in neckwear is the shadow scarf. This is made in the four-in-hand style with one flowing end of lace and the other forming a dark background.

* * *

A NEW SILK HAT appearing in London is without binding on the brim. The under side is covered with a rough corded silk which is carried over the curl.

* * *

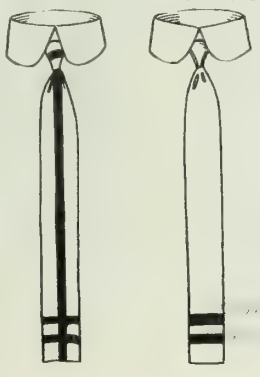
RECENT SCARF SHOWINGS in Paris include close woven poplins with yachts, birds, etc., printed in such a manner as to give the effect of a well executed painting.

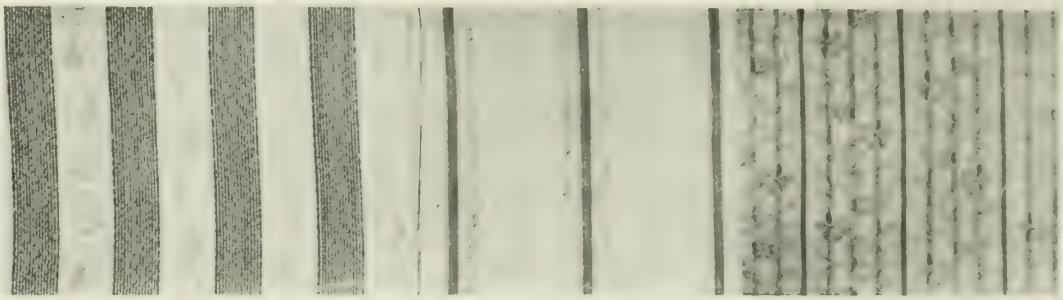
* * *

EVENING GLOVES of the conventional white but varied with black finger points have made their appearance in London playhouses.

* * *

HEREWITH IS SHOWN on the right, a crepe four-in-hand, with the back view on the right, giving a different pattern when reversed. A satin panel is used in contrasting shades. This serves to keep the crepe in shape, besides being an adorning feature. Shown by Baer, Kronacher & Co., Chicago.





Imported shirtings for the advanced Summer trade shown by Bilton Bros., Toronto. This is a very light material, a combination of linen and silk, in a variety of colors, with a jacquard all-over pattern.

Cross Stripes and Tucks Strong for Fall

Wide and Narrow Pleats Used Effectively—Colors in Many Combinations and Solid Shades Introduced in New Fall Shirts—Pink Coming to the Front.

IN the Fall shirtings there will be a tendency for more warmth in color if not in texture. Pink will come strong comparatively, and the wholesalers report that almost every buyer is stocking it in more or less large quanities. Other colors, too, will be in strong evidence and the designs are bordering on the "loud."

It is difficult to say what other colors are favored most as almost every kind of combination of colorings has been made up. The feeling that pinks are going to very popular may be for no other reason than that they have had a rest, they should meet with favor. Blue grounds with white stripes of varying widths, white goods with thin stripes of several shades, such as green, brown and blue, or some other combination, are well thought of. Ground shades are more popular than they have been and the tendency throughout seems quite strong to get away from the blacks and whites and blues and whites which have been the standards of men's wear for so long.

Brightening Up the Windows.

However, while these novelty lines are good for brightening up a stock and for window display purposes, giving the merchant an opportunity to show something different and indicate that he is up-to-date, the bulk of the staple orders coming in are for narrow stripe designs, one, two or three thin stripes on white, either plain or figured ground. The stripes are in black, blue or brown, for the most part. There is also a good demand for soft white materials, plain mercerised or raised stripe effects.

Cross Stripes.

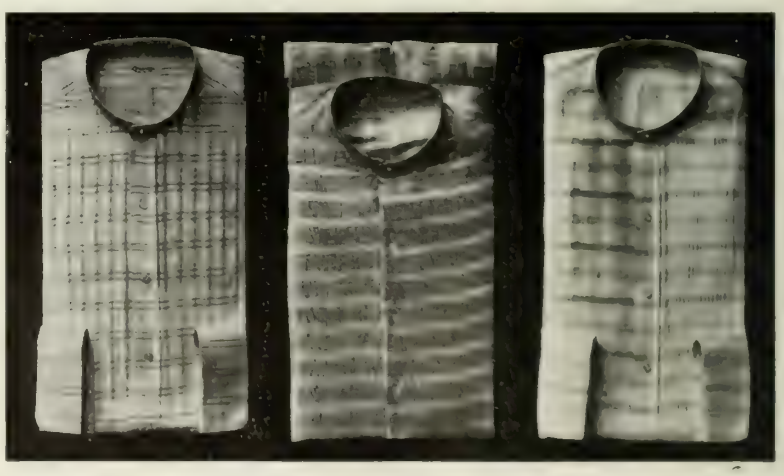
The striking feature of the make-up will be that the stripes will run across the front rather than up and down. Some of the Summer designs had this feature but it will be more pronounced for Fall and the stripes have widened and become much more pronounced.

The pleated front will be the smart thing and a cuff that is neither quite the old stiff idea or quite the starchless variety is being shown, with the regular cuff also strong. In the pleated fronts there are several designs. The extreme is an adaptation of the mushroom and in this quite a popular line is in solid shades with a water mark effect worked into the pleats. This comes in a variety of shades. A novelty will be cross pleats as well as the cross stripes, but this will not be general for Fall.

Pink Popular.

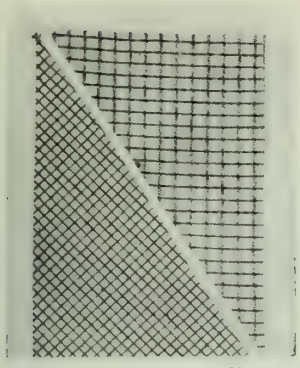
The popularity of pink in shirtings is indicated in the Summer demand, and a stripe showing alternating equal widths of white and color is strong. Practically all Summer shirts are with the soft cuffs. Soft collars are taking well again for the Summer trade and while some manufacturers are inclined to think that their popularity is waning it is altogether likely that they will prove as good sellers as ever as soon as the warm weather strikes in.

In the more expensive shirtings there is a demand for a French importation, a light material of combined silk and linen which comes in a variety of stripe combinations with an all-over pattern in silk.



CROSS STRIPES STRONG FOR FALL.

Fall models in which the cross stripes and checks are pronounced. Pleated bosoms are very strong and in those shown above there are three styles of pleating, the narrowest being practically a mushroom effect. Stripes, whether wide or narrow, are being used horizontally across the fronts rather than up and down. Shown by the Crescent Manufacturing Company.



Small check and diamond pattern shirtings which are one of the newest things for Fall. They come in a variety of colors, with pink a strong favorite. Shown by Wreyford & Co.

Aylmer, Ont.—Two brothers, Messrs. C. & R. W. Thayer, have opened a men's furnishing store in the Nairn Block, Talbot Street.

Toronto, Ont.—Fairweather & Co., have been incorporated at $1,000,000 to manufacture and deal in furs, logs, lumber and metal.

Listowel, Ont.—Binning Bros. have opened a business, to be known as "Binnings' Fair." It will include specialty dry goods, small wares, etc.

Tilbury, Ont.—J. Courey has purchased the stock of Michel & Courey, and will keep a full line of dry goods, boots and shoes, clothing, etc.

Lindsay, Ont.—J. W. Wakely has installed an elevator in his store on Kent Street, and will now fit up the third storey of the building with house furnishings.

Cornwall, Ont.—W. R. White, of Canadian Cottons, Limited, who has been transferred to the company's plant at St. John, N.B., was presented with a handsome club bag by the overseers of the Canada and Dundas Mills.

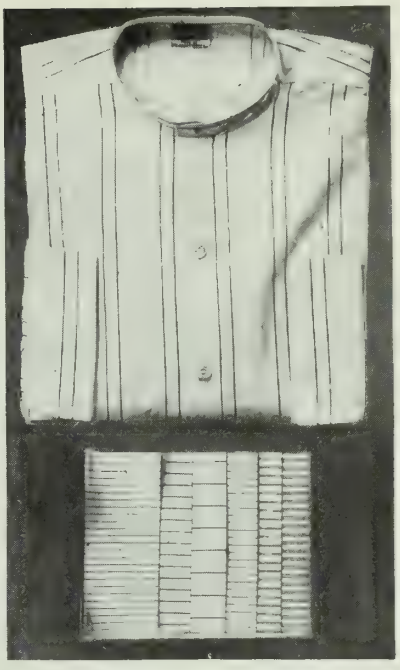
Blazer Due?

AT the Summer resorts this Summer, at the clubs, and on the links and the tennis courts a blaze of color may be expected to herald the approach of the tastefully-attired holiday or recreation-seeker. If some dealers are correct in their surmise it will be a season of blazers—blazers for men, women and children—but for men especially.

For several years the blazer has been a popular Summer garment in England and the States, and, although it has not taken strongly in this country in the past, it is considered that a run is now due. The garment can be worn as a tasteful combination with white flannel or duck trousers, and can also be used as a lounge coat for house wear.

In colors there is a variety of combinations introducing almost every shade of the rainbow. There are the usual stripes in narrow, medium and broad patterns, and this season has seen an innovation in the use of solid colors with contrasting trimmings. These come in red with green trimmings, green with red trimmings, and blue with red trimmings. The trimmings are on collar, sleeve and pocket, as seen in the accompanying illustration.

Another novelty for the man at the Summer watering-place is a flannel robe, with contrasting stripes, which can be worn over the bathing suit. This comes in a variety of colors, but the popular combinations are light or dark blues, with white in a medium stripe.



New stripe effects in Fall shirts, coming in tango, blue, black, etc., on plain and figured grounds. Cuttings show different stripe effects. Courtesy of Canadian Converters, Ltd., Montreal.

SERVICE, NOT CUT PRICES.

There was a bootblack on a down-town street corner noted for the fine and lasting polish he put on shoes. He went over and over the leather until one could see his face. Customers walked long distances to have his service, and they told their friends. Most everybody gave his a double fee. That emphasizes a statement made in a foreign contemporary journal:

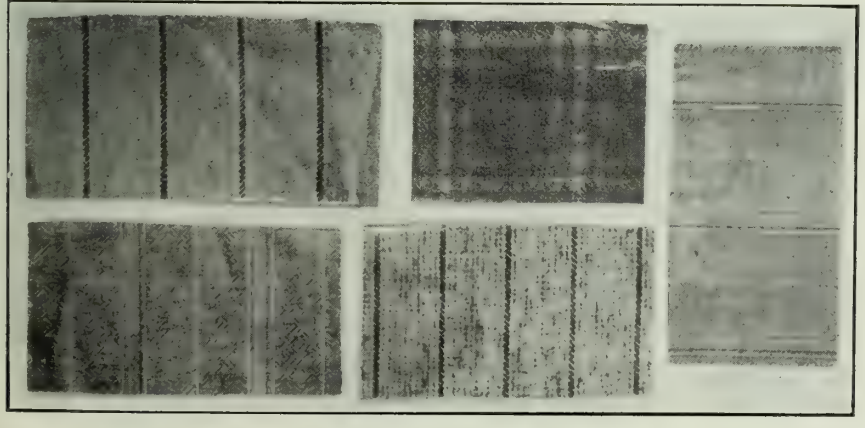
"Ninety per cent. of the average family's money will always be spent where satisfaction in service, rather than cutting prices, is the magnet."

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

WARNING TO INFRINGERS.

The attention of our readers is drawn to the warning advertisement of the Geo. H. Lees & Co., Ltd., in this issue. The above company have had considerable trouble through the sale of infringements on their patented scarf pin guard. They advise us that they believe they have now driven the infringements off the market, but feel it necessary to warn the trade against the purchase of further infringements.



Flannel shirtings will be strong for Fall. Samples shown by Deacon Shirt Co., Belleville.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted Jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.



BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters' Co. Limited
Montreal



WARNING NOTICE!



Enlarged Sectional View Showing Mechanism. Pat. Ottawa No. 122666 Re-issued Sept. 2, 1909

THE SCARF PIN GUARD here illustrated and described is patented in Canada by Mr. M. H. Fischer, whose exclusive licensees for Canada are Geo. H. Lees & Co., Ltd.. of Hamilton, Ontario.

It is sold as the Bull Dog Scarf Pin Guard and every guard is stamped with a Bull Dog.

The sale in Canada of any other guard of the same mechanical principle is an infringement on our patent rights.

Various infringements having been sold, we sued a large importer and obtained judgment, April 28, 1913, in the Supreme Court of Ontario, for damages and costs. Since this we have collected damages from every other infringer against whom we have obtained evidence. We intend to protect our rights by all possible means.



The General Public have learned that the Bull Dog Guard is the best made and the demand for it has greatly increased the sale during the past few years. The Guard is made in our own factory from the highest grade materials and is guaranteed against defects of any kind.

Your jewelry department is incomplete without a card of Bull Dogs, and you make a good profit on their sale. Order now.

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GEO. H. LEES & CO., Ltd.

M. H. FISCHER, Patentee.

Licensees and Manufacturers, HAMILTON, Canada

A Page *from* Scientific Dressmaking and Millinery

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The MacLean Publishing Co.

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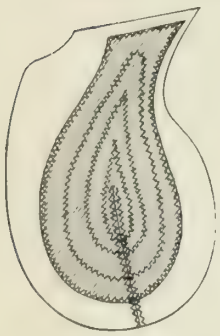
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Toronto Pad Co., Limited

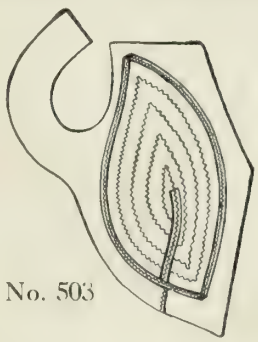
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Western Representative: J. W. Leathorn, Pacific Mercantile Agencies, 603 Mercantile Bldg., Vancouver, B.C.



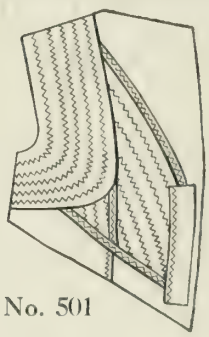
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No. 200—Best cotton elastic canvas grey wool felt and stiffening at bust. Closely stitched, and used for light-weight coats or alteration work.



No. 503

No. 503—A practical coat foundation with canvas reaching around the armhole. It is light and simple, but well constructed of the best materials.



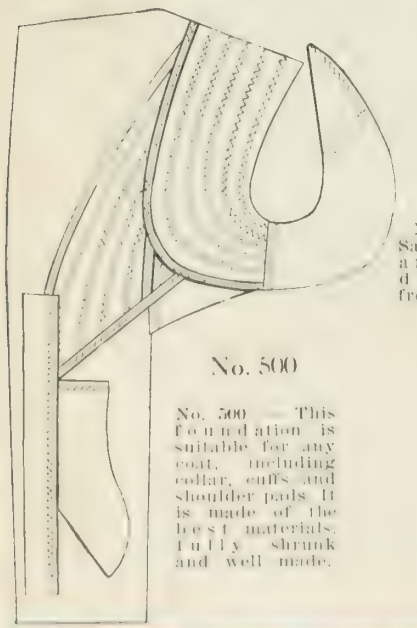
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No. 501—A handy foundation which will appeal to the home dressmaker. Well constructed, best materials.



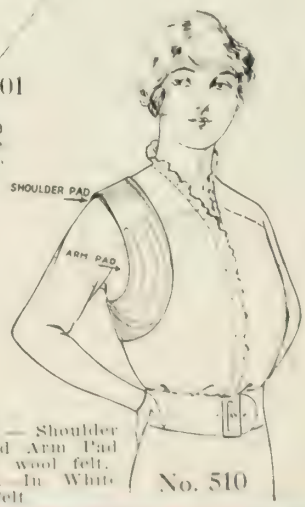
No. 201

No. 201—Same as 200 and longer down the front.



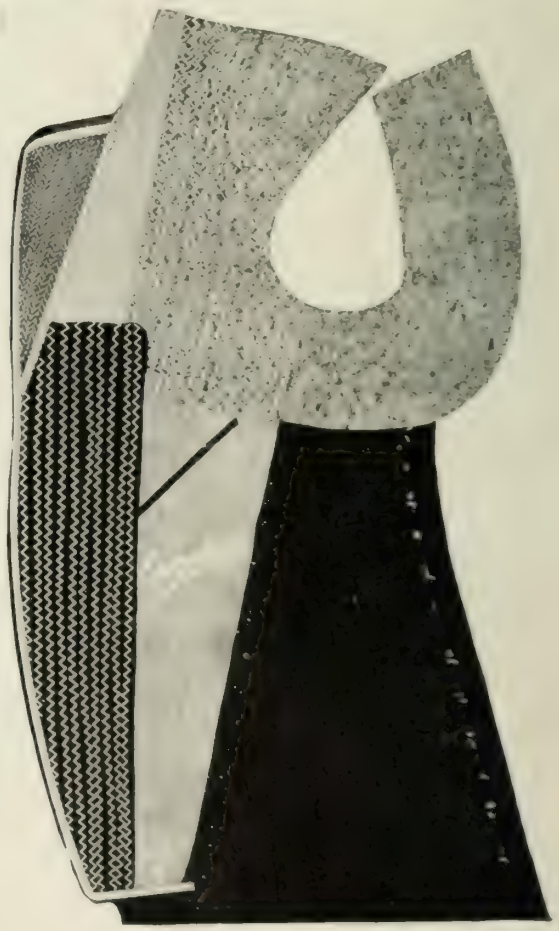
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No. 500—This foundation is suitable for any coat, including collar, cuffs and shoulder pads. It is made of the best materials, fully shrunk and well made.



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No. 510—Shoulder Pad and Arm Pad in grey wool felt. No. 511—In White Wool Felt

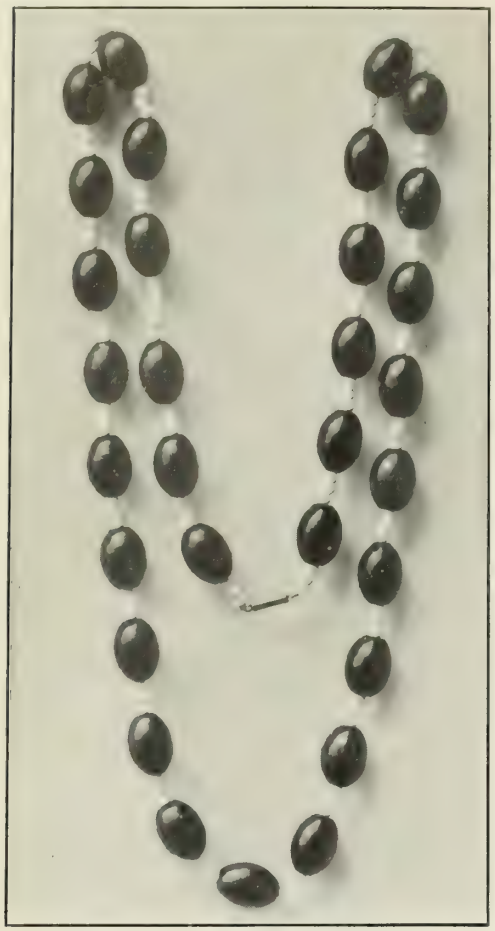


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DRY GOODS REVIEW



VOL. XXVI. JUNE 3 - 1914 No. 11



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STAPLES
FOR FALL

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A Few of our Leaders for Fall

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An extra special line purchased after much comparison and study of the market to "make a noise" at this price.

No. 100 White Saxony, 28½ inches wide, at 8c per yard.

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English Mohairs

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English Mohairs give you steady, substantial sales and excellent profits all the year 'round.

English Mohairs have no "off" seasons. They are absolutely staple from January to July and from July to January.

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There are 200 designs to choose, in all sizes from individual guest towels to the largest size made.

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"Old Bleach" Towels

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"Noesting"

pin tickets have proven themselves the real "safety first" medium for ticketing goods.

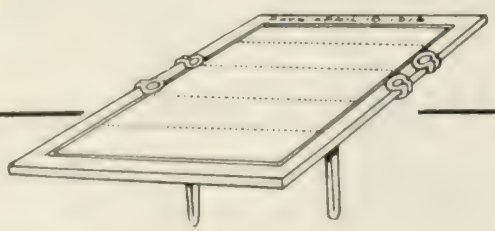
We have sent hundreds of sample boxes to interested merchants and a vast majority of them are to-day in the "Noesting" class of humane employers —are giving their employees pin tickets to work with that are absolutely harmless, eliminating the possibilties of torn and scratched fingers, with the not-improbable results of blood-poisoning.

Noesting pin tickets avert the ruffling of salespeoples' and customers' tempers by inopportunely jabbing their fingers. They protect your goods from pin ticket damage, thereby avoiding an important leakage.

Send for free sample box to-day. This places you under no obligation to buy. Prices right.

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto



BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Would you like a

UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to *make good* in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-ahead young men we offer you the opportunity to *realize your ambition.*

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is *the* Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and *enter the University next fall.*

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING COMPANY

143-153 University Ave.
TORONTO

The gathering of the clans

"On to Toronto!"

YOU have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result, we see a growing public confidence in manufactured products and their advertising — a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this Convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A. A. C. of A. —*your own* problems included.

EDWARD MOTT WOOLLEY, the famous writer on business topics, has written a booklet entitled "*The Story of Toronto.*" This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodations.

Address Convention Bureau

ASSOCIATED ADVERTISING CLUBS OF AMERICA

TORONTO **CANADA**

NEW SILK FABRICS
FOR SUMMER DRESSES

40-in. Silk Ripple Crepon ..... at 75c.
In the following shades:—Cream, Peach, Nattier Blue, Brugnon Rose, Tango, Marine Blue, Navy, Black.

38-in. Silk Jacquard Crepe ..... at $1.00
In the following shades:—Cream, Saxe Blue, Shell Pink, Old Rose, Marine Blue and Black.

38-in. Silk Ripple Crepon, in a pretty floral design ..... at $1.35
In the following ground colors:—Old Rose, Taupe Grey, Sapphire Blue.

C. J. Bonnet's 36-in. Chiffon Taffeta ..... at $1.10 and $1.25
(GUARANTEED TO WEAR.) BLACK ONLY.

Do you know that BLACK is a big leader in this season's Dress Fabrics? We are showing some splendid values in Blacks in the following materials:

44-in. Wool Ratine (fine make).....at 85c.
44-in. Wool Ratine (heavy make) .....at $1.35
43-in. Silk Warp Cashmere....at $1.10 and $1.25
40-in. Silk Warp Cashmere (in small spot design) $1.10
46-in. All-Wool Queen's Cloth .....at 85c.
41-in. All-Wool Paillettes .....at 55c.
43-in. All-Wool Paillettes .....at 75c.
41-in. All-Wool Teviots .....at 75c.
50-in. All-Wool San Toys .....at $1.00

The above are all deep full Black, dyed by the best European dyers.

THE W. R. BROCK COMPANY
LIMITED
TORONTO

Dry Goods Review

VOL. XXVI. JUNE 3, 1914 No. 11

Why Horseshoe Has Rested Content for 19 Years

Enterprise and Fair Dealing Have Brought "Good Luck" to Playfair, Preston Store, of Midland — Only One "Till" for All Departments—Special Boat Service for Tourist Orders—A New 5, 10 and 15-Cent Department — Store's Real Hold Lies in its Staple Prices.

By a Staff Correspondent

MIDLAND, June 2.—If those who pass through the main entrance of the big department store—and the adjectives are used advisedly—of the Playfair, Preston Company, are observant and not too much occupied with the extensive display of seasonable goods which is at once unfolded, they will notice suspended by almost invisible black strings a rusty horseshoe that is as full of nailholes as the one referred to in the popular song. Mr. Preston gives assurance that there is nothing in the way of superstition attached to the hanging of the curved and rusty iron, but when he states that it has been hanging there since the first morning that the store took on the status of "department"—it was found on the road outside the door that morning by a customer—one might almost be inclined to believe in the good-luck-for-evermore sentiment which is expressed in the aforesaid song. But if it has brought good luck to store it has undoubtedly brought good luck to the store's customers as well, or the volume of business which is transacted therein is very misleading.

However, when one has talked a little further with Mr. Preston, as a representative of The Review had the pleasure of doing; when he is told of the nineteen years of development; when he has listened to the broad-minded and sound business ideas which are behind the story policy; when he has learned of the experiments which have been tried, new departments which have been opened, systems which have been installed, and organizations throughout the establishment which have been brought to a smooth operating basis in almost every detail—then will he be convinced that it has not been the good luck of a horse shoe or any other kind of good luck which has been responsible for the upbuilding of one of the biggest mercantile businesses in the north, at least no more than follows in the wake of energetic, up-to-date and reliable methods applied to merchandising.

To one acquainted with the business which is transacted in the northern shipping port towns, an establishment of the proportions of the Playfair, Preston Company would be a distinct surprise. Where one might naturally expect to find an "overgrown" department store he finds a department store in every sense of the word, carrying all departments in the usual big store, excepting hardware, and several others, which are examples of the energetic policy of the firm. When, however, it is mentioned that Midland handles about 40,000,000 bushels of grain annually; that the Grand Trunk alone handles about $2,000,000 worth of freight at this point; that there are hundreds of tourists passing through during the Summer and locating up the lake where they must be supplied with needed goods; that there is an almost constant stream of boats coming in and out of the harbor while a whole fleet Winters there—then one gets the idea of where the business comes from which is responsible for such an establishment as the Playfair, Preston store. That this firm does get such a big share of the business is largely due to their methods and energy coupled with the policy of selling staple goods at close prices.

Changing With Conditions.

Nineteen years ago when the Playfair

POLICY BEHIND BIG DEPARTMENT STORE.

"Business is religion boiled down; if you sidestep you will suffer the consequences."

* * * * *

"Nine out of ten buyers, buy too heavily and are thus unable to keep proper control of their stocks."

* * * * *

"There are many departments in this store, but just one till—that is what I try to impress upon my salesmen and department heads."

* * * * *

"One grouchy salesman will drive from the store a customer who may have a hundred dollars to spend in other departments."

* * * * *

"Be dead sure you are right on prices on staples in every department—and sell them close."

* * * * *

"If you have a sale be sure it is a sale and that the people get a bargain if you advertise it—if you buy right and sell right all the time you won't need many sales."

Pithy remarks by W. E. Preston, the manager.

Preston store was started it was a little one-horse affair, doing a jobbing business largely. The department store of to-day is mainly due to the fact that the firm has taken full cognizance of the changing conditions; they have reached out to get control of business throughout the district; department after department has been added to meet the demands of the trade. Today we find two novel features of the business which are examples of the spirit of the firm. Recently a 5c, 10c and 15c department was opened and is being successfully conducted. Several years ago a supply boat was put on a northern route to cater to the needs of the tourists living up the shore at the Summer resorts and this year a second boat will be used in this service.

Staple Lines at Right Prices.

That the foundation upon which the successful retail business is built is in selling staple lines of goods at right prices, is the opinion of Mr. Preston, and it is largely the store policy of the company. He points out that it is in staples that a difference in price is at once noticed by the patrons of the store; if an article can be purchased just a little cheaper in an opposition store, then that store is likely to get a new customer for that and all other goods. On specialty goods there is not the same necessity for care, for people buying such goods usually expect to pay a little more for the style or the novelty.

$2 Sale Brought 13 More.

Sales of the order where prices are raised only to be cut down or where statements are made regarding goods which give the impression that there is a big cut in prices, are not to the advantage of a conservative business, in the opinion of Mr. Preston. In this store a sale is a sale and they are held when it is desirable to get rid of certain lines of goods rather than to hold them over. The idea is that if staple articles can always be sold at good, close prices then there is no need for sales. One instance is given in this store where a line of goods was cleared up in one day because the price was placed at $2 instead of $2.25, and an early customer made a good buy which brought in thirteen others before the day was over.

Business is Religion.

Great care is taken in this store to uphold a conservative solid business policy in regard to dealing with customers. In the opinion of Mr. Preston business is much like religion in the practical sense, that when one sidesteps or makes a mistake in business either he or the business is going to suffer. "Send out satisfied customers" is one of the ideas of salesmanship in the Playfair-Preston store.

That while there are a great many departments in the store, "there is just one till," is the policy which is laid down for the heads of the different departments and the salespeople. One department is made to feel that sales in other departments rely upon it; salespeople are reminded that there are goods in other departments which they can bring to the attention of the customer—that a customer with a large number of purchases to make can be "killed" so far as the store is concerned by lack of courtesy at the first counter he stops at.

Until Nearly Midnight.

To develop the social spirit throughout the store the heads of the different departments meet every fortnight to talk things over and Mr. Preston states that it is surprising the number of good ideas which are brought forward. Recently one of these conferences lasted until midnight and no one seemed to want to break it up.

Close and Careful Buying.

Another feature of the business which has careful attention is the buying. Mr. Preston expresses his belief that the tendency of nine out of ten buyers is to buy too much; that better discrimination would result in better satisfaction and less slack ends to be sacrificed.

The company has a special merchandising system by which every month a statement of each department is prepared for the buyer and his power of buying is in relation to the turnover and the stock on hand in the department, and also has a bearing upon the profits, the discounts, mark-downs, etc.

The firm also has a special system of keeping track of stocks and expenses, the whole being carefully worked out on a table for each department which is charged with a proportionate share of all the expenses of the store. Then for the buyers there are triplicate order sheets so that a record can be kept of what is on order at all times. Recently great improvements have been made in the store systems, an expert having been brought over from New York for the purpose. This was done at great expense, and such enterprise speaks much for the progressiveness of the firm. Every night the management is able to tell what stock there is in the store in addition to the day's business, profits, etc., and a certain amount is set aside monthly as a stock guarantee to cover incidental losses.

A 5, 10 and 15c Department.

It is only a few months ago that the 5, 10 and 15c department was opened in this store, and so close a tab is the management able to keep on it that success is already promised; it was because another department was not successful that the new venture was made. The department carries almost everything that could be expected to be found in such stores and nothing is sold over 25c. The stock carried is about $10,000 and the lines are for the most part staples that will stand a markup of about 33 1-3 per cent; little loss is found from short ends of stocks.

One idea for opening the new department was that there was no store of the kind in town and it has been found to be a good drawing card for the establishment in general; goods are attractively displayed and there is a separate entrance permitting of ready access. Four clerks are employed and three small cash registers have been installed. The idea was not to connect the department with the store cash system owing to the number of small sales and the desirability of making ready change. This section pays its full share of delivery expenses, rent, fuel, light, etc.

The Playfair-Preston Company have an independent delivery system of their own, using three wagons and the expense is proportionately divided between the different departments.

MILLION MORE FOR GIMBEL'S.

Julius Rosenwald, of Sears, Roebuck & Company, of Chicago, has invested an additional million dollars in the New York business of Gimbel Brothers, in which he is already reported to have invested about $2,000,000 since the establishment of the store here. The preferred capital of the corporation will be increased from $4,000,000 to $5,000,000, and the additional $1,000,000 will be paid into the business in cash.

SPECIAL PARCEL POST ADS.

The Province of Vancouver took advantage of parcel post sentiment by securing a special series of advertisements in a recent Saturday issue. These were arranged in the outside columns of several pages and in the centre were run articles explaining the regulations. A seven-column line was run across the top of each page, one reading "Do your shopping in Vancouver by Parcel Post." Among the firms advertising on these pages were Gordon Drysdale, Limited; Famous Ladies' Tailoring Co.; Saba Bros., Irish Linen Stores, and Clubb & Stewart.

The Supervision of Credit Accounts

Supervision of Credit Accounts More Important Than a Collection System—Suggestion for Collection Card System.

Sixth of a series by Wm. Cambell.

THE question of collections is always one of the utmost importance to the retail merchant who does a credit business; but it is particularly important at the present juncture. Business for the past year has been so dull that many merchants have had to exercise considerable skill in the financing of their stores. The same necessity still holds. Money is not plentiful and it will be some months yet before the return swing of the pendulum, to the prosperity side, will stimulate a freer circulation of currency.

It follows that the limiting of credit lines and the closest attention to collection have become necessary. When every cent is needed to keep things moving in good order, no merchant can afford to have large sums tied up in non-collectable accounts. That way failure lies.

The giving of credit requires perhaps more care and thought than any other branch of the ordinary business. Certainly the collection of accounts causes more friction and worry than anything else. However, in a large proportion of stores the giving of credit is necessary, and it therefore becomes necessary that it should be done systematically.

My experience has been that it pays for the merchant to place the responsibility for the making of collections on his bookkeeper. This enables him to do things on a regular system, regardless of friendship and personal pressure.

Why He Could Not Collect.

I recall once making the acquaintance of a dry goods man who was doing quite a large business but who, somehow or other, did not seem to be very prosperous. I had been called in to untangle the books of his next door neighbor, a dealer in crockery and chinaware, who was a wonderfully clever salesman but a wonderfully weak business man. His books were in a fine condition when I got them and it took a week's steady application on my part, working about sixteen hours a day, before I even began to see daylight. In the meantime I had noticed the hardwareman who bobbed in and out. He and my man seemed quite chummy, drawn together by their mutual troubles, I judged. After I had put the books of the crockery business into fairly presentable shape and was beginning to educate Mr. Crockery Merchant to handle his affairs in a more systematic way, the dry goods man began to cultivate my acquaintance rather sedulously.

"I wonder if you'd have time to fix my business up the same as you've done here," he said, one day. "I've come to the conclusion that it needs something."

I was billed for another town as soon as I finished my present job so I told him that I couldn't go through his books. But in response to his urgent pressing I promised finally to give him a day and try and suggest some way that would help him to straighten things out. I found that his bookkeeper, a tidy young lady, was extremely slow but sure in direct ratio, had kept the books of the concern in reasonably good shape. The fault lay in another direction.

Would you believe it, that man was carrying $30,000 on his books! He had simply let collections go all to pot; or rather, he had stood helplessly by and watched his profits go smash on the rock of personal friendship.

That was his trouble. He was a good fellow, knew every Tom, Dick and Harry in town, an active churchman, a member of every lodge, belonged to the council, and I don't know what else. Every person in town dealt with him, especially when it was a case of credit. People did not seem afraid to ask him for credit or to keep him waiting any length of time. He was, in fact, a regular "mark."

I imagine I can see him now, a big, blonde fellow with a kindly eye, a weak mouth and no chin worth mentioning, going over his books with me in a sort of hopeless apathy and explaining why he had not pushed account after account. This one belonged to a certain lodge and had been hard up on account of investments in the West. That one was an old friend, "And, of course, I don't like to bill him," he would add. And so it went through a seemingly endless list.

At the conclusion of our examination I judged cursorily that about half the total amount was collectable.

"Your only hope is to clean up your books," I told him as I left. "With your turn-over you ought to be making a fortune but instead you're giving the profits away to all the dead-beats and credit-suckers in town. You don't need a new system of bookkeeping. What you need is a new backbone. If you don't change your methods at once, the sheriff will get you."

A Practical System.

I have heard that the acquirement of a new backbone was too much for him and that he did not change his methods. Anyway the sheriff got him in the end.

This experience and countless others along the same line, have convinced me that it generally pays to make your bookkeeper responsible for the collection of out-standing accounts. Of course it will always be necessary to supervise the work very carefully but **do not appear in the matter before your customers.** No matter how tactful a merchant

(Continued on page 20.)

Ledger	Name	Address	Card No.
		Date	
Letters to	Promises from	Bal. of %,	
		Last Payment	
		Date of	

Suggestion for collection card.



Big procession with hand and delivery wagons in front of the Sherwood store ready to start out the afternoon before the "Celebration Sale."

Boy Scouts' Band Started Off a Big Sale

Unique Ideas in "Celebration Sale" of C. W. Sherwood Co. of Regina—Catalogues Issued With Privilege of Buying Goods Three Days Before Sale—Special Lines Each Day — Railroad Fare Paid and Free 'Bus Met Trains—Samples of Advertising Matter.

REGINA, Sask., June 2 (Special). The C. W. Sherwood Co., Limited, of this city, whose beautiful structure is commonly known as "The Million Dollar Store," held an anniversary recently which proved an immense success. The event was staged along the same elaborate lines that are typical of what has passed into a common business phrase, "Western spirit." Who, save these wide-awake, confident and ambitious merchants of these vigorous towns and cities on the plains would have thought of engaging a band and holding a procession through the city with a long line of delivery wagons placarded with news of the big sale? The name itself was novel. "Celebration" sale,—celebrating the erection of a magnificent property and the subsequent progress of less than one year.

Note in the accompanying illustration the big drum near the head of the procession, with the big sign at the front, "Starts To-morrow," and "Celebration Sale" signs on eleven delivery wagons. As a street precursor to the sale this device attracted the attention of thousands. The parade started at 5 o'clock in the afternoon, and passed through the principal streets of the city.

The Advertising of It.

The advertising of the sale in newspapers and by circulars was also carried out on a big scale under the charge of E. H. Bedford. The sale began on a Tuesday and in the Monday morning papers under the heading "Store News"—a feature of this firm's ads.—was a last reminder of the $100,000 sale and parade. It read as follows:—

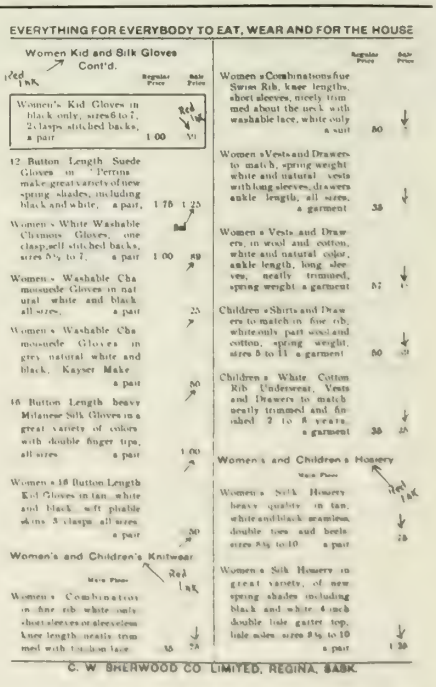
Everything is about ready for the big Celebration Sale which starts Tuesday morning at 8.30. Over one hundred thousand dollars' worth of goods will be placed on the counters Tuesday morning for special Celebration selling. We promised to give you the biggest values that you have ever seen, and you will find that we have more than fulfilled our promise. If you have not received our catalogue you will find a large number of additional items advertised in Monday's night and Tuesday's morning papers.

We will have a parade Monday afternoon at 5 p.m., headed by the Boy Scouts and their band. They will leave the corner of Victoria avenue and Albert street Monday afternoon, going east to Broad, north to Scarth, west to Hamilton, north to South Railway, west to Scarth, south to 11th avenue, west to Albert, south to the Sherwood store. Be sure and see the boys and other features of this parade. If you have not received a catalogue, get one at once and take advantage of the thousands of prices and items that you can order in advance of the first day of the sale and delivery will be made Tuesday morning.

A liberal use of space in the Monday evening papers marked the eve of the sale. One full page ad., reproduced here, shows the site of the store—not even the foundation dug—just one year previously.

Two Full Pages of Ads.

This was supplemented by a second page in the same issue, called "Over-



EVERYTHING FOR EVERYBODY TO EAT, WEAR AND FOR THE HOUSE

Women Kid and Silk Gloves Cont'd.

Red Ink

Regular Price | Sale Price

Women's Kid Gloves in black only, sizes 6 to 7, 2 clasps, stitched backs, a pair 1.00 .75

12 Button Length Suede Gloves in Perrins make, great variety of new spring shades, including black and white, a pair, 1.75 1.25

Women's White Washable Chamois Gloves, one clasp, self-stitched backs, sizes 5½ to 7, a pair 1.00 .89

Women's Washable Chamoisette Gloves in natural white and black, all sizes, a pair .25

Women's Washable Chamoisette Gloves in grey, natural white and black, Kayser Make, a pair .50

16 Button Length heavy Milanese Silk Gloves in a great variety of colors with double finger tips, all sizes, a pair 1.00 .75

Women's 16 Button Length Kid Gloves in tan, white and black, soft pliable skins 3 clasps, all sizes, a pair .50 .39

Women's and Children's Knitwear

Red Ink

Women's Combinations in fine rib, white only, short sleeves or sleeveless, knee length, neatly trimmed with cambric lace .35 .29

Women's Combinations fine Swiss Rib, knee lengths, short sleeves, nicely trimmed about the neck with washable lace, white only, a suit .50 .39

Women's Vests and Drawers to match, spring weight, white and natural, vests with long sleeves, drawers ankle length, all sizes, a garment .35 .29

Women's Vests and Drawers, in wool and cotton, white and natural color, ankle length, long sleeves, neatly trimmed, spring weight, a garment .87½ .75

Children's Shirts and Drawers to match in fine rib, white only, part wool and cotton, spring weight, sizes 5 to 11, a garment .50 .39

Children's White Cotton Rib Undervest, Vests and Drawers to match, neatly trimmed and finished 2 to 8 years, a garment .35 .25

Women's and Children's Hosiery

Red Ink

Women's Silk Hosiery, heavy quality, in tan, white and black, seamless, double toes and heels, sizes 8½ to 10, a pair .39 .29

Women's Silk Hosiery, in great variety, of new spring shades, including black and white, 4 inch double lisle garter top, lisle soles, sizes 8½ to 10, a pair 1.50 1.39

C. W. SHERWOOD CO. LIMITED, REGINA, SASK.

Sample page of catalogue in black and red.

flow ad." In nearly every case the regular price of each item was given, followed by the reduced or "Celebration" prices. The price figures were played up prominently in all the ads, usually covering a space of two lines of the ordinary descriptive matter.

Every day for the rest of the week, six- or seven-column ads. were used with the big display lettering, "Celebration Sale," a prominent feature of the top. On Wednesday it was announced that "Thursday will be Housefurnishing Day" and nearly the whole ad. was devoted to bargain in this department.

Employees' Profit-Sharing.

Friday showed another variety to keep public interest fresh. "Employees' Profit-Sharing Day." "Store News" featured in a panel, came up to the front with its pertinent announcement and explanation as follows:

Friday, the big day of our Celebration Sale. This will be employees' day. Our employees have been asked to select the goods for advertising and to make the price that will make their day the big day of the sale. Every employee, both salespeople and even to those that deliver goods, will receive an extra percentage on the business of that day. This will be a genuine co-operative sales day. It will pay you to read every item advertised, carefully, and please remember that all catalogue goods as heretofore advertised, the same price will continue. If any lots are sold out, new lots have been added of equal or better value.

THE OCCASION.

"One year ago work was commenced upon the Excavation for this big new Million Dollar Store.

"On November 6, 1913, the doors of the building were thrown open for business. The erection and completion of our big building has been the greatest accomplishment in the Canadian North-West. And in honor of our first Birthday and in recognition of the steadfastness of our ever increasing trade this first Celebration Sale is inaugurated."
—From the Celebration Sale Catalogue.

Visit this store Friday and help the employees in their efforts.

Co-operation.

The idea of co-operation was strengthened by an announcement spread across the top under the display line: "The Keynote of the Success of this Business is Co-operation. Co-operation between the Store and the Producer—between the Store and the Public—between the Store and its Employees." The idea of co-operation, as announced above, was carried out so far as paying the employees an extra amount for the day's services. Indeed, this was done during the whole week, the firm announcing: "During this sale we expect our employees will work harder and longer hours than usual; therefore we are paying every one extra for this week. Each day of this week there will be some special feature. You will not only want to come the first day, but you will want to come every day during the five sale days."

Free Bus to all Trains.

Among the special drawing cards was a free bus to meet trains, bringing people to the store free of charge.

A system of rebating railroad fares, now practised extensively in the West on special occasions, was carried out as follows:—**"We rebate all railroad fares up to the amount of five per cent. of your total purchases."**

Paying Railroad Fare.

For instance, if the railroad fare was five dollars, it would be necessary for the total purchases to be $100. If they were only $50, the customer would receive $2.50 towards the fare. The

(Continued on page 20.)





Samples of the Sherwood store's method of advertising big events.

Score of Experts on Retail Advertising

Wonderful Gathering Planned for June 21-25 in Annual Convention of Associated Advertising Clubs of America—Stereopticon Views on Styles of Advertising—Details of Valuable Program.

THIS is a message of invitation to every Canadian dry goods merchant and ad. writer to participate in the great International Convention of Associated Advertising Clubs of America, to be held at Toronto, June 21-25.

It will be a wonderful Convention in size alone, for the present estimate of attendance is 6,000, and from additional reports coming in daily it is quite conceivable that the attendance may reach as high as 10,000. There will be two or three special trains from Boston, one each from New York, Chicago, Omaha, Dallas, Baltimore, California, and other states and cities. As for Canada, this will be the first time in its history that the annual convention of the A.A.C. of A. has been held outside the United States, and Canadian ad clubs from Halifax to Vancouver are planning to participate in the very great honor of acting as hosts. Montreal has two active organizations which are planning to unite forces and come as one big delegation representing that important centre of advertising enterprise. A most attractive water-trip is a part of the itinerary as arranged at present. There are all sorts of thrillers coming out of the West—reports of special trains from Edmonton, run in conjunction with other specials coming through from the Pacific coast, to say nothing of much special "doings" on the side. Vancouver, Calgary, Lethbridge, Regina, Winnipeg, and other cities will all be represented.



Art Galleries where the Printed and Lithographed Display will be on exhibition.

Will Meet at Exhibition Grounds.

The place of holding the Ad Clubs' Convention is absolutely unique—for it is none other than the grounds and buildings of the Canadian National Exhibition the world's largest annual exhibition. Considering the type of buildings and the number of them thus placed at the disposal of the Convention, situated as they are in an immense lakeshore park, but only fifteen minutes' ride from the very heart of Toronto, Canadians should feel justly proud that they are to act as hosts to delegates and visitors from all over the United States, Europe, Australia, the Philippines, and other countries.



Showing one wing of the Horticultural Building, where Newspaper Section will meet.

Those who have not visited Toronto recently will find the trip East—or from the East, as the case may be—pleasureable on that account also. Toronto's growth in population during the past ten years has been 138 per cent. and the building and improvements of every kind that have been made during that time, or even during the past five years, are nothing short of marvelous.

A Wonderful Programme.

The first draft of the programme has just recently come to hand from John K. Allen, of the Christian Science Monitor, Boston, chairman of the Programme Committee, and it is a wonder.

Never in the history of all business, it is safe to say, has any business gathering had such a feast prepared for it.

First of all should be praised the completeness, the comprehensiveness of this programme. It touches upon every phase of every subject of importance to those who will attend the convention. It shows the most careful thought and an intimate knowledge of the needs of both buyer and seller of advertising. Every advertising interest will have abundant opportunity for expression, and it is evident that many a long-recognized problem is destined to discover its solution in June.

It is when one considers the speakers secured by Mr. Allen and his associates, however, that the full significance of this program is understood. There are coming to Toronto men of international reputation in their respective lives; men long recognized as absolute authorities, and men well worth coming across

the continent—or around the world, for that matter—to hear.

Apart from a few general sessions of the entire convention the gatherings will be split up into departmental sessions. The man who is interested in the production of newspaper ads. will not be called upon to listen to eulogies of bill-board advertising and discussions as to its improvement and encouragement as a medium for advertising.

For the men who are interested in retail advertising, a separate programme has been provided that will occupy three full sessions, one each on Monday, Tuesday, and Wednesday. These will be held in the Transportation Building, with Manley M. Gillam, of New York, as chairman. Papers will be given by the advertising managers of some of the most successful retail stores in America.

A list of some of the subjects will indicate the nature of the programme and give an index to the great value of the information that will be furnished. There is, for example, an address on Monday at 2.40 p.m. on "Honesty the Most Important Factor in Retail Advertising," by C. L. Brittain, of Kansas City, advertising manager of Klines, a sample of whose advertising work appeared a few months ago in The Review.

"Truthful and Untruthful Advertising as Applied to Business Building" will be handled by George H. Eberhard, president of the George E. Eberhard Co., of San Francisco.

"The Problems of the Small Retail Dealers" is a subject taken up by Harvey R. Young, advertising manager of the Columbus "Dispatch."

manager of Bullocks, Los Angeles, will deal with "The Advertising Appropriation: What to Spend." A former advertising manager of Marshall Field's will treat this subject from the point of view, "Where and How to Spend It," and so on.

This brief summary gives an inkling of the good things in store. For those who are unable to attend The Review will report the papers in the Special Fall Number of July 1.



Classical Entrance to Applied Arts Building.



Bird's Eye View of Convention Grounds, with the Press Building in the foreground.

Sample Displays.

Another valuable feature of the convention will be the sample displays of manufacturers for windows and stores, front signs, demonstrations, methods of sample distribution, mail advertising, etc.

A Sunday Gathering.

The Ad Club's Convention opens on Sunday. This in itself is a unique feature of a unique Convention, and to commemorate the occasion the committee succeeded in arranging for a wonderful Sunday afternoon meeting, when the world famed choral conductor, Dr. A. S. Vogt, will be present with his equally famous Mendelssohn Choir. They will render several compositions absolutely new to this continent, which they are preparing for the forthcoming European tour next year. This feature alone would at once make this meeting a notable one, and when it is realized that, in addition, there will be as speakers William Jennings Bryan and others of international reputation, some conception of the treat in store may be had.

The entertainment provided includes a moonlight excursion, a yacht race, a huge carnival of water sports. Wednesday evening will see motor cycle races, military tatoo, and a musical demonstration by nine military bands. This will be followed by a dazzling pyrotechnic display, including the portraits in a blaze of fire of his Majesty King George the Fifth and Woodrow Wilson, President of the United States, while between the two will be crossed flags of living fire—the Union Jack and the Stars and Stripes.



"Ask for it at the Administration Building."

One of the addresses that promises to prove among the most beneficial will be on "Style of Advertising," by Frank A. Black, of the advertising department of the great Boston store of "Filene's." This will be illustrated by stereopticon views.

A subject that is of interest to all will be "Tying up Window Display With National Advertising," by C. J. Potter, of St. Louis.

The advertising

Conference on Retail Advertising

Complete Program for Three Days Devoted to This Subject at Associated Ad Clubs' Convention in Toronto

MONDAY, JUNE 22.

2.10 P.M.—Address: "Where There Is No Vision, the People Perish," by Mrs. Jessie L. Leonard, of Boston, Mass.; secretary of the Boston Women's Publicity Club; advertising and sales manager of the Natural Line Corset Co.

2.40 P.M.—Address: "Honesty the Most Important Factor in Retail Advertising," by C. L. Brittain, of Kansas City, Mo.; advertising manager of "Kline's."

3.10 P.M.—Address: "The Mail Order Field for the Retail Dealer," by C. M. Baird, of Minneapolis, Minn.; advertising manager of the Plymouth Fur Co.

3.40 P.M.—Address: "The Problems of the Small Retail Dealers," by Harvey R. Young, of Columbus, O.; advertising manager of the Columbus "Dispatch."

4.10 P.M.—Address: "Truthful and Untruthful Advertising as Applied to Business Building," by George H. Eberhard, of San Francisco, Cal.; president the George P. Eberhard Co.

TUESDAY, JUNE 23.

8.10 P.M.—Address: "Co-operating with the Dealer to Increase His Sales," by Louis K. Liggett, of Boston, Mass.; president of the United Drug Co.

8.40 P.M.—Address: "Style of Advertising." Illustrated by stereopticon. By Frank A. Black, of Boston, Mass.; of the advertising department of "Filene's."

9.10 P.M.—Address: "Tying Up Window Display with National Advertising," by C. J. Potter, of St. Louis, Mo., of "The Drygoodsman."

9.40 P.M.—Address: "The Future of the Specialized Store," by W. A. Ferree, of St. Louis, Mo., of Nelson Chesman & Co.

WEDNESDAY, JUNE 24.

9.40 A.M.—Address: "The Retail Advertising Appropriation: What to Spend," by W. A. Holt, of Los Angeles, Cal., advertising manager of Bullock's.

10.10 A.M.—Address: "The Retail Advertising Appropriation: Where and How to Spend It," by J. J. Stokes, of Chicago, Ill.; president of the Middle West Advertising Agency; formerly advertising manager for Marshal Field & Co.

10.40 A.M.—Address: "The Retail Advertising Appropriation: When to Spend It," by Walter S. Hamburger, of Baltimore, Maryland; advertising department Hochschild, Kohn & Co.

11.10 A.M.—Address: "The Advance in British Retail Advertising," by George Edgar, of London, Eng.; of the "Advertiser's Weekly."

11.40 A.M.—Address: "How the Educational Work Trains Better Retail Advertising Men."

OVER THE COUNTER PROBLEMS.

In a special article on the programme, Edward Mott Woolley thus deals with the end of particular interest to retail merchants:

"The Retail Advertising group embraces men who come very close to that great general market, the people. "Over-the-Counter" problems that have been solved by local advertising will be analyzed in detail. Shrewd men and successful women have promised to tell the inside stories of their making good. And then the splendid Retail exhibit!

"This display of the retail group will be one of the chief features of the convention. Its purpose is to tie the work of the various departmental bodies to the counters of retail stores, and demonstrate to retail dealers the value of selling products that are nationally and locally advertised; also to show the approved methods of displaying such products, and to give examples of advertising matter supplied by the manufacturers, distributers, etc. Hence manufacturers have been invited to secure space, to install counters and shelves, to display their goods, to make window and store displays of their advertising matter, to show store-front signs, demonstrations, methods of sample distribution, direct mail advertising matter, and so on. In construction, elaborateness of display, and completeness of the showing, this will be one of the most important advertising exhibits ever made. The retail dealers of the United States and Canada are especially invited to see it. Possibly 25,000 people, or more, will accept, if advance interest is an accurate yardstick."

The Truth 

Emblem

$ $ $ $ $ $ Day From the Dressing Tent

Representative of The Review Describes Selling Event as He Found it in Midland—Some of the Devices of the Merchants in Windows and Advertisements.

By a Staff Correspondent.

MIDLAND, June 2.—When one satisfied merchant, at the end of a big day's business on Dollar Day made the remark that it was "just like a circus day without the big top and with the merchants in the cash wagon," he merely struck a unique expression of the opinions of many retailers at the end of a day which has made them wish for bigger stores, heavier stocks of bargains, and larger sales forces to handle the crowds. There are other opinions regarding the Dollar Day policy to be encountered; there are those merchants who do not believe in sales of this kind; but, generally speaking, Dollar Day has proven a big drawing card in the towns and cities in Ontario and other provinces where it has been tried. It is, or rather was, in many cases a distinct novelty; excitement promised, with business in the background, and this in itself is sufficient to draw the crowds.

Circus Spirit in the Air.

For a stranger in a town on Dollar Day the circus impression is very strong. In Midland, from early morning when the stores opened, the aisles were crowded with customers—people from the town and from the country searching through the bargain counters, and in many cases waiting upon themselves where the clerks found it impossible to handle the rush. On the streets there was a free-and-easy social spirit in the air; everybody seemed to be out for a little fun, and the spending of money was not confined to bargains.

To continue the circus idea which appeals to the non-participating visitor, he is soon likely to have it brought home to him, as occurred with a representative of The Review, that he is one of the "great, free, outside attractions." Everybody is looking more or less publicly for the mysterious Bill Dollar, and the stranger-about-town, no matter how little he may resemble the Dollar family, is bound to get acquainted informally with a lot of people who for the day do not seem to think it necessary to make an apology for mistakes in identities. This was particularly true with The Review man when several merchants got into the fun and began to point out this particular stranger as a likely prospect—really, it was a shame to disappoint so many; had the hunting ones been looking nearer home for the mysterious one they would have been closer to the rewards.

But the outward aspects of Dollar Day need no more than passing reference; every merchant knows in a general way of the idea upon which the sales are based—giving big value for the dollar and novelty attraction to bring the people to town. Of more interest may be some information from behind the scenes—or, out of respect to the circus idea, from the Dressing Tent—as to how the production is arranged and the different attractions staged.

Organizing for Dollar Day.

Dollar Day, in the first place and foremost, represents co-operation amongst the business men of the city or town—it is altogether built up around this idea, whether the merchants carry out the scheme themselves, whether it is organized by the newspapers, or whether it is carried through by an individual working with the merchants and newspapers, as has been the case in several places in Ontario.

The merchants put up a special fund for advertising and for organization work. This sum need not be large, for the newspapers, when they do not take hold of the matter themselves, will usually be found ready to give both display and reading space, for Dollar Day means a big increase in the volume of advertising carried by the local houses. Where an organiser is employed, these matters of detail are easily arranged, and a man who is in the game can naturally be expected to carry on a very effective advertising programme.

The Advertising Campaign.

The advertising opens with a general announcement of the decision of the merchants to hold a Dollar Day—the advertisement used in Midland is reproduced in connection with this article, as well as private store announcements, which were sent out in the form of circulars. In connection with the announcements, the reading columns are, of course, used to attract attention, the whole effect being to impress upon the people that it is to be a gala day, with more fun than business.

General printed announcements are also distributed through the mails, giving the names of the merchants who are taking part in the sale and stating the lines of goods they carry; detailed advertising is left to the merchants individually, who arrange their own special bargain attractions. From the Midland announcement the following is taken to indicate the wide range of the sale as embraced in the stores of twenty-two leading merchants:—

Midland DOLLAR DAY, Thurs. May 21

The Sensation of the Year 1914

A veritable Gala Day of Bargain Selling. It will be the Biggest Day of Buying and Selling in the History of Simcoe County. Everybody will be in Midland on the 21st. The Merchants will co-operate to make Dollar Day Midland's Biggest Day of business and a pleasure to all.

The Newspapers and Merchants of Midland have arranged to co-operate in a day of unprecedented Bargain Selling on Thursday, May 21st, to be known as "Midland Dollar Day." All the leading Merchants and Businessmen of Midland are interested in this day, and there will be in consequence offerings on this day never equaled before in every commodity or article of merchandise. It is obligatory on the part of the Dollar Day Merchants that he regardless Thursday by giving the purchasers greater value for their money than ever before. The real object of such a big Dollar Day is to bring the merchant and purchaser a little closer together on some common ground of agreement to promote and create new friendships and renewal old ones.

The Dollar Day offerings will consist of Wearing Materials of all kinds, Boots and Shoes, Groceries and Drugs, Household Articles, Hardware, Jewelry, Dry Goods, Fancy Goods, Confectionery, Electrical Fixtures, Furniture, Stationery, Sporting Goods, Photography—in fact, something of every thing for One Dollar.

All that is possible to do at this time is to warn our readers to prepare for Midland's Big Dollar Day, and to watch these columns for additional original and unique features in connection therewith. There are tremendous things in store for you. This is a take advertising scheme, as it was conducted by the merchants themselves. Some people claim that the purchasing power of a dollar is not what it was years ago. They are quite right, but on May 21st a Dollar Bill will buy more than ever before in Midland.

Five Dollars in Gold will be presented to the person catching the Mysterious Mr Bill Dollar on Dollar Day. This is an added feature to create a little fun. The Mysterious Mr Bill Dollar will appear on the Dollar Day streets, and on the streets, on Dollar Day only. All you have to do is spot the man who you think is Mr Bill Dollar and address him as follows: "Are you the mysterious Mr Bill Dollar." Then you must have a piece of from one of the Dollar Day stores showing a purchase made on Dollar Day. Mr Bill Dollar will ask to see your receipt and if you have addressed him with the proper words and shown him receipt, he will give you an order for Five Dollars in Gold. Watch for additional offers for Mr. Bill Dollar's capture, to be announced later.

Persons coming from surrounding country can procure Club Rates on all railroads by arranging a party of ten. This Club Rate is much cheaper, so arrange a party of ten how to come to Midland on Dollar Day. Thousands are now laying plans to be in Midland on May 21st. Everything is going to take into consideration compared to Dollar Day—Circus Days, Fair Days, or anything of that nature to the contrary notwithstanding.

Watch these columns for special announcements of Dollar Day Merchants. Special matinees at all picture shows. Arrangements will be made with hotels to accommodate visitors.

DOLLAR DAY STORES OPEN TILL 10 P. M. DOLLAR DAY.

WATCH FOR LATER ANNOUNCEMENTS.

This is a sample of the general newspaper advertising carried on before the event, in addition to the individual ads. of the merchants themselves. This occupied a full 6-col. space across the top of the page.

Samples of Advertising for Dollar Day.





Samples of ads. used for Dollar Day by Midland and one Orillia store. Nearly all items amount to an even dollar.



Criticisms of these ads. will appear in department devoted to display and store equipment in present issue.

"The Dollar Day merchants whose names are printed on this bill will offer at reduced prices wearing apparel of all kinds, boots and shoes, groceries, drugs, household articles, hardware, jewelry, dry goods, fancy goods, confectionery, electric fixtures, stationery, sporting goods, furniture, musical instruments; in fact, something of everything for one dollar."

Placarding Windows.

The stores which are taking part in the sale are placarded with posters two weeks before the sale, and special window displays are most effective. Shortly before the day of the sale additional posters are added of a different color, merely announcing "Dollar Day Bargains." Slides in the picture shows are also found to be an effective means of advertising, especially in towns where there are only weekly papers, and it is thus more difficult to keep the matter before the public.

There is one piece of advice that can be handed straight from the shoulder to the merchant who wants to take part in a Dollar Day and make a success of it—and that is to advertise effectively. There are bargains that appeal in a sale of this kind, and there are window attractions which draw trade, and it is the stores where this phase of the game is studied that reap the benefit. In Midland there were stores alongside of each other, in the same line of business, where in one a crowd would be found and in the other a comparatively empty aisle. It only needed a look at the store fronts to read the reason. Dollar Day is not a time for fancy trims and style talks; it is a day for bargains and a display that will stop the crowd.

Some Novelty Effects.

An effective window was seen in the clothing department of the Playfair-Preston Company, where dollar bills were suspended from the top on strings, and when an electric fan was turned on the result was startling—who will resist the temptation of looking at a whirling cloud of dollar bills.

In another window the announcement was seen: "We are not displaying our $$$; we haven't many to display; but we are displaying values that defy competition."

Another effective window may be worked out with paper, the word "prices" appearing under a hammer marked "Dollar Day," with the words "Driving down prices."

Still another is produced by displaying an immense $ sign in red paper, with an axe cutting into the top of it, and the words, "Dollar Day cuts prices in half," or something to that effect.

Throughout the different stores Dollar Day price cards can be effectively used—the one variety of card at once denotes the bargains. Always should this card denote the selling price and the former price—at a sale the people want to know what reduction benefit they are getting. At Midland the organizer arranged the different displays referred to.

Clearing Up Odd Lines.

The policy of the merchant who enters into a Dollar Day arrangement should be to clean up his stocks; that is where the benefit lies. If the average merchant can turn dead stock into live

(Continued on page 95.)

Canadian Credit Men Hold Annual Meeting

Fire Protection and Insurance the Chief Questions Discussed — New Officers Elected, With R. R. Wilson, Winnipeg, as President.

Winnipeg, May 27—(Special).— The annual dinner of the Canadian Credit Men's Association, Winnipeg, was held in the Fort Garry Hotel on Thursday night last. Fire protection and insurance were the subjects under discussion, and some lively exchanges of opinion took place. Fire Commissioner Lindbach presented a statement showing the appalling fire waste in North America, and emphasized the importance of individual responsibility.

After the discussion, the annual meeting was held, at which the following officers for the current year were elected: President, R. R. Wilson, of Campbell Bros. & Wilson; vice-president, J. D. Burnham, of Stobarts, Limited, Henry Detchon was re-appointed general manager, secretary and treasurer.

The following four members of the board retain their seats for another year:—W. S. Fallis, The Sherwin Williams Co., of Canada; R. R. Wilson, Campbell Bros. & Wilson; W. S. Arnold, Gowans, Kent Western, Limited; J. W. Campbell, John W. Peck & Co., Limited. The following five were appointed to take the place of the retiring members: G. M. McBride, J. D. Burnham, Theo. E. Howard, S. E. Diamond, W. L. Helliwell.



Top row from left to right:—T. D'Arcy McGee, Thos. Ryan Co.; J. D. Burnham, Stobarts, Ltd., Vice-President; John W. Campbell, John W. Peck & Co.

Second row:—Henry Detchon, General Manager; J. Taylor Webb, Dom. Storage & Forwarding Co.; J. G. McIntosh, Robinson, Little & Co., Wood-Vallance, Ltd.

Third row:—S. E. Diamond, Ames-Holden, McCready, Ltd.; W. S. Arnold, Gowans Kent, Western, Ltd.; W. S. Fallis, Sherwin-Williams Company; R. R. Wilson, President, Campbell Bros. & Wilson.

Bottom row:—Theo. E. Howard, Gaults, Ltd.; G. M. McBride, Wood-Vallance, Ltd.

Photograph showing members of last year's Board of Directors of the Canadian Credit Men's Association, Winnipeg. These were re-elected, with the exception of J. Taylor Webb, J. G. McIntosh, and T. D. McGee. R. R. Wilson, of Campbell Bros. & Wilson, wholesale grocers, is the new president, and J. D. Burnham, of Stobarts, Ltd., vice-president. Members of the new board not in this picture are W. L. Helliwell, Gurney North-West Foundry Co., Ltd., and six others representing the outside provinces.

SUPERVISION OF CREDIT ACCOUNTS.

(Continued from page 11.)

may be, he is bound to find difficulty when it becomes necessary to exert pressure on a slow-pay customer who thinks that he knows you well enough to be allowed to pay when he likes, unless you can make the transaction appear as a part of the store system over which you have no control. When a debtor of this class appeals to you personally—and when are you free from such appeals?—you are then in a position to say:

"Well, it's this way, Mr. Smith, I've made my bookkeeper absolutely responsible for all accounts and under the circumstances I can't in fairness to him interfere. You had better see him and give him as much as you can now and arrange for the balance."

This cuts the ground from under his feet. The stand you have taken is a fair and logical one. He cannot appeal from it and neither can he take offence. The latter is an important point, while it is essential that the books should be kept clean, it is equally essential that the merchant should avoid trouble or unpleasantness with customers. An aggrieved individual, no matter whether he is in the wrong or not, can do a lot of harm to the reputation of a merchant.

Supervising Credits.

But if it is often advisable for a merchant to remain in the background in the matter of collections, he should always be very much in the forefront in the matter of the regulation of credits.

The supervision of credit is in reality more important than a collection system. A slow-pay customer cannot do you out of your money if he does not get on your books in the first place. From my experience I would strongly advise that, when an account is opened, the amount should be marked in the ledger which you consider this account should not be allowed to exceed. **And keep to it.** If this were done we would not find the books of so many merchants filled with accounts quite out of proportion to the means of the debtors. Bills have a truly astonishing rapidity for mounting up. When an account is started neither the seller nor the purchaser has any intention of allowing it to grow to large proportions; at least the honest purchaser has no such intention. But as time goes on it creeps up until the total astonishes both the seller and the purchaser. When a debt reaches the stage where it is beyond the means of the purchaser to settle it within a reasonable time the work of clearing it off becomes a laborious one to the debtor and a decidedly aggravating and sometimes embarrassing process to the creditor. In many cases customers when their accounts become too big to pay will start going to other stores. They may not be intentionally dishonest, but merely passively lacking in moral ballast. They dread to face the merchant while the bill is still running, and thus, following the line of least resistance, transfer their custom to the opposition store.

Therefore, limit all accounts and put that limit when each account is opened. As stated before, **keep to that limit.**

Secondly, I would urge that a statement be rendered every week or month, and let it be early in the month. Good payers like to have their account rendered regularly. It is doubly necessary that accounts should be rendered regularly to slow-pay customers. This is the only way to keep them spurred up to the necessity of settling.

Thirdly, always give an invoice at the time of purchasing.

Collection Card System.

In handling accounts a collection card system is very necessary. Most well-managed stores have adopted this system, but there are still plenty of merchants who do not even know how collection cards should be handled. When an account becomes slow make out a collection card at once, putting down the name and address of the debtor, the date covering time of purchase, the balance of the account, and the date of last payment. A sample card to be used for the purpose is shown herewith. It will be noticed there is space on the card to record as well the date on which letters are written or calls made about the account. Space is also allowed to record the date of replies—if any.

All collection cards should be numbered. Thus, the first collection card will be No. 1, and the copies of all letters sent to this party will be marked No. 1, and filed in a docket or envelope, which will also be marked No. 1. The replies received from the debtor all go in this envelope, and thus the complete correspondence referring to the account can be referred to instantly and without any trouble.

The next collection account will be No. 2, and so on.

These cards should be kept in a box or filing cabinet in alphabetical order. This puts the whole system on an efficient basis, reduces the work of getting out accounts, and of looking up matter referring to any particular account, to a minimum.

Write Off Bad Debts.

Many merchants make the mistake of allowing accounts to remain in their ledgers that they know to be bad and uncollectable. According to best bookkeeping practice accounts should be written off directly they are known to be bad, or even if there is any doubt. In such cases it is best to write them off the books, and keep track of them on collection cards until every means of collection has been tried. In any case it is better not to keep in your books accounts which are not really a live asset. Otherwise you are only deceiving yourself into believing your business to be worth more than it actually is. Experience has shown that an account which has been allowed to run for some time, and to grow to large proportions, cannot safely be considered as a live asset, and to leave it on the books invites mistakes in estimating the worth of your assets.

BOY SCOUTS' BAND STARTED OFF A BIG SALE.

(Continued from page 13.)

genuineness of the fare was checked in this way:

> Rebates will be given on presentation of your return ticket or conductor's receipt and sales checks showing purchases at our Rebate Desk. This rebate is made only at time of purchase of goods.

Catalogue in Red and Black.

A catalogue played a big part in the success of the Sherwood sale. A 24-page booklet was issued, 6 by 9 inches, it a most attractive combination of black and red ink. For example, all the sale prices and headings were in red ink, showing a pleasing contrast, the regular prices being in black.

Thousands of these were issued and a special provision made for their use, also unusual. Purchases of goods marked in it were allowed to be made before the opening day of the sale. Friday, Saturday and Monday were the days chosen for this advance buying—Tuesday being the real opening day—and anyone having this catalogue was allowed to come to the store, select merchandise, pay for it, or have it charged, and delivery of the goods would be made on Tuesday.

In order to keep up interest, it was announced that "additional new goods will be placed on sale each day."

The sale beginning on Tuesday at 8.30 a.m. continued for the rest of the week, until Saturday at 9.30 p.m.

The results justified the firm in declaring it was one of the greatest sales ever held in the West.

FREE DRESS MATERIALS.

In a sale in Reynolds', Galt, it was announced that the first thirty ladies entering the store on Saturday, May 23, would receive material for a dress free of any charge.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JUNE 3, 1914 No. 11

LEARN RETAIL ADVERTISING

AN account of the coming convention of the Associated Ad Clubs of America appears in this issue, and the list of subjects on which addresses will be given furnish an opportunity to the merchant and his ad. writer that probably will not occur in a score of years. He will be face to face with many of the men who have made striking successes in the field of retail advertising; men bristling with ideas and equipped with well-proven methods for bringing merchandise effectively before the public. Ad.-writing is a difficult part of the business of the dry goods store; it is a department that requires skill and study, and it is one of the phases that many merchants know least about and yet it is one, like the display of goods in the store and in the window, that is one of the most vital in all merchandising methods. To mention a single one of the items arranged for the programme, is an address on "Styles of Advertising," which will be illustrated with stereopticon views of samples from a wide range of stores in America. The merchant and his ad.-writing department should be represented at this convention. If possible, he should join an ad club if there is one in his vicinity; if not, arrangements can be made for his participating in the sessions.

"THERE IS ONLY ONE TILL."

THAT while there may be a number of cash registers or carriers or pneumatic tubes in the store, there is only one till and that the money of a customer is just as good in one department of the store as it is in another, are ideas in salesmanship which a prominent department store manager tries to bring home to his clerks and the heads of the different departments. He has struck the nail on the head. When you discuss the department store proposition with the shopper you find that one of the few objections raised is the difficulty of finding what is wanted in the different departments. If the salespeople can be brought to appreciate that they are in co-operation with and not in opposition to the other departments of the store then there will be more satisfied customers. This applies almost equally to even a small store.

The results of clerks apparently isolating themselves and their department from the other departments of the store would not be hard to trace through the receipts. When suggestions are being made to a purchaser with regard to other articles, the suggestions should not be confined to the one department. Of course a clerk cannot be expected to make suggestions for every department in the store, but there are many cases when the way is open for a hint relating to goods on another aisle—when the purchase made has a bearing on goods in other departments.

The way a customer is treated by a clerk also counts for a great deal. Here again is the idea that the other departments all belong to the one business; if the first clerk to meet a customer makes a bad impression the patron is likely to turn around and walk out of the store and into the premises of the opposition. The successful clerk will study the customer and will be able to decide when a suggestion is in order, but perhaps more important is the ability to show goods to advantage when they are asked for; if the article or goods are in the store that the customer is looking for, it is for the clerk to show them and to do it cheerfully. Many good customers have been lost to a store through a clerk with a grouch; smiles cost nothing and may mean dollars.

COURTESY IN BUSINESS.

TRUE courtesy is part of a man's character. Some men wrongly think it is something to be made use of on occasions and discarded when not absolutely necessary; for instance, the business man who has an entirely different manner for the buyer of goods to that which he displays when the positions are reversed and he himself is the prospective purchaser. Sometimes one would scarcely recognize him as the same individual. In the one case—suave, affable, obliging, considerate—radiating courtesy and good nature throughout the entire transaction. In the other case—blunt, gruff, ill-tempered, ungentlemanly—giving one the idea of a bear with a sore head. Yes, we know we have pictured an extreme case—a sort of Dr. Jekyll and Mr. Hyde personality in business—but we know, too, that there are a great many business men to whom the dual picture applies, if not in degree, at least in principle. Just why this should be is hard to understand. The generally accepted, twentieth century, definition of a contract or bargain is one which is mutually beneficial to all parties to it. If, then, the retailer is a beneficiary of the commercial traveler and of the house he represents, as indeed he is, why does he not treat them with the same degree of courtesy as he gives to the purchaser of his goods? Simply because of an antiquated and entirely wrong impression of his position in both transactions. If he is honest—and all truly modern business is honest—he is, in both cases, one of the parties to a mutually satisfactory and profitable transaction, and there is no reason why that brilliant jewel of character which we call courtesy should be made use of in the one instance and not in the other.

The same principle applies with equal force to a transaction between an employer and an employee. The dis-

courteous manner, the hasty judgment, the neglect to reply promptly to a courteous application for employment—these are not only unprofitable and unbusinesslike, but are certain to be reflected in your employees also. Ofttimes we regret carelessness and thoughtlessness of manner, but it avails us little. Words once spoken are no longer our property and cannot be recalled.

> Boys flying kites pull in their white-winged birds;
> You cannot do like that when you are flying words;
> Thoughts unexpressed will sometimes fall back dead.
> But God Himself can't kill them when they're said.

In this age of democracy and constant reversion of fortune, it is well to remember that the employee or the commercial traveler of to-day may be the big business man of to-morrow. Even some men whom we are prone to despise and to whom we are habitually discourteous, may some day rise to the top of the ladder of fame and fortune.

But despite all we have said, we believe conditions are improving—we believe that business men generally are becoming more truly and sincerely courteous, and that it is a sign of stagnation and out-of-dateness to be otherwise. And we have written this in order to rouse and encourage the splendid men engaged in the drygoods trade throughout the Dominion to a fuller sense of their privilege and responsibility in dealing with their fellow-men.

TREATMENT OF ONE'S FRIENDS

AN important point for all sales clerks to consider is the treatment of their friends. It is a good thing for a clerk to have friends—friendship means customers—but it should also always be remembered that friends are entitled to just as much consideration, when they are customers, as the new arrivals. Often the clerk makes the mistake of talking about the weather, the fashions, the ball scores or the latest dance when a friend comes to the counter, and seemingly forgets that there are times when friends are the customers of the store. In justice both to employer and friends the clerk should extend the usual consideration of the store at least until after their wants have been supplied; the general conversation should come from the buyer's side of the counter. The wasting of time in gossiping with one's friends is another matter. It is along the former point, however, where a warning requires sometimes to be issued.

EDITORIAL NOTES.

WHAT ARE YOU doing to secure the wedding present trade?

* * *

DO YOU KEEP a vacuum cleaner demonstrating in your store?

* * *

THE WISE MERCHANT multiplies his knowledge ad infinitum—both for himself and his employees.

* * *

THE TRANSIENT TRADERS will avoid many a community in Alberta if the R. M. A.'s efforts to have the fine raised from $10 to $50 are successful.

* * *

FOR GENERAL ENTHUSIASM and practical discussions Alberta and Saskatchewan conventions seem to have the rest of the Provinces put away into cold storage.

The New Co-operative Bill

THE CO-OPERATIVE CREDIT Societies' Bill of 1914 referred to in the last issue has come to hand. On the face of it this looks like an innocent piece of legislation from the retail merchants standpoint, but when one studies it closely there appears to lurk within its limits some iniquitous clauses.

The Review on receipt of a copy of this bill immediately took the matter up with E. M. Trowern, secretary of the Retail Merchants' Association and a man who has given more thought to so-called co-operative societies than probably any other individual in Canada. He is authority for the statement that it is a most diabolical piece of legislation and that it must be strenuously fought by the retail trade.

The clause that apparently covers the purposes of any society that may be formed is this very innocent and modest looking one:—

> "Under this Act, societies may be incorporated, having for their object or purpose the receiving of moneys on deposit from members and the making of loans to members with or without security, defined by the petition signed on application for incorporation.

From this it would appear that these societies could only exist when carrying on a sort of a banking proposition. However on turning over to another clause of this bill, the following is found:—

> "A society may invest any part of its capital in or upon any security authorized by its rules."

Mr. Trowern declares that this clause would permit a Co-operative Credit Society going into any sort of business it had a mind to. This he says is just one sample of the flimsy character of the bill.

Another clause reads:—

> "No officer except the manager, shall be paid any sum of money, and shall not be recompensed in any other way, by the society for services rendered to the society, and the compensation, if any, to be made by the manager, shall be fixed by resolution at each annual meeting."

The trouble here is that organizers and stock promoters are most likely to consider themselves managers and would therefore be in a position to obtain moneys from the society.

While it only requires seven persons to form one of these societies, note that in the following clause it requires 10 to have the books opened for inspection:—

> "The Minister may, if he thinks fit, on the application of **ten members of a society,** each of whom has been a member of the society **for not less than twelve months immediately** preceding the date of the application, appoint an accountant to inspect the books of the society and to report thereon, provided that —etc."

How often would it be possible to get 10 members who have been in the society for 12 months or more to be of the same mind at one and the same time?

Hon. Arthur Meighen, solicitor-general, has introduced this bill and it can be taken for granted that he will have a substantial following unless the retail merchants of Canada get right after their members at Ottawa at once. If the bill is gone on with there will be one of the biggest deputations of merchants go to Ottawa that our legislators there has ever seen. But now is the time to act. Write or wire your member to-day.

We want to show you

that we fill dry goods sorting orders QUICKLY and WELL.

Six immense floors filled with a splendidly assorted stock of summer goods for you to choose from.

Let's demonstrate that we give satisfaction in every package.

Order by mail or through our traveller.

The W. R. Brock Company, (Limited)

MONTREAL

Silk Sweater Coat Correct Thing for Summer

High-Class Trade Makes a Strong Demand for the New Garment — Two-Tone and Solid Colored Effects Shown — Half Belt Popular—Caps to Suit All—Some With Cutaway Front—Silk Coats Also for Babies.

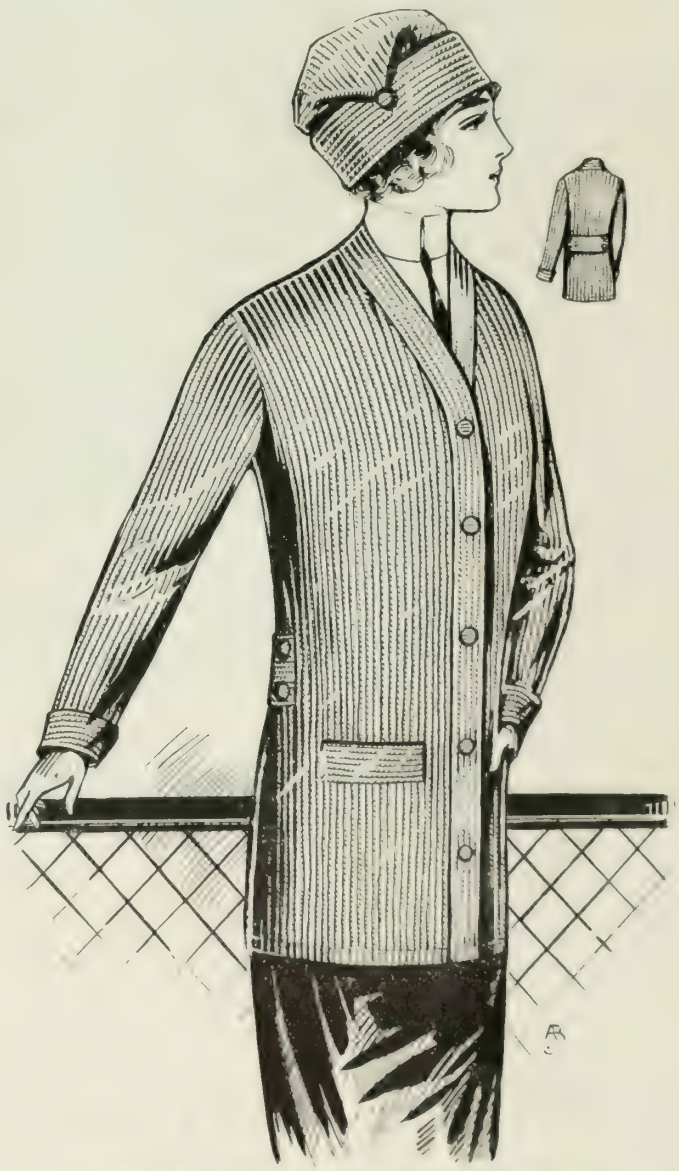
FASHION has not only set the stamp of approval upon the silk sweater coat for smart Summer wear, but the woman who is looking to spend portions of the hot Summer days on the links or the tennis courts, or who is going to the Summer resorts where there will be evening dances or boating parties, has taken up this garment as the season's vogue. With the warm weather which has finally arrived there has been a demand for these coats in the high class trade which in a number of stores has amounted almost to a run on the department and the difficulty has been to keep up the range of styles and colors; in fact where the desired shade cannot be secured patrons have shown a disposition to take what they can get rather than take the chance of the line not being refilled. The price of the garments, which retail at considerably over $10, puts them beyond the reach of the popular trade and this in itself is, no doubt, a recommendation with the more exclusive dressers.

Colors.

Silk sweater coats—and the garments give the impression of being entitled to a name which will distinguish them from the sweater coat that is usually worn—come in a number of stylish designs with the cutaway front and longer skirt shown; there are also models with girdles, belts with buttons, and half belts at the back; there are models, too, with collars of contrasting colors and with these some of the buttons are made to match.

In colors—well, it is almost impossible to give an idea of the range of colors, shades and combinations which are seen. Trying to describe them is just about as successful as making a pen picture of the rainbow. The imagination may be given full range and then will not likely be equal to the occasion. The golf links with a crowd of women wearing these garments would look like an enlargement of a Dutch flower garden.

One of the latest lines which is meeting with a good reception is a honeycomb weave in plain but very vivid colors. Gold, tango, rose, red, white, purple, Kelly and Paddy greens, tan, Copenhagen and Saxe blue, mauve and others are shown with gold, rose, tango and Copenhagen blue seemingly strongest in favor.



CORDED SILK SWEATER FOR SUMMER.

This coat, with cap to match, has turn-back cuffs, dome fasteners and buttons covered with same material; set-in pockets, half belted, in two-color combinations, with cuff to match. Shown by Monarch Knitting Co.

BEAVER BRAND KNIT GOODS



Novelties that boom sales

Don't be caught with your stock below par, for business is sure to show a nice increase this Fall. With a good showing of the latest novelties from Beaver Brand knit goods you will make business brisk.

Included in this famous Canadian line of knit goods are caps, scarfs, mitts, gloves, and a most exclusive range of full-fashioned sweater coats—correct styles, excellent values. **We will be pleased to send samples prepaid for your approval.**

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
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W. Easson } - - Western Ontario
C. B. Heath }
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull - - Eastern Ontario
W. C. Brown - - - - Quebec
J. E. Patte Montreal and Maritime Provinces
A. Malo - City of Montreal

"Monarch-Knit"

Some new models shown in "Tango"



L 321

L. 321. This magnificent number is hand-knit and hand-finished throughout, and has half-belt at back.

Made from fine Australian Botany; is one of our most striking lines in V-neck style. Colors—Same as L. 314. Sizes—34 to 42. Price $42.00



L 314

L. 314. Another model from "MONARCH KNIT" harvest of new ideas. Made from high-grade Australian Botany with new belted effect at waist; lightly brushed.

Colors — Copenhagen, Dark Smoke, Tango, Cerise, Peacock, Old Rose, Terra Cotta, Kelly Green, Scarlet, Hello, Amethyst, White, Cadet, Havana.

Sizes 34 to 42. Price, $39.00.



L 315

L. 315 This particular garment is made of fine Australian Botany and lightly brushed; very light in weight and is Fashion's favorite abroad for the coming Spring and Summer. Specially adapted for wearing under coat, as well as street wear. Colors—Same as L. 314. Sizes, 34 to 42. Price $27.00. We make this same coat with shawl collar, our L. 316, at $30.00.



L 312

L. 312. This exclusive style is one of the many "MONARCH MASTERPIECES." Made of fine Australian Botany and lightly brushed. Specially designed for street wear

Colors—Same as L. 314 Sizes, 34 to 42. Price $36.00

The Monarch Knitting Co., Limited

HEAD OFFICE - DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines, St. Thomas, and Buffalo, N.Y.

"Monarch-Knit"

Shown in the season's popular shades



L 320

L. 320. This splendid number is made with half-belt across back and is another recent European creation in two-tone silk accordian effect.

Colors—Black and Copen, Black and Kelly, Black and Cerise, Black and Gold, Cerise, Kelly, Copen, Black, White, Gray, Khaki, Tango, Peacock.

Sizes—34 to 42. Price $42.00. Caps to match at $9.00.

THESE six splendid models only go to prove that "MONARCH KNIT" is what we have always claimed: the Standard for Style, Quality and Workmanship.

The usefulness of the Sweater Coat is unlimited. We manufacture styles to serve every purpose. The Sweater Coat is light, always retains its shape, is not cumbersome and gives perfect freedom of movement.

Educate your customers more than ever to the use of the Sweater Coat.

If you handle "Monarch Knit" you are sure to secure lines to suit YOUR trade and thus insure you ready sales and profits.



L 318

L. 318. This handsome model has half-belt at back fastened with buttons to match. It is made from fine imported silk, knit in an accordian effect, giving coat a pleasing richness of appearance.

Colors—Same as L. 320. Sizes 34 to 42. Price $60.00. Caps to match at $12.00 per doz. We also make this quality and colors in style as L. 312. Our number L. 322, price $72.00.

The Monarch Knitting Co., Limited

HEAD OFFICE - DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines, St. Thomas, and Buffalo, N.Y.

This garment is made in two styles both with the V neck and one with a straight front, while the other has a cutaway effect. The buttons are covered with the same colored material and loop fastenings are used. The facing and border around the bottom are of stockinette, a finer and more solid weave. Both of these garments come with a half belt effect, with two buttons at each side of the back.

A strong line is the silk accordian with the two-tone effect. Here the combinations of colors are almost beyond number; blacks are seen with white, emerald, royal, gold, cerise, saxe blue, mauve, etc.; saxe blue and brown are seen in an effective combination and light and dark grays also go well together. The two-tone effects come with and without the half belt and with either a self facing and border or with a stockinette facing. Covered buttons and loops or dome fasteners with false buttons also covered are used.

In imported models, made up in a stockinette or fine weave, there are some novel effects to be seen, introducing a cutaway skirt with full belts and collars and cuffs in contrasting colors. One model was seen in purple with the V cut at the neck and a pointed lay-down collar of black, with black trimmings at the cuffs; another similar coat had yellow for the ground color and the trimmings of black while the effect of the contrast was heightened by the use of some black covered buttons on the belt. This coat, which rather presents the appearance at a distance of being made of some heavy cloth material, does not seem to meet with the popular taste so well as the shorter models.

A novelty coat was seen of medium length and with a girdle belt which was knotted in front with the ends flowing.

With all the models caps of the same material are sold. These are unique in design being something after the pattern of the toque or the turban. They are made with a band of either self-material or of stockinette weave in the same color and are full with gatherings at either side where buttons are attached.

Manufacturers report that the demands for the silk sweaters have suddenly become very strong. The interest is noted in all the big cities and in one house ten to fifteen are being sold every day.

During the holiday trade an American visitor in a large Canadian store saw the new designs and bought a number of them, being prepared to pay the high rate of duty of 60 per cent., and later he returned and secured two more.

And it is not only in the women's trade that the silk garment is popular; the men are following the lead but as usual business is slower in this line. Then there is a very popular line which is being manufactured for babies. This garment is in white and manufacturers report that at present there is a market for every thing they can turn out.

The outlook is that the silk sweater coat will go into the Fall trade and manufacturers are preparing for this with a heavier garment, one novelty having a double weave effect, one layer of material being used under the other to give a warmer and heavier coat. For the Fall business, too, there will probably be a change in the colors, with dark gray, navy and other darker shades strong.

Parisian Openwork Hosiery Has Arrived

Decorated With Hand-Worked Open Embroidery — Display of Footwear at Woodbine Races—White Hose Frequently Seen.

STYLES in dress seem specially designed to encourage extravagance in footwear. The slit has disappeared, it is true, but the gowns as now worn are either short enough to allow the feet to be seen, and a generous glimpse of the ankle, or the bottom part of the gown consists of a flounce of delicate lace that veils rather than conceals.

When gowns so rich and dainty as are now fashionable are worn, beautiful hosiery and lovely shoes must be the rule and prices that would have filled their wearers with consternation are asked and paid.

The least extravagent woman indulges in silk hose to match her most elegant gowns, and to be fashionable the stocking of to-day must be sheer, consequently no matter what price is paid these delicate articles must be tenderly treated and carefully worn. How very general is the fad of matching the gown and hose will be realized when it is stated that one manufacturer carries 65 colors and shades. Many stores catering to the better trade do not find this long color list to fill their needs, and have arrangements with firms of dyers to match any shade at a few hours' notice.

The very finest French silk hosiery has hand inserted panels of real lace either black or white or dyed to match the color of the hose. There has been some call for beaded hosiery, but beads are becoming passe, and wonderful clocks and open-worked embroidery have taken their place. Many of these patterns are worked out in gold or silver thread, and realistic tiny scarlet lobsters stood out in startling relief on a pair of taupe silk stockings seen recently.



Checkerboard hosiery, popular now in New York. Pumps with patent kid vamps and cloth quarters, Louis heels.

The display of footwear at the Woodbine races this Spring was almost as interesting as the gowns. It was an open secret that many of the beautiful gowns were selected in Paris by their wearers. All the latest Parisian hosiery is worked in beautiful open-work designs, and there was quite a display there of this kind of hosiery. Gold shoes were worn with gold colored silk stockings, and many white shoes had colored heels with the hose matching. One beautiful gown of brass colored silk was worn with hose to match, and with shoes and hat of bronze.

There has been some question as to the position of white hose and shoes this Summer. The white gown has leaped into favor during the past few weeks in Paris, and one of the chief surprises at the Woodbine was the number of women wearing white. With the white gown both white hose and white shoes were the rule. White hose and shoes of patent leather were noted but the matching shoes and gown were decidedly in the best taste.

Big Sales

for

"SILKOLINE"

(REGISTERED)

Hosiery for MEN and WOMEN

"Silkoline" Hosiery is made of the finest two-ply English mercerized yarn. We pay particular attention to the knitting, the dyeing and the finishing of this line; the texture of the material closely resembles silk.

"Silkoline" is a splendid Summer seller!

It wears far better than silk—

It costs much less—

Warranted to retain lustre.

Feature this line that allows a bigger profit to the dealer and fills the great demand for a long-wearing "dress" hose.

For men and women.

Men's—½ dozen to box in Black, Tan and Colors.

Women's—1 dozen to box in Black, Tan and White.

ORDER THROUGH YOUR WHOLESALER

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks *from* Moncton

By Humphreys

NUMBER FOUR

Expert Operators Only



Humphreys' Modern Knitting Room

Second to the scientific arrangement of the factory and the installation of high-priced machinery comes the employment of expert operators—operators most of whom have had extensive American and British experience and many with from five to twenty years' experience manufacturing Maritime wools.

This combination makes Humphreys a poor place to look for seconds. Less than 1 per cent. of seconds were produced the first year from defective work.

Insist on this label in your stock.

Humphrey UNSHRINKABLE

Your Customer's Guarantee

Humphrey's samples for 1914-1915 are worth getting in touch with. Ask your wholesaler.

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited
Moncton, N.B.

We Help You to Take That Holiday!

IF you want to earn some extra money so you can take a vacation, a holiday this summer, we will help you. You supply a few hours of your spare time each week and we will supply the money. There are many people in your district who will read

MACLEAN'S MAGAZINE

if its real character is explained to them. They will readily subscribe if you ask them.

ON each subscription we allow you a liberal commission. By giving three or four hours a week to this work you can earn several hundred dollars a year.

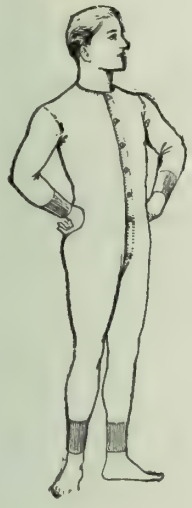
YOU will enjoy the work and will find it one of the best experiences you can get. We teach you how to SELL, how to approach men and get their orders. All you supply is a little spare time and work.

SEND a postal card to-day, asking us to show you how we can help you earn a holiday trip this summer.

Circulation Department
MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Canada

Jaeger Pure Wool Underwear

FOR ALL SEASONS



MEN'S UNION SUITS made with the popular **CLOSED CROTCH.**

LADIES' COMBINATIONS, in natural or white, carefully cut to shape from material already shrunk in the piece. We also specialize in LADIES' KNITTED UNDERWEAR.

COMBINATIONS or **TWO-PIECE GARMENTS** for Children of all ages.

MADE IN ALL SIZES AND WEIGHTS, AND CUT TO FIT FROM UNDYED STOCKINET MATERIAL.



DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED

Head Office and Warehouse - - - 243 Bleury Street, MONTREAL

Look Like Silk— Wear Better



The new imported cotton hose in rich colorings and with a brilliant lustre that will stand wear and laundering.. Ask your wholesaler or importer to show you

Hermsdorf Brilliants

Hermsdorf Brilliants are the result of a process originated in the same laboratories that produced the famous "Hermsdorf Fast Black." The "Hermsdizing" process gives permanence to both the lustre and the coloring.

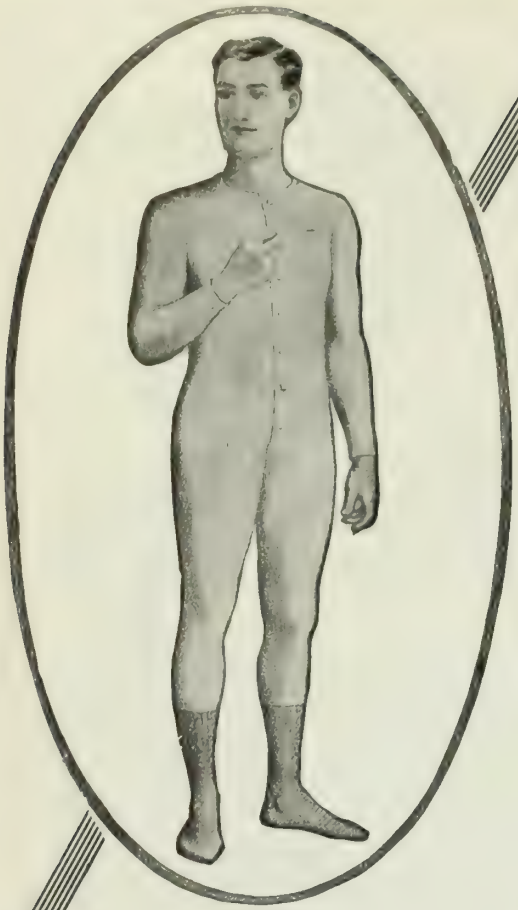
Hermsdorf Brilliants mark a new plane for colored hosiery. Women who want cotton hosiery of the better sort, and lots of women who are now wearing silk hosiery, will soon be demanding "**Hermsdorf Brilliants.**"

Hermsdorf Brilliants in men's half hose are especially attractive. Be prepared.

Works: CHEMNITZ, SAXONY

Louis Hermsdorf Dyer

American Bureau: 235 W. 39 St., New York City



Most Merchants

please some people; some merchants please most people; but the most successful of all is the merchant who pleases all people

It's easy enough to please all the people as far as underwear is concerned—stock the full line of Penman's.

The people are fully aware of the superior merits of Penman's Closed Crotch Combinations—our widespread year-in-year-out advertising accomplishes that. The goods are half sold when they enter your store. You don't have to expend a lot of selling talk on people who come to you for

Penmans Underwear

Our Closed Crotch Combinations fit snugly to every line and curve of the figure, give easily to every posture without binding or cramping the movements in the slightest, and remain closed whatever position is assumed by the wearer. This garment has an instant appeal for the better class of trade—the substantial buyers it pays to cultivate.

The most desirable clientele in your locality will expect to get Penmans at your store. We believe you would not willingly disappoint them. That's why you should stock up with the full line and begin to reap the benefits.









Several infringements of this Closed Crotch Garment are at present on the market and we wish to advise the trade that legal proceedings are now pending against the concerns making them. Full satisfaction will be exacted from all parties handling these infringements.

Penmans Limited, Paris, Canada

Sweaters Hosiery Underwear

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

USE "KAYCOSE" Foundation WASHABLE LETTERS FOR HAND EMBROIDERY BRIT. PATENT 21729.

"KAYCOSE"

USE "KAYCOSE" EMBROIDERY WASHABLE Appliqué Letters

Of all Wholesale Warehouses

Ask for Catalogue

KRAUTHEIMER & CO., 20, Edmund Place, LONDON, ENG.

"CEETEE" UNSHRINKABLE UNDERCLOTHING

Worn by the Best People Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

PURE WOOL ONLY

The C. Turnbull Co. of Galt, Limited

Galt, Ontario

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



Pushing Travelers' Lines

Special Attention to These and Souvenirs Increase Sales Rapidly at This Time—Safety Pockets a Good Line — Many New Styles of Bags—Raffia Work Coming Into Favor.

THERE are always articles that should be pushed at certain seasons of the year. Any article that makes for the comfort of the traveler should find a good sale from now on. Also there will be a demand for souvenir articles. This is a good time to show prominently safety bags and pockets. These bags come in various materials and are suspended from a belt with fasteners, and are made to hold money, jewels, and other valuables. Many of these bags are made of chamois and some of them have covers of silk or linen that can be taken off and washed and then replaced.

A new idea is the garter pocket. The garter is of elastic and is fitted with a pocket with a flap that fastens with a snap.

Another useful article is a case made of flowered cretonne, with a lining of rubber and with bands and pockets for holding the different toilette articles. The case rolls up and fastens with a snap or a loop and button, and there is a loop by means of which the open case can be suspended when dressing on the train or in the steamer berth.

The summer always brings a demand for belts to keep the blouse in place. There are quite a number of good belts on the market which give satisfaction, and it is up to the buyer to select the best and to keep them in stock. One good belt has no buckle, but passes through a fastener that holds the more tightly the more it is pulled. This fastener has pieces of rubber with little catches that grip the waist and hold it down, and which are not so liable to tear delicate materials as hooks and pins.

There is a very insistent call for beads apart from the craze for the tango necklaces, and up-to-date buyers are carefully watching their stocks of novelty beads. All kinds and all colors are selling, and each day a new set comes to light. Dressmakers are buying beads in quantity, and are evincing a partiality for jet, cut beads, amber beads and pearls. One use it is beside the headlight and the sleeves of dress waists. All kinds of beads are selling for fancy goods purposes, and for trimming fancy neckwear, etc. Beads are also used on hats, bags, and every kind of ornamentation.

The smart woman to-day has a chain of beads to go with each gown, and therefore the big demand for bead necklaces still continues. There is a growing sale for the more expensive chains—that is, bead chains from $2 up to $3.50 sell better now than chains at 50c. and 75c. The long chains of large-sized beads made of wood, amber, jet, glass, coral or ivory are the best sellers. Necklaces made of the handsome Venetian beads and also the rose chains in shades of rose, green, lavender, or black, are all sellers. The majority of these chains reach to the waistline, and many are longer and are worn knotted to reduce the length. Some necklaces have long bead tassels at the end, while others have pendants cut in Oriental shapes.

Fancy Pins for the Hair.

The change that is coming about in the dressing of the hair is meaning improved business for the makers of switches and other hair goods, and there is no doubt that the high coiffure will bring in its train increasing business, not only in artificial hair, but in many other accessories. Fancy pins will be wanted and possibly high combs later on in the Fall, when the social season opens. When the hair is dressed high it must be waved, and this open a field for a host of wavers and curlers, the sale of which spells profit.

Varieties of Bags.

Perhaps it is because there are so many kinds of bags selling, but the makers of all kinds of bags are inclined to complain. Possibly the best selling line comes in fabric or fabric and leather combinations in which there is more fabric than leather used. There is apt to be a distinction drawn between the bag for day use and that which is used with the dressy and the evening gown. The day bag may be made of handsome brocade or other rich material in delicate shades, but the frame is invariably of metal, while the evening bag is fastened by drawing up with silk cords or fancy ribbons. Many bags are very ornate, and are richly beaded and finished with bead fringes or tassels.

There are many good ideas coming forward in the new bags. One of the best of these is the bag with the crescent-shaped frame which opens so that it makes a circle and reveals the whole interior of the bag and obviates the annoying search through the bag for the article wanted. Bags of velvet and silk come among the novelties offered. These bags are made of very soft silks and the handle is made of a stitched strap of the same, with silver or rolled plate clasps. Velvet ribbon is used for the handles of some of the prettiest bags. Many of the new bags even when they are all of leather are finished with a handsome silk tassel. Sometimes these tassels are at the corners or at the bottom when it is finished with a point, while other bags show the tassel or tassels attached to the handles of the bag.

Small Leather Bags.

The latest leather bags are both flat and small, and everything has been done that is possible to make them small and light while retaining their usefulness. Fine grained leathers are used almost exclusively, and each bag carries the in-

SOME NEW LINES.

Safety bags to hold money, and other valuables, suspended from belt.

Garter pocket with a flap.

Case of flowered cretonne, lined with rubber, for toilette articles.

Summer belt without buckle, passing through a fastener.

Beads very popular for bordering the decollete and sleeves.

Bead chains at $2 to $3.50 selling better than cheaper lines.

Wavers and curlers for high hair.

Bag with crescent-shaped frame, revealing whole interior.

Bags of silk, with stitched silk strap, or velvet ribbons.

Many bags finished with silk tassels.

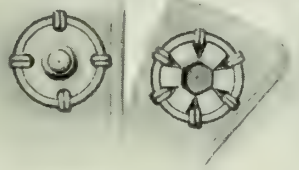
Small, flat, leather bags with vanity equipment.

Embroidery stamping for Louis' jackets.

Raffia used for embroidery work.

Drop earrings of jet.

DE LONG PRESS BUTTON



World's Flattest Fastener

ORIGINAL

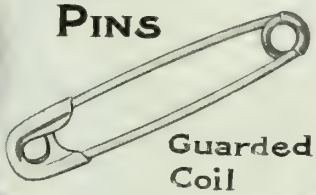
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TRADE MARK REG. U.S. PAT. OFF.



DE LONG SAFETY PINS



Guarded Coil

Rust? Never!!

DE LONG QUALITY

-famous in two hemispheres-becomes your quality to the woman who buys De Long goods over your counter.

Profit by this fact to strengthen the reputation of your Notion Department for reliability and up-to-dateness.

Just now, it will pay you to feature

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THE DE LONG HOOK AND EYE COMPANY
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PATENT INVISIBLE EYES

Nub

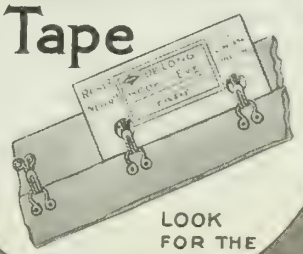
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

veritable mirror and vanity equipment as well as the small change purse. Linings are luxurious—cord and moire silks in bright shades being oftenest chosen.

Embroidery of Union Jacks, Etc.

Sales are good in art needlework, and many orders are finding their way into the wholesale houses for quite a variety of goods. At the present moment the big business is being done in stamped goods, such articles as ladies' waists and lingeries and children's dresses, and rompers and also suits for small boys, consisting of blouse and straight knickers, are well taken. In the majority of cases these garments are ready-made, and when the article is embroidered it is ready for wear. The embroidery patterns used are anchors and Union Jacks on the sleeve and the corners of the collar. These suits come to fit boys from four to six years of age, and are made up in repp or linen.

The new idea in women's lingerie is the use of Valenciennes lace and insertion in the place of the scalloped edge, and the garment only needs the working of a spray or two of embroidery to complete it. Scalloped edges take a great deal of time to complete, and the work must be very well done to wear well and give satisfaction. Manufacturers, therefore, are showing the lace edged garments because they feel that they are the more generally practical article.

A new work that is particularly suitable for decorating for the summer comes in raffia embroidery. Raffia is the pliable glass florists employ in tying up plants and flowers. It can be had dyed in many colors, and is found to be very suitable to produce some forms of embroidery. The pattern is stenciled on crash and the darning stitch is the one most used. This work is done very quickly, as raffia is very coarse, and with a little care it also launders perfectly. The articles best suited to receive this decoration are table runners, cushions, wall-pockets, etc.

One of the best selling articles in the fancy goods department at the present time is the vanity case. Metal vanity cases come in both sterling and in German silver, and can be retailed from 75c. to $1 up. Vanity cases are sometimes attached to the long lead chains, and some of them have long chains to go round the neck. Other cases have a short chain ending in a ring that goes on to the finger. Many of the new cases are round, and there are other shapes on the market. The most popular cases have a place for coins as well as the compartments for the powder puff and the mirror. Sterling silver cases are often enameled in pearly tints and in soft shades of rose, blue and lavender, or with bunches of beautifully painted flowers.

Wide Girdles and Belts in Fashion

Many Girdle and Belt Novelties on the Market —Wide Belts of Patent Leather, in Black or Scarlet, the Latest—Big Bow is Main Feature.

AFTER a long period of deadly quietness both the belt and the girdle are again to the fore. Easter brought the minaret and various forms of silk and ribbon girdles, many of which were veritable tunics, and now the market is crowded with novelties in belts and girdles. For some time now every gown has had the girdle finish, only it was part of the gown. Now this girdle is most fashionable when in contrast, and thus provides a place for the girdle made by the manufacturer. The separate skirt has again more than a useful place in the scheme of dress, and even a plain skirt and waist can be turned into a dressy costume by the addition of a silk or ribbon girdle made in one of the many new styles now on the market.

The minaret tunics are made with both single and double ruffles, and in both plain and combination colorings. Plaids and the newer Roman stripes are combined with plain silk. Some of the smartest tunics are made of side-pleated or box-pleated taffeta. The bow is a feature, and on both belt and girdle is always a large smashing one, and often takes the form of a large butterfly.

The narrow girdle is a thing of the past, and novelties are very wide, many being from 8 to 12 inches, and boned all the way round. Besides the bow silk and crocheted buckles, large buttons with beaded fringes and tassels depending from them or silk cords and tassels are used. Some of the new models are finished with pleatings of ribbon both above and below the girdle part, which forms a frill both above and below the waist. It is to be noted that the girdle or belt is not required to make the waist look trim and small. The apparent size of the waist is a matter of indifference to the modern woman so long as it is in proportion to the rest of her figure.

The waistcoat girdle is another style that is selling. This girdle is made of suede or materials on the duvetyn order, or of grosgrain silk. These girdles are just like the lower part of a man's vest, and are tailor finished with pockets on each side, and are fastened by press buttons covered with the same material or front. The back as a rule is of shirred silk, exactly matching in color, which covers a band of elastic, making the belt adjustable to any sized waist line.

There is some demand also for wide suede belts in various colors, but the latest in girdles is the wide crush belt of patent leather with a large smashing slantwise bow in front. These belts are designed for the Summer girls' wear, and will give the requisite touch of smartness to the tailored skirt of white repp, cord, linen, or ratine, with mannish hip pockets. These skirts are to be worn with white waists, and with the black belt produce the black and white combination that is again the height of fashion.

These patent leather girdles come also in bright scarlet as well as black.

BUFFER FOR MANICURE SET.

Cleanliness has become almost a fetish with the modern woman, who now selects her toilet articles with the idea in her mind that everything must be kept as free as possible from dust and also be easy to wash. Among her manicure articles which she especially likes now is a buffer which fits in an imitation ivory case, thus protecting the chamois skin from dust. Besides possessing this advantage, the case prevents other articles from rubbing against the paste covered chamois when packed in a traveling bag.

EAR-RINGS SELLING WELL.

Ear-rings form about the best selling item in the jewelry department at the present time. Rings of black, relieved with rhinestone or pearls, sell best, and some of them are quite large. Drop earrings are very fashionable, and here jet takes the lead, though pearl, amber, and coral are also good.

SUMMER HALF-HOLIDAYS.

Many towns and cities have arranged for early closing for the summer months. Newmarket has chosen Wednesdays at 1 p.m. The retail clerks of Guelph are working for continuing the Thursday half-holiday to the end of September.

In Duncan, B.C., an attempt is being made to take a half-holiday on Saturday instead of Thursday. In Salmon Arm, B.C., Wednesday has been settled on. In Meaford, Thursday has been chosen.

SILK TASSELS

predominate at present in Dress Trimming. We are making a large and beautiful range of these goods, in all leading colors and many novel designs.

Neck Cord and Tassels

on Blouses are the fad of the season. Order them quick! Beaded Trimming and Motifs are the proper thing for evening wear. We have them in stock.

THE MOULTON MFG. CO., Ltd.

Montreal

Write for samples.

"SLIPPON"
COIFFURE FASHIONS

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13 Nets to the Dozen

13 Nets to the Dozen

The "Slippon" is a cap-shaped hair net which adjusts itself to the present style of coiffure.

NO PINS NO WORRY

Made in two sizes.

Good 15c and 25c lines. For first parcel value $50.

Goods Sent Parcels Post, Carriage Free

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TORONTO, CANADA

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.

Absolutely Guaranteed



Types of Summer Millinery

Flowers Lead with the Popular Trade, But There is a Marked Revival of Plumes and Wings in the Better Trade—Wings Good for Fall.

THE love of the beautiful aigrette dies hard, and as far as very smart millinery goes, flowers have hardly replaced the beautiful plumes and the rich sprays of paradise to the extent that was expected. This is proved by the sudden revival of birds and wings in millinery fashions. Wings of all kinds, from the tiny pairs that look like a small butterfly, to great sweeping pointed wings, are posed at striking angles on the latest hats. As the fashions that crop up at this late date have a marked influence upon the early styles brought out for the new season, this is taken that wings will be good for Fall. This idea is borne out by the orders already placed.

Small wings, as already indicated, are used in pairs, and these pairs are posed either about the top of the crown or around the brim edge. The larger wings are also used in pairs, so that they have a Viking look, or form ears at the side or points at the back and front. Some hats are lavishly trimmed with both large and small wings massed together in pyramidal arrangements that are very elegant when posed by the clever milliner.

Flowers have been the first choice with the popular-priced trade, and have also been much used to trim expensive hats to wear with certain styles of dress that did not accord with plumes and wings. Flower-trimmed hats are most appropriate with flounced and flowered gowns and the new Watteau and bustle hats are trimmed with ribbons and flowers. The rose is paramount, mixed with other old-fashioned garden flowers. Forget-me-nots and roses are combined with foliage, and wreaths in this combination are used to trim the Watteau hats either on the flat top or on the brim.

Fruit, small and beautifully colored in the form of berries, small apples, cherries, plums, or peaches, are made of satin, plush, kid or lacquered ribbon and other materials, and are intermingled with flowers and foliage.

Nearly every hat has more or less ribbon trimming. Ribbon passes flat over the crowns of the Watteau and plateau hats, and ties in a bow under the hair at the back, or in the form of long loops decorates the bandeau. Long loops of ribbon are wired and posed to represent wings. Ribbon wired and pasted together form wing-shaped and paddle-shaped motifs that are posed high above the crown of the hat, and narrow cord ribbons are pleated and sewn firmly through the centre to form small double wing-like trimmings.

The newest ribbon is of soft satin so finished that it has a dull lacquered polish. This ribbon comes in many colors and combines equally well with wings and flowers. Take, for instance, a hat of shiny straw, for bright varnished straws are lasting over right into the Summer weather. The color is dull reddish purple, and a band of lacquered ribbon crosses the crown and goes over the brim and forms loops and ends on the under side. Flowers of the same shade and yellow mixed with foliage are placed in bunches on the brim and are mixed with the loops on the under-brim.

Tulle is used in long loops as well as ribbon, and many of the plateau models are raised high at the back and filled in with loops of tulle.

Another novelty that is seen on many smart hats is crin lace. This lace is made of horsehair and comes mostly in black, white and grey. It is used for hats, and in plateau shapes is formed into tip-tilted Watteau models.

Some larger shapes are showing for mid-Summer wear. These shapes are mostly on the sailor order and are tip-tilted to show the bandeaux at the side. These shapes come in shiny straw and the very newest are made of coarse wide varnished braid. Very little trimming is the rule on these hats.

Paris Gives Hints for Fall

THE following are some of the trimming schemes used on small Paris hats:

A small white satin hat was trimmed with two white quills with large brown spots. These quills were placed at the back and stuck out at right angles. A small varnished straw hat with very narrow brim had a bow of navy satin in front, the bow being draped in folds and drawn out to give the shape and appearance of wing arrangements.

A canotier model of navy blue straw had a crescent arrangement of deep red roses on one side running from the front to the back, with two numidi feathers, one starting in front and one at the back and crossing at the points over the crown of the hat.

A small sailor had a collar of the new polished satin around the crown and two black quills posed one on each side, midway between back and front, and meeting at the tips above the crown. These quills were perfectly erect.

Another sailor was trimmed with feathers arranged in the shape of shells, forming a stick-up in front and arranged in pairs. These shell-shaped pieces form a wreath around the high crown. This does not lay flat on the brim, but is placed on the crown.

A policeman's bonnet has a large flat Alsatian bow of white satin at the side, the long loops projecting well over both at the front and at the back.

A sailor shape of varnished straw has the brim slightly rolling on one side. A pleated ribbon girdle is placed around the crown and is tied in a flat looped bow at the back, and the crown is completely covered with small red roses.

A small, low-crowned toque of straw and satin had a long-shaped rever folding back over the crown in front, and placed on the side of this rever was a large looped bow of the satin.

A police bonnet of white satin had creased ears on each side of the crown, had as trimming two large navy blue wings, the one standing straight up and the other laid along the side, with the tip pointing over the back brim.

Another of these bonnet shapes had a bandeau of white swan breast feathers around the crown and two paradise feathers curled in Mephisto fashion in front.

A sailor of black velvet—for velvet is being used for summer hats—has a soft wired crown, and two flues of paradise formed the trimming, laid on the crown in front and extending in opposite directions.

The MorSward Make.

HAT SHAPES

Morris & Saward

21-22 Great Castle Street, London, W.

Manufacturers of High-Grade Tailored Hats for Morning Wear, also Untrimmed Shapes in the Latest Paris Styles

WHOLESALE ONLY



¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Models That Will Influence the Early Fall

Hats Are All Small, and Wings and Feather Fancies Are the Best-Liked Trimmings—Many Fabric Hats Showing—Velvet and the New Cire Satin in Great Favor.



Dubarry hat of black milan with crown covering of dull pink taffeta rose foliage, a crown torsade and brim bow of ruban cire and a single rose complete the trimming. Dimensions: Height of crown, 3 inches; headsize, 26 inches; width of brim at back, 6 inches; at sides, 4 inches; in front, 2½ inches.

WHAT Paris is producing in the way of millinery at the present time cannot in any way affect the remnant that is left of the present season, but because of the bearing it may have upon the advance models for Fall, the models now showing are important. For one thing: there seems to be no disposition to add in any way to the size of the hat and the present prevailing vogue for small shapes remains unaltered. Small sailor shapes, canotiers, policeman's helmets and various small toque shapes are those most in vogue. Many of these hats are wholly of some fabric, while others are of fabric and fine straw. Varnished straw shapes, either in lisere, or made of the new wide rough braids, are good. Satin is very much used for making the shape and the satin that is best liked is thick and soft, and resembles the cire ribbon in finish.

Some of the very smartest of the new hats are made of this fabric, and many models are of this satin in white. Blue is also prominent, particularly navy and delft. Many of these satin hats are covered with the material put on in parallel folds. Another small shape has the brim covered with navy satin and the crown of picot braid. Another of these white satin hats is tub-shaped, with a soft wired crown and a very narrow brim or border made of a roll of satin. This hat is wreathed with bright green foliage and above is a smaller wreath of white satin berries.

Many of the hats worn at the present time are bizarre in the extreme, and all hats of this class are trimmed with feathers. The feathers used include every kind of wings from those of the hummingbird to the long, stiff quills of the turkey-buzzard. Many of the large wings are cut into striking shapes and they are made more conspicuous by the way in which they are posed at all kinds of striking angles. To be really smart, a wing or quill must look as though it was just going to fall off the hat. If it looks secure it is not quite in the highest fashion.

A new trimming modistes are using consists of reinforced fronds of paradise, each one posed at a different angle and sticking out in all directions from the brim of the hat. Another hat had the crown surrounded with clipped quills, looking as though it had been made the target for an archery match.

Where Milliners' Profit Lies

Only What is Saleable is Profitable—Profit Comes Only on Merchandise Sold, Not on Labor or Design.

IT takes more than the average of business ability and sagacity to run profitably the business of a retail milliner, for to make good the milliner needs to have a larger share of insight, sagacity and perspicacity than falls to the share of the average business man in other lines. This is easily proved, for it is readily seen that to succeed a milliner must have both the executive and the selling ability well developed. She must possess not only the ability to buy rightly and to good advantage, but she must be able to design and manufacture acceptably the goods she buys into millinery that will sell. In short, she must be somewhat of an artist and also the possessor of good business ability. And these are opposite qualities that are not looked for as a rule in one person. Though the process of climbing the first steps of the ladder may be a slow one, and the personal gain smaller than in the beginning of other professions, the learning of the millinery business affords really one of the greatest opportunities a young girl can have, for the scope of such a training provides a foundation in business experience that is unexcelled. When a girl goes to learn millinery she does not just learn to trim a hat, but she gains, as she goes on, the experiences of buying and selling, and distributing and credits.

On the ability of the milliner to choose her merchandise hinges her success or failure in business. It is not what she pays for her goods so much as what she can sell it for, nor the quantity she buys, but what she sells, that makes her business a success.

There is one point where the milliner must be clear, and that is, she must know just in what part of her business her profits lie. The majority of milliners will find that there seldom is any direct profit in labor, or on the design, but the profit comes only directly from the sales, and therefore there is only one way in which to proceed, and that is to produce saleable millinery on as economical a basis as possible, especially when labor is under consideration.

A milliner as a rule should double her money on all the merchandise she uses, even when such merchandise is in the nature of staples, and when it comes to the many novelties that come into vogue so quickly and go out of style in such a short period, she should, to make her own, treble the money she has paid.

Under modern methods it is to the judicious selection of novelties that the widest measure of success is due. It takes experience, coolness, judgment and often nerve to choose rightly from the mass of merchandise presented each season, the ideas of thousands of skilled designers, colorists, and mechanics.

The woman who is the best buyer uses every means within her reach to obtain knowledge and guidance to aid her in making her selections, and she knows pretty well the use to which she will put her selections.

DRESS ACCESSORIES

For Light-Weight Gloves

Chamoisette and Leatherette Replacing Lined and Wool for Fall Wear—Fabric Gloves Becoming Very Popular.

MONTREAL, June 2 (Special).—Though the backward Spring weather has not been conducive to the sale of light-weight Summer gloves there has been some improvement within the last few weeks, and retailers are hoping that they will be able to make up, in some degree, for the late start by pushing sales from now on. Fabric gloves, which have been gaining in popularity all along, are in a stronger position to-day than ever before. The bulk of the sales have been in long white gloves and there has been practically no change from last season in this regard.

The jobbers who anticipated a good business this Spring and stocked up accordingly have, in some instances, been disappointed. While they have done a fair amount of business it has not been as good as expected, or as it would have been had the weather been more seasonable. It is gradually improving, however, and will doubtless continue to improve as time goes on.

For Fall, leatherette and chamoisette will undoubtedly be the thing for street wear. Whites have sold best, though there has also been a good demand for what is known as "oyster shade," which is a shade that is between a gray and mauve. Leatherette and chamoisette gloves with contrasting points, black on white, or white on black, are very good. Blacks and whites are selling almost entirely and the 16 and 20-button lengths are both popular.

In kid gloves, also, the demand is principally for the contrasting points. For evening wear and dress occasions, long and short kid gloves, mainly in whites and blacks, are sold almost entirely. For colors the sales have been very limited and it is not expected there will be much of a run for them.

Hose and Gown Match, Not Gloves.

Women seem to be getting away from the idea of matching gowns and gloves. The tendency at present appears to be to get hose and gown to correspond, but to wear white gloves for contrast. It is pointed out that the present dancing craze is to a large extent responsible for the trend of attention to hose rather than gloves, and it is contended that to have both hose and gloves to match gowns would be too extreme.

Heavier Lines Falling Off.

The demand for lined and wool gloves and cashmeres is falling off steadily and one large jobber stated that there was a decline every year now of about 15 to 20 per cent. in these heavier lines. There has been a general tendency to get lighter weight goods. It is not only true of gloves but it may be noted in hosiery and also in underwear. People are wearing light-weight clothing in the Winter months now that they would not have dreamed of wearing a few years back. In gloves, the chamoisette and leatherette are replacing the heavier woolen styles and the lined gloves. There is still a proportion of these sold but they are almost a dead letter for city trade.

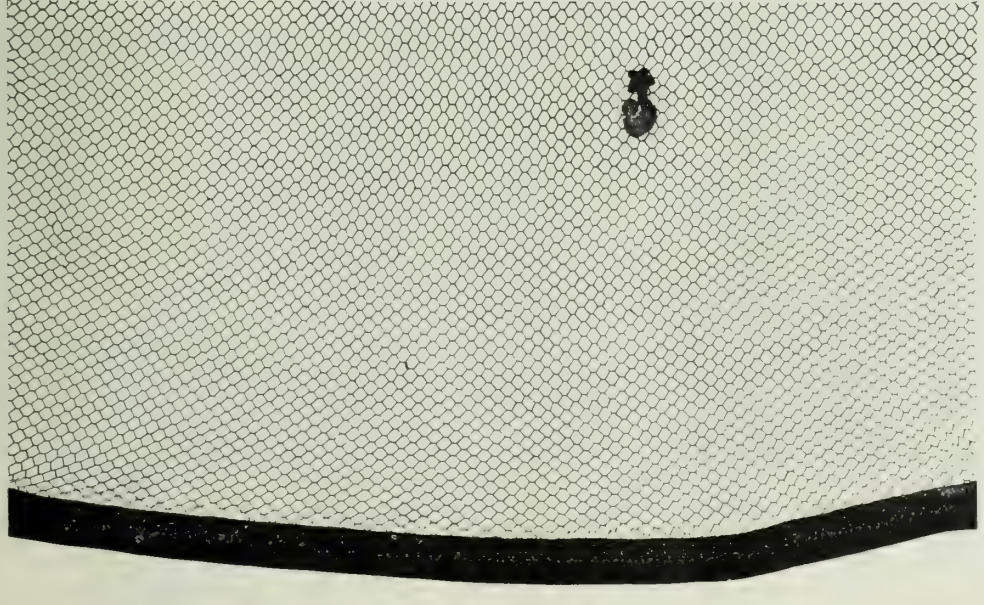
Silk gloves are selling about as usual. There is always a demand for them and orders booked for Fall are about the average. They are wanted mainly in the 16- and 20-button lengths.

The new washable leather gloves which have been on the market for several months are reported to be meeting with a good reception and to be standing the test of wear and wash. It is expected that these will be increasingly popular as time goes on and women recognize their economical value.

White Veils Good

Becoming popular for Summer wear—Colors gaining a hold—Hand-painted beauty spots.

THE present season has been the most satisfactory veiling season in years. Not only have staple lines—that is, the neat patterns on sheer meshes and the hexagons—sold well, but there has been more disposition to introduce novelties, and, therefore, the leading lines present a broader range of interesting effects than has been shown for years. Beauty spot veilings have had a leading place in the season's novelty list, and now that every idea almost has



Hexagon mesh with velvet neck band. Shown by Thompson Lace & Veiling Co.

been used in black, color is being introduced, and the newest patterns show beetles, bees, butterflies, lizards, serpents and other insects, etc., stenciled and tinted by hand on a black mesh. Exquisite veils show the pattern outlined by a thicker thread. These patterns come in leaf and flower motifs, and are very generally favored by the woman who pays a good price for the veiling she wears. Borders are showing a revival, and borders composed of small chenille dots are in high favor. The new shaped veil called the Mona Lisa that is woven, so as to fit over both hat and face, has been well received. These veils are liked both because they are easily adjusted and because the patterns are new and attractive. Many come in frame effect, while others show pretty narrow border patterns in a wide variety of designs.

Up to date the all-black veil has been the leading seller, but now the white veil is coming to the front, and bids fair to be the leader for Summer wear. There is quite a demand for colored veils, toupe, purple, brown and navy being the best selling colors. Black and white novelties are also in demand.

Pleated Silk Hose

This Treatment Runs Half Way Up Only—Black Clock in White and White on Black.

AND now that fickle Summer has evidently decided to give her steady attentions to this section of the map for a while, and the sun has displayed sufficient enthusiasm to encourage the wearing of Summer apparel with its wide range of vivid colorings, there is a decidedly strong demand for highly colored hosiery largely in the plain effects. The colors include pretty nearly everything in the range of popular shades and the tendency is for something that will match the costume or the footwear.

A novelty line of hosiery shown is a combination of the pleated and plain effects with a large range of color combinations. This stocking is in pure silk with the pleated portion running about half way up. Black and white is a popular effect in this line while others seen were cerise, purple and red used to contrast with black. This line is made to sell to the better class trade at 4.75 the pair; in fact the demand for colored hosiery is largely confined to the more expensive silk goods.

As the weather gets warmer there will be an increasing demand for white hosiery to go with white dresses. The plain white is varied in some cases by a black clock, while another new effect is the white clock on the black stocking.

Fluffy Neckwear Weaker

Whole Tendency Towards Tailored and Mannish Effects—Favored Materials, Organdie, Pique and Handkerchief Linen.

PRESENT tendencies would seem to indicate that the reign of fluffy effects in neckwear is over, and that the plain organdie collars signify an early return to the use of heavier materials than net and lace made up into shapes that are tailored and more mannish. The very latest linen collar shown in Paris completely encircles the throat and is very like the collar worn by the boys of Eton College. As yet this collar has not met with any general acceptance, and the majority of collars are on the V-cut, roll-over order that is so generally liked because it is so graceful and so becoming.

The high collar rules, but it is so cut that the wearer can in most cases regulate the height to suit herself without in any way detracting from the graceful shape of the collar. This is done because it is clearly recognized that with the advent of warm weather many women will be seeking for neckwear that does not cover the back of the neck so completely. All collars, however, are so cut that they stand away from the neck at the back, and the flaring points are cut in many shapes to which are given such names as the Normandy, the Gladstone, etc. Some of the newest are quite Directoire in shape, and some have revers attached. All are so cut that they do not require boning, and they are both starched and unstarched.

The materials used are organdie, pique, and handkerchief linen, which in most cases is not a linen at all, but a linen-finished batiste. Undoubtedly the picot finished edge is the smartest, but many are scalloped, often in color. Hand-embroidered motifs in the collar corners form another favored mode of decoration. Many of these collars have vestees attached.

Besides collars, fichus with soft roll collars of organdie or batiste with the fichu part of net or lace are very much in favor. Guimpes with the collar of organdie are big sellers, and there is no change in the demand for plain net guimpes.

The camisole with vestee and collar attached is a new idea that promises well, as it is very practical. This garment is made of organdie and the camisole is lace-trimmed, while hemstitching and the popular picot edge trims the vestee and collar.

Lighter Laces Still Favored

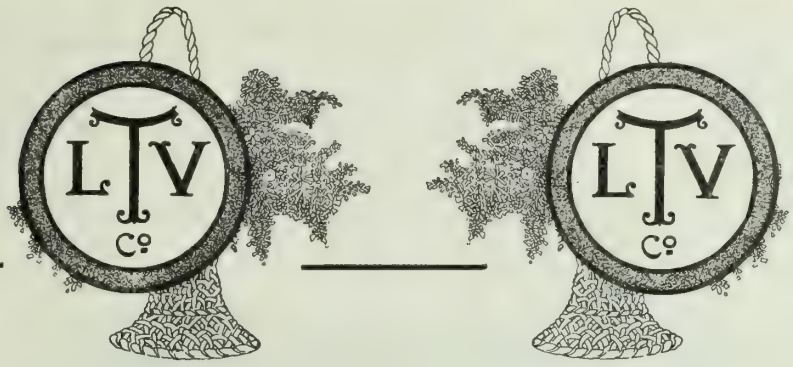
Novelty Ideas in Meshes and Grounds the New Idea—Shadow Laces Are Still a Good Second to Nets—Tulles and Fancy Nets in High Favor.

LIGHT laces have had a long spell of popularity, and, according to the usual way of fashion, should be ready to retire. Contrary to custom light laces are to be used during the coming Summer, and are also placed first again for Fall. It was thought that Venise was due again for a period of favor, and that the use of light Venise bands this season would be followed by a more extended vogue. This vogue has not materialized, and light laces are again placed in first position for the coming season. The change comes in placing the net laces first and the shadows in the second place. The reason why light laces have so strong a hold is because they are so light and diaphanous, and because they drape so perfectly.

With no definite change made in the character of the lace favored, it is up to the manufacturer to produce new and striking patterns, so that there may be something that is new to show. This season the novelty element will be due largely to the use of new meshes and grounds, and laces of this type are expected to be good all through the Fall.

The dancing dress promises to be the most important garment in the wardrobe during the coming Fall, and it looks as though it was going to fall to the province of lace to provide a gown that will both define the figure and at the same time give the needed freedom for dancing purposes. The dress itself is of silk, but the skirt is cut fully from 5 to 7 inches from the floor, and is lengthened out by a flounce of lace that is sufficiently full both to veil the ankles and to give freedom. This trill of lace as a fact constitutes a flare flounce finish to the skirt.

The more expensive laces showing for Fall are largely reproductions of such



Summer Specials

Net Top Laces
Crepe Flouncings
Flowered Chiffons
and Crepes

Bridal Wreaths
and Veils

Summer Laces
and Veilings

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59 Wellington St. West, Toronto, Ont

laces as Alencon, old Brussels and other net laces, and many of the flouncings show pronounced scalloped or battlemented edges. Other novelties show the use of color introduced both in the form of embroidery motifs and also printed. These patterns come on novelty net grounds, some being spotted, others striped and some showing a moire effect. Such designs as lovers' knots and bunches of flowers are shown of these novelty meshes.

There is still a very big demand for nets, particularly fine Brussels and tulles. Pleatings are still the rage, and the newest tunics are made of knife-pleated or box-pleated tulle. Ruffling can be had in many widths that can be put to many different uses.

The Needs of the Bride

Veil Formed Into Becoming Mob Cap — Some Have Decided Train Effect — Silver Lace is Favored for Trimming.

SENTIMENT begs for a bridal veil. For the bride-to-be with the deep pocket there is the veil of lace that can be put away in lavender and brought out when occasion fits to lend to grace another bride. When economy must be studied there is the veil of Brussels net that envelopes the bride in a filmy mist of white. Some of the new veils are in between, and while the body of the veil is of net the edge is of lace.

* * *

The veil is no longer arranged to cover the face, but is formed into the most adorable and becoming mob caps, with either coronet or wreath arrangement of orange blossoms. Some veils have the wide hem put in with a line of seed pearls, and some of the new veils are very long, with a decided train effect at the back. This is cut square and has a shirring at the head of the very deep hem held in place by trails and knots of orange blossoms.

A novelty in veils comes in the shape of the round veil, which when draped falls in cape style over the back.

Popular priced veils are 2½ yards square, made of fine Brussels net. These veils are hemmed with silk, and are embroidered with bow-knots or other devices in each corner.

Expensive veils come in real lace, and the veil of genuine Carrickmacross is very much in vogue. True-lovers' knots usually form one of the most prominent motifs in the pattern.

* * *

No bridal gown turned out so far this season is complete without being trimmed with lace. Silver lace is the fad of the moment. One dress seen of the traditional white satin had the bodice draped with silver lace over chiffon. This dress had no train, just a plain short skirt of thick, rich satin, with a puffed tunic of the same above a deep flounce of silver lace, and the skirt was shirred on to the waist line in high bodice effect.

Real laces are often chosen, or in their place very excellent imitations are used. Rose point, duchesse, applique or Honiton are never out of date, and many brides for patriotic reasons choose the beautiful Irish crochet.

* * *

No material can hope to rival satin—satin soft, thick, and rich, and either in creamy or oyster white, the choice depending upon the coloring and the preference of the bride-to-be. Satin's only rival this year seems to be crepe de chine or soft satin-finished crepes. Gowns are very simple in line, and there is very little draping and no tendency to flare. For the day wedding in church, the bodice has the V finish at the neck and is composed of folds of lace and chiffon. Very long tulle sleeves are frequently seen, and some sleeves are elbow length, but they are never by any chance finished with a frill. The chief feature that is new about the wedding gown is that it is often cut in round length and decidedly shorter than last year. No doubt there are many brides who will not discard the traditional train, but there is no denying the fact that the short dress is much more youthful looking.

White Ribbons Strong

These With Blacks Form Biggest Run—Moires, Taffetas and Heavy Corded Lines in the Lead—Circles Have Advantage in Selling.

THE demand for ribbons is still so large and insistent that importers are finding it difficult to keep up the necessary selections in stock. Ribbons form the most favored millinery trimming, and though the fire ribbon has had its day, the vogue of moire is as great as ever, and black moire ribbons are in very big demand. In fact, for Summer trade the big run is going to be on black and on white ribbons, with moires, taffetas and heavy corded ribbons in the lead.

Sash ribbons are always a big Summer item, but this year the vogue is particularly strong. Brocaded ribbons in white, pale blue and pink are very much liked and will be big items in summer selling.

Fashion is favoring ribbons at present, but the fact that ribbons are wanted does not mean that any kind of ribbon will sell. Competition is keen, and, notwithstanding all the favoring circumstances, keen discrimination in buying and an equal amount of attention to the selling end is requisite to make the department successful. Under modern conditions there is a constant demand for novelty, or else the trade runs almost entirely on one particular article, and it is the buyer's task to meet both these conditions. It is not sufficient nowadays to have the goods in stock, for it is the display end—that is, the counter display and the attractive windows—that sells stock.

A circle is an ideal place for locating the ribbon department, for it gives so much space in which to make a display. In one of the largest of the Canadian ribbon departments, almost the entire stock is carried each day on the counter, and this counter is fully taken up with the display. The ribbons are shown over bolts that cover the counter and the yard measure is set on the inner edge of the counter, which in the greater part is the top of glass counter cases. Possibly there are many stores to which this method would not be suitable, but in many of them there is plenty of room for improving the methods of display. Women shop around more than ever, and the habit is growing and the merchant who wants to sell goods must put them on display.

NOVEL MILLINERY AD.

An advertisement which appeared recently in the Los Angeles papers caused considerable comment, and brought a large crowd to Lane's Dry Goods Co. Announcing they would give the first fifty women who entered their store on a certain morning, the unrestricted choice of any plush, velvet or felt shape free, it is needless to say, they had no trouble in advertising their millinery sale, from which returns were excellent.

MEDICINE HAT CLOSES EARLY.

Merchants of Medicine Hat, Alberta, on their own request will be compelled to close at 6 p.m., except on Saturdays and days before holidays. The by-law will be in effect until September 30.

Ribbons Ribbons Ribbons

DIRECT FROM THE MAKERS

Saving Commissions and Middlemen's Profits.

We can supply you at once.

We carry the largest stock of plain and fancy in Canada.



Ribbons very fashionable.

You need them.

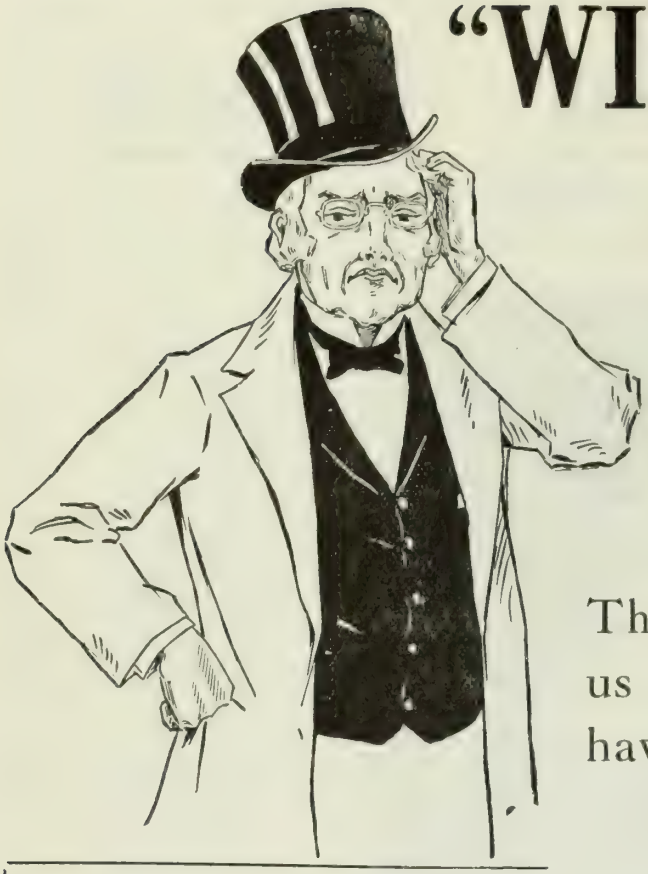
We are the only manufacturers of Ribbons in Canada.

Wide Ribbons for Millinery and Sash Effects a specialty.

If our traveller is not around when you require ribbons write us for samples and prices.
Quick and prompt delivery.
Our Fall samples ready. Delivery on time most important. Don't wait.

Belding Paul Corticelli Limited

MONTREAL **TORONTO** **WINNIPEG** **VANCOUVER**



"WIDE RIBBONS"

That's it !

Everybody wants Wide Ribbons now

The fine summer weather is now with us and nice chic summer dresses must have Sashes and Girdles, etc.

Ribbons of all kinds, plain and fancy, but principally wide goods, are much sought after and the merchant who has a good assortment will get the trade.

Despite the exceptionally large orders we have already filled for these wide ribbons, we still have a very complete and comprehensive stock from which to meet your requirements.

We anticipated the demand for sashes and girdles and ordered liberally from our manufacturers.

Let us know your wants at once, we can supply them.

Full Range Velvet Ribbons, Colors and Black.

Walter H. Barry & Co.

Winnipeg Branch:
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"

Entries Close June 15

Every competitor in the C.W.T.A. competition should not forget the new early closing rule that is now in effect.

Send your photographs, cards and ads. to F. J. Thompson, secretary, 52 Stanley St., St. Thomas.

Then make your Summer plans so as to be able to attend the convention in Toronto, Aug. 11, 12 and 13 next.

It will be a great three days' experience.

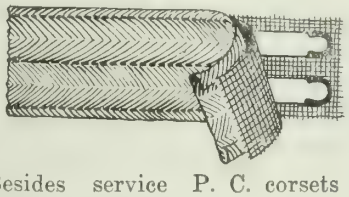
An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.

Every P.C. Corset Steel

is a prisoner encased in a double canvas interlining

which prevents it from breaking through either the body of the corset or working through the band—in short, each steel is there, a life prisoner supporting and giving comfort to the wearer. (Note the accompanying sketch.)





Besides service P. C. corsets give an abundance of style, grace and comfort—combining the three in an hygienic, practical way. There's a P. C. model for every figure, every purse.

Let us send samples, prepaid.

Parisian Corset Mfg. Co., Ltd.
QUEBEC

Ontario Branch: 77 York St., Toronto

DRESS FABRICS

Wool Prices for Next Spring 10 per cent. Higher

Satisfactory Demand for Summer Fabrics—Colored Broadcloths Wanted to Meet the Cape Demand—City Stores Selling Cream and White Materials.

MATERIALS suitable to the time of the year are moving out in a satisfactory manner judging by the business that is coming into the piece goods department. Though conservatism in buying still rules merchants are placing orders sufficiently large to protect themselves on lines of goods that promise to be scarce, or on which advances may be expected in the near future. For these reasons Fall business in wool fabrics shows a marked improvement, and the orders booked up to date are in advance of those booked at the same date last year.

The period has been reached where the mills are entering into active preparations for the Spring season of 1915, and because of the steady advance of raw wool it is claimed that higher prices over those of last Spring will rule in the fabric market. High prices in the wool market have an important bearing on the weights of fashionable cloths, and for very obvious reasons when wool is dear light-weight materials follow as a natural sequence. Therefore indications point to the showing of light-weight wool dress fabrics for Spring wear and also to a broader demand for silk and wool fabrics for the more discriminating trade. In this connection it should be pointed out that wool-back satins have made their appearance in Paris, and are being used for capes and suits.

The advent of the cape has had considerable influence on the broadcloth situation, and capes are responsible for an increasing interest in colored broadcloth. The demand for broadcloths has been on the increase for some time now, and black broadcloths have sold in quantity right through the early season and now that the cape fashion has materialized there is quite a fair sized outlet for colors as well. Colored broadcloths in suitable weights are certain to be wanted for evening and dressy capes and cape coats for Fall wear, but already there are signs that novelty cloths will be shown and that there will be considerable call for novelty cloths in suitable weights for making up into these garments.

The increasing vogue of capes does not seem to have made any difference to the wearing of sports or to give their newer name "beach" coats, and light-weight chinchillas in white and high colors are selling freely for making up into Summer coats.

The serge situation is a matter of importance, and many buyers are considering the position of this material in the light of advancing prices. For some years now serge has occupied the position of the leading staple, and for many purposes this fabric has no rival. Big early orders have been placed for serges, but owing to the price situation there are numerous buyers who are on the look out for other materials to fill the place of this fabric that can be substituted for serge in the making up of popular priced garments.

From the fashion standpoint serge holds its position, and many of the smartest suits and tailored dresses are made of serge and taffeta combined. Gabardine is coming strongly to the front as a leading material and the close relation between gabardine and serge will work to the advantage of the latter material.

In fancy fabrics Roman stripes take the lead and soft toned and also some pronounced and high colored effects are being shown in a big variety of weaves. So far Roman stripes have sold best in silks, but they are now shown in such materials as poplin, serge, broadcloth and lovely velour and soft wool materials.

The general color tendency is towards the employment of darker and more somber shades of color, and black stands very high in the selling list. When black sells there is always a corresponding demand for white and cream. Cream and white materials are selling better now than for some seasons.

Paris Favoring White Taffeta

Poplins, Moires and Satins Lead for Fall — Wool-Back Satin Novelties the Latest.

PARIS has been devoted to black and navy blue all Spring, and now as usual white is following on for Summer wear. Many of the leading model houses are showing dresses of white taffeta and at the latest race meets white taffeta dresses, and dresses of other white fabrics were worn by some of the smartest dressed women present. Cheruit is making up some very pleasing models in simple styles in this fabric. There is a tunic of some kind on the skirt and the simple corsage is finished with a frill of net or lace at the neck and sleeves. Premet is making white taffeta dresses also but his dresses are more elaborate. Many models have flounces of maline lace forming the skirt and this skirt is topped with the fitting basque cut with shaped seams in 1880 fashion. Taffeta dresses made with a double accordion pleated flounced skirt and worn with the same basque are also new. These basques are worn over the low corsets and the wrinkling of the front of the corsages is one of the chief features of the fashion.

Other fashion tendencies that have an influence on the silk section is the replacing of straw by hats made of such silks as taffeta, moire or faille either with or without the velvet crown, also the majority of the capes shown have a silk lining. Capes are being made of moire and black taffeta with the collar made of Roman or bayadere striped silk. Cord silks are increasing in favor, and supple and ingrain finished failles are being selected by the buyers catering to the high class trade.

Crepes still hold their own and for

(Continued on page 50.)

—and remember, they must be in WORRALL'S Fast Dyes.

That's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND
HAVE ADDED VASTLY TO THE BEAUTY
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VELVETEENS

GRAND PRIX
FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J. & J. M. WORRALL Limited MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX
TURIN EXHIBITION, 1911.

PARIS FAVORING WHITE TAFFETA

(Continued from page 48.)

mid-season wear lovely capes of heavy crepe fabrics lined with flower-printed mousseline are showing. For popular selling soft satin finished silks are the staple fabric. Such silks as duchesse, messaline and kindred weaves are wanted for useful dresses, for fundation purposes and for numberless other uses.

This is between seasons in the silk section and mid-season quietness rules. In the piece goods market it is between seasons and both merchants and manufacturers are buying as little as possible as they are awaiting the crop developments for the present season. The outlook for this season's crop of raw silk in Europe is very promising. Slight advances have taken place in the Yokohoma market, but prices in Canton have suffered some decline.

Fashion indications still point to a big consumption of silk fabrics for the coming Fall, and advices coming to hand promise that the present situation will continue and that silk fabrics will be fully as much worn during the Spring season of 1915 for which the mills are already preparing.

For Fall selling the trade seems to be putting its confidence in poplins, moires, and satins. Satins are expected to take the place of taffetas for useful wear, and taffetas will only be used for combining with other materials and for evening wear. Novelties in wool-back satins suitable for suitings are the latest among the new ideas produced. Among high novelties velvet fancies are to be prominent and velvet patterns on a poplin ground promise to be favored.

DANCING HELPS SILK TRADE.

The meeting of the Silk Association of America held recently in New York was made particularly interesting by the report of Ramsay Peugnet, the secretary, which said that dancing had given an unusual stimulus to the silk industry. He said manufacturers were unable to fill their orders.

"The great number of dancing gowns demanded by the average woman," said Mr. Peugnet, "has had a direct stimulative effect upon the silk industry. The custom of dancing in the afternoon as well as at dinner and after the theatre has become almost universal in New York City, and the craze for this form of amusement is rapidly spreading to other cities and towns throughout the country.

"Every woman who yields herself to this most popular fad needs a much larger wardrobe, which usually means a greater variety of dancing and dinner costumes of silk. To meet this rapidly increasing demand our silk manufacturers have brought out many fabrics especially designed for dancing gowns."

Silks for Undergarments

Many Lines Being Put Out for This Purpose, so Successful Has Been the Experiment—Taffeta in Uncertain Position.

In face of all the talk that is going the rounds as to the position of taffetas, very little of this material is being offered for sale even in the big city stores, and more taffeta is seen in the ready-to-wear department than in the one devoted to dress fabrics. Much of the success of taffetas for the coming Fall depends upon how these made-up dresses strike the customer and upon the satisfaction they give. The real heart of the matter seems to be one of quality and price. If prices can be maintained and a quality sold that will insure a fair degree of wear, then there is a future for this silk. If, on the other hand, the demand runs to the cheaper grades, there will be no continuity to it, and the many tales of poor wear will again cause this silk to drop out in the manner it did a few seasons ago. Manufacturers are fighting this condition by refusing to book orders for unreliable qualities, and in a combined effort of this kind would seem to lie the future success or non-success of taffeta silks. Orders are being placed for Fall, but buyers are exercising great care, as there may be fashion changes before then that will bring other weaves to the front.

At the present time there is a wonderful development in the sale of silks for trimming purposes. Big stores are devoting separate counters to the sale of these silks, and customers lined up two and three deep is no uncommon sight. Roman stripes, plaids and printed patterns in New Art colors and designs are the big sellers. Dresdens and small bouquet designs in Jouy effect are also in good demand.

It is the vogue of transparent materials that is stimulating the sale of silk underwear. Women who could pay the price have always indulged in the wearing of fine underwear. Hitherto it has been the exquisite hand-embroidered French-made garments that have made the appeal to women who had not to consider price.

Now that the overdress is so transparent and so sheer, and now that fashion will not tolerate any unnecessary fullness, certain silk materials have been adopted for high-class undergarments, and their success for this purpose has been so great that women of moderate means are adopting these garments. Not only this, but manufacturers are putting out other silks for this purpose, not only in white, but in pale colors.

The silk industry should be grateful for the tango, for the introduction of this dance is doing much to favor and increase the scope of this new outlet for more silk materials.

TO CHECK "MEMORANDUM" EVIL.

The Board of Trade of the fur industry in the United States has adopted an important resolution which strikes at the heart of the evil of delivering goods on memorandum, which creates a fictitious demand and keeps the trade in a constant state of uncertainty. The resolution reads:

That no member of the constituent associations of the Board of Trade of the Fur Industry shall take or receive orders, ship, send or deliver directly or indirectly in any manner whatever, manufactured furs on an agreement known as "memorandum" or "consignment," to any customer, customers, retailers, jobbers or wholesalers in any part of the United States, territories or foreign countries; excepting, however, that the members may upon request submit manufactured furs for inspection or approval for a period no longer than three days from the receipt thereof by the consignee; and that manufactured furs so submitted by members of the constituent associations shall be submitted only on a prescribed form authorized by the Board of Trade of the Fur Industry.

THIRTY YEARS IN WINNIPEG.

The late James McNeil, of McNeil, McLean & Garland, clothiers, Winnipeg, was one of the old-timers of the Western city in business life, having come from the Eastern Townships in 1884. He first was with the John W. Peck Co., and later was chosen manager of Hoover & Co. Several years ago he started his present business. Shortly before his death Mr. McNeil left for a stay at Hot Springs, Arkansas. At the time of his death he was treasurer of the Winnipeg branch, R. M. A. He left a widow, formerly Miss Anna Coulter of Port Hope, Ont., and one daughter. The funeral was conducted by the Masonic Order.

Dolly Varden Voile & Crepe



ASK your Jobber for Samples

of these—They are dainty—attractive—alluringly beautiful—and exceptionally new—

The Voile at 12½c—The Crepe at 13½c in $^{27}/_{28}$ widths and 100 patterns and designs will make money for you.

—Your Jobber has them—

THE DOMINION TEXTILE CO. LIMITED

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KIRK'S

Permanent FINISH

for

BOTANY WEFT ITALIANS.

THIS finish on Botany Weft Italians is well known to the Trade, and has been so successful that it has come to be regarded as a ***guarantee*** of the wearing qualities of the Linings, as well as of the superior quality of the Finish, and is quite unapproached by any other process. The goods are absolutely permanent to the Tailor's Iron, lustre and handle are always maintained, and pieces kept in stock improve in appearance. THE BLACK is dyed by the latest and most improved method.

LOOK FOR STAMPS on the SELVEDGE and on the END OF THE PIECE

facsimiles of which are reproduced below.

(Selvedge Stamp)



BDA

KIRK'S PERMANENT FINISH ↑

(Stamp at end of piece)

Samuel Kirk & Sons, Ltd
Permanent Finish



Goods stamped on the back

KIRK'S PERMANENT FINISH ↑
Absolutely Guaranteed

NO GUARANTEE WITHOUT.

PATTERNS showing this FINISH, with full particulars, and of many other different FINISHES, adaptable for all purposes, from

THE BRADFORD DYERS' ASSOCIATION, Ltd.,

(Dept. 6)

Well Street, BRADFORD. | 128-129, Cheapside, LONDON, E.C.

An Attractive Show Card for Window Display Free on Application to Leading Importers.

FABRICS DYED and FINISHED by Branches of the B.D.A. by Leading Merchants throughout the world.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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Canadian Representatives:

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BRITAINS BEST

"DREADNOUGHT"

COSTUME SERGES

Stylish and Durable

Best in All Weathers

ALL WOOL SPECIAL FINISH

Always Smart

SUPERIOR TEXTURE

Stamped "DREADNOUGHT" every Yard.

Always Fashionable

Sole Agents for Canada: J. B. Henderson & Co., Ltd.
77 Wellington St. West, Toronto

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

"Lumena" DYE and FINISH

(Reg.)

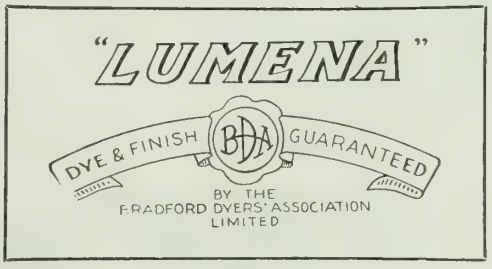
for ARTIFICIAL SILKS.

This is the highest development that has been attained in the dyeing and finishing of Artificial Silks, and goods so treated can be thoroughly recommended for Blouses and Dresses.

The fabrics drape gracefully, are brighter than silk, and are durable in wear.

Goods dyed and finished by this process were awarded a Grand Prix at The Brussels Exhibition and received the special congratulations of the jury.

FACSIMILE OF STAMP at the end of each piece, without which it is not genuine.



An attractive Showcard for window and counter display will be SENT POST FREE to all Retailers stocking these goods. The card is beautifully printed in colours, and measures 18 inches deep by 13½ inches wide. (Reference No. S.K. 21.)

Patterns showing this FINISH, with full particulars, and of many other different FINISHES, adaptable for all purposes, from

THE BRADFORD DYERS' ASSOCIATION, Ltd., (Dept. 6), Well Street, 128-129, Cheapside, BRADFORD. LONDON.

FABRICS DYED and FINISHED by branches of the B.D.A. are sold by leading merchants throughout the world.

"Permo" Finish

(Regd.)

The "Permo" Finish is one of our latest novelties, giving a result previously unattainable in Dress Fabrics.

Pieces treated by the "Permo" process contain no Cotton, and, being made from the best Wool and Mohair, have graceful draping properties; the lustre is permanent, the goods repel dust, do not shrink or spot with rain, thus making with their extremely attractive appearance a most perfect combination of usefulness and beauty.

"Permo" Finished Fabrics of the latest styles can be obtained in Black and all the newest Colours in Plain or Fancy effects.

Look for the Selvedge and end of Piece Stamps, as below.

NO GUARANTEE WITHOUT.



(Selvedge Stamp)



(Stamp at end of piece)

Patterns showing this FINISH, with full particulars, and of many other different FINISHES, adaptable for all purposes, from

THE BRADFORD DYERS' ASSOCIATION, Ltd., (Dept. 6), Well Street, 128-129, Cheapside, BRADFORD. LONDON.

FABRICS DYED and FINISHED by branches of The B.D.A. are sold by leading merchants throughout the world.

Waste Paper as $200 a Year "Found Money"

Hamilton Store of Robert McKay & Co. Sells Over Three Tons a Month at $5 a Ton—No Sifting Out of the Dust Either—Takes Only Half an Hour's Time of Caretaker—A Profitable Article in Equipment.

By a Staff Correspondent.

HAMILTON, June 2 (Special). — This has been a city of steady, even rapid industrial growth. The population has passed the 100,000 mark and is soaring upwards. The long-drawn-out rivalry with Ottawa for a year or two at least has gone rather in Hamilton's favor, although the Capital City is still pushing the Ambitious One close in the matter of inhabitants. Hamilton's dry goods stores are an index of its growth; rather in advance, one might conclude, even for a city of this size, with two or three rightly bearing the name and assuming the appearance of departmentals, and like them branching out for a wide circle of patronage through district connections.

Perhaps it is because of the multiplicity of problems thrust upon them in the face of this rapid development that some points of internal management have not been worked out with the nice precision and efficiency, that characterizes most of their systems, but in one line, the disposal of waste paper, The Review was able to discover only one store that had handled the question in an economical manner. In one it was reported, the Salvtaion Army made daily calls and removed the sweepings at a profit of course, to themselves for one of the various useful activities of this organization. Well and good, if the store's donation to philanthrophy take this form: but perhaps it means a welcome absence of bother; a failure to recognize the financial loss in handing over thus a profitable franchise. Other stores have other means of getting rid of their "refuse" paper, pretty much as in other places. In a few, perhaps, towns and cities alike, it becomes a perquisite of the caretaker or engineer. But that word perquisite is beginning to arouse an antagonistic feeling among business men; it savors of "something for nothing;" of a certain unbusiness-like looseness, of a "leak" that needs stopping up. Perquisites and tips are often synonymous, and there is an Anti-Tipping bill that may pass into law. But this waste paper perquisite of the dry goods store needs no parliamentary legislation to amend: only a baler!

A Simple Method.

A baler to those who have not met it, is used to press the loose, crumpled pieces of paper into rectangular tight bundles of 100, 150, 200 lbs each, much after the manner of a hay presser. The loose paper is piled in, a lever pulled, a weight descends, and after a few repetitions of this treatment a big pile of waste paper is swallowed up in a small bundle. This is not only smaller but has a selling value the loose pile does not possess—and there are many other reasons for its superiority.

THANKS TO BALER.

$200 a year from paper that others give away.

Only half an hour's time each night.

Catto's pay for machine twice over in a year.

Saves nuisance of undesirables hanging around, danger of fire, and waste space.

In the store of Robert McKay & Co., a baler is in operation in the basement. Mr. McKay is thoroughly satisfied with the advantages it offers over the old method. To The Review representative he stated that the sale of bundles realized over $200 a year—all found money. These, as a rule, are purchased by paper firms who, make them up into pulp again, their original state.

Pay $5 a Ton.

"What rate is allowed you for the baled paper?"

"Twenty-five cents per cwt., or $5 per ton," was the reply.

"But it has been objected to these balers that the floor sweepings of dust must be kept separate—entailing a lot of time and bother?"

"We never do; our sweepings of dust go in with the paper and are pressed up with it."

Later The Review examined this point for itself and, sure enough, there was a roll of fluffy dust, much the same as one gets in a carpet sweeper.

Only Half-Hour Daily.

"What is the extra expense for using a baler?"

"Merely the time taken by a night caretaker to press the refuse into it. He starts shortly after six o'clock when we close, and is kept busy sweeping up until about midnight. Then he spends half an hour pressing in the paper so as to clear it all up every day. This is all the extra cost it is to us this half hour's time at night."

"How is the paper collected?"

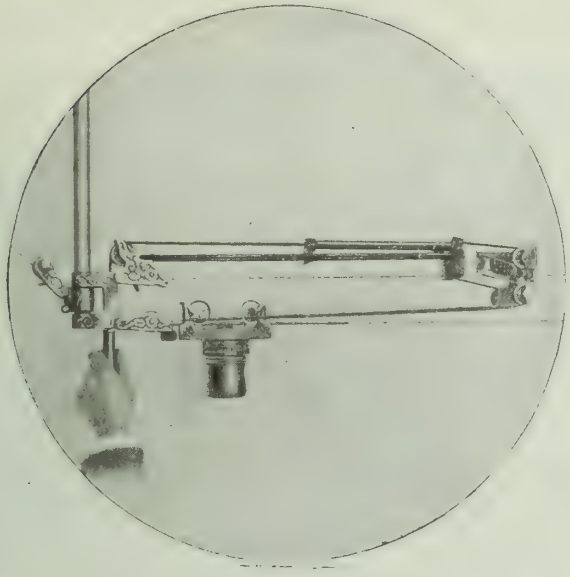
"The man uses a bin or truck and carries it down in the elevator to the basement from each floor, running the truck in to beside the baler."

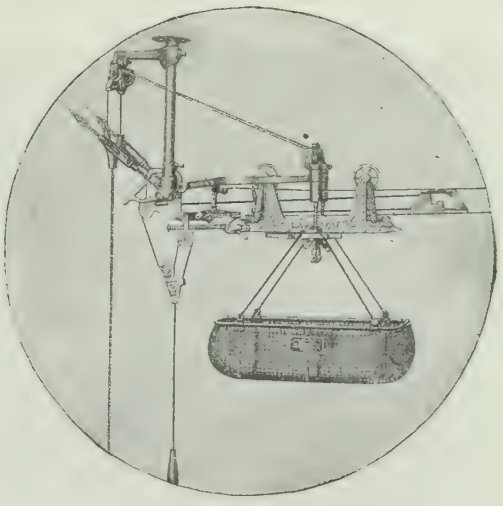
About Three Tons a Month.

"And about how much is baled?"

"On an average of three tons or over a month, or running something more than $200 a year. On a Saturday there will be several of the 150 lb. bales made up."

This system of getting rid of waste paper thus works out as a pretty good perquisite for the owner of the store.





Keeps Clerks Busy Making Sales

The time of your sales-clerks is valuable only as they use it for waiting on customers.

Every step they take to make change from a local till costs you money that could be saved.

A Lamson centralizing system for handling cash at one main desk—

1. **Gives clerks more time to make sales;**
2. **Relieves them of the responsibility of handling your money;**
3. **Makes one person responsible for your cash—the cashier;**
4. **Prevents mistakes and losses, and removes temptation caused by money scattered in different parts of your store;**
5. **Makes it easy to judge the value of your clerks solely by the sales they make.**

These are the good results accomplished by means of a Lamson Centralizing System.

More than sixty thousand merchants are saving time and money by using Lamson Carriers, and you can do the same.

Ask your Neighbor

See our nearest representative or write us for more information.

We make Wire, Cable, Tube, Belt and Pick-Up Carriers for handling money and merchandise.

The Lamson Company

Boston, U.S.A.

Representatives in all principal cities.

Descriptions and Prices of Fixtures Used in Trim (D)

UNIT No. 41.

2 Adjustable and Tilting Kite-shaped Shirt Stands, $1.75 ea.	$3.50
1 Oval Slab	1.50
1 No. 300 Pedestal, 12 in.	1.50
1 24-in. Collar Stand	.85
1 12-in. Collar Stand	.85
Total	$8.20

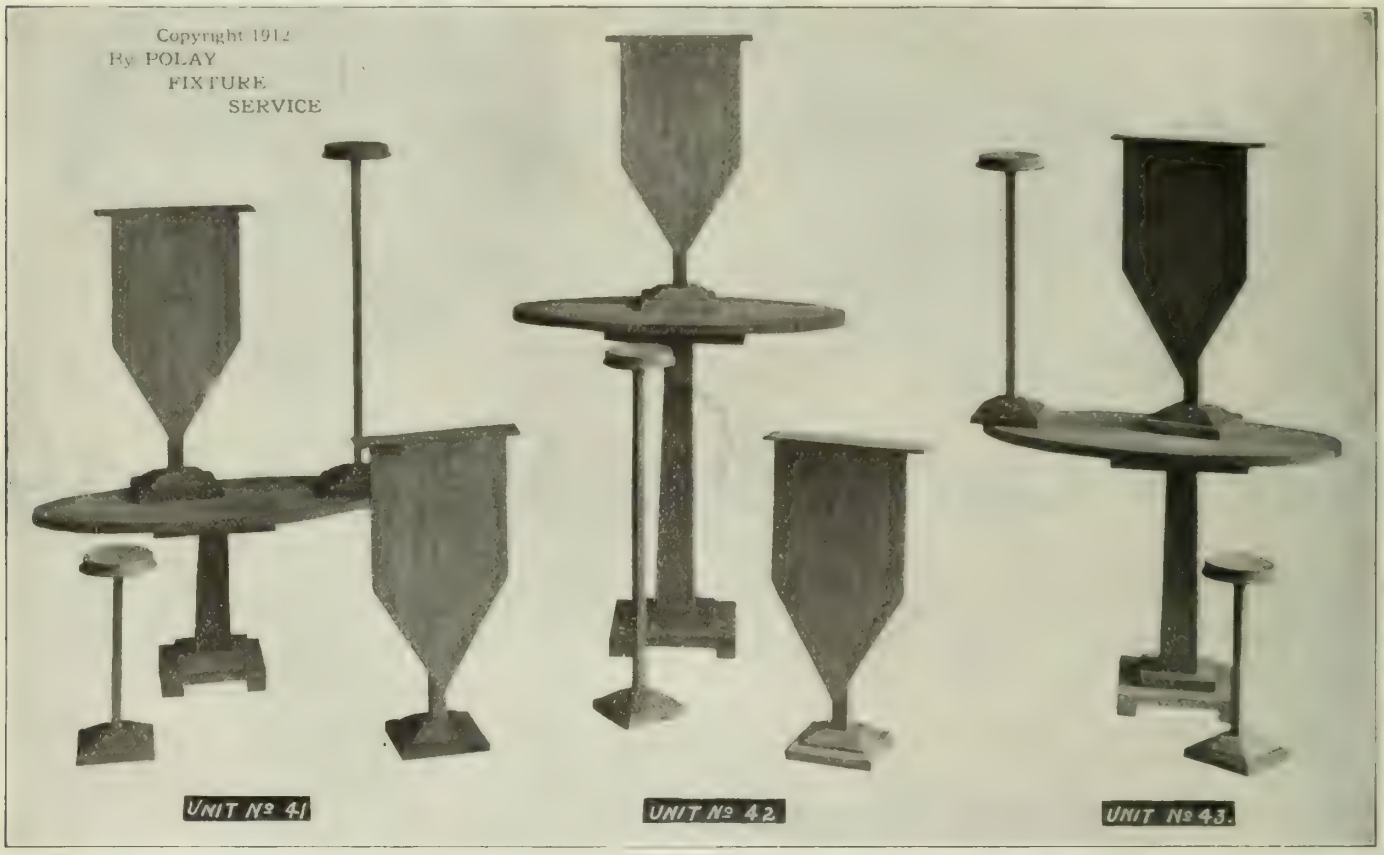
UNIT No. 42.

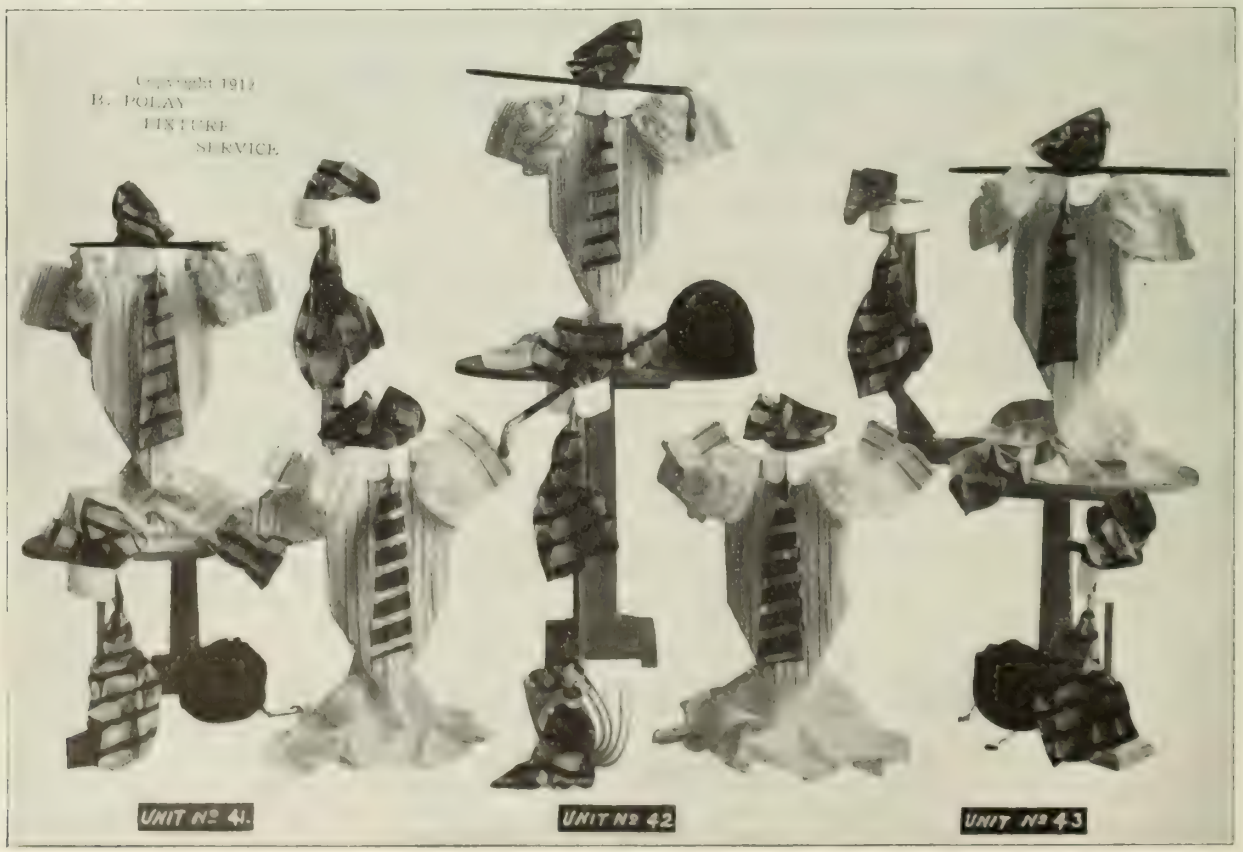
2 Adjustable and Tilting Kite-shaped Shirt Stands, $1.75 ea.	$3.50
1 Oval Slab	1.50
1 No. 500 Pedestal, 24 in.	2.25
1 24-in. Collar Stand	.85
Total	$8.10

COMPLETE SET, $23.00.
FUMED OAK FINISH

UNIT No. 43.

1 Adjustable and Tilting Kite-shaped Shirt Stand	$1.75
1 Oval Slab	1.50
1 18-in. Collar Stand	.85
1 12-in. Collar Stand	.85
1 No. 300 Pedestal, 18 in. high	1.75
Total	$6.70





The Taylor Manufacturing Company, HAMILTON CANADA

Double Bar, Oxidized and Steel Tube CLOTHING RACKS



Made of Polished Steel Tubing.

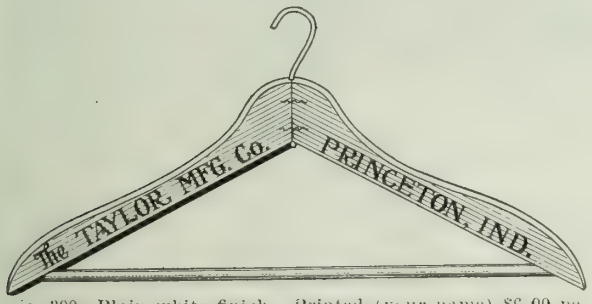
No paint, no rust, no tools or trouble to set up. Shipped, crated. K.D. Ball Socket Rollers.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

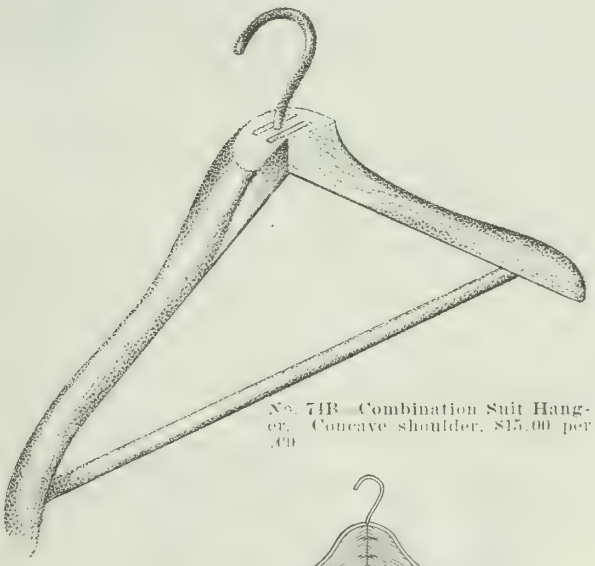
Made of Oxidized Steel Tubing.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

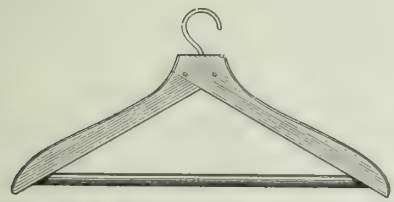
Suit Racks, 5 feet high, 26 ins. wide. Overcoat and Ladies' Garments, 6 ft. high.



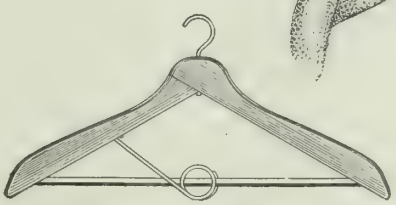
No. 300—Plain white finish. Printed (your name) $6.00 per 100; $50.00 per 1,000



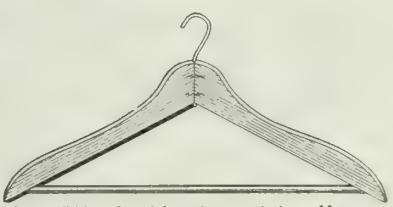
No. 7HB—Combination Suit Hanger. Concave shoulder, $15.00 per 100



No. 33IB—Combination Suit Hanger, stained, wax finish, inserted bar, $7.50 per 100.



No. 64—Combination Suit Hanger, with wire attachment, $9.00 per 100.



No. 321 Combination Suit Hanger, smooth wax finish, inserted bar, $5.00 per 100.

Mail, Wire or Phone your order to-day

The TAYLOR Manufacturing Company, HAMILTON, CANADA

Baler Pays for Itself Twice Every Year

Satisfactory Experience of John Catto & Son—Keeps Away the Ragmen and Rats, and Lessens Danger of Fire—An Incentive to Tidy Cellar.

REASONS piled one upon another, were put forth by the superintendent of John Catto & Son, one of the best and longest known of Toronto's exclusive dry goods houses, when The Review inquired concerning the waste paper baler used by this firm. There was the profit in the sale of the baled paper, and the freedom from undesirable characters, many of whom, before, had made paper collection their plea for hanging around, the greater safety from fire danger, and from mice, greater tidiness, and so forth. A long list of competent arguments for this method of disposing of the bulky refuse of the floors and parcel wrapping and the infinite variety of odds and ends that cumber the space behind the counters of busy stores.

The illustration herewith presented gives a good idea of the working of a baler. The opening in the front going half way down is for the waste, the weight being pulled down on the paper that now half fills the machine. When this is full wire binding is used with the weight still on, so that when this is released, the bundle slightly giving, draws the wire taut. Cord is sometimes used instead. The machine in the illustration is of iron so as to be fireproof. Many, however, are built of wood.

The use of the machine is similar to that in the Hamilton store. A truck with a bin is used on each floor, and the waste matter sent down to the baler in the basement by the elevator.

No Trouble Over Mixing Dirt.

Again the question of separating the dust from the paper came up, but this, Mr. Parkinson assured The Review, caused no difficulty. A certain kind of sawdust is used in sweeping the floor, and all the operator has to do is to shake the pile a little before throwing the paper in the machine. This allows the dust to fall to the bottom of the pile. No effort is made to guarantee that there is no dust mixed in with the paper. Thus the sifting out becomes a mere part of the filling of the machine.

Pays Double Cost in Year.

"In what ways have you found the baler an advantage?" The Review inquired of the superintendent. "Financially, of course?"

"Oh, yes, but we would use it anyway. It is a good investment for any one. We get 25 cents per cwt. for the baled paper, or $5 a ton, and in a year we would average 18 to 20 tons, $90 or $100. The machine itself costs only $50."

"And you can get nothing for the waste if it is not baled?"

"No, any one who would take it away seems to expect to get it free, for the trouble of handling it, for it is very bulky, of course.

"We use not only our paper, but the cuttings from our dress making departments, including the wool waste as well as the silk and cotton. If we cared to take the trouble to separate the wool we could get far more than $5 a ton for it.

Keeps Away the "Rag" Men.

"But apart altogether from the direct profit on the machine, we would not be without it in one very important respect: it keeps off a lot of old 'rag' men who otherwise would have this as an excuse for hanging around and other things as well might disappear, besides the nuisance of it all.

Less Danger of Fire.

"Then there is the added danger of fire,"—by this time Mr. Parkinson and The Review had descended to the cellar. "The insurance companies look askance at a big pile of paper in your cellar, and this machine keeps it cleared up in small shape and there is no danger of a blaze. We have found also that it is an incentive to the caretaker to keep the place tidied up.

No Rats in Sight.

"Another advantage is that the paper treated in this way does not attract rats, as it otherwise would. This is an important consideration with us here, as there are so many hotels around."

The bales are piled up compactly in a corner and when there is about a ton weight a paper company sends for them and the machine then pays for itself.

DOUBLE OR TREBLE MONEY ON THIS MACHINE



This is a view of a corner of the basement of John Catto & Son, showing iron baler half filled. At left are some 100 lb. bales of pressed paper, occupying less than one-tenth the space of the loose waste.

What Happened to a Gown Displayed on a Richardson Form

NOTE:

Natural hair

Finest wax

Charming features and pose

Narrow hips

No wire skirt to show where garment is tight

Solid invisible base

Total—Every point Right



47C—$30.00.
With short wax hands (for suits) $27.00.

The ready-to-wear buyer for a large Canadian store was in one of the metropolitan style centres making his selections from Dame Fashion's latest decrees in gowns. In the course of time the elegant creations which he had chosen arrived at his store. Choosing a few representative numbers, attractive displays in both the windows and department were made with Richardson Forms.

Mrs. Davison-St. Clair, walking past, was at once attracted to the window where those chic styles were being shown to the best possible advantage. Displayed on forms that looked so natural with their real hair, intelligent, dignified features of the face, and charming poise of the head, a desire to possess one of the gowns was immediately created. Accordingly, Mrs. Davison-St. Clair went into the store, and the salesman completed the purchase.

Richardson forms show **your** goods off to the best possible advantage—make attractive displays that will bring people into **your** store. They give the clinging effect modistes so much seek for, and which is so lamentably lacking when gowns are shown on ordinary or out-of-date forms. Catalogue sent on request.



A. S. RICHARDSON & CO.

99 ONTARIO ST. **The oldest and still the best Wax Figure Manufacturers in Canada** TORONTO



Sell Your Waste Paper for Cash

It's a valuable asset. Why should you give it away or burn it up? It is worth good money—every pound of it.

"Climax Baler paid for itself in a few months," says R. McKay & Co., Hamilton.

"It does everything you say," says Van Allen Co., Ltd., Hamilton.

"Acknowledge it a great success," says R. Barron, Ltd., Toronto.

Made in Hamilton, Ont.
You save the duty.

Tear Off and Mail To-day.

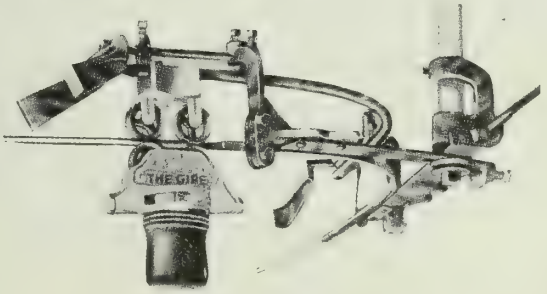
The Climax Good Roads Machinery Co., Ltd., Hamilton, Ont.

Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

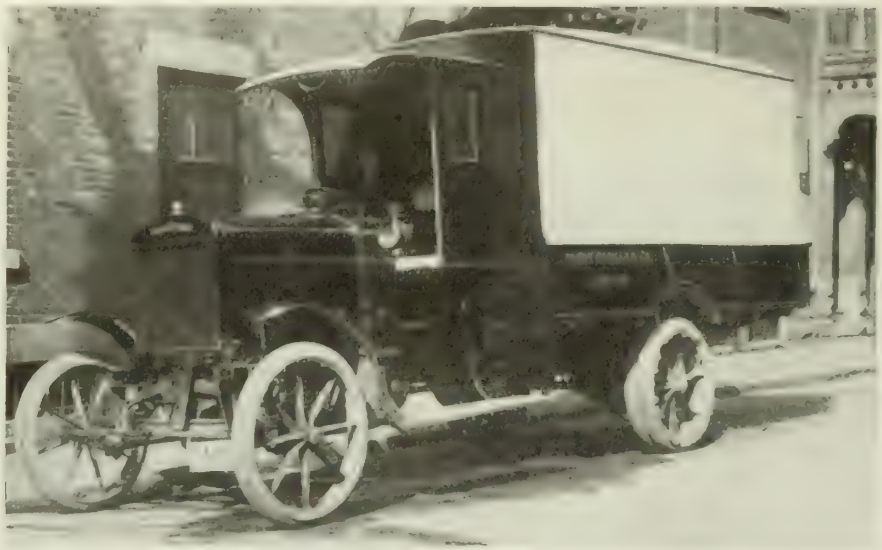
¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.



F A C T S

We can perform more functions by our modern wire carrier system, and with a greater degree of dispatch and certainty than can be accomplished by any other of this type of machine, all of which means that we can reach more points in a store and do so in a better and more satisfactory manner than has been accomplished heretofore. Remember our ten days' trial. You are invited to put us to the test. Send for our new catalogue G.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario St., Toronto, Canada



Heavier truck used by Henry Morgan & Co., Montreal, for delivery on outskirts.

Quick Suburban Service with Motor Cars

Henry Morgan & Co., of Montreal, Have Discarded Horses for Outskirts and Heavy Carrying—No Overnight Trips Now—If Side Streets Were Kept Clear All-Year Service Would be Handled —Repairs Done by Inside Staff.

By a Staff Correspondent.

MONTREAL, June 2.—Five motor deliveries, seven double teams, and ten single rigs are used by Henry Morgan & Co., Ltd., Montreal, to take care of their delivery system. The motors are used for heavy work and suburban delivery and the horse-drawn vehicles for lighter work. Of the motors, four are 2½ to 3 tons capacity and the fifth is a 1½-ton machine. It is in suburban work that the value of the motors has been most apparent.

No Overnight Trip.

Some years ago it was the custom to send a horse-drawn vehicle to cover the suburban routes, which take in practically all the island of Montreal. A start would be made for St. Anne's, say, with a horse about 4.30 in the afternoon, and the driver would have to put up at a hotel in one of the suburban towns for the night. He would cover his route and get back to the store the following night. Now, with a motor truck, the trip can be made easily in a day. The motor leaves the store about 7 a.m. and gets back about 6 p.m. It covers in that time about 65 miles and carries three to four times as much as a horse-drawn vehicle would. In the Summer months, during the height of the hot weather period, it would be absolutely impossible to do the work with horses that can be done with the motor trucks.

If Streets Were Kept Clear.

It has been the experience of Morgan's that these trucks will do the work of four horses and will do it more quickly. The horses are still utilized for short deliveries and for the Winter months. Montreal has many steep hills, and it is next to impossible to operate motors on them in the Winter months when the snow is deep. The main streets, on which the street cars run, are kept cleared of snow, and if all the streets were similarly looked after it would be an easy matter to run the motors all the year.

Morgan's keep their motors in service, as a rule, until after the Christmas and New Year's business has been taken care of, and then they are laid up for a couple of months and given a thorough overhauling in preparation for the next season's work.

The cost of repairs has been almost negligible. It has never been found necessary to send the cars away for repairs or overhauling. All this is done by the regular employees. Of course, a smaller concern could not afford to maintain an organization like Morgan's. They have their own blacksmith for looking after the care of their 35 horses, and competent men to look after repairs or painting of motor cars and delivery wagons. By looking after the minor troubles promptly it is possible very often to prevent more serious difficulties.

In their suburban deliveries, out along the "Lake Shore Route," three deliveries are made a week in the Spring and Fall, and daily in the height of the Summer season, when so many of the city people are out in their country houses. Other outlying districts to the north and east are covered daily. The accompanying photo shows the type of motor truck used by this firm.

SAY "PLEASE" AND "THANK YOU."

Max Neuburger says:

If you want to lessen the friction of business intercourse cultivate the habit of saying "please" and "thank you."

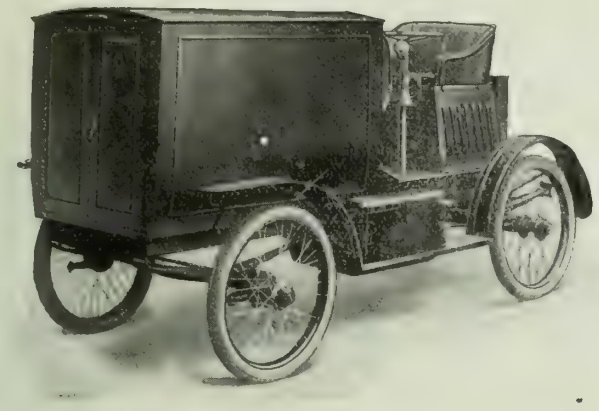
Use it on every occasion. On phone, when waiting on a customer, when buying or selling or addressing fellow-workers.

"Please" and "thank you" are the first lesson of childhood and the necessary lesson of a well-rounded business life.

Like the dot over the "i," it is a small thing, but surely missed when gone.

Like the name on a book, these words are an index to what is inside.

Use these words on every occasion, and you will find their effect fully reciprocated—say "please" and "thank you."

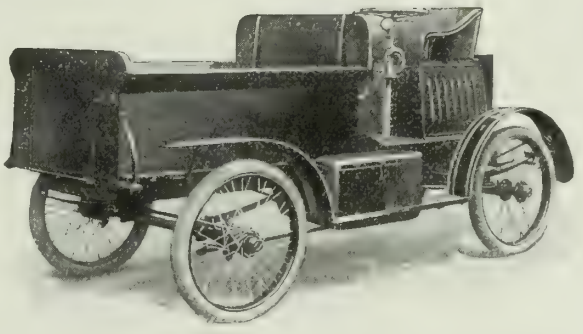


The MOTOKART

PARCEL CARRIER

Capacity - 500 lbs.
Price - - $365.00

Low in first cost,
Economical in maintenance,
Efficient in Operation.



The Motokart Company

FACTORIES:
Tarrytown and Peekskill, New York
GENERAL OFFICES:
1790 Broadway, New York City

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

Seasonable Hints on Window Dressing

A NEW and a most practical note was struck by the T. Eaton Co. in the arrangement of their "June bride" windows this year. Instead of the somewhat familiar spectacular windows showing the bridal pair and other members of the bridal party, they have put in beautifully trimmed selling windows showing materials, etc., that appeal to the bride both in dressing for the all-important day and in getting together garments and articles of dress for the wedding outfit.

The first of these windows is devoted to the showing of bridal veils, lace scarfs, pearl and rhinestone trimmings, in the shape of bandings, ornaments, fringes, long tassels, etc. There are, in addition, gloves, slippers, real lace handkerchiefs, embroidered hose and other accessories. Everything is included, even down to a dainty grey suede leather jewel case filled with appropriate jewelry for the bride to wear.

Orange blossoms, white orchids, and green foliage are massed together in clusters on the white background. The main feature is formed of three panels composing a screen, the central one being much larger than those at the sides. This screen has a Louis XVI. carved frame painted white and decorated with carved flowers in natural colors, topped with a large carved bow knot of blue ribbon. On the centre panel is painted a Watteau medallion set in a scroll surrounded by flowers and cupids. On the side panels are more cupids, ribbons, and flower wreaths.

Next to this accessory window comes one devoted to the displaying of materials for the bridal gown. This year satin—thick, rich, and exceedingly soft finished reigns supreme, and satin-finished crepes are also used, and there is some brocade. These fabrics were shown beautifully draped.

The same flowers were used as in the window first described, but the screen was a two fold one with a wicker frame painted white. On one fold was a bridal scene with the figures in modern dress, on the other a couple in Directoire costume.

The big corner window contained a magnificent display of lingerie suitable for the June bride, and crepe de chine in pale pink and pale blue was very much in evidence, as well as French hand embroidered and hand made lingerie. Shadow lace was combined with crepe, and the garments shown were cut so as to follow the lines of the figure without gather or pleat. All the most intimate garments are made up in these filmy materials, and are trimmed with pleated instead of ruffled lace.

* * *

A NEW idea for a bridal window was worked out in a city store. Instead of the bridal procession, the bridal party was grouped around the table at the wedding breakfast, and in order to introduce the greater number of the figures standing, the moment when the health of the bride was proposed was chosen. This setting gave the store decorator a chance to show, not just the proper dress to be worn by the bridal party, but also the table and all its appointments down to the minutest detail, even to the use of a place card with a cupid and wedding bells to mark the bridesmaid's place at the table. Snowy satin-like table linen, rich cut glass and silver, a handsome bride's cake, and tiny white satin shoes heaped full of candies for favors were some of the details. Other windows in this set displayed silver articles, and cut glass china and bric-a-brac for wedding gifts.

* * *

ANOTHER store showed the bride as the central figure in a window display devoted to the showing of bridal white in the shape of charmeuse, duchesse, brocaded satin and crepe, with the corresponding accessories, even down to the wedding ring and a diamond for the engagement. Hats suitable either for bride's or bridesmaid's wear were made a prominent feature, the "something different" being represented by a Dolly Vardon of white satin, veiled with coral tulle and wreathed with pink daisies and roses and silver-white foliage. Accompanying this hat was a huge muff to match, to be carried instead of the conventional bouquet.

WHAT FIXTURES WILL DO.



Neat and attractive unit in men's wear, most of the effectiveness being due to use of adjustable shirt and other stands. Courtesy Taylor Mfg Company

Kawneer
STORE FRONTS

Pull the Footsteps *Into* Stores

After all, the real work of a Store Front is to pull the people inside the Store. If you are unable to do that, you forfeit all possibility of making sales.

In order to properly show every line, every day in its season your windows must be individually designed—they must *fit* your business. And that is the reason we believe we are competent to work with you. We have helped design aud build more than 30,000 KAWNEER FRONTS we have helped solve the same problems you will have to solve when your Store Front is built—provided you build it to increase your business.

Eight years ago KAWNEER was originated and when offered to the Merchants in all parts of the world it was looked upon with more or less skepticism—not because of any proven defect, either in principle or material; not because it failed to fill the requirements, but simply because it so far departed from the customary Store Front used at that time.

Merchants required proofs, so we started out to make them with the result that KAWNEER has been adopted in 30,000 Fronts. Wherever you go you will find KAWNEER STORE FRONTS making money for the Merchants behind them.

Just mail this coupon to us and let us send you "Boosting Business No. 21"—it's an authentic Store Front Book compiled and published for you Merchants.

Mere protection to the merchandise on display is not the greatest work of a Store Front—that never paid much interest on the investment. *Sales* is what counts and it is more from that angle that we offer you our services.

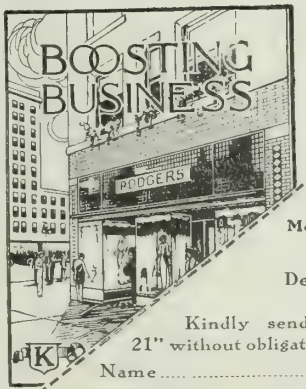
The structural requirements, however. have not been overlooked in KAWNEER STORE FRONTS—in fact it is for the sake of permanency that solid copper, brass. bronze or aluminum is used. You will never have to paint the KAWNEER STORE FRONT you install and the general maintenance cost will be reduced to the minimum.

Let us give you the benefit of our eight years' experience working with other Merchants—let us show you proofs of our success.

"Boosting Business No. 21" contains photographs of many of the most successful big and little Store Fronts in the country, together with information that is the result of our specialized efforts. A Store Front of any kind will cost a certain amount of money and the difference in cost between such a Front and a modern KAWNEER STORE FRONT is so small that it would be false economy to make the initial "saving." The ultimate results that a KAWNEER STORE FRONT would create for you would well warrant your adoption of KAWNEER. That has been the experience of thousands of other Merchants.

Kawneer
Manufacturing Company
Limited
Francis J. Plym. President

Dept. Q. 1193 Bathurst Street
TORONTO, ONT.



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym. President

Dept. Q. 1193 Bathurst St.
TORONTO, ONT.

Kindly send "Boosting Business No. 21" without obligation

Name .....
Street and No. .....
City or Town .....
Business .....

Goods First, Not Flags and Bunting, for Dominion Day

Decorations Should be Subordinated to the Merchandise Even on Special Occasions—Holiday Idea in Backgrounds or on Cards, With Meagre Interior Display—Advertising After-Holiday Sale.

Written for The Review by a Window Trimmer

IF we were to say anything about the decoration of windows for Dominion Day it would be that the tendency is to get away from anything in the way of lavish displays of flags and bunting in the windows and also in the store interior. On the outside of the building is the place to splash the patriotic decorations—the inside should be foremost for selling goods; that is business.

This is not intended to mean that the patriotic spirit should be eliminated by no means. The idea is that flags and bunting should not be displayed to the disadvantage of goods which are offered for sale. The patriotic idea can be carried out just as well by the displaying of a big flag in the centre of the store, where it is not interfering with the display of goods, or by introducing small flag designs on the price and show cards. One store hangs an immense flag in the light well of the building, which carries out the idea of patriotism without filling the store with distracting colors.

Steadily Towards Simplicity.

The whole tendency in modern store decoration is towards simplicity, with the idea of displaying the goods rather than decorations. This is to be seen in the work of some of the up-to-date window trimmers where the dark mahogany background, together with dark plush drapings, are used to bring out the goods or garments on display. Of course, this demands skilful handling of the stock materials, but the effect should certainly be a factor in making sales.

No Haphazard Showing of Flags.

This same idea may well be applied to the holiday decorations. When it is desirable to introduce the patriotic spirit into a window it can be done by draping flags or bunting in the background and showing the goods against them. This will be found more effective and generally in better taste than filling the window with a hap-hazard display of flags, which give the impression of a booth at a circus.

If the window dresser will keep in mind in arranging the holiday decorations that it is first desirable to show the goods, flags and bunting can be worked tastefully into the backgrounds in such a way as to give a better artistic effect and a much more valuable display from the business standpoint.

Catching Holiday Business.

Holiday sales to catch the holiday business on the day after the holiday is the idea which one of the largest merchandising houses of the Dominion is using to marked advantage. The idea is to bring to the attention of the visitor in the city certain bargain lines the result can be no better emphasized than in the increased sales which resulted by the Victoria Day sale of May 26th, when increases of $1,000 and upwards were noted in the receipts of some of the departments as compared with the same day a year ago.

This firm is now arranging a Dominion Day sale to be held the day after the holiday, and for this a special advertising campaign is being arranged, which will be appropriate to the occasion.

A feature of the advertising of the Empire Day sale of this firm was a particularly handsome special price list, 36,000 of which were issued and distributed throughout the city. These were bound to attract attention. The cover showed the reproduction of a local statue of the late Queen Victoria, with a background in orange color, and with a branch of maple leaves backing the main figure. Good quality of paper was used throughout, and every page was done in two colors, with an orange-colored border.

Interesting Incidents of Late Queen.

On the opening page in a panel appeared: "Some of the incidents recited from Queen Victoria's life have never been printed before, and are just a few of the hundreds of stories circulated among her affectionate subjects: verbal records of the human side of the Queen."

On each of the right-hand pages following throughout the price list appeared a panel with a reference to an appealing incident in the life of the late monarch, showing Victoria to have been a woman in her home life first of all. These formed a very appropriate feature, and no doubt acted as an incentive to the perusal of the pages throughout.

Pre-holiday newspaper advertising is found also to be very effective in connection with these sales, not so much that the papers are bought by the visitors themselves, but that the bargains are brought to the attention of the friends with whom they may be staying, with the result that shopping excursions may be arranged for the next day before the out-of-town guests leave.

In connection with holiday sales, window dressing, too, is an important feature. The windows are arranged to display effectively the bargains offered in the different departments, and they naturally attract a great deal of attention during the holiday, when the visitors are given an opportunity of looking over many of the lines offered.

This idea of catching the trade of holiday visitors is one which should have the attention of city merchants. It need not be carried out on the lavish scale of the firm referred to, but on a basis to suit the store.

AMONG THE MERCHANTS.

Extensive improvements are being made to the clothing store of G. M. Farrington, Picton, Ont. The front windows are being rebuilt and refitted, Circassian walnut paneling being used to replace mirrors.

The death occurred recently at the General Hospital, Toronto, of A. J. Hagel, secretary of the F. Bellinger Fashioncraft Company, Ltd., King St. Deceased came to Canada from England when young, and grew up in Peterborough, Ont. He had been in the employ of Fashioncraft, Limited, for a number of years.

THE LATE PETER MAITLAND.

Peter Maitland, who for more than 29 years was employed as a commercial traveler for James Coristine & Co., Ltd., Montreal, died last month, aged 55 years. Mr. Maitland was a well-known figure on the Ottawa Valley route. He leaves a widow and one son. The body was taken to Smith's Falls for interment.

Silk Sweater Coat a Favorite for Summer



THIS is an excellent sample of a window trim of sweater or sports coats for Summer, showing the new silk lines that are becoming very popular. An unusual liberal use has been made of wax figures, there being no less than seven in this display, and with the silk caps on matching the coats, they all have a jaunty, outing air. Note the variety in the directions in which these figures are set, four gazing to the right, two to the left, and one shown with the back, revealing the half belt effect. This variation does away with that stilted, sort of target effect that the trimmer is apt to run into with full figures.

A sports atmosphere is secured by one girl holding a bundle of golf sticks and another leaning on a stick. Urns with flowers are used on either side to separate this trim from other sections.

At the back against the mahogany background, in the centre is a circle, the border covered with green and the centre with black sateen that lends a softness to the wood. Bows of white ribbon hung from the circle. The colors of the coats themselves are ivory white, old rose, two shades of yellow, green, etc. Trimmed by H. C. McDonald for Murray-Kay.

Showing of Ribbons for Girdles and Sashes



Now that ribbons are so fashionable the deartment should lose no opportunity of making distinctive displays. This window is devoted to the showing of novelty ribbons, plaid, bayadere, Roman stripes, and printed novelties as well as self brocades and plain taffeta, faille and moire ribbons. Besides the ribbons an attractive figure wearing a ribbon girdle and numerous forms of girdles and sashes was shown. Note the three central drapes arranged over high T stands. Lower T stands are used and also brass ribbon stands. Much of the effectiveness of this window consists in the careful and harmonious grouping of patterns and colors.

In the centre glass shelves were used and bolts of ribbon were shown on them. Ribbons were unrolled and the bolts were arranged on the floor of the window. To one side of the central figure was an open parasol draped with ribbons tied to the handle, and the side was posed and filled with pink roses and foliage.

CLEVER ADVERTISING HINT.

In a recent advertisement of R. H. Macy & Co., New York, the following paragraph was strongly featured:—

"Instead of taking down draperies and portieres and storing them for the Summer, let us make dainty cretonne dust-proof slip-covers for them. This not only provides a distinctively decorative effect, but protects the heavier draperies from both sun and dust. To cover silk and tapestry-covered walls cretonne is not only prettier, but more pleasing than the muslin usually employed. Let us estimate and submit samples if you are interested."

EARLY CLOSING PROSECUTION.

Conviction Filed at Galt Against Merchant, Who Will Appeal.

Merchants and the public are taking a live interest in a case at Galt, Ont., which has arisen out of the enforcement of the new early closing by-law. W. J. McNaught & Son, merchants, have been found guilty of infringement of the new regulation, and a nominal fine of $1 and costs was imposed. It is announced that the decision will be appealed. The prosecution was conducted by the town solicitor, who produced two witnesses, who testified to having bought goods in the store after seven o'clock. The defence claimed that the store was a general one, handling all lines of stock, but the magistrate, in giving his decision, stated there were only two lines that were not covered in the by-law—groceries and crockery. The by-law was drawn up according to the statutes. Most of the merchants have lived up to the new law, and the result of the appeal case will be awaited with interest.

EARLY CLOSING IN HAILEYBURY.

The Town Council of Haileybury, Ont., passed a by-law making early closing compulsory, as the petition was signed by three-fourths of the merchants. Under a penalty of $50 stores must be closed from 6.30 p.m. to 6 a.m., except on Thursdays an Saturdays and afternoons preceding holidays.

WEDNESDAY IN DUNNVILLE.

At a largely attended meeting of the business men of Dunnville it was decided to observe every Wednesday from June 17th to September 16th as a half-holiday, the stores closing at one o'clock and remaining closed until the following morning. On July 1st and September 7th the stores are to be closed all

STRONG AND WEAK POINTS.

(Continued from page 67.)

THE HORRELL AD.

There are a few things about the typographical appearance of this advertisement that are worthy of note. On the whole the arrangement has been handled in a careful and effective manner and balance has been well preserved. Notice how well the centre panel serves to relieve the monotony of the page. This panel, however, is just a little too low on the page to be in the best position, the most effective position for a single-feature panel being to balance it a trifle above the centre. It is regrettable that this ad. has been so poorly handled by the printer. Harmony and neatness have been entirely overlooked, especially in the arrangement of the matter in the centre panel and in the style of type used for display lines. This is a matter every dry goods merchant should take up with his printer and insist on careful attention being given the arrangement of his advertisements, the effect of which is to a great extent in the hands of the printer's compositor.

Strong and Weak Points in Dollar Day Ads.

Some Suggestions Based on Samples of Three Displays of Midland and Orillia Stores—In One Name is Not Near Enough to Top of Ad.—In Another Panels and Display Heads Do Not Balance—Lack of Harmony in Choice of Type.

FOR the sake of space, only one of the Dollar Day ads on page 18 is reproduced here, that of Thos. Mulcahy of Orillia. All three have considerable merit in point of selection of material, and in the emphasizing of the main idea, Dollar Day items, the Playfair, Preston's securing this more successfully than any other in the use of the $ mark itself. The Horrell ad. loses some of the effectiveness from this standpoint, through the prepondenance of other prices, $1.98, $0.79, 8c, etc. The Mulcahy ad. spells out the "One Dollar" to good effect, also, but it hardly stands out as distinctly from the reading matter as the figures would. An interesting feature about the Mulcahy ad. are the time specials, 11 o'clock, "after supper," etc. This firm adopted the useful expedient also of gaining the Dollar by grouping two, three, four, etc., of one article. The other two effectively made a group of several different items in groceries, stationery, etc. The descriptive matter in connection with the items and the prominence of the prices are excellent points about all the ads.

Below are given a few suggestions from a typographical point of view.



THE MULCAHY AD.

IN point of appearance and typographical arrangement, this advertisement is good in many respects. One-quarter from the top is in most cases an excellent position for a feature line, as the eye usually falls on this spot first. But this position is made all the more effective when balanced by another group of matter, or a secondary feature, farther down the page. There seems no reason, however, why the firm name "Mulcahy" should be moved from the top of the advertisement. Doing so in this case gives a bare, unfinished effect to the upper portion of the ad. Neatness has been overlooked to a certain extent, due to the fact that there is not a complete harmony in the shape and size of the different panels. Panels always stand out from the other matter, and to retain a neat appearance it should be seen that those panels that are supposed to balance up one with another are of the same size and shape. The four "time" panels do so admirably. The underlining inside the panels suggests more than sufficient rules, and indeed, cannot be said to add to the strength of any of the display lines where they are used.

THE PRESTON, PLAYFAIR AD.

FROM a typographical point of view the arrangement of this advertisement would be greatly improved by a few small changes. The effect of the whole is slightly out of balance, the cuts, panels and "extra specials" line not being arranged in symmetrical relation. The cut of the boy near the top of the ad. is also on the wrong side of the panel. Cuts like these should always look toward the matter that refers to them, never away from it.

As the ad. now stands there is no outstanding feature about the arrangement on which the eye can rest—nothing to break the monotony of the plain columns of type but the two small panels of matter. Considerable interest would have been given the arrangement if a group of specials such as that beneath the heading "extra specials" had been placed in the centre of the page within a simple but attractive panel.

(Continued on page 66.)

Concrete Case of Misleading Advertising

Need for the New Law as Shown by Incorrect Description in Circular Sent Out by Canadian Manufacturer—Complaint of Retailer Investigated by The Review—Weakness of Loose Sheet Advertising.

IN previous issues The Review has had occasion to deal with the question of false advertising, and the legislation just placed upon the statute books of Canada. This legislation has had the support of the Retail Merchants' Association and its passage had been strongly pressed upon the Government for several years.

In the discussion in the House, and in most of the supporting arguments outside of it prominence was given to the protection of the great body of public consumers from false claims on the part of retail merchants, real estate manipulators, and others. Undoubtedly the new law will find its widest application along these lines but a concrete case has been brought to the attention of The Review in which it is the retail merchant who should be its beneficiary against a misleading claim on the part of a manufacturer for goods he is offering to the trade.

To a circular issued by a Canadian manufacturer a fabric was attached bearing the label, "silk and wool mixture." This reached, among others, a large store in Canada, and was examined by two buyers who were interested. Suspicion was aroused first by the general feel of the fabric and also by the low price which was barely half what it was felt should have been asked. These men applied every test used in years of experience and came to the conclusion that the 'woolen' part was a false description. The sample contained cotton.

The sample was sent on to The Review to check up the conclusions of these buyers.

The Review reached a similar opinion and also submitted the "silk and wool" fabric to a number of experts. The unanimous verdict was: "No trace of wool in the piece, it is silk and cotton."

The clause in the new act bearing on this point of misrepresentation of goods is explicit. It reads:

> "Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property or any interest therein, containing any false statement which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment or to both fine and imprisonment."

No better example need be cited to justify the necessity for the enactment of such a law as a protection against false advertising.

Where "Loose Leaf" Circular is Weak.

The incident brings up again the question as to the reliability of circular publicity compared with regular advertising in the pages of a newspaper, trade paper or magazine. Here was a loose circular sent to one firm here, and another there. Most of them probably were tossed into the waste paper basket with a mere glance and the evidence of the falsity of the claim was destroyed except for the few cases in which an order may have been given and even here the existence of the loose leaf was precarious. But in bound pages read and retained by thousands of merchants the risk of exposure would be too great ordinarily to make the venture worth while. That is why the printed page inserted in the trade paper or newspaper carries with the reader ordinarily an imprint of reliability. There is an atmosphere of strict truth in the association of the editorial and advertising columns that serve to prevent unfounded claim on the one hand, and engender confidence on the part of the reader. Honesty becomes at once the best and only safe policy. From a loose circular, most of these safeguards are stripped.

The Special Fall Number

of Canada's necessary dry goods paper will be issued first week in July.

It will undoubtedly be the finest and most useful number we have yet sent to the trade.

We would advise early reservation of space if good position is desired in this big issue. Every buyer worthwhile from Coast to Coast will get a copy.

Forms close June 25th. Early forms go to press on the 16th.



Early June the Time for Selling Mattings

Selling Floor Coverings for the Summer Cottage and Rugs for the Veranda and Sun Room of the Stay-at-Home—The Way to Get the Business of the Resorts is to go After it and Sell What You Have in Stock.

THIS is the season for Summer floor coverings, and for draperies and furnishings for the Summer cottage, the sun room and the veranda. Everybody cannot go to the Summer resorts; not many of the patrons of the usual furnishings department will want to buy the outfittings for a Summer cottage, but there are few who will not be wanting to buy something to give a seasonable effect in the home. Now is the time for sales of matting and Summer rugs, shades and camp and sun room furniture; jardinieres, etc., for decoration, and any and all of the lines which have been stocked for the Summer housefurnishing trade.

On the one hand there is the Summer cottage where the buyer will sometimes be from your own town, but oftener he is from a city where your store may not have been heard of; interior or window displays or advertising in the local papers will not bring this business. On the other hand the local business can be increased by the force of suggestion of goods placed so as to attract attention, whether it be in the department or in the window. Matting windows are good at this time. Displays can be arranged which at once attract attention; the reason is that they are novel and the effect is one of large and striking surfaces rather than detail. Suggestive advertising is in order for there are many lines which can be offered for the season which can be brought to the attention of the housekeeper by suggestion and which she is not likely to think of.

Getting After the Tourists.

With the resident of the Summer cottage it is different. Advertising has little effect. As the head of this department in a large house put it, "there is only one effective way of getting this business and that is to go right out after it—and one customer brings another." The last observation covers a very important point. In many cases the residents at the Summer resort are strangers to the locality — often they are Americans. With these people there is a natural tendency for their business to drift to the stores where other purchases have been made. Summer resorters become very friendly before the end of the season and if there is one cottage that is comfortably and tastefully outfitted the store that supplied the goods is very likely to get a neighbor's order when it is forthcoming. The effects of this have been seen in a single season when in the Fall an order has been placed as the result of this influence for goods to be delivered with the opening of the following season.

As a usual thing the cottages begin to open up about the first of May, and the business commences then, although it is usually about a month later before the heads of the household get on the ground and furnishings are decided upon.

Man on the Ground.

In connection with "getting right after the business," a man on the ground can do good work when there are prospects which apparently warrant this course. A salesman who knows the business can make suggestions which will be appreciated—keeping in mind of course the stock of goods which his store has on hand. A salesman should always try to sell what his firm is stocked with rather than what the prospective purchaser may ask for, and the good salesman can usually do it. One cottage well outfitted by a store is about the best advertisement that store could have in this line of business; the big difficulty is getting in on the trade and that can best be done by personal effort.

Then when there is a man on the ground what may appear in the first place as an order for some floor covering or a little furniture may be developed into a good business proposition by proper suggestions given in a timely way as to furniture to suit certain rooms, rugs to go with the furniture, curtains and draperies to suit both and so on.

Particularly is this the season for the sale of floor coverings. Rugs and mats are wanted for the Summer cottage and for the veranda or the sun room of the stay-at-homes. Here are presented two distinct phases of sales-getting in this department.

Cocoa Matting Most Serviceable.

For the veranda or the sun room or for any place where service is required of a floor covering, and where it is likely to be subjected to changing weather conditions, the fine hand-made cocoa materials will be found to give the best satisfaction. This comes in a variety of Oriental designs with contrasting color effects, but the patterns are for the most part large and to a certain extent crude, necessitated by the roughness of the weaving. The colors are woven in entirely separate and the figures of the pattern are not connected.

The grass mats and rugs which come in a great variety, and are given many different names by the different manufacturers, are also very serviceable, having a finer surface for inside use and at the same time having damp resisting properties. These may also be used on veranda, but for outside use the cocoa is more serviceable and the latter is also largely used for conservatories where there is usually a brick floor to be covered.

Wood Fibre for Inside.

A great variety of designs are introduced in the wood fibre mattings which are of fine weave and more adaptable to pattern effects. These are suitable for the bedrooms or the sun room, but should not be recommended where they are likely to be subject to wet or damp. The designs are mostly worked in soft colors and the patterns show the Oriental influence which is general in all mattings.

In colorings the natural shades should be pushed as it is impossible to dye these materials so that they can be guaranteed to resist the summer sun. The material does not permit of the dye taking the same hold as it does with textiles and for this season the sunshine has a quicker effect.



J-M Asbestos Table Covers and Mats are so attractive in their snowy whiteness that few women can resist the impulse to stop and admire them. An examination brings a desire for possession; for every woman knows that the best protection for her dining table, against hot dishes, is an asbestos cover. And she readily becomes a customer when you point out to her the superiority of

J-M ASBESTOS Table Covers and Mats

Being the largest manufacturers of asbestos goods, we can quote prices which enable you to realize *bigger profits* than you could make with ordinary goods.

And that is why you can offer your customers the BEST at a lower price than they would pay for an inferior article.

J-M Asbestos Table Covers and Mats always give satisfaction. One customer recommends them to another, in an endless chain that brings you a steady stream of profitable business.

Write nearest branch for our Special Proposition to Dealers.

THE CANADIAN
H. W. JOHNS-MANVILLE CO., Limited

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Pipe Coverings; Dry Batteries; Fire Extinguishers; etc.

TORONTO **WINNIPEG**
MONTREAL **VANCOUVER**

JOHNS-MANVILLE SERVICE
COVERS THE CONTINENT

2165

"SWAN BRAND"

"KAPOK" CUSHIONS will not sink under the largest man

Send for sample and try it for yourself



On the little East Indies Island of Java grows a tree whose fibre is so non-absorbent that 10½ ounces of the floss made therefrom will support a man weighing 135 pounds, in the water, and unlike cork will not decrease in buoyancy when submerged.

Swan Brand "Kapok" boat cushions are made from this famous "Kapok" floss in waterproof and plain duck, leatherette, etc., and act as an ever-ready life-preserver. These cushions are also made with very pretty figured material and in the most correct shapes, suitable for the boat, canoe, sail-boat or skiff and equally good for verandah use

Every boat and canoe should be fitted throughout with Swan Brand Kapok cushions for safety.

We also make a full range of regular verandah cushions and cushion forms.

Send for prices and samples. Introduce "Kapok" cushions to your boating customers.

The Toronto Feather & Down Co., *Limited*

"Where the reliable goods come from."

35 BRITAIN ST. **TORONTO**

Eastern Agent:
MR. J. F. SUMPTION
403 Unity Bldg., Alexander St., Montreal, Que.

Rugs and Curtains Displayed to Good Advantage



This interior view of the House Furnishings Department of Smyth Bros., Berlin, shows what so few dry goods stores have: an adequate space for displaying these goods. The need for width is so great in such a department that one big New York store omitted one row of pillars down the centre in order to give greater space for showing rugs on the floor.

In the Smyth store the rugs are also hung high up along one wall and also folded in circular shape and stood up in a row down the centre. A few hang from the ceiling, a lofty position being still allowed to rugs where such a high overhead, made of display has been banished from nearly every other department of a dry goods store.

The department contains, in addition, carpets, curtains and wall paper. The selling of the last is much facilitated by a large rack with leaves like a great book on which the papers are stretched. On these the customer can see the goods as they look on the wall, and as the price is clearly marked on each sample, a choice is often made on busy days by the time the clerk comes up.

Curtains and rugs are displayed also on the ground floor, and serve an ornamental as well as selling purpose.

Some Novelties.

In smaller rugs there are some shown of Scotch wool and others in which the wool is used in combination with the cocoa fibre. Another seasonable rug for outdoor use is made of jute with a brush finish.

But in the stores which cater to the high class trade it is not always a demand for mattings for the Summer cottage that is met. With wealthy visitors to the resorts there is often a desire to furnish the temporary home as lavishly as the Winter residence. This means a demand for more expensive and elaborate furnishings and a call upon the regular stocks of Oriental rugs, to be used as appropriate floor coverings. However, this is the unusual in the furnishings business and will not be considered as a factor in most departments.

Fawn and Browns

Most Popular Colors in Rugs—Greens Still Weakening—Prices Quite Firm.

THE trend in carpet prices, like that of woolens is upward and it is more than probable that the firmness in price of the latter commodity is more or less responsible for the advance of the other. At any rate since last year an increase in values has taken place which has been variously estimated, but may be placed at about five per cent.

In spite of this it appears that the retail merchants continue to buy better and better stuff all the time and most houses report business during the past year to have been very fair.

With regard to the goods themselves the body carpet is declared on all hands to be almost dead.

For the Fall, Oriental patterns are very strong, especially in the better quality goods.

With regard to colorings most agree that brown, tan and the different shades of fawn have the right of way, or rather, seeing that we are speaking of carpets it would be better to say that these colors have the floor, and according to quite a number, green, which formerly was very strong, has dropped off considerably in popular favor the last few months.

In linoleums the lighter colorings have the run and buyers are going strongly after hardwood block and stripe effects, as well as the floral patterns.

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1914 color catalogue on request
Price lists from jobbers

Crex Carpet Company, 212 FIFTH AVE. Dept. 5 NEW YORK



Hudson Seal and Wolf Strong

Latter Shows Evidence of Being Very Popular Next Season — Long-Haired Furs for Sets — Flare in Coat and Length is Shorter.

MONTREAL, June 2, (Special.)—As the selling season advances and reports are received from travelers, manufacturers are able to judge pretty well regarding the trend of the demand for next season. The manufacturers started in this season with a rather unsettled feeling, owing to the fact that last Winter had been pretty mild and in many cases, fairly heavy stocks had to be carried over. The sales made thus far, however, are considered very satisfactory, and a more optimistic feeling prevails.

Theatre Garments.

The tendency this season seems very marked for shorter garments, lengths of 36, 40 and 45 inches seem to be the most popular. Almost without exception the coats are made with loose backs, and the kimono or semi-kimono sleeve. Where some people do not fancy the kimono sleeves, a modified form is provided in the semi-komono, which is a loose-fitting style which gives ease and comfort to the wearer, and at the same time has the stylish appearance called for in the present vogue.

Modified Shawl Collar.

The shawl collars are still well thought of, though preference is shown in many instances for the Dutch or sailor collar, and for a modified form of the shawl collar with points, which give it the appearance of a square collar when buttoned up closely at the neck.

The linings mostly favored this year are high colored, soft silk brocades and watered moires. The latter have been coming into prominence recently and divide the popularity with the brocades.

Hudson seal seems to be particularly good this year and one manufacturer predicted that Hudson Seal and wolf would be the best selling furs next season. He stated that Persian lamb was not going as strongly as in the past year or two, but on account of the lower price, Hudson seal was proving very popular and all long-haired furs were also much desired, especially for sets.

Balmacaan Style in Vogue.

The craze for the Balmacaan style seems to be extending to the furs and a very attractive garment of Hudson seal is shown in this fur. It has kimono sleeves, large outside pockets with flaps, and a belt across the back, secured with two large fur-covered buttons. It is in "full" effect, like the regular Balmacaan coat and has a very smart and mannish appearance.

A lot of coats this year are being trimmed with ermine, chinchilla squirrel, and Alaska sable. Some very pretty effects are shown with these trimmings.

Most Have a Flare.

Except for the balmacaan style, which is finished off with a square front, most other styles of coats have the rounded front and more of less of a flare, though some are shown still with the hobble effect and are said to be in good demand. The city trade will no doubt take to some of the more extreme fashions, but for the country trade and for towns of moderate proportions, the lines of the garment will not show a very marked change from last season.

FURS FOR FALL.

Garments shorter.

Coats with loose backs and kimono or semi-kimono sleeve.

Modified shawl collar.

High-colored linings.

Hudson seal and wolf the favorites.

Balmacaan influence felt in cut of coats.

Others have rounded fronts with flare.

Mink stronger than ever for sets.

Wolf replacing black fox, owing to high price.

Muffs of large bolster type.

Mink Marmot Coat.

Among the samples of one manufacturer visited was a mink marmot coat about 45 inches long, made up in the straight back style, semi-kimono sleeves and sailor collar. This was very prettily marked with streaks of dark and light fur in much the same manner as a high class mink. A border of fur ran around the entire garment and gave a very pretty effect.

While some pony coats are being sold this year, it is stated that they are not so good as in former seasons and that blacks do not seem to be as popular as browns. Some caraculs—a flat curled astrachan, having somewhat the effect of a broad-tail Persian—are much fancied. A black Persian lamb coat, 36 to 45 inches in length, with a pronounced flare, was reported to be taking well in some districts.

Long-haired Furs for Sets.

For sets, mink is reported to be stronger than ever this year, and wolf, especially in black, natural and blue, is in particularly high favor. Red fox, natural Australian opossum, or Adelaide chinchilla, are also reported good for sets. In fact, everything for sets this year seems to be in the long-haired furs. On account of the high price of black fox, wolf is taking its place to a very large extent. Blue fox is reported to be coming in and is meeting with considerable approval.

Large Bolster Muffs.

The muffs shown are nearly all of the large bolster type, and are made with heads and tails. There seems to be a fancy for following the animal style and showing heads and tails, not only in the muff, but also in the neck pieces, where long-haired furs are used. Not so many ornaments are seen this year, and in fact some manufacturers state that they are now a dead letter. The long scarfs or stoles seem still to be popular and one very pretty set seen was of Hudson seal, with three large ermine buttons running diagonally across the front of the muff, and a stole with one large ermine button at each end. The effect of the white against the black was most attractive. Some heart shaped muffs are also said to be well thought of and many of the muffs are shown with silk shirred ends.

While it is possible that the trend may develop to a larger extent for the flare type of coats when the spring season comes around in the Fall, it seems to be pretty well established that the bulk of the demand for staple lines at least, is pretty well decided now.



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What the Princess and Others Wore at the Woodbine



Top row from left to right.—(1) Cape coat of checked and plain velour. The hat is a tiny toque of hair lace ribbon and paradise; (2) **Separate skirt of taffeta buttoned up the front with tiny buttons.** Blouse of white crepe de Chine. Cape of blue broadcloth with collar of Roman stripe and lining of coral pink. Small sailor hat; (3) Dolmanlike wrap of corded silk with collar and band of fur hat trimmed with mixed flowers and tulle; (4) Costume of taffeta and metal brocade showing the new set-in sleeve and tunic fulled on to a deep yoke. Note the net pleatings at the neck and sleeves, and the mesh bag and silver vanity case; (5) Watteau hat with velvet crown and rose on brim (6) Plateau hat of tulle lace and roses, dress of taffeta and net cut very low at the neck. Cape of satin with brilliant colored lining; (7) Tailored suit of navy gabardine and black taffeta. Note the cut of the coat, the set in pocket on the breast and the tight sleeves set into the small arm-hole. Varnished straw sailor trimmed with corded silk ribbon and paradise plume.

Second section, left to right.—(1) **Gown of taffeta with puffed tunic with shirred yoke trimmed with a** ruche. The sleeve is set in and finishes with a puff of silk and net. Watteau hat trimmed with velvet ribbon and flowers. Note the fancy bag carried on the wrist; (2) Gown of bengaline with girdle and collar of fancy printed silk. **Toque of hemp, trimmed with fancy feather effect.**

Third section.—Handsome Indian shawl arranged as a cape. Sailor hat with ostrich quill.

Fourth section.—**The Princess Patricia, wearing a dress of black satin and Dolman coat of white cord** silk beautifully embroidered. Her hat is of black velvet with white plume. Note the double row of pearls worn around the throat, and the ostrich ruche.

READY-TO-WEAR

Fashions Set by Woodbine with Royal Guests

White Was First Favorite—Much Black and Dark Blue Worn —Flounced Dresses of Taffeta and Lace, Long Tunics and 1880 Polonaise Styles With Accordion-Pleated Skirts — Many Capes and Cape Coats—Much Plumage on the Hats.

FAVORED by cloudless, hot days, the Spring racing season at the Woodbine has formed the setting for a wondrous display of lovely gowns. It has often been the contention that the importance of Paris as the fashion centre of the world hinges to a very appreciable extent on the great gathering of smart people at the races. It is here that the majority of the new fashions are launched, and here that new colors and new fabrics that later are to be universally worn first attract attention.

In a more modified way the Woodbine races play a similar part and many are the new fashions that have had their first introduction in Canada on the lawn before the grand stand. For this reason the Woodbine races are of importance to the whole of the Canadian dry goods trade.

Toronto women always save their smartest gowns for the race week, and the wealth that has come to so many in the last decade is reflected in the growing number of Paris gowns that were in many cases selected by their wearers in that gay centre specially to wear at the Woodbine races. These gowns are not of the usual mannequin class, but reflect the quiet elegance of the true Parisienne.

Impression of Blacks and Blues.

At the first glance many of the best dressed women looked somber — there were black gowns, black wraps and black hats everywhere, and if it was not black that was worn it was blue. Presently, however, it dawned upon you that much white was worn and that many of the very smartest gowns were white, and that the all white costumes were among the most effective worn.

But mingled with the black and white were touches of green, gold and rose for there were many lovely gowns in brilliant color.



Mourning for Duke of Argyll.

The state mourning for the Duke of Argyll accounted for the fact that H. R.H. the Duchess of Connaught and H. R.H. the Princess Patricia wore only black and white and soft greys and violets during their Toronto visit. On the opening day of the races the Duchess wore grey and the Princess appeared in a lovely white embroidered gown relieved with black and wearing a black velvet sailor lined with white.

Pantalette Frills.

The varied sources from which Dame Fashion is culling her ideas now were well illustrated in the Woodbine gowns. Many adopted the flounced gowns of 1830 brought up to date for 1914, and one of these ladies actually wore the frou frou lace frills that replace the pantalettes of our great grandmother's day. This gown was of blue taffeta with a quaint tight little waist and long full tunic to the ankles, beneath which was a plain tight skirt and the pantalette frills as a finish.

The 1880 polonaise with tiny buttons down the front from chin to knee, and with low placed shirred drapery finishing at the back with a large crush bow and with the single or double skirt of accordion -pleated flounces was another late of Paris style.

Many of these dresses had the open neck finished by frills of lace. Some of these polonaise affairs were worn over very tight skirts—so tight that how the wearer walked was a matter of speculation.

Then there were taffeta dresses that were be-flounced and be-frilled, some of which might have been worn by Dolly Vardon herself. One of these gowns had gay little nosegays on a pale blue ground for the smart little jacket. This was worn with a flounced lace skirt and the Watteau hat was trimmed with blue velvet ribbon and pink roses.

One of the most exquisite dresses was of coral pink charmeuse with a wide girdle with large bow of taupe. With this was worn a taupe plaque of varnished straw trimmed with ribbon and a single pink rose. Even more remarkable than the gown was the cape that went with it of satin in a beautiful dull shade of blue with a large single flower pattern in Martine colors.

Many Varieties of Cape Coat.

This was only one of the many capes that were worn, and there were numerous models that were hard to place as they were of the cape coat variety. Many of these capes were white, silk, satin and broadcloth being all used. A lovely white silk cape was worn over a white taffeta gown, and one dress of white broadcloth had a satin-lined cape to match.

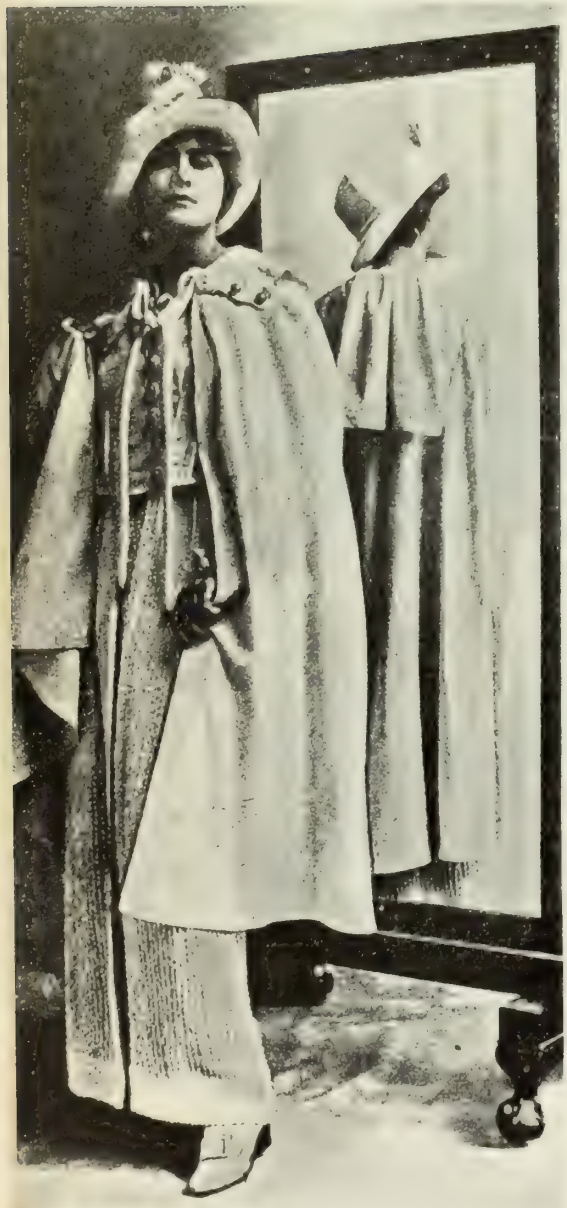
Among the many black and white creations was a three-tiered skirt of black and white taffeta with the selvedge forming the edge of the frills. Another lovely black and white costume was of charmeuse with tunic and waist of black Chantilly and with the white satin hat trimmed with water-lilies. Another lady

(Continued on page 82.)

Capes and Cape Coats in Favor for Fall

Many Manufacturers Featuring Them in New Lines — Much Doubt as to Length of Fall Coats—Fur Fabrics in Fine Effects —Lizard Skin the Latest—Flare to Skirts.

By a Staff Correspondent



Sport's coat of blue golfine.

MONTREAL, June 2 (Special).—The range of Fall samples of coats, suits and skirts as prepared by Canadian manufacturers, is now about complete and in most instances salesmen report that the new styles are meeting with a favorable reception by the buyers. Though there may be some variation of the models as now made up, it seems pretty well assured that the styles will not be changed materially. Generally speaking the Fall range is much more attractive than was the case last year.

Capes Will be Strong.

In coats, capes and cape coats are prominently featured, and it is confidently predicted that they will be very strong for Fall. Capes were shown last Fall in Paris, then New York adopted them, and Canada followed for late Spring and Summer models are being displayed in the higher class stores at the present time. In the Fall range of several manufacturers of high-grade garments capes and cape coats are shown in a large variety of designs and in all lengths. When they were first shown buyers were a little dubious about taking up the new cape effects, but since the first shock of the pronounced change in styles has worn off they are viewed with more favor.

Difficulty Over Lengths.

While it is probable that the three-quarter length will be the most popular coat length for staple buying, it is almost impossible to fix the length for the more exclusive models. One manufacturer voiced the opinion that it was a great mistake for manufacturers to try to regulate the lengths. It was much better, he contended, to leave the length optional with the buyers and have varying lengths so as to lend variety to the assortment to be shown. For his part, he said, he would not think of making coats of any stated length, but had them ranging from short waist dimensions to below the knee. It was impossible to make women's garments on stated lines such as could be practised for men's clothes.

In materials, two-tone chinchillas, golf-backs in plaid effects and fur fabrics are very good. Many coats are shown in fur fabric with real fur trimming. The fur fabrics are constantly improving in appearance and some very fine effects are now offered. The newest finish of this kind is "lizard skin." This is a silk-faced material, and is rather expensive, but is likely to be popular for exclusive trade. Tiger and leopard skin, Civet cat, squirrel, chinchilla, Coney, broad-tail and sealskins are to be seen in the Fall assortment.

Moire velvets and plushes, duvetyn cloth and a variety of novelty plush effects are used. Plaids and check mixtures are shown in sports coats.

Set-in Sleeve.

For linings, Chinese and Japanese designs in printed silks are considered very good, also moire silks. Nearly all the models show the set-in sleeve, except for some of the cape coats. The kimono sleeve seems to have had its day.

For skirts the flare is to be "the thing." It was the need for freedom in walking that brought the slit skirt into prominence, and it is altogether likely that the comfort of the flare skirt will make it a very popular garment. The models being shown now are close-fitting to the knee with a flare below. Some have an over-skirt effect and others show a slight pleating. Roman stripes and pencil stripe effects are predicted as the best materials.

WASH SUITS.

STYLES are certainly changing with wonderful rapidity nowadaws. The latest change consists in the return of the wash suit. Smart wash suits of linen and cotton crepe are showing for mid-summer wear. The wash suit is always practical as it is both cool and comfortable, and a visit to the tub when soiled restores it to its first freshness. Crepe and linen are the favorite materials, but there are many smart models shown made of ratine and cotton homespun.

The cape suit is the latest. The skirt is made with a long flaring tunic, with a narrow skirt underneath, and with a cape-like bolero with narrow shoulders. Many of these suits have the tunic and bolero of colored material with a vest and underskirt of pique or corded cotton in white.

Very striking and quite practical because separable is a suit with the tunic and coat of heavy white linen and the vest; the collar of the coat and the underskirt of Roman striped silk. Fashioned along the same lines is a suit of white ratine combined with large navy and white check. Plain white ratine is used for the narrow skirt and vest while the tunic and vest are made of the plaid.

A very smart model has the skirt of striped ratine and a Directoire coat of plain color matching the stripe. This coat is short in front barely reaching to the waistline and is finished with long postilion at the back.

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How the White House Bride Looked in Her Wedding Gown

Special photograph of Miss Eleanor Wilson, showing the latest conception of wedding gowns. This will be of special interest to the dress goods, accessories and millinery departments.



Gown of ivory white satin trimmed with old point lace: V-shaped neck, long mousquetairê sleeves of tulle: train over three yards in length: cap effect bridal wreath. Made by Kurzman. New York.

Trousseau of the White House Bride

Compiled specially for The Review



THE wedding gown worn by Miss Eleanor R. Wilson, as shown on a preceding page, is made of ivory white satin



and trimmed with real old point lace. This charming creation is the principal part of a trousseau.

The bodice is softly draped with satin which crosses in front and is brought to a point below the shoulders, front and back. The V shaped neck is finished with folds of soft tulle. The long mousquetaire sleeves are made of tulle. The real old point lace is gracefully draped over the right shoulder to the left side of the waist, and is fastened with a spray of orange blossoms. The lace then continues as a border to the long transparent tunic of tulle which graduates to the side of the skirt at the train. The long sweeping train is three and a half yards in length.

A cap effect bridal wreath by Kurzman, with orange blossoms and long draped veil was very effective.

Much interest is placed in the real old point lace used on the gown. It is a masterpiece and a work of art in lace making. Unique in design and perfect in execution, it may well be said that this famous art-treasure, which is a part of a world-famous collection, may justly find its place as an antique in a national collection.

Three-piece Going Away Dress.

This is a three-piece dress made of Corbeau blue gabardine. The coat is made of Corbeau blue charmeuse and gabardine. The front and upper part of back of coat is made of charmeuse. The back is gathered at collar.

The three-quarter sleeve of gabardine is topped with the blue charmeuse. Edge of sleeve is bound with a flat black silk braid.

Soft girdle of gabardine ending in front with oval charmeuse buckle.

The bodice is dark blue chiffon over white. It has braided straps of gabardine over the shoulders, with twelve rows of braid over belt of blue gabardine.

White organdie vestee and collar edged with a rose and green flowered narrow ribbon, fastened in front by three ribbon buttons. Long blue sleeves over white chiffon ending in a whide cuff of 16 rows of narrow black braid.

The short skirt of gabardine with three circular flounces starting at sides of skirt. These are fastened at back with a strap of gabardine attached to which are four small black silk tassels. Between the flounces, Corbeau charmeuse, to which they are attached, showing about one inch of charmeuse between each flounce. Flounces and bottom of skirt edged with black silk braid.

MISS MARGARET WILSON'S GOWN

Blue Tulle—Maid of Honor Dress.

Blue net bodice over blue Cekay crepe with band of double hemstitched net in square effect. Opening at neck to show soft ecru fine net lace which forms high collar.

Sleeve, made with short puff and ruffle with long pointed end.

Skirt of blue crepe with overdrapery of double scalloped tunics of blue net edged with narrow ruffles.

Narrow tucks on both hips of tunic and narrow double ruffles of net at bottom of skirt.

Belt of wide black satin ribbon with painted corn flowers and daisies.

French bouquet of rose and blue flowers attached to left side underneath the upper tunic.

MRS. FRANCIS B. SAYRE'S GOWN.

Salmon Pink Tulle—Matron of Honor.

Salmon pink net bodice over pink Cekay crepe with band of double hemstiched net in square effect. Opening at neck to show soft ecru fine net lace which forms high collar.

Sleeve—made with short puff and ruffle with long pointed end.

Skirt of salmon pink crepe with overdrapery of double scalloped tunics of pink net edged with narrow ruffles.

Narrow tucks on both hips of tunic and narrow double ruffles of net at bottom of skirt.

Belt of wide black satin ribbon with painted corn flowers and daisies.

French bouquet of rose and blue flowers attached to left side underneath the upper tunic.

MRS. WOODROW WILSON'S GOWN.

Champagne Embroidered Chiffon and Lace Gown.

Champagne chiffon bodice; soft full front with lace full in front to waist line. Wide chiffon revers and soft collar edge with embroidery.

Sleeves embroidered in fine beauvais embroidery, relieved with touches of cerise veining of lace on undersleeve.

Skirt—Long tunic of champagne chiffon and champagne all-over fine net lace, over underskirt of chiffon and charmeuse. The chiffon and lace of the tunic is joined by beauvais embroidery accentuated with fine cerise veining.

The tunic is longer front and back and graduates to both sides.

Soft crushed belt of the champagne chiffon, relieved by a puff of black tulle.

OPEN-WORK STOCKINGS.

Next to the dresses, the point of interest for those seeking fashion pointers were the feet. Though the slit has disappeared, footwear is still very much to the fore. The new skirts are quite short, and therefore the feet and the ankles are plainly seen. In hosiery the newest feature is the reappearance of open-worked stockings. This is the latest idea in Paris, and as all smart hosiery is silk of the sheerest description, the effect can be imagined. These stockings are hand-worked, and threads of gold or silver are used freely. For general wear very sheer silk hose to match the gown is the rule, and when the color permitted, bronze shoes were frequently worn; with the all-white costume white shoes and white were very generally worn. Shoes of patent kid or patent calf in the new colonial shapes, with fancy buckles and high Cuban Louis heels, were very generally chosen. Gold shoes and shoes with the quarter of black and gold brocade were noted, and also the patent vamp and cloth quarter. Some shoes also had colored heels, a fashion Mrs. Vernon Castle set when she was here a few weeks ago.

DRESSES HUNG BY TAPES.

In the ladies' ready to wear department of the Hudson's Bay Co., Calgary, the wardrobes are equipped with a hanger made of bronze, from which dresses are hung by two tapes, from the waistline, doing away with danger of injury to lace or fine trimming, on the bodice.

FASHIONS SET BY WOODBINE WITH ROYAL GUESTS.

(Continued from page 77.)

in this group was wearing a cape of vivid brass color over a gown of black taffeta with an accordion pleated skirt with a long tunic. The material of the cape was crepe chiffon moire and it had ornaments and tassels of jet. Many navy blue capes and cape coats had trimmings of Roman stripe or plaid, and many capes were of either rose or blue satin or broadcloth.

One of the smartest dresses worn during the meeting was a puffed gown of brass taffeta worn with a bronze hat with brass and bronze roses. The shoes worn with this gown were bronze and the stockings matched the gown.

Gabardine Much Favored.

Even in the days when suits predominated the majority were of silken materials and because of this and the very dressy types of suits now worn there was an air of smartness that is absent from the plain tailored styles. The new material gabardine was very prominent and when the suit was navy blue it was combined with black taffeta. Corded silk suits, in both black and blue, were numerous, and moire suits in all the darker shades were well worn. A very striking suit was of green corduroy made with a long tunic and tight skirt of Roman striped silk on a blue ground. The collar and vest was of the same silk.

Plumage Galore.

All the hats worn were very small and the sailor and the Watteau shapes divided the first place between them. Really the millinery was of minor importance: there was so little that was new. Many woman wore paradise and aigrette—so many that one wonders as to the ultimate success of the numerous plumage bills. As a rule it may be said that the Watteau and plateau hats were flower trimmed while the sailor models sported wings and ribbons. Many varnished straws were worn and the pure white hat trimmed with pure white wings met with very general approval.

Vest and Vest Girdles.

Among so many fashions so distinctly feminine in type the presence of the vest and the vest girdle was sure to be singled out. There were vests of all kinds, some with shoulder straps and the majority with tiny pockets and colored buttons to match. Many were of Roman stripe and one worn with a navy gabardine suit was of vivid red and white candy stripes.

Fifth Avenue Favorites

What Fashionable People Are Wearing in New York—Colored Tops and Quarters for Shoes and Pumps Very Strong—Men Wearing Tan Button Tops With Gunmetal, Tan and Patent—Laces Still the Usual Thing.

NEW YORK, June 2 (Special).—The styles and fashions before they become popular with the trade in general usually pass the test of New York opinion, and it is, therefore, interesting to note what is being worn on Fifth Avenue.

With women the new last with the reede toe and the long slim shape is taking well and many colonial pumps are seen. The Cuban-Louis heel is worn with practically all high class shoes, and the leather is confined to cheaper grades. Patent leather is almost the universal material with a great variety of color combinations in cloth and leather for both the shoes and pumps.

The popular shoe with the Cuban-Louis heel is worn with different color tops in both welts and turns; champagne buckskin, fawn and gray buckskin and plain colored cloth tops, particularly in gray are seen.

The colonial pumps are in both gunmetal and patent. Buckles of gun metal, rhinestone and silver are used. In pumps, too, the patent vamps are used with faun buckskin quarter and patent-covered heel with buckles lined to match the quarter; also in dark gray buckskin quarter with patent leather. Gun metal is also used with the colored quarters. A pump of lighter construction is very popular for dress wear. It is made in different colors and styles of brocaded silk, also with gray and faun buckskin quarters with tongue the same as the vamp, a light strap being used made of the same material to match the quarter; plain quarters are also used in black, dark gray and faun.

In men's oxfords the new narrow shape with the reede shoe is the popular thing, a style with perforated seams being worn extensively in both the black and tan. Invisible eyelets are used always with laces. An oxford without the toe cap is shown extensively in patent, tans and gunmetal, but it is not being much worn so far although the popularity seems to be increasing with the warm weather. A very plain oxford is among the latest with straight last and medium wide toe and already it is having a good run.

Men on Fifth Avenue are wearing a shoe made on the new last with materials of brown and patent with brown cloth and buckskin tops. This has a button top but in this style only are the buttons seen with the additional exception of the smooth-vamped patent leather shoe with cloth top which is being worn a great deal. Generally the new shape is seen with laces and invisible eyelets with materials of dark tan and gunmetal.

SAVING BIRDS OF PARADISE.

Birds of paradise may not be hunted in German New Guinea during the next 18 months, according to an order issued by Dr. Wilhelm Solf, Minister for the Colonies. In announcing this decision in the Imperial Parliament yesterday, Dr. Solf said he had originally intended to make the prohibition permanent, as demanded by the Radicals. He said he had changed his view after receiving a report from a German expedition in the interior of New Guinea, which said there were immense numbers of birds there and that no danger existed of their extinction.

FREE PHOTOGRAPH FOR BABY.

Ackermann Bros., of Elgin, Ill., held "Baby Week" to demonstrate various lines and promote business in their Infants' Wear Department. During the week, every baby who was brought to the store had its photograph taken free by one of the best photographers in the city. Each infant was also made happy by the present of a big toy balloon. A trained nurse was in attendance and was kept busy answering all sorts of questions as to feeding and caring for babies.

RUBBER-LINED APRON.

With the traveling season at hand women are looking everywhere for accessories which add to their comfort when on a train, a steamer, or in a hotel which is not completely equipped with modern facilities for dressing the hair or caring for the complexion. A plaid silk apron, rubber lined, and fitted with pockets of various sizes and shapes, will be found most useful for the summer holiday. It can be tied around the waist while dressing in a sleeping car or in one's cabin. There are roomy compartments for hairpins, brush and comb, pots of face cream and half a dozen other toilet essentials.

A Quartette *of* Unique Models *in* Summer Waists *for* Immediate Delivery

The waist styles here shown — the Balkan, the Middy, and the Beau Brummel—represent four of our Summer leaders which are holding the centre of interest in the ready-to-wear trade just now. These unique models are meeting the popular demand for the trade for attractive, quick-selling lines, and are bringing daily repeat orders. **They sell, and quickly.**

A long-distance call to-day will bring a trial order per return parcels post or express. Let us select a half-dozen of our known best sellers and send them for your approval. You cannot go wrong; if they don't suit, send them back. **Prices are right.**

Write also for sample of our bathing suits, which will soon be the order of the day. Our range is exceedingly attractive.

Allen Manufacturing Co., Limited

Long Distance Phone ADELAIDE 966



103-5-7 Simcoe Street TORONTO



1764
Ladies' Balkan Middy



2012
Beau Brummel



1833
Beau Brummel



1333
Misses' Middy

Strong Influence of New Dances on Dresses

Craze for the New Dances Growing Stronger—Dancing Dresses Promise to be a Big Feature in Fall Selling — Skirt Not Much Wider but Shorter.

THE growing craze for dancing is going to have a strong influence on Fall fashions and Fall business. Many of the new dances are little more than just walking to music, and anyone can dance them: this, according to Mr. Vernon Castle, is the big secret of their success. Of course, it is not pretended that everyone can dance like the Castles, but everyone can dance in some fashion and get endless fun out of it. Any amusement that takes hold of the popular taste always claims the attention of fashion, and the sale of dancing dresses, and dresses made to give enough freedom in which to dance, promises to be very large in the coming Fall.

Mr. and Mrs. Vernon Castle when on their recent tour gave two exhibitions of dancing in Massey Hall, Toronto, and so great is the interest taken in dancing that Massey Hall was filled to witness both performances.

Not Much Wider.

Much has been said about wider skirts for the coming season because of the increasing vogue of the new dances. Judging from the majority of the dresses worn by the Castles and their pupils, the added width is not to be very noticeable. The gown was shorter and, veiling the ankles, appeared a full draped rather than a flounced underskirt of lace or accordion pleated shiffon or tulle or silk. Greek drapery effects were very pronounced.

Mrs. Castle evidently clings to the skirt draped around the figure and with the slit in front. One of the gowns she wore was of white satin, with a knee-length tunic of pleatings of tulle, with a double row of jet tassels up the front. The waist of this gown was of tulle drapery, held in place by a girdle of black velvet, with straps of the same across the shoulders. A similar dress worn by a member of the company had the slash filled in front with flounces of lace, and the knee-length tunic was composed of pleated tulle, with a wide girdle of black taffeta silk.

A Nile green silk made with an overskirt edged with scalloped flounces and drawn up in bustle effect at the back was much admired. The narrow skirt was very short, and slashed at the sides, and below and showing through the slashes appeared a lovely full drapery of ecru net lace. The same lace composed the waist. All the gowns worn were remarkable for the transparent nature of the material of the waists. Net, tulle, lace, etc., were used never silk.

One dress was an 1830 model of flowered white crepe, with two flounces bound with cherry red finishing the skirt. This flounced skirt was gathered on to a tight fitting basque with low bodice bertha and puffed sleeves dropped below the shoulder.

This dress and the lovely white satin and green Directoire dress Mrs. Castle wore in an old fashioned dance were really fancy gowns, though they both show features that are incorporated in the new fashions.

Sketch by Review Artist.



Soft finished satin, showing pleated vest, tunic and long set-in sleeves. Shown by Martin Smith Co., Ltd.

EARLY CLOSING IN SIMCOE.

A movement is on foot to have the stores in Simcoe, Ont., closed on Thursday afternoons during June, July and August. Formerly the afternoon was only taken during the two last-named months. So far those interested in the promotion of the scheme have met with agreeable success and have the promise of the dry goods men, butchers, and the jewelers.



Use the Parcel Post

and the Home & Watts immediate-delivery stock of Children's and Girls' summer dresses

to avoid loss of sales. If you have under-estimated the amount of business you would do this season in juvenile garments and your stock is proving inadequate, we will be glad to co-operate with you through the parcel post to make sales that you would otherwise lose. We will mail garments direct to your customers, with invoice to you. We take all responsibility. **Send an open order for a few specials to brighten up your stock.**

Home *and* Watts, Limited

CHILDREN'S WEAR SPECIALISTS

19 Duncan Street Toronto

Regina Cloak Mfg Co.
MAKERS OF
"Perfection"
GARMENTS REG'D.
Montreal Canada.

Our Fall styles are at your service---samples on request

For a fine assortment of women's and misses' coats our Fall range cannot be equalled. It presents a very wide variety of styles and values that leaves no room for doubt as to whether they will sell or not. Perfection garments are well and favorably known.

Samples on request.

Regina Cloak Manufacturing Co.

MONTREAL, CANADA

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

Centres with Weekly Half Holidays or Otherwise

List of Ontario Towns and Cities Showing Whether Merchants Have or Have Not Half Day Off in Week During Summer Months —A Few Close Year Round—Of Interest to Traveler, Too.

EACH year this paper publishes a list of Ontario towns and cities where weekly half holidays are or are not observed. Each year the list where they are observed grows, demonstrating that the question of rest and recreation is one of importance. Below will be found a large number of centres represented; if any towns where a half-holiday is held have been omitted, Dry Goods Review would be obliged to hear from subscribers in them:—

AURORA—Wednesday afternoon in June, July and August.

AYLMER—Wednesday afternoon in June, July and August.

ALMONTE—No half holiday.

AYR—No decision reached yet. Grocers and dry goods merchants considering it.

ARNPRIOR—Merchants do not close here.

BELLEVILLE—Half holiday Wednesday generally, during July and August.

BROCKVILLE.—Not yet announced, but will likely close Wednesday afternoons in July and August.

BOTHWELL.—Wednesday afternoon from May to end of September at 12 o'clock.

BURFORD. — Wednesday afternoon June, July and August.

BLIND RIVER.—No half holiday.

BYNG INLET.—No half holiday.

BOBCAYGEON.—No half holiday.

BLENHEIM.—Wednesday afternoon, from June 17 to Sept 15.

BRACEBRIDGE.—No half holiday.

BEAVERTON.—No half holiday.

BURLINGTON.—No half holiday.

BRAMPTON.—No half holiday.

BURK'S FALLS.—No decision arrived at yet.

BERLIN.—Wednesday afternoon in July and August.

BRUSSELS.—No half holiday.

BOWMANVILLE.—Wednesday afternoon June, July and August.

BEAMSVILLE.—No half holiday.

CACHE BAY.—No half holiday.

CANNINGTON.—No decision yet.

CREEMORE.—Talked of, but no decision.

COBOURG. Butchers only close here for half holiday.

COBALT.—No half holiday.

CALEDONIA. — Half holiday on Thursday from 1 p.m. in June, July and August.

CLINTON.—No half holiday.

COMBER.—Thursday afternoon, beginning June 18.

COCHRANE.—No weekly half holiday.

CHATHAM. — Thursday afternoons during summer months.

CHESLEY.—No half holiday.

CAYUGA.—No half holiday.

DESERONTO. — Wednesday afternoons during July and August.

DUNDAS. — Wednesday afternoon, from May to September.

DRUMBO.—No half holiday.

DUNNVILLE.—Wednesday half holiday from June 17 to Sept. 16. ,

DUTTON.—No half holiday.

ENGLEHART.—No half holiday.

ESSEX.—Thursday afternoon from June to first Thursday in September.

ELMIRA.—No half holiday.

ELORA.—Wednesday afternoon during summer months.

FERGUS.—Wednesday at 12 o'clock during June, July and August.

FINGAL.—No half holiday.

FORD CITY.—Thursday afternoons at 1 o'clock during May, June, July, August and September.

FORT ERIE.—No half holiday.

FRANKFORD.—No half holiday.

GALT.—Thursday afternoons in July and August.

GODERICH.—Majority close Wednesday afternoons, July and August.

GUELPH.—Close Thursday afternoon. during July and August.

GEORGETOWN.—No half holiday.

HAGERSVILLE. — Thursday afternoons in June, July, August and September.

HAMILTON.—Wednesday afternoons during summer months.

HAILEYBURY.—No half holiday.

HESPELER.—Wednesday afternoons from May to August.

HASTINGS.—Wednesday afternoon, July and August.

IROQUOIS.—No half holiday.

KEEWATIN. — No decision yet arrived at. Last year closed Wednesday afternoons in July and August.

KINGSTON.—No general half holiday; some close Wednesday afternoon.

KINGSVILLE.—Thursday afternoon from May 1 to Sept. 30.

KINMOUNT.—No half holiday.

KINCARDINE.—No half holiday.

LAKEFIELD.—Wednesday afternoon July and August, at 12 o'clock.

LONDON. — Wednerday afternoon, May to September.

L'ORIGINAL. No holiday, early closing twice a week.

MEAFORD.—Stores close Thursday afternoon during June, July and August.

MERRITON.—Wednesday afternoon; June, July and August.

NIAGARA-ON-THE-LAKE. — Wednesday afternoon; July and August.

NIAGARA FALLS.—Nothing decided yet.

NORWICH.—Has not been discussed.

ORANGEVILLE.—Wednesday afternoon, July and August.

OSHAWA.—Thursday afternoon from June to September.

ORONO.—No holiday, but closes early every other night.

OTTAWA.—No holiday.

PICTON.—Thursday afternoon, June, July and August.

PETERBOROUGH.—Thursday afternoon in summer months.

PLATTSVILLE.—No holiday.

PORT ARTHUR.—No action yet; to be expected later.

PORT DALHOUSIE.—No holiday.

PORT DOVER.—No holiday.

PORT ELGIN.—Thursday afternoon, June, July and August. Close six o'clock year round; ten thirty preceding holidays.

PORT ROWAN. — Thursday afternoon; July and August.

PORT STANLEY.—No holiday on account of tourists.

PRESCOTT.—No holiday except barbers on Wednesday afternoon; June, July and August.

RENFREW.—No holiday.

RICHMOND HILL.—Wednesday afternoon, July and August.

RIPLEY.—No holiday.

ROCKLAND.—No holiday. Close at 6 p.m. Tuesdays and Fridays, according to city by-law.

ST. CATHARINES. — Coy Bros., A. W. Moore, Watts & Bate, Ltd., hardware dealers, Wednesday afternoon, June, July and August.

ST. MARY'S.—Wednesday afternoon, July and August.

ST. THOMAS.—Wednesday afternoon, July and August. Grocers and butchers in May and June also.

SARNIA.—No holiday and no action contemplated.

SCHOMBERG.—No holiday.

SIMCOE.—Thursday afternoon; June, July and August.

SOUTH PORCUPINE. — No holiday. 6.30 p.m. Wednesday and Friday except on 10th and 15th of month, or preceding a holiday.

STAYNER.—No holiday. Close at 6 p.m. except on Saturday.

(Continued on page 88.)

Devices of Other Dry Goods Merchants

Starting Free Trips to Panama.

A FREE trip to the Panama Exhibition, accompanied by your wife, daughter, mother or sister, is offered by J. W. Foster, Limited, of Vancouver, B.C. The conditions are announced as follows: Every purchaser of clothing amounting to $5.00 will receive a ticket entitling the holder to one chance in the drawing. $15.00 worth of clothing, 3 tickets; $25.00 worth of clothing, 5 tickets. A ticket with every $5.00 spent at Foster's Clothing Stores. The drawing will be conducted under the supervision of Mr. Newcombe, of the Vancouver Daily Province. Drawing to take place on the 31st day of January, 1915. This is an experiment in advertising. We have taken $400 from our yearly advertising appropriation and feel confident this method will bring us increased sales.

Five Blue Suits for Home Runs of Ball Team.

GOODWINS, LIMITED, of Montreal, are running a special ad. addressed to the members of the Montreal Baseball Team. A cut is run showing a player beating the ball to the plate, and above it is this wording: Hit the little joker for a homer and wear an "office blue" suit at our expense. We are anxious to see two things climb. The Ball Team—in the race for the pennant—and Goodwins "Office Blue" in popularity. Here's a chance to attain both ends. If you boys hit the ball hard enough, five of you will be sporting "Office Blues" (the rest of the team will all want them, too, when they see yours). Here's the offer in plain, cold type: To the first five members of the Montreal Baseball Team who, at Atwater Park, make a home run, complying with the conditions printed hereunder, Goodwins Limited will present, absolutely free, one of their splendid "Office Blue" suits (silk lined coat and extra pair of trousers) finished to measure. The conditions: First—There must be one or more men on bases when the Home Run is made. Second—No man can win more than one suit. Third—This offer remains open for the season of 1914, or up to the time that five members of the Montreal Baseball Team have made a home run on Atwater Park in accordance with these conditions.

Guessing Number of Pennies and Buttons.

NEAR the main entrance of a big store in a northern lakeport town is a glass case containing a couple of bushels of bright new pennies and buttons. The money in itself is an attraction which is sure to draw interest, and on the case is a placard stating that a valuable prize will be given to the person making the guess nearest correct as to the number of pennies and buttons in the case. A guess is allowed with each purchase over a certain amount.

Cutting One Dollar Off Price Each Hour.

MAKING a bargain offer against time is one of the latest sale novelties that has been tried by G. A. Ramsden, of Midland, Ont. For the Dollar Day sale recently held in that town, Mr. Ramsden applied the figure of the day in the way of an hourly reduction. A gramaphone was placed in the window at eight o'clock in the morning, with a placard stating that the price, $32.50, would be reduced by a dollar every hour until the sale was made. The placard was changed at short intervals to show the ruling price. This method has the novelty of increasing interest by the introduction of an element of competition similar to that of an auction sale, with the price going down instead of up. Early in the afternoon, when the representative of The Review left Midland, the instrument was still on sale, and the price was becoming very tempting, but many were getting anxious lest they might hold off too long and lose the chance to purchase. A similar method has been tried with valuable jewelry in a sale covering a number of days.

"International" Sale of Silk.

AN "International" sale of silk was announced in the May-end portion of their annual Profit-Sharing Sale, by the Right House, Hamilton. The idea behind the word was that silks came from a great variety of countries, and in the display in the windows the plan was carried out by the use of the special flags of these countries.

Over 100,000 Saw Work of Art.

THE JOHN MURPHY CO., LTD., Montreal, had on exhibition for several weeks a famous Russian painting, entitled "Choosing the Bride," from the brush of Makoffsky. The canvas measures 17 feet by 10, and was hung in a special niche in the second story of their building, and so lighted as to bring out all the wealth of color and dramatic expression. Last year the firm showed another of Makoffsky's masterpieces, "The Russian Wedding Feast," and it was stated that about 100,000 people visited the store to see the picture. This year it was estimated that even more people took advantage of the opportunity to see a great work of art. Murphy's announce that they will exhibit annually one of these great works of art. As an attraction for a crowd, it is certainly a success.

AMONG DRY GOODS MEN IN CANADA

A. B. Hames & Co., Lougheed, Alta., have succeeded Jessen & Galloway, general merchants.

J. E. Bunch, Duff, Sask., succeeds R. Watson, general merchant.

The Overland Department Store, of Redcliff, Alberta, has been enlarged to include an ice cream parlor, tea room and parcel room.

Tip-Top Tailoring Co., Toronto, will erect a six-storey warehouse, 75 by 100 feet, to cost $55,000.

Edward Roos, Berlin, Ont., who for many years was engaged in manufacturing felt in South Bend, Indiana, is dead at the age of 76.

Garson Supply Co., Garson, N.S., have succeeded Mrs. Eades, general merchant.

H. E. Manley, Asquith, Sask., has bought out the general store of R. Mather & Son.

WANT BUSINESS TAX ABOLISHED.

Winnipeg, June 4.—(Special).—The business tax was the chief subject discussed at the last meeting of the Winnipeg branch of the Retail Merchants' Association. J. A. Banfield presided.

Alex. Munro, in describing the present system of business tax as iniquitous, stated that six rental agents controlled about three-fourths of the rental properties in Winnipeg. He declared that it was outrageous that their business tax should be thus automatically increased whenever these rental agents decided to increase their rents. Mr. Munro contended that the business premises of retail merchants should be assessed from the city hall according to the assessment value of the property, and not at the whim of any rental agent.

Ald. Milton expressed his approval of the lines on which the association was working to get the present inequalities remedied. He declared that the Board of Control, while in sympathy with the retail merchants, must be assured of their backing, and he urged every merchant to affiliate with the association and thus augment its strength. Ald. Milton deprecated delay and reminded the members that the assessment commissioner was now busily engaged in preparing the assessment list for next year.

J. A. Banfield, in winding up the debate expressed his intention of taking definite action in the matter, and intimated that the business tax committee would have a definite proposal to submit at the next meeting.

There was a marked divergence of opinion on the advisability of indorsing a weekly half-holiday for the retail trade, those taking part being chiefly grocers, butchers, or bakers. Some members declared that a weekly half-holiday was impracticable without a compulsory city by-law, while certain members expressed their intention of giving their assistants a half-holiday in turns. Other merchants preferred to give their employees a full week's holiday during the year instead of sundry half days during the summer months. It was also pointed out that civic holidays which did not coincide with the weekly half-holiday caused confusion among the public. Finally, a committee, composed of W. J. Sutherland, W. R. Milton and A. Gronbach, was appointed to consider the matter and report at the next meeting.

C. F. Rannard was elected treasurer.

CENTRES WITH WEEKLY HALF HOLIDAYS OR OTHERWISE.

(Continued from page 86.)

STIRLING.—Wednesday afternoon; July and August.

STOUFFVILLE.—No holiday. Close at 6.30 p.m. Monday, Wednesday and Friday.

STRATFORD.—No holiday.

STRATHROY.—Action contemplated.

STREETSVILLE.—No holiday.

SUDBURY.—No holiday. All stores close not later than 7 p.m.

TILLSONBURG. — Wednesday afternoon, June, July and August.

TAMWORTH. — Wednesday afternoon, July and August.

TAVISTOCK.—No holiday.

WARKWORTH.—Wednesday afternoon, June, July and August.

WATERLOO.—Action contemplated, but depends upon action in Berlin. If anything is done, holiday will fall on Wednesday for summer months.

WESTON.—Close Wednesday afternoon during summer months.

WINGHAM.—Close Wednesday afternoons in July and August.

WEST TORONTO.—Wednesday afternoon the year round, as a general rule.

WINDSOR. Grocers and butchers close Thursday afternoon the year round.

WOODSTOCK. No half holiday.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

A HANDSOME WAREHOUSE.

The new building of Messrs. D. F. Cocks & Co., Limited, 14 and 16 Great Portland street, W., London, England, is a fine example of modern warehouse arrangements. The building has a commanding exterior with its six storeys, all occupied by the company. On the ground floor is the showroom for gowns and mantles with fittings in solid mahogany. At the rear of the show rooms are the stock rooms where the mannequins put on the garments and parade for the benefit of the customers. The first floor is devoted to furs; the second to millinery feathers. A feature of the firm's business are boas and feather necklets, over 100,000 being handled every year. These are on the floor above. Offices and stock and packing rooms fill the rest of the building. A pneumatic dispatch tube system has been installed. This firm employ close to one thousand hands at their two factories.

"ROOSTER BRAND" AT MAGOG.

The Robert C. Wilkins Company, Limited, of Farnham, Que., manufacturers of "Rooster Brand" garments, are opening a new factory at Magog, Quebec, for the manufacture of overalls only. As the Dominion Textile Company's mill at that place will supply a large portion of the material used they will be in a very advantageous position to make overalls at the lowest possible cost. Mr. Wilkins, the president of the company, states that notwithstanding the dull times they are overtaxed with orders and they expect a big rush of business next Fall and are consequently preparing in time to meet the demand which is bound to come as country merchants are getting their stocks down very low.

Douglas K. Ridout, Toronto, has been elected president of Murray-Kay Co.

Gordon Brothers, Hamilton, had the entire stock of their ladies' tailoring establishment ruined by fire.

FOOTWEAR DEPARTMENT

Close Buying and Selling in Shoe Staples

Nineteen Years of Experience in the Shoe Department of a Big Store—Modern Merchandising Methods Showed Weaknesses—Many Dry Goods Stores Carry Shoes.

By a Staff Correspondent.

SOUND buying and sound selling prices are necessary for the success of the shoe department—they form the foundations upon which this business can best be built up, in the opinion of W. E. Preston, manager of the Playfair-Preston Company's department store at Midland, Ont. For nineteen years there has been a shoe department in this store, but it has only been during comparatively recent years that, with the application of modern merchandising methods, some weaknesses of the department have been discovered and changes brought into effect which have put it on a basis where it shows satisfactory returns.

The method by which the buying strength of the department is estimated is by taking daily record of the sales, and by keeping close check on the mark-up percentage, the discounts, and the mark-downs to clean lines, the volume of turnover, etc. Then the policy of the department is to sell what might be called the more staple lines at close prices.

As an instance of the advantage of selling certain lines at close prices, Mr. Preston refers to an experience in the department when he was making an investigation which led him to his present policy. A line of workingmen's boots had been put into stock and the boots were being marked up at $2.25, with the average percentage of the department. Mr. Preston suggested that in this case the price be made $2 as an experiment. It was only a short time afterwards that an Italian laborer came in for boots and looked over the lines offered. When he struck the $2 line he made a purchase without comment. In Mr. Preston's opinion, had the price been the quarter dollar higher, there would have been a fight with the salesman for the reduction, which would have led to a dissatisfied customer, for the Italians are close buyers and nearly always ask for a cut. That in this case the customer was satisfied with the boots and the price was shown from the fact that during the same day thirteen Italian friends came to make similar purchases and the line was pretty well cleared up; it was not long until there was a repeat order necessary.

The shoe department in the Playfair-Preston store carries 9 per cent. of the total stock of the store; the department pays 8 per cent. of the store rent, and is charged with a percentage of the delivering expense, fuel, light, taxes, etc.

Lines are carried at almost all prices, with women's shoes up to $5 per pair and men's up to $6. The best sellers are found to be the four and five-dollar lines.

Horrell & Son, Midland, carry a big stock of boots and shoes, 10 per cent. of the business of the firm being in this department. Mr. Horrell states that although lines are carried up to $6, the best sellers are found to be at $2.25 to $4 for women's shoes and $3 to $5 for men's.

A combination shoe and grocery store is found in Collingwood, kept by T. N. Brown; while another unusual trade combination is found in the Stephens Store in the same town, where on the ground floor are groceries, shoes, and men's clothing and furnishings, and on the second floor housefurnishings. Shoes are also carried in the store of C. C. Begg; men's footwear is carried at the men's store of Patterson & Ough, and women's wear by Qua & Patterson, while Homeford & Vernon have an exclusive shoe store.

At Meaford, Ont., there are six general stores, and all of these carry footwear. Gray & Co. make a specialty of men's footwear in their men's wear store, besides general lines in the general store; and Rumsey & Cartwright, men's furnishers, carry boots and shoes for their particular trade.



1. Bal of gun-metal calf, ox kid top, invisible eyelets, no hooks, pull in place of strap.

2. White nubuck, trimmed with black suede.

REPAIR MATERIAL PRICES.

Interesting Schedule of Rates Showing Conditions in Boston.

In Boston there is a material difference noted in the range of prices charged for shoe repairs in Boston as between the repair men and the high grade stores.

	High grade stores	Medium grade stores	Shoe repairers.
Men's whole sole and heel.	$2.00	$1.65	$1.50
Men's whole sole and rubber heel	2.00	1.75	1.70
Men's half sole and heel	...	1.40	1.25
Men's half sole and rubber heel	...	1.50	1.45
Women's whole sole and heel	1.75	1.50	1.25
Women's whole sole and rubber heel	1.75	1.65	1.45
Women's half sole and heel	...	1.25	1.00
Women's half sole and rubber heel	...	1.35	1.20
Women's leather heels	.50	.30	.25
Men's leather heels	.50	.40	.30

The matter has been investigated by the Boston Retail Shoe Merchants' Association, with the result that the following schedule of prices has been recommended to the trade:—

Men's whole sole and heel	$1.65
Men's whole sole and rubber heel	1.85
Men's half sole and heel	1.25
Men's half sole and rubber heel	1.50
Women's whole sole and heel	1.50
Women's whole sole and rubber heel	1.65
Women's half sole and heel	1.15
Women's half sole and rubber heel	1.25
Women's heels	.30
Men's heels	.40
Lowering heels on new shoes	.25

Edmonton Store Keeps Samples in Glass Cabinets



THIS is a view of the fine-looking and extensive shoe department of Pennant Stores, Limited, of Edmonton, which extends almost the full length of the building on the right. There are three sets of shoe fixtures here, as can be seen, for men only. These are finished in oak and are about ten feet high, and the cartons containing the shoes are of uniform appearance.

There is a feature in these fixtures that could be introduced into every shoe store with profit. It is a showcase, built into and projecting a little from the fixtures, and is seen in the photograph at the extreme right. There are three of these cases. They contain representative types of shoes carried in stock, black and tan, heavy and light.

Men often find it difficult to state what kind of a shoe they require; and yet that is usually the first question a clerk asks. A glance at a case like this will determine what shoe he requires, and it saves the clerk the trouble of pulling out a dozen boxes. Some customers are so modest they will often buy shoes they do not like if only shown a limited quantity. A day later they show their dissatisfaction, and become bad advertisers. These cases have glass doors, which slide upward, being weighted.

The settees and fitting stools are located near, so that the customer, after choosing a shoe, can be fitted at once. There are three settees, and three cases, allowing three clerks to operate at once. This department occupies considerable space and, together with the boys' shoe department upstairs, is an important adjunct to the clothing business.

Selling, Rents and Turnovers in Shoe Section

Valuable Investigation Being Conducted by Harvard University — Wide Discrepancies Between Systems at Present in Use — What is Fair Standard?

AN exceedingly interesting and valuable investigation into the system of retailing shoes is being conducted by the Bureau of Business Research of the Graduate School of Business Administration of Harvard University for the purpose of giving the business man scientific information, to aid him in meeting and solving his problems rather than rule of thumb advice.

In starting an investigation of market distribution, the commodity selected was shoes, as illustrating practically all the main channels from maker to user. There is a fairly calculable demand for these as a whole. The production has been fairly well standardized, and is fairly unfluctuating, very different, for example, in this respect from the distribution of food products.

At the outset a slight investigation served to show the need for establishing some uniform system for retailers, for the widest variations were manifest. Some reckoned profits on cost; others on the selling price. Some charged salary for their own time and rent for their own stores, while others did not. Some meant one thing by selling expense and some meant another.

The investigators decided in making their report to estimate all percentages on the selling price as the one common basis of comparison. That is, "the net sales (gross sales less returns made by customers, and allowances made to them) is taken as 100 per cent."

It should be noted that so far the main replies have been received from fairly large cities, and it is well known percentages of cost are considerably lower in the smaller places.

Gross Profit.

Gross profit so far encountered ranges from 20 per cent. to 42 per cent. of the net sales, the report declares, according to the grade of goods and with almost exactly the same number above 30 per cent. as below 30 per cent. The Bureau is inclined to think that under present conditions the typical gross profit of shoes retailing at or under $3.50 will be found to run from 23 per cent. to 25 per cent., and for those retailing above that price a percentage of from 30 to 33 is the type. Gross profit as treated above includes discounts.

Operating Expenses.

Total operating expense so far encountered ranges from 18 per cent., or possibly a little less, to 35 per cent. of the net sales in going concerns. The figures as a whole centre about 24 per cent.; that is, about as many are above as below 24 per cent., with the operating percentages of medium grade stores centering around 23 and of higher grade stores around 27.

Freight and cartage is not included in the above operating expense percentages, as it is deducted from the merchandise statement. Nor is interest included, which is deducted from net profit.

Buying Expense.

Few, it is stated, keep a separate record of buying expenses. Those reporting showed a range between 0.8 per cent. and 1.8 of the net sales. The figures so far centre about 1.1 per cent.

SUMMARY OF PERCENTAGES.

	A Common Figure.	A Possible Figure.
Gross profit, low grade	23-25	—
" " high "	30-33	—
*Operating expense, low grade	23	20
Operating expense, high grade	27	25
Buying expense	1.1	1.0
Sales force	8	7
Advertising	2	1.5
Deliveries	0.6	0.4
Rent	5.0	3.0
Interest	2.5	2.0
Stock turns	1.8	2.5
Annual sales of one person	$10,000	—

*Not including freight and cartage and interest.

Salaries and Wages of Sales Force.

The percentage of salaries and wages of the sales force has been encountered, ranging from 5.0 to 10.3. Percentages as low as 4 and as high as 13 have been eliminated because of doubt of their being genuinely comparable, and because of insufficient opportunity to verify their accuracy. There appears a marked concentration of the figures between 7 per cent. and 8 per cent. in cities of more than 100,000 population. It is sufficient indeed to point to a standard of 7 per cent. It may be possible to attain 6 per cent. in cities of this size. The bureau has eleven percentages running between 6 and 7, but in the light of its present knowledge 6 per cent. would be very thoroughly investigated before being accepted.

Advertising.

The cost of advertising runs as high as 8. 8 per cent., but the tendency is to centre about 2 per cent.

Deliveries.

Delivery expense has been found to date ranging from practically 0.0 per cent. on the lower-priced stores to 1.4 per cent. on the higher-priced stores. The figures of the stores making deliveries centre around 0.6 per cent., with a marked concentration between 0.4 per cent. and 0.6 per cent. of the net sales.

Rent.

This important item has furnished the greatest variation of all; namely, from 1.8 per cent. to 14.6 per cent. of the net sales in going concerns. Despite this rather astonishing range, a distinct tendency is encountered for the figures to centre about 5 per cent., as many being above that percentage as below, with three-fifths of them all falling between 3 per cent. and 7 per cent. Between 3 per cent. and 4 per cent. alone, however, there is a sufficient concentration of percentages to warrant the suggestion of not only 5 per cent., but 3 per cent. as a standard to be aimed for.

Interest on Capital Invested.

The general practice has been to charge interest on borrowed capital only. The Bureau has allowed in addition, for interest on capital invested, and this has been deducted from the total net profit to secure the final net profit. The figures thus made up have ranged between 1 per cent. and 7.9, but have centered around 2.5.

Number of Stock Turnovers.

This perhaps most important item of all—number of stock-turns—has a range so far in our data of from 1.0 to 3.6 times. It seems to centre about 1.8, and a sufficient number have stock-turns of 2.5 to warrant accepting that as a realizable standard. That is, a shoe store has been encountered whose stock turned over no more than once in a year, and another whose stock turned as many as 3.6 times. The majority, however, turned their stock more than 1.8 times, but less than 2.0 times.

The Bureau's measure of stock-turns is obtained by dividing the average inventory into the cost of goods sold, not into the sales. Usually not more than three inventories are obtainable in a year for an average, and sometimes not

(Continued on page 93.)

Heavier Soles Needed for Colonials?

Universal Popularity of Line First Devised for Women of Fashion May Lead to More Practical Sole — Nubucks Going Well in Montreal—Dancing Pump With Band to Prevent Slipping.

By a Staff Correspondent.

MONTREAL, Jun 3.—(Special).—Owing to the backward Spring weather, sales of Summer shoes did not really commence until the last couple of weeks in May. Retailers report, however, that there has been a good demand recently for Sea Island ducks and white nubucks, in both high and low cuts. As these are entirely a Summer line, it needed the warm weather to create a desire for them, and though the demand started late, the indications are that sales will be pretty well up to the average.

Heavier Sales for Colonials.

Colonials in plain, dull and patent leathers, have been by far the most popular Spring street shoe for city wear. This style, originated for ladies of fashion, has caught the popular fancy, and as a result very few Oxfords have been asked for this season. Everything is Colonials. One shoe buyer in discussing this trend of the trade said the Colonial was designed for women of wealth, who had little walking to do, but who could ride around in their motors and only used their shoes when they stepped in or out of the car. For this purpose they were adequate, but a heavier sole was needed if they were to be generally adopted for a street shoe. At present most of the models have a very light, thin sole, which, besides not standing much wear, could not be as comfortable as a heavier sole would be. He has found that the same type of shoe with welted soles enable the wearer to better stand the heat of the stone or cement sidewalks of the city streets. Many women who had tried the lighter weights had been glad to get the thicker soles.

There is no doubt that this style of shoe is convenient, and it also has a very neat appearance. It may be used with any style of costume, and it shows to advantage the light and filmy hosiery so much in vogue at present.

New Dancing Oxford.

Manufacturers seem to be vying with one another in getting out dainty designs that will meet with the approval of the devotees of modern dancing. Two new models just announced by one manufacturer contain several points of interest. One of these, which is described as a dancing Oxford, is a five-eyelet, instep-lacing pattern, with quarter cut low to allow the freedom of the conventional pump with the security of the street Oxford. It is made of glove-soft Russian colt patent leather, and has an extremely light and flexible sole which is pliable to the motion of the foot. The toe has a slender, sloping effect, with ample toe chamber protected by short, flexible concealed toe box, and the heel is of the "court" type, designed to give proper poise in "spin, trot and balance."

Dancing Pump That Does Not Slip.

The other is a dancing pump with an elastic instep band which prevents slipping. This utility device is concealed by a broad ankle strap, decorated by an ornamental side fastening, and makes the ordinary ribbon ankle lacing unnecessary. It has a comfortable toe without stiffening or toe box, and short vamp effect; a special French heel with graceful curve, and turned sole, making a very light and flexible shoe. They are made in white or black satin, or in colors to match gowns, by special order.

Rubbers Easier

While price is about ten per cent. lower tendency is for upward movement soon—Rubber-soled shoes going well.

Montreal, June 2. (Special).—There has been a good steady demand for rubber footwear this season, and manufacturers state that sales show a material increase over last year. There have been practically no changes in the styles as submitted in January last, but prices have declined on the average about 10 per cent on all lines. This naturally has had the effect of stimulating sales, as the market seems particularly favorable at the present time.

Manufacturers of rubbers follow very closely the style trend of shoe manufacturers, as rubbers must be made to adapt themselves to the prevailing modes in shoes. There seems to be a tendency toward lighter weights, and the finer grades are selling better all the time, especially for city wear. There has been a good demand this year for rubber-soled outing shoes, and though the season was late in starting owing to the backward weather, there has been a marked improvement in the sales lately, since the commencement of tennis and outdoor sports generally.

In the rubber footwear business, samples are all made up and sent out in January. Orders are pretty well in hand by February and March, and the Summer months are occupied in turning out the goods. The factories are very busy at present with generous orders to keep them going. With prices down, the tendency is for retailers to buy freely, as it is thought the next price change will be in an upward direction.

Folding Slipper for Travel or Lounge

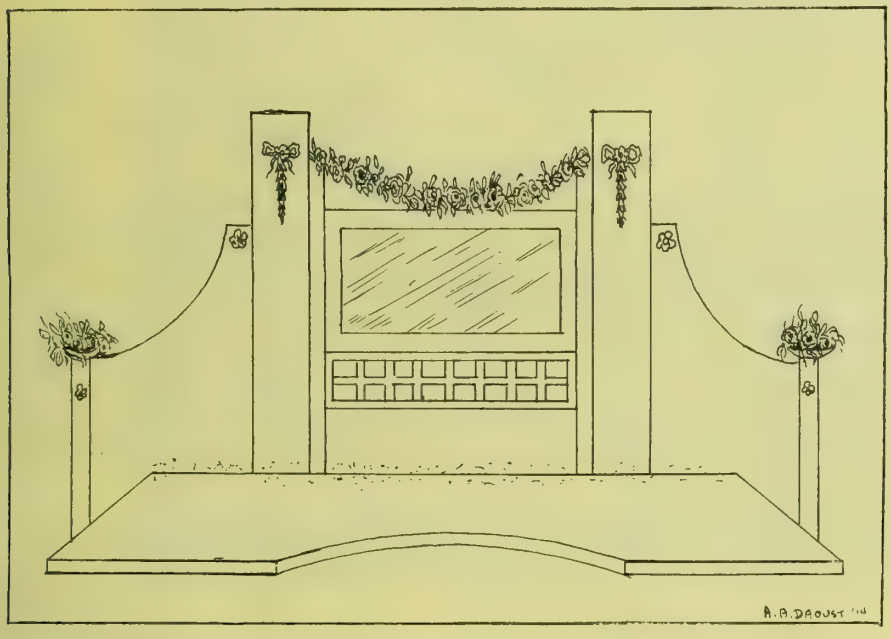


This handy slipper made in all colors fold up into handy form and are tucked away into the leather case on the right. They are used for pullman cars, for the bath, or lounge, wear generally.

The inside seams are eliminated. They are made in standard sizes for both men and women, in soft calf, kid, morocco, satin and silk. Shown by Sultana Mfg. Co., Cincinnati, Ohio.

Simple Background for Spring and Summer Merchandise

Designed for The Review by A. A. Daoust



THE framework should be cut out of thin lumber or compo board in size suitable to fit your window. When the pillars and base are finished, cover same with pale buff felt or cream felt and put together. The different sections of the background should be covered before they are put together to form the background. The ornaments on the pillars can be of plaster paris and pasted on the felt.

On each small pillar at each end small wooden chopping bowls should be used and filled with artificial Summer flowers. These should be gilded to look properly. A garland of rich artificial Summer flowers should be used.

If this background should be employed for white shoes it could be made very effective by covering the background with orange felt, and the base covered in black. This you will find will make a very strong effect for white shoes. Large white and yellow daisies should be used in this case.

Some Popular Fall Lines

Call for Fancy Tops Growing Stronger—Higher Priced Lines Show More Demand—Even Men's Tans Growing Weaker —Gun Metal in Men's Still Sells Well.

By a Staff Correspondent.

MONTREAL, June 2 (Special).—Discussing with shoe manufacturers the outlook for Fall, fabric tops are found to be very much in demand, principally in patent leather with black or fancy topping, and the kidney or spool heel made of leather and having the appearance of the wooden heel but much more substantial.

The turned shoe is in great demand at the present time and pretty effects are shown in Colonials with fancy steel buckles, of all shapes and sizes, and with straps, some four or five straps being used.

For Higher Priced Lines.

The tendency now is to get footwear to harmonize with the costumes. The dancing craze has been responsible for many novel effects in shoes and manufacturers are vying with one another to get up models that will appeal to the ever-changing whims of fashion. Certainly there is a very pronounced tendency for more dressy shoes and not for a long time have the styles presented so many features of a more or less fancy nature. There is also an increasing favor for finer and higher-priced lines, and as these usually yield a good profit to the retailer they should steadily gain in popularity. It is very often possible for the dealer to interest and to sell a customer a much higher priced shoe than she had purposed getting, by showing the many fine points and exclusive features of such footwear. Effects can be secured in the finer grades of shoes that it is next to impossible to obtain with cheaper materials.

Fancy Tops Stronger Than Ever.

The popular shoe has a 2½-inch heel and medium long vamp with receding toe. Dull leathers are still in demand in gun metal and nap kid for dressy boots. A dressy style this season is the button boot with whole quarter of black cloth, patent leather vamp and plan toe. Tops are shown in Scotch plaids, serges and corkscrews, the latter in black and white combinations, tan and white, taupe and all black. All black mohairs with fancy stripes and brocades are very strong. In the brocades some very pretty effects are shown, some of them being of the watered or moire order.

Tans have fallen off badly and are being very little asked for for Fall. There will of course be some sale for them, and some districts will be better than others in this regard, but generally speaking tans have had their run.

SELLING, RENTS AND TURNOVERS.

(Continued from Page 91.)

more than two. These inventories are taken at low stock periods, and, therefore, probably do not represent a real average stock, but rather an under figure, and, therefore, the real number of stock-turns is without much doubt somewhat less.

Sales of Clerks.

The averages of sales run from $5,000 per sales person per year to $16,500, centering around $10,000, but one going as high as $30,000. The $10,500 sales were found in great business thoroughfares—Broadway, New York; Chestnut Street, Philadelphia, and State Street, Chicago. Sellers of men's shoes average higher than those of women's. Percentages of cost range from 5 to 10.3, with 8 as an average and 7 considered as attainable.

In future issues The Review will keep its readers informed of the progress of the investigation.

Two New Ones at $2.50 for an Old One at $3

Practical Illustration in Hamilton Store of Value of Cleaning Out Old Shoe Stocks to Make Way for Fresh up-to-date Stuff.

Written after an interview with F. A. Taschereau

HAMILTON, June 2 (Special).—A new manager in a department usually hews to the line in the matter of clearing out odds and ends that have accumulated. With a manager who has been on the job for many years there often comes a desire to hold this or that stock as sure to realize the original price as marked for sale. Perhaps he wants to back his judgment in purchases against the public's apparent disinclination to take this special line seriously, or he thinks it is sure to "come back." Many buyer managers have a constant fight with their pride to clear out some lines at reduced prices. Others display an almost remarkable independence of personal feeling or opinion, and slaughter, if need be, the goods that are moving slowly or that show signs of falling out of fashion.

Clearance Sales.

A glance at the shoe department of Stanley Mills & Co., of this city, showed an interesting process of clearance going on under the direction of F. A. Taschereau, the new manager, for the West had drawn off the former one.

Tables were piled high with lines in carefully divided lots. On one a card was labeled prominently, "A Carnival of Values, $1.49 each." These were Oxfords. Now, Oxfords are not the best sellers nowadays in women's shoes, and Mr. Taschereau felt that $1.49 for each of them was better than $1 each later on; perhaps 49 cents each before the snowflakes were flying. So out they were moving at $1.49.

Another lot were designated under the title "Re-building and Expansion Sale, $1.99." That is the name of the sale that the store has been conducting. This lot was colonial pumps, in gun-metals and tans.

Still another plain for the eye to see—was ticketed, "Re-building and Expansion Sale, $1.13." This lot was composed of children's kid shoes in black and chocolate shades.

Lots Advertised in Papers.

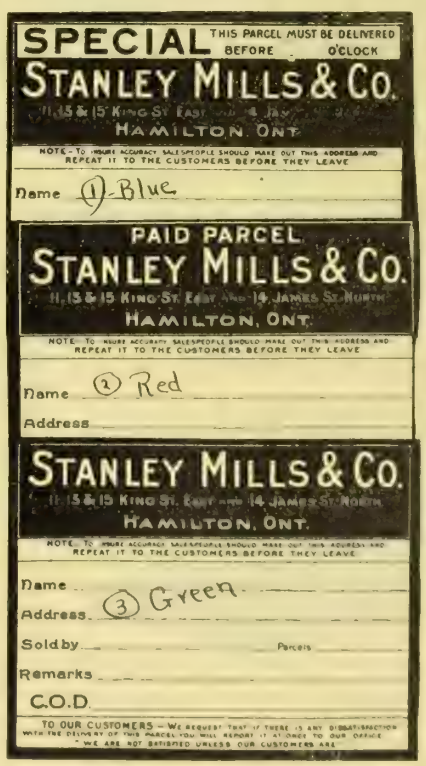
These goods had been advertised extensively in the daily papers, with the prices in prominent black figures, and they were good values. For instance, the $1.13 shoes had been marked $1.50, and so on. Some shoes had passed through a previous sale and not been chosen, and this was a 50 cent reduction. They were being sold at a profit, or at cost price if they would go; if not, down it would come again.

The following statement illustrates Mr. Taschereau's idea in this clean-up sale:—

"Here is a lot at $1.49, Oxfords, slow sellers, as Oxfords are fast going out. A number have been sold already, but if I cannot clear all at $1.49, I will slash again and the next mark will be 99 cents; and if I can't clean every one up at 99 cents, I'll give them away at 49 cents. The point is, I don't want them on the shelves; they are getting of less value every month, and must go. I'm a firm believer in keeping stocks not only clean, but as light as possible."

Now for a story on that $1.99 sale of tan colonials; a very weak line now in ladies' footwear, as all know.

There came in a lady to look at those $1.99 colonials. Her size was not there, or a particular style, it may have been. Anyway, nothing in the pile suited her.



LABELS FOR SHOE PARCELS.

Three varieties in colors, as marked, for pasting on outside of shoe parcel. 1. For special delivery before regular time; 2. Paid parcel; 3. C.O.D. parcel, with this prominently marked on bottom to avoid mistakes by driver.

Showed Her Another Pair.

"Let me show you some more," suggested Mr. Taschereau, and without waiting went to the shelves and took out a pair.

"These are $3," he said. She tried them on. He brought over a foot mirror—a handy arrangement for any shoe store. She liked them, they fitted, and she paid the $3 for them.

Now, where did the store stand on the transaction?

First of all, be it noted, if the lady had gone to the shelf and read the price mark on the shoes she would have seen $3.50. Mr. Taschereau had lowered it to $3.

Why?

Where Store Gained.

"I tried to size her up and thought that she would not pay the increase from her original idea of $1.99 and $3.50. As it happened, she was quite ready for $3. A $3.50 price might have killed the sale.

"And why did you not tell her you were cutting the price 50 cents?"

"Under the circumstances, with the $1.99 reduction before her, a cut in this line might have made her suspect there was something wrong. So I simply cut it without telling her and she recognized the good value at $3 and was satisfied.

"Now, over here is another pair, much better, for $4.50. I didn't even show her that, for the price would have given her a fit.

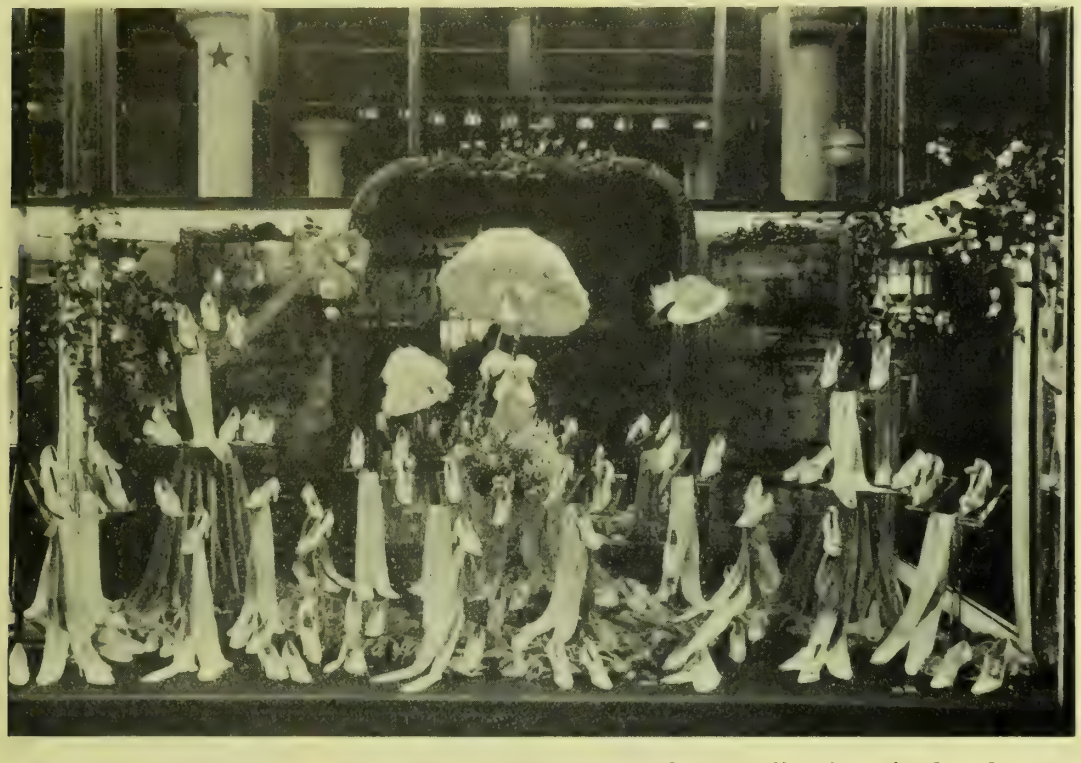
"Now, where do we come out? Just here. Those shoes I sold for $3 cost us $2 35. We at least saved ourselves, probably a little more; and with the $3 I can buy two pairs at $1.50 that are quite up-to-date and will sell readily at $2.50 each. Keep your stock cleaned out."

Summer Novelties

Fabrics, suede and buck combined with patent leathers, high style. Bronze shoes worn with matching colors. Gold shoes for dressy wear. The Cuban Louis, the new heel.

A VERITABLE harvest should be reaped this season in fancy shoes, for never before have shoe fashions been so dainty and so irresistible. Possibly the high heels may not meet with the approval of the health faddist, but

Summer Display of White Shoes and Hosiery



This beautiful display of white footwear illustrates the co-ordination of other departments in a dry goods store with that of shoes. Note the white silk hosiery setting off the pumps, with parasol and white hats grouped in the centre. The background consisted of a mirror with panels of red plush on either side, while green plush was draped gracefully along the floor and caught up on left and right on glass holders. Flowers added to a very dainty and effective display by A. E. Apted.

from the viewpoint of beauty and smartness there is no fault to be found with the new shoes.

Though the split has retired from favor, skirts are shorter, so that the feet are quite as much in evidence, and besides, the dainty and fanciful gowns now worn need elaborate and fanciful shoes to complete the picture. Manufacturers have certainly made good use of their opportunity, and the number of smart, well-cut models shown is very large.

Flexibility and lightness are due largely to the influence of the modern dances, for we dance both by daylight as well at at night now. The soles must be light and flexible and the uppers close fitting and dainty in shape. Comfort also is by no means neglected, for the modern woman above all demands comfort in dress.

$ $ $ $ $ DAY FROM THE DRESSING TENT.

(Continued from page 19.)

dollars, then the sacrifice of price—to a reasonable point—is worth while. In most cases it will not be found good for the policy of the store to sacrifice staple lines.

In connection with the mysterious Bill Dollar, the fun can usually be kept up throughout the day. The best plan is to pick a local man for the role—one who does not object to a little fun with personal advertising—and he can usually manage to dodge the issue until late in the day. Additional interest in the elusive Bill is often secured by the big stores offering additional prizes, and in this event the huntsman must not only hold the receipt of one of the Dollar Day stores, but one from the particular store offering the prize.

It is not necessary that the sale should be confined to dollar lines, although, of course, the whole advertising scheme is based around the value of one hundred cents. There are ways of arranging groups of articles for a dollar which will be found very effective. Articles can be placed one within the other in many instances, while even the grocer with his staples can make special offers of a certain number of articles for the dollar. Then, too, when the customer is in the store it is a good time to offer other bargains that cannot very well be brought down to the dollar mark.

Giving Away Dollar Bills.

One firm, Frank Wilson & Co., announced that they were giving dollars away.

"Now this is how we are going to do it. To the first customer making a purchase in our store when the doors open promptly at 7.30 we will give One Dollar absolutely free, and to the first customers from Penetanguishene, Lafontaine, Wyebridge, Wyevale, Elmvale, Hillsdale, Vasey, Elliott's Corners, Port McNicoll, Victoria Harbor, Tannersville, Waubaushene, Fesserton and Coldwater we will give to each One Dollar. You can win one of these Dollar Prizes, and you do not have to spend it in our store unless you like to, but we are sure you will, as the purchasing power of a dollar will be stretched to the limit here on that day."



Patent vamp with cloth top for Fall. Shown by Ames, Holden and McCready.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schuck Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto,

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannelettes.
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VOL. XXVI

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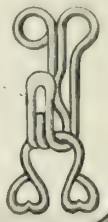
June 15th, 1914

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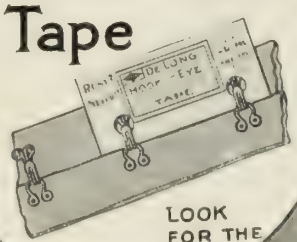
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— standards in their line — will make your notion counter famous for quality and reliability.

THE DE LONG HOOK AND EYE COMPANY
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Dry Goods Review

VOL. XXVI. JUNE 17, 1914 No. 12

July Sale that Drew Regular Christmas Crowds

Successful Methods Employed by Robert Wright Co., Limited, of Brockville—Covered Country District Thoroughly With Posters, Using Even Rural Mail Boxes—Bought Special Seasonable Lines and Preferred a Few Big Cuts to a General Reduction.

By a Staff Correspondent.

BROCKVILLE, June 16—(Special).—Everybody is getting ready for July sales, semi-annual ones in most cases, in some an annual clearance. Here is a story of a semi-annual sale, but the biggest one of the year for the Robert Wright Co., Limited. So big, indeed, that the first week of the sale last year equalled in receipts the income of the week before Christmas, usually an unassailable record. It was not that pre-Christmas receipts were low, they were as good as ever, but the opening week of the July sale was phenomenal.

Imagine having a crowd waiting before your doors every morning of the first week, filling the aisles steadily throughout the day, calling for the services of more clerks than you could collect in your town—all on a hot Summer's day.

Readers of the Review will be interested in learning something of the inside story of this sale; of the plans that have been found successful in the past few years and will be put into operation next month in an effort to realize a result that will surpass even last year's high-water figures.

The sale, it may be said at the outset, was well organized. Most successes in the dry goods business are. The publicity given it was along more extensive lines, probably, than had been attempted ever before in the district. Again, the "menu" in the big posters was one that was like to whet the appetite. The goods offered represented, in many cases, values secured by special purchases months before. Job lots were featured and nearly every department of the store was represented. These, and the reputation of the store for honest dealing, drew the crowds. The first two are matters any firm can work out: the latter is a reward, of years in most cases.

But to come down to particulars as supplied to The Review by Mr. Robert Wright, jr., who leaves in a few days on his annual buying trip to Europe; Mr. George Wright, managing director, and advertising manager, Mr. Bain, and several more among the officials of this busy store with a healthy growth that is increasing constantly.

REACHING THE PUBLIC

FIRST, how to reach the public. Brockville, roughly speaking, is the centre of a big country district, the "centre" if being located on the river with the United States border at the other side, can be thus described. This border town locations has its ups and downs. It cuts off trade to the south, and is face to face with the line of fancied or real "bargains," awaiting the Canadian traveler.

A FEW HINTS.

Cover country districts, slipping posters in houses and rural mail boxes.

Have some official of store superintend delivery of posters. It pays.

Yellow posters with yellow price tickets in store to correspond.

Special values for every department of store.

Make big cuts in a few leaders rather than a general reduction.

Keep some goods in reserve to freshen up later days of sale.

Plan far ahead for special purchases.

The Wright store meets the situation rather astutely. It picks July 4 for the opening day of the sale. There is a double-barrel reason for this, as Mr. George Wright explained: The store gets the advantage of single fare rates that are run on that day by the B. W. & N. W. railway that covers a good proportion of the country district around, and it helps some of the regular customers to brush aside the temptation of spending their money in Ogdensburg, N.Y., or some other U.S. burg along the river front. This is a fine instance of boldly facing a situation and winning out.

The announcement in a big yellow poster read on this point as follows: "**Everybody's coming to Brockville on July 4th, the opening day of The Greatest Summer Sale in our history. The sale lasts all month, but come on the opening days if possible. Very low rate excursion on the B.W. & N.W. Railway on first day, July 4th.**

The sale, as advertised, lasts throughout the rest of the month, but the big business is done the first week.

The Publicity Campaign.

How does the store reach the public with its announcements? These, as has been stated, were in the form of yellow posters. The color is changeable. One year yellow, this year pink, and whatever color was used in the bills announcing the sale is duplicated in the price tickets inside the store during the sale.

In regard to the distribution of these large circulars, the most important item in Mr. Wright's description was his advice, "See to it yourself,"—unless you want a tremendous waste of your advertising material.

Mr. Bain, who has charge of the floor, was once connected with a patent medicine firm that did distribution of read-



A BUSINESS-PULLER.

This is a reproduction of a yellow poster that probably brought in larger returns than any others ever issued by The Robert Wright Co., of Brockville. One might have wished for a little more prominence to the firm name at the top, but compensation is made at the bottom. "Brockville's Greatest Store" is a slogan that shows up well. To the left and right are announcements covering nearly every department in the store, under their separate heads. Note the prominence of the price figures all at the end of the line in black type. Down the center are some very tempting "specials," which might have been headed as such. If there had been enough of these they could have been continued in the larger display type right down the center, but on a bill like this space is always valuable, and with specials taking up more room, many of the other items would have to be omitted. This year the paper used will be pink and the price tickets of the same color.

ing matter by the wholesale and he knows of the thousands of tricks youthful bill "peddlars" are up to in an effort to get through the job with the least wear and tear on their feet and hands. So whether it be in Brockville itself; in Gananoque to the west; Prescott to the east, or Lansdowne to the north, the distribution of the "literature" of the firm is watched carefully. But in addition, the whole countryside receives its share. Two autos and four men are engaged including one at least of the members of the firm, and these go out, literally, from door to door in the country, for 10, 15, 20 or 25 miles around. Wherever there are rural mail routes, a bill is stuck in each one, as the cars pass along, and in the groupings of boxes at side lines, larger areas are covered.

"We are hardly back in our car again before some one is out of the house, and down after that bill," said Mr. Wright.

The school houses, blacksmith shops, and bill boards are not neglected, nor that frequent sight in this fruitful dairy district, the cheese and butter factory.

This work is done to supplement newspaper advertising, or is it the other way? At least the firm would not think of omitting any of these thorough preparations to cover the district minutely. In a few cases this work is unnecessary owing to mailing lists that are used.

GOODS FOR THE SALE

THESE bills, as will be seen by reference to the sample reproduced here, contain separate announcements for each department of the store: Staple, kitchen, silk, wash goods, stationery, small wares, men's furnishings, etc.

And what of the goods placed before during this month?

First of all note that there is no attempt at a general reduction on all lines. This is done in the January sale in the heavy goods, but not in July.

"We prefer a big reduction in some stuff than in reducing everything in the store," The Review was informed.

"By this plan our actual loss is very small, and we make up very soon on goods at ordinary prices. If we made a general reduction we would lose on all, so what would be the advantage?"

What is done in the main, is to make special purchases for this sale, as has been said, in some cases, months before; in others a few weeks or only days in advance, of job lots, samples, etc. On these, of course, big cuts can be made, and unusual values given, as the public will recognize at once. For instance in white goods a line was bought at 6½ cents that ordinarily sells at 12½ cents. It will be put out at 8 cents for the sale.

A line of wash dresses was bought at $7.80 a dozen; it usually sells at $1.25. Probably it will be put on sale at about 75 cents.

A PERCENTAGE CUT.

One of the varieties of price reduction adopted for the July Sale is to make a general one, say of 10 or 20 per cent. to cover all goods in a certain department, such as ready-to-wear, fancy goods, etc. A big ticket is put up: "All these goods reduced 10 per cent." The individual price tickets remain the same as before, but the customer knows that anything marked $20 will be $18 now, and a $15 line, only $13.50 and so on. Leaving the old price tickets, the firm believe, convince of the genuineness of the former prices.

Special Reductions.

And so on. Items like this are beacon lights for that sale.

There are other cases where a special reduction is made of goods previously on sale. For instance a number of wash dresses for children were bought at $4.75 a dozen for a job lot of 50 dozen.

(Continued on page 4.)



This "Demonstration Sale" was a plan of the Collingwood merchants to beat out a transient trader who was pretending a run of cheap prices. The trader whose tax-paying and other citizen's duties were in the same weak position of all itinerant vendors, was soon forced to leave town at the "bargain" rivalry of the old-established stores. Note novel decoration of this store of C. C. Begg, "Heart to Heart Talks" on one side, and "We Shield You From High Prices," on the other.

Hasten the Tent-folding of Cheap-Sale Arab

Collingwood Merchants Put on "Demonstration" Sale of Real Values for Ten Days and Thus Drove Itinerant Out of Town—Three Autos Covered District With Circulars.

By a Staff Correspondent

COLLINGWOOD, June 15.—Meeting a cheap-sale, short-term merchant at his own game—that is, to the extent of price competition—and offering staple lines instead of bargain stocks secured for the occasion, were the tactics employed by the aggressive business men of Collingwood when one of these business adventurers came to the town a short time ago and started in the usual programme. A big ten-day sale was launched in the leading stores of the town, and The Review is informed by officers of the Retail Merchants' Association that the result was all that could have been expected, and "the sale of the cheap goods man was knocked as flat as a pancake by the competition of regular goods sold at bargain prices."

Collingwood merchants took the method of hoisting the opposition on his own petard, not so much because of the competition offered, but as a matter of principle, and for the good of business in general. As a usual thing, the cheap sale man works a town only a short time, for as soon as the people get wise to the game and begin to appreciate that they are getting cheap prices only and not by any means bargains, they return to the regular stores where satisfaction is guaranteed, while the erstwhile, alleged public benefactor, like the Arab, folds his tent in the night and steals away. However, in this instance the idea was to hasten the tent-folding feature, and the merchants have the opinion that the course taken in killing off the first of the sales will have the desired effect—certainly so far as the first sale was concerned the merchants say it was a pretty dead affair for the newcomer, and was followed by a period of marked inactivity in his vicinity.

A Co-operative Campaign.

Collingwood merchants conducted their big demonstration sale for ten days. It was organized through the Retail Merchants' Association, and eight of the leading firms of the town entered into the scheme. Advertising the big event was left almost entirely to circulars, and each one of the firms issued a printed announcement, together with certain lines, in which prices were cut so as to make the bargains especially attractive.

Circulars Spread by Autos.

The distribution of these circulars and posters was arranged co-operatively. Three automobiles were used, and each store supplied the services of a man. For three days the distribution continued, and in that period every house in Collingwood and practically every home within a radius of fifteen miles was visited.

That the merchants were right to the point of the matter will be noted from the announcement issued by C. C. Begg, a reproduction of which appears in connection with this article, and from the big front which was put up for the event, as shown in the cut. From the announcement we quote:

No Circus Advertisers.

"We will demonstrate to the people our facilities for bargain giving. Big buying is the power for right selling; we buy in large quantities for four large stores. We buy for cash; no quantity is too large when price is right. We don't buy old-fashioned goods, that are dear at any price, nor do we advertise bankrupt stocks that never existed. We go direct to the manufacturers and buy salable goods that the people want at the lowest possible price. We buy goods we can guarantee; our guarantee is your money back if not satisfied. The sale will be conducted by our own staff. We cannot afford to import sales companies and pay then 10 per cent. commission on all goods sold. Besides it is not necessary. Our goods do not require smooth talkers or circus advertisers to sell them."

Also note the lettering on the shield and heart design: "We shield you from high prices" and "Heart-to-heart talk about quality."

Ignored in Meaford.

Meaford, too, has had an experience with a cheap sale specialist, but recently he quietly disposed of his store there and disappeared to some distant pasture—it would not have to be a very green pasture to be a tempting one under the circumstances, say the merchants of Meaford.

In Meaford the attitude of the merchants in general was to pay no attention to the cut-throat campaign. They came to the conclusion that the best method was to ignore such competition. They say that the result was that the people soon came to appreciate that they were paying good money for goods that were not good, and that a bargain sometimes is not a bargain at any price. In any event, the sale specialist did not thrive long.

What Good Buying Means to a Business

Too Much Reliance Placed Upon Native Shrewdness — Men Confuse Shrewdness With Skill — Buying is the Fuel of the Business Machine.

By National Association of Credit Men.

ONE of the most interesting problems in commercial affairs is why so small a percentage of retail merchants succeed even to the extent of remaining in business and meeting in full their obligations, though they go into business presumably expecting to do better than make both ends meet.

The answer to this problem is that men rush into business ventures with an idea that it is a very simple matter to run a business and that the only elements that really enter into it are buying and selling. They have no idea how involved and intricate are the elements that go into the making of a generally successful business.

We would not intrust a machine for motive or productive power to an unskilled laborer if safety and success are to be assured, and so it is that the business machine breaks down and brings disappointment to the unskilled and unfitted operator.

In this country there is too much reliance upon native shrewdness. Men confuse shrewdness with skill, thinking they are identical but they are not, for while shrewdness may be a source of reliance in time of emergency, it is skill, —or honest, energetic application of common sense, knowledge, and experience to the task in hand,—that builds substantially and makes for successful operation.

Buying is the fuel of the business machine and should be the first subject for the exercise of skill upon the part of the retail merchant. If good judgment is not used as to quality or quantity the business machine will be deficient in profit-producing power. There is a homely but pertinent maxim, "Goods well bought are half sold." It takes skill with all that that word implies to compass this first requisite of profitable business. Present-day competition calls for such skill as men never had to exercise before to satisfy rapidly changing tastes and needs of the consumer, and create new demands which the merchant must arrange to satisfy.

This leads us to consider the relation of buying to the important feature of creating a debt, for the meeting of which provision must be constantly made. A debt contracted, known commercially as a credit, has two terminals that when the debt is contracted or the credit extended and that when the credit is redeemed or the debt extinguished—and there can be no safe and successful start from the first terminal without having the second distinctly in view.

Dependence cannot be placed upon Providence or chance to extinguish the debt. Retail merchants fail and are unsuccessful because they overbuy or lack the skill properly to adjust purchases to the selling power of their business or to their available capital, which eventually brings about embarrassment due to disproportion of matured obligation to likely be available assets. Overbuying or inflation of stock is the danger against which every merchant must constantly struggle.

Therefore, the merchant must first determine the safe purchasing power of his capital — must know how often it is necessary for the stock or capital to be turned over each year, so that his credit obligations may be properly provided for, the largest discounts availed of, and the expense of depreciation for undesirable and out-of-date goods kept at a minimum.

In illustration,—a merchant starts with $5,000 capital and at the end of the year has carried an average stock of $10,000, had total sales of $15,000, with a gross profit of 25 per cent. and an expense of 19 per cent. His payments for merchandise had averaged 30 to 60 days slow, with the assistance of a small bank credit. The result would approximate the following:

Year's gross profits		$3,750.00
Deduct:		
Operating expenses	$2,850.00	
6% on capital	300.00	
Interest on overdue accounts	150.00	
Interest on bank loan.	60.00	
Depreciation on stock.	300.00	
		$3,660.00
Net profit		$ 90.00

Should this merchant have carried an average stock through the year of $5,000, sold for the year $15,000, on a cash basis his turn-over of capital would have been three times during the year and he could have taken advantage of discounts with the following approximate results:

Gross profits		$3,750.00
Discount on merchandise purchases	350.00	
Total		$4,100.00
Deduct:		
Operating expenses	$2,700.00	
6% on capital	300.00	
Depreciation on stock.	200.00	
		$3,200.00
Net profit		$ 900.00

Skilful buying as exemplified in these two illustrations would have spelled success and earned a difference of over 16 per cent. on the capital invested by this merchant, and given to the business machine its fuel on a profit-producing basis.

These two illustrations prove that it is not the extent of gross profit that assures success, but the skilful and discreet handling of purchases which have eliminated some of the charges against gross profit and added to the net result which is the real test of profit-earning power.

As a final word, for it cannot be too frequently dwelt upon, sucess in retail merchandising is in proportion to good buying, for upon it depends the rapid turn-over of capital, the securing of best discounts, and a reasonable net profit.

JULY SALE THAT DREW REGULAR CHRISTMAS CROWDS.

(Continued from page 2.)

These have been selling at 98 cents or $11.76 per dozen. For the July sale these probably will be dropped to 49 cents, exactly cut in two.

Remnants, broken lines, etc., will figure in the sale, but if they are at all unseasonable, not to the extent that the other lines would.

In the millinery department, of course, there is a good chance to clean out stock.

A rather clever use is made in the poster of special drawing cards: millinery at $1.98; serpentine crepe at half price and umbrellas at 29 cents. This is a typical department store device for sales of undisputed values, often below cost price in a few lines.

THE LEADERS.

The firm believe that a few slashing reductions, below cost, are good pullers. So they had a "Downpour of Umbrellas," at 29 cents, $2.50 silk for $1.29; 13-cent English print for 5 cents, and trimmed hats, up to $8 for $1.98.

Meaford, a Town of General Stores

Six of Such Establishments Pretty Well Handle the Trade — Simple Method of Keeping Track of Stocks — How Butter and Eggs Are Handled to Bring Trade to the Store.

By a Staff Correspondent.

MEAFORD, June 2.—The outstanding impression in connection with the retail business of this town is general stores—the general merchant seems pretty well to control the trade; in fact there are very few exclusive stores in the town. Another impression gained after talking to a number of the business men is that these stores are doing a good trade. Meaford merchants are either doing business that is exceptionally good under the prevailing conditions or they must take first rank with the optimists. When the statement is made in this connection that the only one manufacturing concern is not working and that a big furniture factory is doing extra time there appears to be foundation for the optimism. Besides, although Meaford is a lake town, it is a live manufacturing centre and it has a big country trade which is always dependable.

The establishments of Gray & Co., E. Sewell, E. Abbott, R. E. Main, J. Fligg and Deitch & Co., are all general stores and they carry very heavy stocks in proportion to the premises occupied. In the case of Gray & Co., an effort is being made to double the capacity by taking in the store adjoining but this arrangement cannot be successfully made just at the present time. The men's wear department has been established a few doors up the street and here are to be found roomy premises and apparel for the man attractively displayed. The main building is one hundred and thirty feet deep and besides dry goods, shoes, ready to wear garments and shoes and groceries in the basement, there is a millinery department on the second floor and stock rooms on this floor and the third floor.

A Pocket Stock Book.

Keeping track of the stocks of such an establishment when there is a big turnover compared with the size of the establishment, and where the different departments are very much crowded, would appear to be a serious problem and the representative of The Review discussed this interesting point with W. H. Smith, the manager of the store.

"Comparatively simple," was the way Mr. Smith referred to this problem, and he produced a small book which he carries in his pocket, which serves as a stock record. When purchases are made and goods placed in stock entries are made of the number of packages and their contents in this small book; when stocks are brought from the store room for the retail shelves they are checked off and then the estimating of the stocks can practically be done by estimating what is on the shelf. This makes the buying a comparatively simple matter. The different lines are given individual numbers and the numbers used instead of names and descriptions.

Dealing in Butter and Eggs.

In a town like Meaford where there is a big agricultural trade the general merchant must not only consider what the farmer may want to buy but what he has to sell; the farmer comes to town with his butter and eggs to find an immediate market and when he finds that the supply is much greater than the demand he looks for a place of convenient disposal of the surplus. It is naturally the merchant who can make arrangements for the handling of this produce that gets his trade.

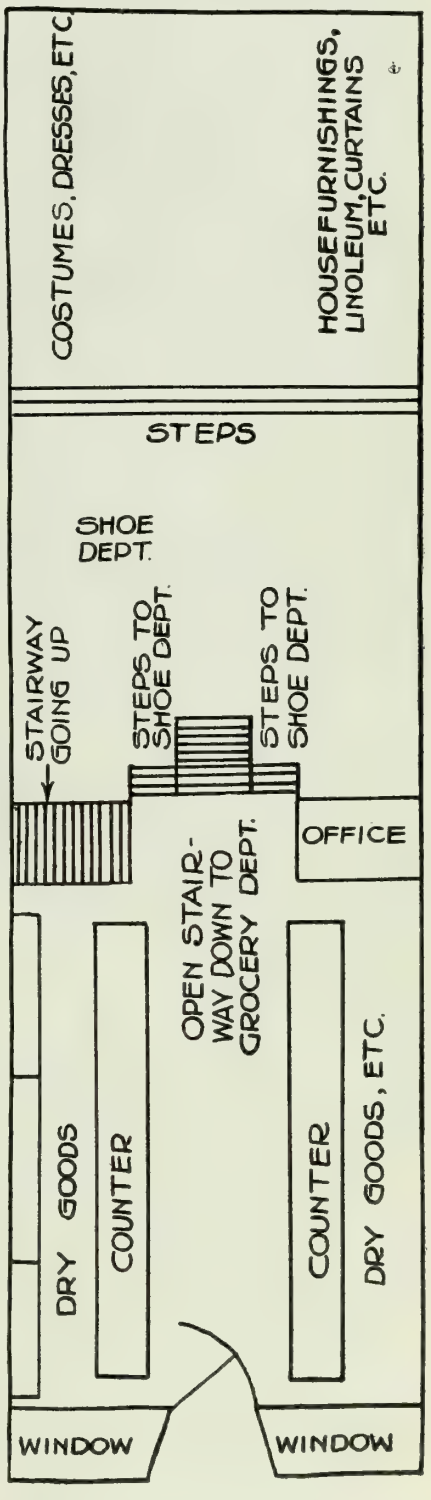
The manner in which this trade can be taken care of is described by Mr. Smith, who states that Gray & Co. find outside sale for some 400 to 500 pounds of butter and 30 to 40 cases of eggs weekly. These are either shipped to Toronto or sold to a local commission man; they bring a very small profit, but it is not for this advantage that they are handled but rather to secure trade to the store. Mr. Smith explains that the eggs taken are subjected to the candle test and only fresh goods accepted. As regards butter, it is more difficult as it is hardly in accordance with a trade-getting policy to discuss the merits of the product with the woman who has made it. Generally speaking, the exchange is on a trade basis, but in some cases with good customers part cash is paid.

"How do you handle your credits?" was a question asked Mr. Smith.

"By not having any," was the reply.

The manager continued with the explanation that the policy of the Gray store was cash business. Occasionally, there were, of course, exceptions, but hardly more than would serve to prove the rule; these exceptions usually apply to goods which may be taken on approval. This policy has been followed by the store for years and it has naturally enabled the selling of merchandise at closer prices. That it has met with success is indicated by the volume of trade the store is handling.

PLAN OF ONE STORE.



Sketch showing the interior arrangement of the big general store of Gray & Co., at Meaford, Ont. The back portions of the main floor are raised, permitting of the installation of the grocery department in the basement.

The Handling and Filing of Correspondence

Filing correspondence, if confusion is to be avoided, must be carried on according to a definite plan. The plan here described is designed especially for filing municipal departmental correspondence, yet it is full of suggestion for the inventive mind to meet special contingencies.

THE handling and filing of correspondence in a business organization of any size is more or less a complicated matter; but in an organization having a large number of departments, and where letters have to be passed from one department to another, to so handle the large amount of correspondence received that each letter will receive proper attention, and, when finally answered and ready for filing, will be filed in such a way that it will be immediately obtainable should occasion arise, is indeed a difficult problem.

Such, however, is the work to which S. Edgar Trout, municipal accounting and efficiency engineer, has given a great amount of time and thought. When a young man, Mr. Trout decided to become an expert accountant. To this end he bent all his energies and efforts. Realizing the necessity of keeping in touch with the advanced thought of the world as applying to his special field, he was always ready to investigate and adopt any labor-saving device for the benefit of accountants.

When the City of Philadelphia wanted the services of an expert accountant capable of taking charge of the innumerable details connected with its ever-increasing correspondence, Mr. Trout was among those who took the examination. His previous experience enabled him to carry off the honors and secure the coveted position.

The duties of this position included the scientific handling of business correspondence, and in less than two months, by working day and night, Mr. Trout devised a system which has received a great deal of attention from the officials of Philadelphia and of other cities. A feature of the system is a series of symbols, consisting chiefly of combinations of letters, by means of which correspondence pertaining to any department of the city's business may be found in the files instantly. Fig. 1 shows the diagram arranged by Mr. Trout for the Department of Public Works of Philadelphia, and gives the symbol letters of each of its units together with those of other bureaus and departments. It will be noticed that each "unit" leading from the department contains a symbol letter. If a correspondent writes the department on any subject, the department clerk stamps the letter with a rubber stamp, called "record form," gives it a number to correspond with the business register he keeps and adds the symbol letter of the bureau to which it should go for attention. For instance: a letter regarding street lighting would be stamped "L" and referred to the Lighting Bureau. In answering the letter, the Lighting Bureau sends the original, together with the answer and carbon copy, to the Department of Public Works, which department writes the correspondent, enclosing the answer of the Lighting Bureau. The original letter and the carbon copies of the answer are sent to

Symbol	To be used for Subjects Relating to	Correspondence to be Filed.
E	Employees	Alphabetically by names of employees. When more than one name is mentioned in a piece of correspondence, enough copies should be made to cover each employee mentioned. When correspondence mentions no name, but simply deals with title, file alphabetically by title.
G	Gas Mains: G-L Laying ..... G-X Miscellaneous.	By Method 1. (See below.)
K	Complaints: About lamps, breakage, outs, defective leaks and repairs....	Alphabetically by name of person making complaint. When answer to letter is made, file it with complaint.
L	Lamps — Gas, Gasoline, Electric: L-C Changing ..... L-D Discontinued.. L-M Moving ..... L-N New Erections L-R Relocations .. L-S Services ..... L X Miscellaneous.	By Methods 1 and 2. (See below.)
M	Municipal: Allotment or orders from Department...	By Methods 1 and 2. (See below.)
R	Reports by Inspectors	By Methods 1 and 2. (See below.)
X	Miscellaneous subjects which can not be classed under any other symbol	By Methods 1 and 2. (See below.)

Figure 3.

the file clerk, who files them under the proper alphabetical subdivision in the division having the symbol letter combination "D-L." Where more than one subject is to be considered, the symbol letter of each department to which the letter must be referred is placed on the original letter; for instance: if a question relating to water service is asked in the same letter, the initial "W" would be added, making the symbol combination on the record form "D-L-W." The file clerk would then have each department in turn write out the answer to that part of the letter in which it is concerned. The original letter, together with the answers and carbon copies from each bureau, are referred back to the department and handled as previously described.

Fig. 2. is a diagram which Mr. Trout has arranged and adopted in connection with his new rules to meet the demands of the ever-increasing business of large cities. It will be noticed that the office of the mayor controls the departments of public works, public safety, etc., and that these departments in turn control the various bureaus. With this system of symbol letters standing for different units of organization—each department or bureau—the scheme of filing and locating correspondence is readily understood.

Fig. 3 shows a portion of the diagram for a system installed in the Bureau of Lighting of Philadelphia.

Mr. Trout's rules for filing correspondence are as follows:

1. Mail Register.—A business register is kept of every piece of mail received, its distribution and disposition.

In this way a check is maintained on the attention and promptness of department managers, or whoever attends to answering correspondence. As this register is numbered consecutively, nothing can be overlooked.

2. Department Mail.—Customers frequently write letters which refer to several departments. As this correspondence is received, each department paragraph should be stamped by a rubber stamp with a symbol letter, indicating the department through which it passes from one department to another for attention, and, if not so transferred, the blame can be placed where it belongs. Carbon copies may be made on different colored paper to facilitate departmental reference to correspondence files.

3. Correspondence Filed.—No correspondence should be taken from files except on signed requisitions, so that, if correspondence is not in the folder, the requisition will show its location.

4. Vertical Files are recommended as convenient for all sizes and purposes.

5. Correspondence Dictation. — Much time is saved by designating each letter dictated by number, the stenographer obtaining name and address from letter answered. This plan prevents a multitude of mistakes.

6. Correspondence Improvements. — The correspondence clerk should be trained to use the simplest, as well as the most effective language possible, to acquire a recognizable and pleasant per-

sonality, to avoid persiflage in ordinary business communications—paying greatest attention to the most essential points, so as to follow the well-known traditions of the house.

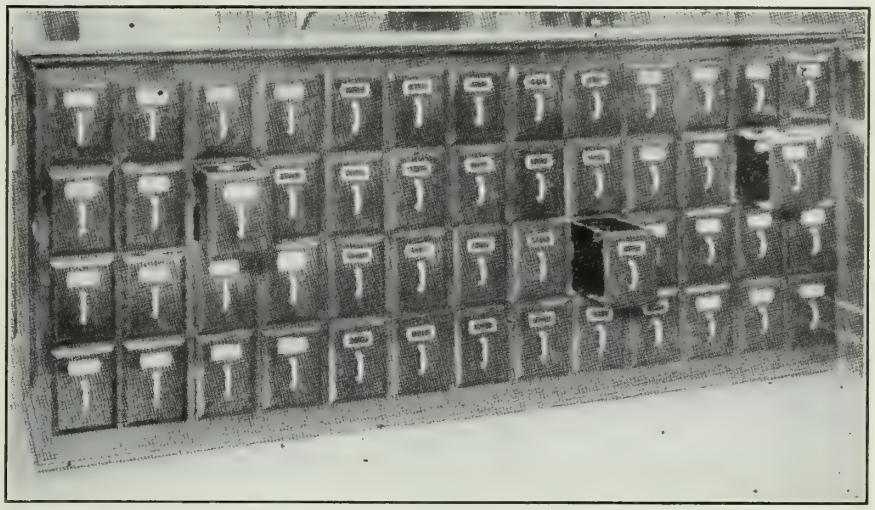
7. Carbon Copies should be made of all answers to letters, the same being attached to the correspondence answered, and both filed away together. Therefore, when reference is made to a letter, the answer is found in one operation.

8. Economy.—Concerns having several departments will do well to provide the mailing clerk with envelopes to those persons with whom the firm are constantly in correspondence, so that at the end of the day the different departments' mail can go in one envelope, thus saving postage.

Mr. Trout is now installing systems in some large manufacturing plants, and is about to start teaching his system of correspondence procedure in one of the colleges of Philadelphia.

Herewith is illustrated a system put in at the office of Keystone Lubricating Co., Philadelphia, which is without doubt the best and simplest system of filing orders ever used by any large manufacturing company—where they handle 600 odd orders a day. Each drawer here represents a state and is subdivided with movable partitions into counties. In each county space he simply places folders—A to Z, each customer's order being placed alphabetically in such folder, as stands for his name, so file clerk can simply go to drawer representing state, look for John Doe in County Section D-folder and find his customer's order at once. Not necessary to look up card index or hunt over maps.

One of the great advantages of the system is the doing away with rod and carrier block, as all letters, folders, guides, etc., stand in a vertical position and cannot get misplaced or fall over on one another as is usually the case in vertical filing.



Handles 600 Orders Daily—A Drawer for Each State.

For classifying or filing correspondence in the stationery business, we recommend symbol filing, similar to that used by City of Philadelphia or John Wanamaker. For instance, place

(Continued on page 10.)

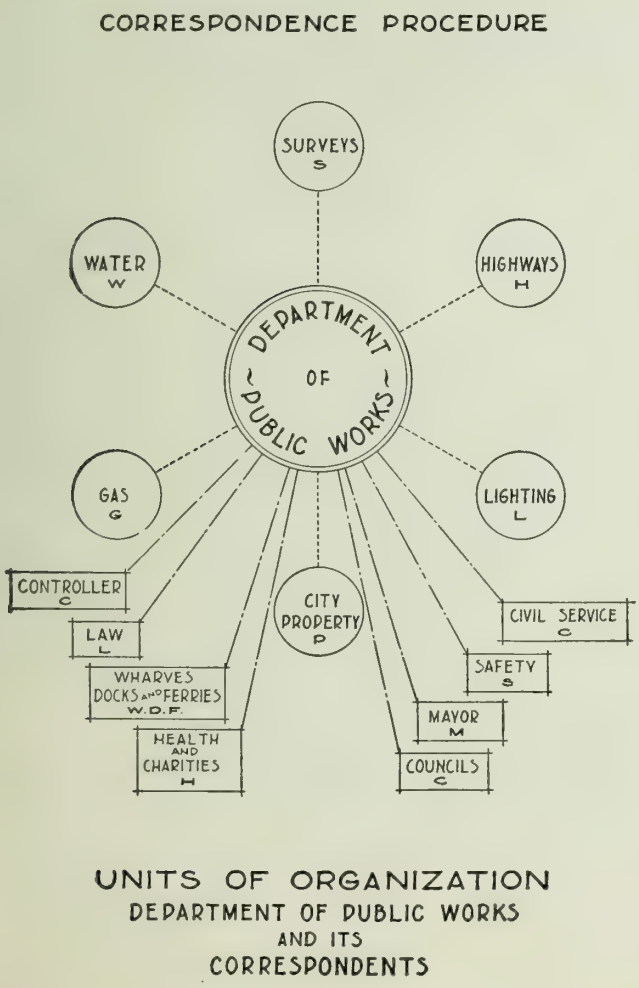


Figure 1.

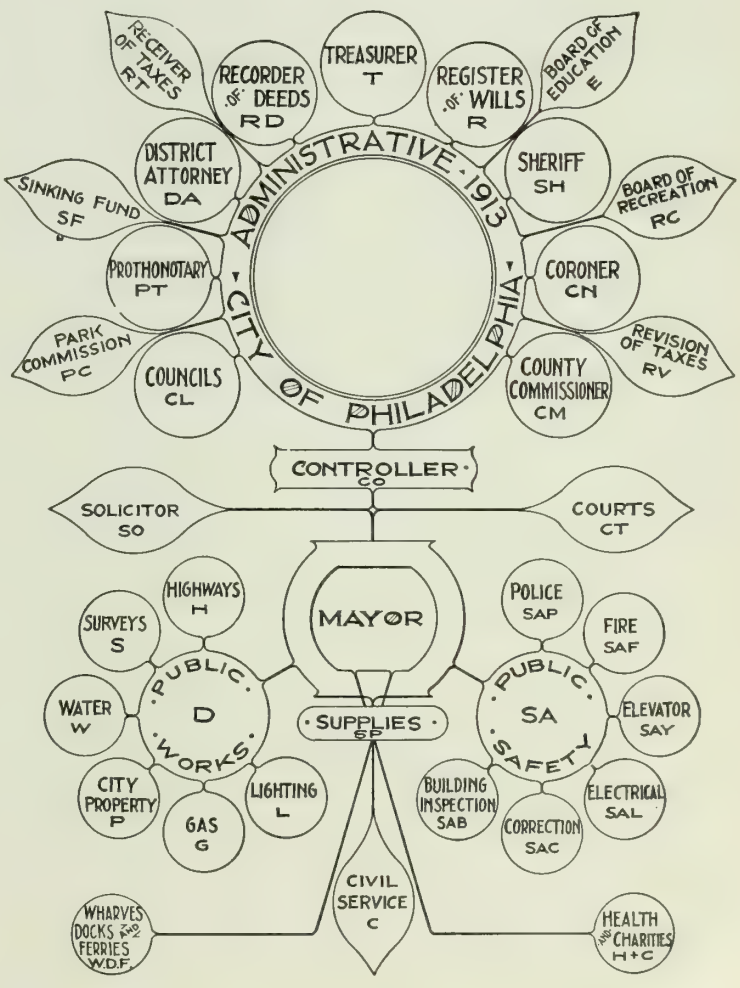


Figure 2.

Strong and Weak Points of Dollar Day

Opinions of Business Men Are Generally in Favor of the Big Sale Day—Criticism is Offered That it is Not Good for the Store With a Farsighted Business Policy and Steady Trade—Read What They Say.

Second Article of Series by Staff Correspondent.

THE question of the merits of Dollar Day is like all other questions in having two sides to it—in most other respects it is different, and it is the novelty which is one of its greatest recommendations from the standpoint of arousing public interest. Speaking generally, Dollar Day seems to have the majority of the popular vote with the merchants—criticisms are not general, although there are some good arguments against the holding of such sales.

If a general criticism might be offered it would be against overdoing it. Dollar Day is successful largely as a novelty; once it may be a great success, or once a year for several years it may pull trade, but such sales should not be held too often.

The Review has secured the opinions of several leading merchants in Ontario towns where such sales have been held, and the majority of them are enthusiastic over the results attained, but there are some of the "old reliable" business houses with a steady, if not conservative, policy where sales of this kind are not enthusiastically endorsed.

The big advantage of the Dollar Day sale is to the man who carries specialty lines and who finds that at the end of the season he has a lot of dead ends of stock which it will pay to sacrifice for a proportionately small amount of live dollars. Undoubtedly to such a store the sale is a great advantage and there is much to be said for the argument that while the bargains draw the crowds to the store, it is not only the cut rate goods which are purchased—receipts indicate this to be a fact. On the other hand, the merchant who buys close or who carries staple lines has little to offer in such a sale unless he goes into the market and makes special purchases, and this it not often easy to do to advantage.

Drawing in the Stranger.

Looking at Dollar Day in a general way, it would appear that among its best recommendations is one that often may be overlooked, and that is the general effect of drawing the people to the city or town from a large territory. The progressive business man likes to see strangers in his store; in every stranger there is the prospect of a permanent customer, and Dollar Day brings a lot of strangers to town

The big sale day is also mentioned as a factor in keeping dollars in the town which might go to the larger cities. There is considerable to be said for this argument, too, but perhaps the benefit indirectly secured is more important—that is in extending the circle of acquaintance in business rather than the number of dollars that may be taken in during the single day.

But then, argues another, does a store give its best impression during a one-day sale?

Here are a few of the opinions:

They Favor Dollar Day.

"If we had known it was going to be such a huge success, we would have put on more help and grabbed three or four hundred more."—G. W. McFarland, Sudbury, Ont.

"Never before in my experience in the mercantile business have I seen a more successful sale."—A. Silverman, Clothing and Furnishings, Sudbury, Ont.

"Our sales totaled greater for that day than any day in our history of four years back."—Geo. Vickers, dry goods merchant, Barrie, Ont.

"The Dollar Day sale was the most successful sale in our store. Not only in point of dollars, for our sales exceeded any day in the past two years, but many strangers attended the event." F. N. FeConnell, Welland, Ont.

"When coming in on this sale was discussed with me I felt there was little in it, but I took part because I did not wish to steal the other fellow's advertising. I must say now that I was much mistaken, and we turned more dead stock into good money than I believed was possible, and I assure you the sale was a perfect success with me."—John McLeod, dry goods and clothing, Sudbury, Ont.

Best Cash Sales.

"It was a splendid success in every respect, the only drawback being we did not have the sales people or room enough to handle the crowd. Our store was filled with customers from 8 a.m. until 8 p.m., when we closed for the day. I do not think we ever before had so many people in our store continuously during every business hour. Excepting the day before Christmas, the cash sales were the largest since I located in Sudbury, seven years ago."—F. M. Stafford, dry goods and furnishings, Sudbury, Ont.

Like a Circus Crowd.

"I did not think it would be a success here, as nothing brought a crawd to town here but a circus. . . . I was very much mistaken. The townspeopple are talking about the crowd that was on the streets that day ever since. My sales that day were ahead of Christmas eve. I sold ten dozen hats, for one thing, the major portion of which were out-of-date shapes that I could not possibly sell any other time. I will be right in line for another such day when the time comes around."—P. S. Frawley, men's outfitter, Sudbury, Ont.

Doubtful of Advantages.

After experiencing two Dollar Days in Midland, W. E. Preston, manager of the Playfair, Preston Co.'s big store, is rather skeptical of the benefits of such sales. "I do not think that Dollar Day is good for the business man who is out to build up a solid trade," said Mr. Preston, and continuing, he explained that in a store where the buying was conducted on a sound basis and in close relation to the turnover of the department, there was little need for sales to clean up dead ends. In his store it meant that if there were to be enough bargains to satisfy the demand, staple lines would have to be cut or they were forced to go into the market and pick up odd lines; at the present time this it not difficult to do, but under normal conditions it cannot always be done to advantage.

Mr. Preston speaking further, objected to the organization of the sales by outsiders; he did not believe in influences being introduced which might spread to great proportions. Then, too, as to the money taken in, there was the argument that if people did not buy one day they would another, and before and after such sales general business was undoubtedly affected.

Try Something Else.

At the store of Horrell & Son, Midland, the opinion of the manager, Mr. Horrell, Jr., was generally in favor of the sale, so far as the policy was concerned. It represented a big sach return and helped to clear up stocks; customers when they bought goods at a big price sacrifice did not look for the

(Continued on page 10.)

Fable of the Gink Who Wanted a Raise

BY FRANCIS GROVER HARRISON.*

ONCE there was a clerk who wanted a Raise.

Not that the Species is Rare, but it has Unlimited possibilities.

Very Often, Late at Night, when he came hame all tired out from Playing Billiards he could not sleep for thinking of how to get a Bigger Pay Envelope.

Somewhere he had read that to him that waits, all Things come.—

But if this Raise was on Its Way, it must have been Lost in Transit, for not even a Bill of Lading showed up.

So one Bright Day, he threw over the Crank, set the Motor working and got his Courage up to the point of asking for it.

Full of Bright Shining Hope he entered the Firm's Office. With Hope congealed into a Solid Mass of Ice he made his Exit.

To be Brutally Frank, there was Nothing Doing.

Of course, the Firm was unappreciative. They always are. But he would give them Something to be unappreciative of.

From that Date, there would be no more working his Head off, even though in its present condition that would have been an Easy Accomplishment.

So he sulked behind the Counter and did only what he was paid for. In fact he not only scraped the top of the Measure even, he shaved off a Bit More.

And then one morning as he listened to the Alarm Clock ringing for the Third Time, he had another Brilliant Idea.

The Way to get that Raise was to get in "Solid," he would do the Tammany Stunt and play a little Politics.

So he began making Friends with those who were Next. Private Secretaries to the Big Bosses were his Particular Meat.

Day after day he lunched with them, and blithely paid the Bills for the Games of Pool he tossed their Way.

Not only was This the Life; it was the Highroad to Success.

But strange to say somebody had strewn Broken Glass along the Highroad, and his Hot-Air Tires blew up with a Dull Moaning Thud.

Not only did the Private Secretaries fail to see any Connection between Playing Pool and using their Influence in his Favor; Influence itself was mostly not.

So one day he casually strolled into the Firm's Office and tried Method Number Three. He incidentally mentioned a Certain Mysterious Offer from a Firm out West at a Bigger Salary.

But of course, he would rather stay, provided the Salary matter was fixed up.

It was the Old, Old Gag, only he didn't know that Big Business had quit being held up in this Way about the time Dewey captured Manila.

And when they called his Bluff, he simply had to string along for want of a better Job to go to.

But he had still another Card up his sleeve.

He took to himself a Wife.

Ah, that was the Panacea. They could not fail to Come Across when they considered the High-Cost of Married Life and the Pitiful Pittance he was getting.

Unfortunately, they were as Blind to Cupid as they were to Real Ability, and the Raise still refused to be Shooed from its Hiding Place.

So he and Wifie had to Jog along on the same old Salary.

Now, if Johnny had put all the Energy into his work, that he did into thinking up Schemes, he would have had the Raise long, long before.

But it happened that Necessity was not only the Mother of Invention, she was the Step-Mother to Advancement.

So Johnny began to try the Only Course left open, Hard Work.

Of course you've guessed the Moral. He did a little More than he was paid for and Got Away with it.

Wrong Again! He began doing just what he was paid for Doing. But he did it so Darned Well that the Firm began to take notice.

And in a couple of Years Johnny and Mrs. Johnny moved into a Better Flat where John could get to Work Earlier, for it just did seem that the Days weren't long enough.

MORAL: Most Minds can think of but One Thing at a Time. Those that are filled with Self-Pity haven't much Room left for Concentrated Endeavor.

—*In Women's Wear, New York.

STRONG AND WEAK POINTS OF DOLLAR DAY.

(Continued from page 8.)

best of quality or the latest styles. However, Mr. Horrell was doubtful as to whether there would be another Dollar Day in Midland. "Something else next year," was the way he expressed himself, intimating that the novelty had worn off and that a new scheme, if any, would have to be tried to bring the results.

How the Paper Boosted It

What is Dollar Day?

It is a day set apart to prove to the public that a dollar will buy more in Midland than most towns in Ontario.

Why is it called Dollar Day?

Because the sales put on on that day will be distinguished for Dollar Bargains.

Who are the prime movers in Dollar Day?

The businessmen of Midland.

How many will participate?

All, or nearly all, of them.

Is Dollar Day a one-day affair?

Yes; although the bargains will be exhibited in the display windows three days before the day, no goods will be sold until Dollar Day.

Will the Dollar Day stores be distinguished from others?

Yes. The names of Dollar Day merchants will be published. Also the Dollar Day stores will display green and yellow bills on their windows.

Will the merchants offer Dollar Day bargains after Dollar Day?

No. The agreement is that Dollar Day price tags come off next morning.

Will there be many strangers attend this event?

Yes. The people for miles around are coming to Midland on this day.

How do you arrange for the club rate?

Simply arrange a party of ten and ask the ticket agent for the rate. He will do the rest.

Will a merchant be allowed to sell anything he wishes?

He may, of course, run his store to suit himself, but it will pay best to stick as far as possible to the feature of special Dollar Bargains.

It would be a good thing to make big purchases, wouldn't it?

Yes. The power of a dollar will be much greater on this day than ever before.

Will the merchants announce their offerings?

Yes. Watch the issues of this paper for special announcements of Dollar Day merchants.

Will the stores be open Thursday evening?

Yes. All Dollar Day stores will be open until 10 p.m. Dollar Day.

THE HANDLING AND FILING OF CORRESPONDENCE .

(Continued from page 7.)

your letters in folders, marked A to Z. the alphabet letter standing for name of writer. Then use a guide board tabbed O for orders, I for inquiry, E for estimates, B for bills, S for shipments, etc., as necessary in classification, according to business. These guides are placed in different sections in divided drawers, each followed by the A to Z folders. If you should get an order from John Smith file it after O-guide in folder S, or if you gave an estimate to John Brown you simply go to file see guide E and look at folder B.

Anyone with good business judgment can arrange your files and find your letters, orders, etc.

In selling folders and guides to go with vertical files, your salesman will have no trouble describing this simple system, and it should help your sales on vertical filing devices.

GUELPH CLERKS BRANCHING OUT.

Guelph, Ont., June 10.—(Special).—When the Retail Clerks' and Salesmen's Association of this city organized more than a year ago, it was only with the hope of securing annually a weekly half holiday during the summer months. But a banquet last week—the first held by the association—marked a new era in the work of this body. It is now branching out along educational lines and is destined to become a highly successful organization from this standpoint.

Among the items on the programme were several solos and musical numbers by members of the association. This is an organization which recognizes both sexes on an equality basis and although the president, Mr. Tovell, and the secretary, C. W. P. Curzon, belong to the so-called "sterner" sex yet the ladies are interested workers and graced the dinner by their presence.

A talk was given by B. T. Huston, Toronto (Canadian Grocer staff), on the methods of selling goods which would class a clerk in the ranks of salesmen, and on eliminating the unnecessary work in the store so the business may run along on the most efficient lines. He spoke, not from the standpoint of a man behind the counter, but as one whose duties naturally cause him to be interested in salesmanship and efficiency and as one who had observed these things practiced by good merchants whom he had interviewed and merchants from whom he purchased goods. Each point was illustrated by an actual experience that had come under his observation.

Knowledge of the goods, knowledge of the customer, courtesy, satisfactory service, and aggressiveness, he pointed out, were all essential to the good salesman.

"But the degree of success of any salesman," he added, "must be based upon the amount of goods he sells over and above the actual demands of the customer whom he serves, providing, those goods are sold at profitable prices. Almost anyone can sell a customer an article for which she makes a special trip to the store but it requires the work of a salesman to sell her other goods to her entire satisfaction."

A window trimmer, a show card artist and an ad-writer who can CREATE demand by his work must also be included in the ranks of the salesmen.

Manner of approaching a customer who has just come into the store and of methods endeavoring to make an extra sale when the customer had secured what he came for, were referred to. In regard to the latter, Mr. Huston referred to the kind of answer that usually followed the negative question. "If a customer were asked the question 'nothing else?' 'You wouldn't want a ———, to-day, would you,' etc., the natural answer was 'No.' 'Anything else,' is better than 'nothing else,' but it is not altogether conducive to a favorable answer. Better offer a definite suggestion about why some particular line should be bought—then the customer has something tangible to consider."

"Efficiency," he said, "was nothing more than doing the right thing at the right time. To do this one must know what to do and then how to take the shortest and least expensive route to accomplish the act." Cases were cited where this principle had cut down costs in stores and manufacturing plants, and where the absence of it was meaning inefficient service, leaks in the business and loss of custom. A vote of thanks was tendered Mr. Huston for his talk.

It was decided that further meetings of a similar character would be held in future and a vote of thanks was tendered the officers for arranging it. The decision was also reached to run an excursion on one of the Thursday half holidays during July or August. This will be announced later.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JUNE 17, 1914 No. 12

SCANNING ADVERTISING MEDIUMS

THE movement in Canada and the United States to eliminate misleading statements in advertising has now reached a logical development in the formation of a society to investigate the claims of circulation of various advertising mediums. If the public, heretofore, have been at the mercy of unscrupulous claims on the part of some retailers, and the latter have been misled by some jobbers; both alike have been preyed upon by a certain percentage of advertising solicitors whose claims were "marked up" without coming under the usual retail process of a subsequent marking down." This, as in the case of the honest advertiser, was unfair treatment for the honest solicitor of the advertising medium. Hence the formation of The Advertising Audit Association, an organization of advertisers, publishers and advertising agencies to wipe out the circulation "liar." The Association, which already includes several Canadian members will conduct systematic examinations of the books of advertising mediums, certify to their worth, and transmit the information to the members. Points considered will be quantity, quality and distribution, the three cardinal divisions of advertising worth. A fund of over $100,000 has been pledged for the expenses of the investigations, which promise to develop into a national campaign.

PLAN A VACATION FOR YOURSELF

THE REVIEW has met a number of merchants who have said, "I've never taken a regular summer holiday in five years, only a day off now and then. I never seem to have the time." Some have said it with conscious pride; some with regret. The former offer a rocky field for missionary effort; the latter are more hopeful. Their tone implies at least that they would if they could; that they are trying to work it out for next summer. It seems almost an axiom to remark that the proprietor who has not reached the condition where he has capable under-studies requiries a two or three weeks' rest more than any of his employees. But some go on, toiling early and late, and pay the toll for working the machine of life beyond its guaranteed capacity. As has been remarked, "Life on earth is short and we are a long time dead."

The fear that "The store cannot get along without me," is usually the excuse and often the reason for tossing aside the holiday slip that should have a yearly place in your own pay envelope. In many cases it is not to the credit of the proprietor if he has no one whom he has trained to take his place for two weeks during an off-season. Often this testing out of the temporary manager turns out to be one of the most valuable of experiences both for yourself and for him. It may mean the possibility of reconstructing the relation of yourself to your own business, the shifting of many a load, greater leisure for a broad planning in future, a conservation of your own energy. Business to-day issues an imperative demand for it.

THE JULY SALES

HAVE you bought up those leaders for your July sale yet? Give the public some real enticing bargains, like the departmentals do, and watch them wade in. Better to lose a small sum on a few articles by a big reduction on each, than a big sum by a small reduction on every article in your store. And in your plans for distributing your advertising matter, copy the example of the Brockville store described in this issue, or in other words, if you want a thing done right, do it yourself,—or keep an eye on the boys you hire to do it.

DOLLAR DAY AGAIN

WHATEVER may be the permanent influence of Dollar Day sales, there can be no doubt that they have been very popular with many of the merchants in the different towns and cities in which they have been held, and reference need not here be made to the big crowds which have been brought to the different stores, or the large cash receipts which in many cases have made new sales records. As a means of clearing up old stocks and dead ends there can be no doubt about the effectiveness of the sale; with merchants who have such stocks on hand at certain seasons the chance to get some live dollars from dead goods has made a strong hit.

In addition to this main advantage of clearing stocks there are the additional recommendations that the sale attracts shoppers to the city or town from without the usual bounds of the business district, and again there is the argument advanced that it retains money in the local business houses which might otherwise be carried away by a postage stamp.

But not every merchant has the idea the advantages of the Dollar Day sales are as real as they appear on the surface. There is an objection to the outside influence which is sometimes a feature, and there is the objection made by the merchant who by modern merchandising methods keeps his stocks comparatively clean, that in a sale of this kind to provide bargains for the demand, he must either go into the market and buy new goods or cut prices on lines which would be fair sellers in the usual way. Then there are business men who believe that the

sale idea loses many of its benefits from the fact that receipts for days before and after the event are interfered with.

Dollar Day, as we have pointed out, has some critics but it must be stated that the majority of merchants seem to favor the scheme. If there was one hint that might be offered it would be not to try the experiment too often. Dollar Day is largely a success because it is a novelty; when the people get over the novelty it loses as a drawing card, as has been found in several places where several sales have been held.

IN CLOSE TOUCH WITH YOUR TOWN

SOME merchants have a happy faculty of identifying the firm with noteworthy incidents in connection with the history of the community. Where some event has occurred in which the town's name has been brought prominently before the public, they seize upon it at once to connect it up in some way with their own business. It is quite possible to do this in a manner that will appear boastful and be injurious rather than helpful publicity. But a little tact will decide what the proper proportions are for the commingling of one's own business and the community. The firm of Geddes Bros. of Sarnia work along this line with excellent results. Sarnia, it may be noted, entered cityhood this month, and early in the year the coming event was foreshadowed. The Mayor produced a slogan and at once Geddes Bros. thanked him and congratulated him publicly in their ad. Long ago they adopted the phrase, "Greater Sarnia," and the spirit pervading their public announcements echoed the pride of the citizens at their rapid advance in population and importance in the county of Lambton. This booming of the town itself; this display of enthusiasm in the business statements of the firm, tended to strengthen their hold on the community as a business institution, whose loyalty was unquestioned and influential.

There is another element that has a somewhat similar origin, at least on the personal side, an intimate "editorial" announcement. This serves to identify the public with the men behind the business. Recently across the top of Geddes Bros.' ad. appeared the words "Goods sold on their merits for cash and at one price only." They went on to recall the fact that this headline had appeared first in the Strathroy and London papers in March 1, 1881, —in the "days of barter and trade," when "cash was scarce," credits for one, two, three years without interest the rule; heckling over prices the custom. Geddes Bros. knew everybody for miles around. Hence, "the thing was considered impossible." But they held firm to that policy.

"The policy," they continue, "that was good enough for Middlesex in '81 was considered good enough for Lambton in '96. The self-same head line appeared above the firm's first Lambton advertisements. The rest is a wide open page. LAMBTON'S PREMIER STORE has and will keep pace with Lambton's growing time. On this page, week by week, its store news will be told—quietly, truthfully, purposely told to gain the attention and interest of Lambton's citizens. There its mission ends. The store—its stocks—its service—its values must do the rest. We want to know you—to have you know us. In anticipation of a visit, faithfully yours, J. ROSS GEDDES."

Good relations, comradeship, confidence, are writ large in this personal message.

WESTERN WHEAT OUTLOOK

THE wheat situation is beginning to take shape where it is a direct influence on business conditions in general, and from Western Canada the reports are that the outlook has never been better, although as the result of a late spring the growth is none too far advanced, and any continued drought would soon have effect. However, the rains of the past week have minimized this danger to a great degree and the only serious harm is likely to be caused by hail storms. Summing up the situation as at present, one authority makes the general prediction that, granted normal conditions throughout the rest of the growing season, the West should have the best crop of its agricultural history. The Government reports show the Spring wheat in Alberta to have come through the winter very favorably, with a loss of only 15 per cent., as compared with 43 per cent. winter-killed last winter. In Ontario the loss by winter-kill was 19 per cent., as compared with 18 per cent. a year ago.

Estimates of the Western crop in the rough are beginning to make their appearance amongst the grain brokers and the figures are now placed at 200,000,000 bushels. The latest Government report of the American crop is also bearish, and the figures indicate a yield of 900,000,000 bushels.

SHELDON AND SALESMANSHIP

SHELDON says that salesmanship consists in selling goods at a profit and Sheldon has given a good deal of thought to the question.

Salesmanship is therefore not cutting prices. It does not mean the selling of goods for 99 cents that cost a dollar. Neither does it mean the selling of an article that costs a dollar a dozen for 10 cents each. When overhead expenses are taken out the profit has vanished.

What Mr. Sheldon means is this: In order that there be the element of "Salesmanship" in the passing of an article from one to another, the seller must have a definite margin of profit above the total cost.

How easy it is for cut-rate drug stores, for instance, to have extensive turnovers! Many dealers and clerks have erroneously got the idea that they are salesmen because they sell large quantities of an article, the regular price of which has been cut in two. Anybody can do that. But when a dealer sells an article at a cent above his competitor he must be classed in the ranks of the salesmen.

EDITORIAL NOTES

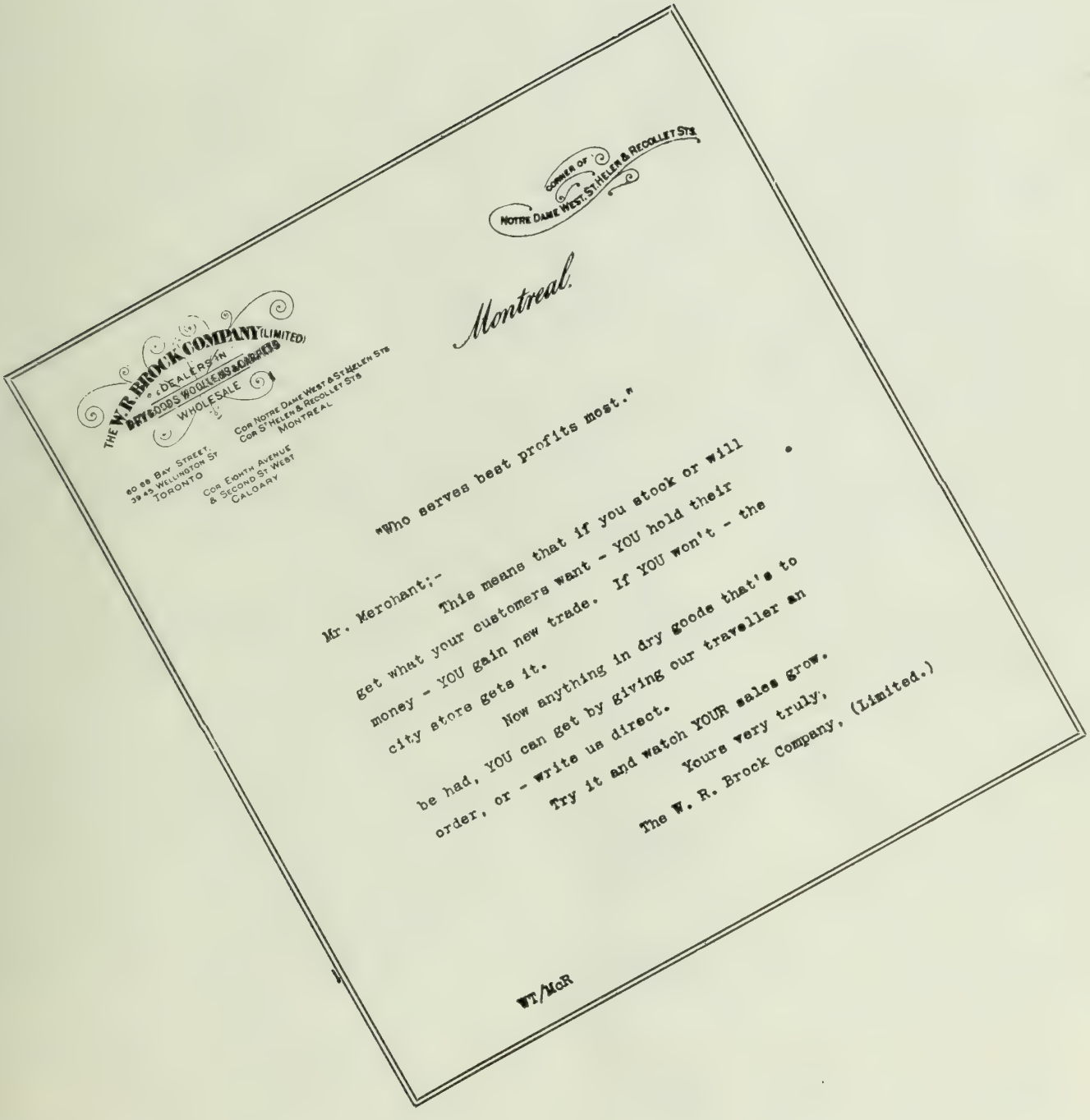
IF YOU HAVE not already done so, it would pay you to make up a list of employees and their holiday dates. Most firms do this.

• • • •

AND AFTER ALL the talk of tight money and times that are—well not so good—the vital statistics at the end of the year will show that there have been more people commit suicide than have starved to death. Cheer up, the moral is that providence does more for us than we do for ourselves; let's get busy.

• • •

THE BEST SELLING medium is the display of goods. There are some goods you'd never sell in a year by newspaper descriptions that would be picked up five minutes after you showed them in your window, or on your counter.



THE W. R. BROCK COMPANY (LIMITED)
DRY GOODS WOOLLENS & CARPETS
WHOLESALE

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This means that if you stock or will get what your customers want - YOU hold their money - YOU gain new trade. If YOU won't - the city store gets it.

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WT/McR



Pulling for Higher Cottons

Raw Cotton Prices High—Sheer Weaves Indicated for 1915—Organdies, Muslins and Voiles in Good Position—Raw Cotton Up in Price, and Advances the Rule in the Heavier Piece Goods —Greater Widths Favored.

PRICES on staple cottons are very firm and on some fabrics advances are being asked, and even at these higher prices the mills are not anxious to sell. This is because of the high cost of raw cotton, and the higher price asked for staple cottons is due to the endeavor of the manufacturers to keep up with the raw material market. Manufacturers contend that prices on many lines are not sufficient to allow the mills to make a working profit. The weak point in the situation is that buyers are only satisfying present needs and orders are small.

Prices on staple cotton fabrics are very firm, and on some of them advances are being asked, and even at these higher prices the mills are not particularly anxious to book orders. This is because cotton prices have gone very much higher in the past few weeks, and the prices of the raw material are advancing faster than the prices of the piece goods. This is a very serious matter particularly when the quantity of cotton used in the production of these goods is large. Manufacturers contend that on many lines prices are not now high enough to allow the mills to make a working profit, and it is only the fact that buyers are holding off that prevents the asking of higher prices.

The situation is decidedly better in fine goods. Here the price of the raw material is of less importance than the cost of manufacturing, and buyers are in the market for such materials as organdie, muslins and voiles.

Cotton voiles have certainly been favored for waists and dresses, and during the past few weeks black and white voiles have been good sellers. The whole movement of the market is in the direction of sheer fabrics and from present indications voiles will receive extended consideration another season.

For the Spring season of 1915 more attention will be paid to sheerer cloths and this will place organdies, voiles and muslins in a better position. Organdies are selling now for certain purposes only, but it is quite certain that organdies in one form or another will be shown in every line. In this connection it is contended that the fact that organdies do not stand the test of washing will be a bar to their extended use. This certainly is true but this defect has not interfered with their sale when fashionable before. The fact is that the class of women who purchase novelty wash materials seldom concern themselves with this question. Certain fabrics for Summer wear must wash, and the fact that they stand washing over and over again is their strong point. Novelty cloths on the other hand are not expected to wash, and are often worn the whole season before they are very badly soiled. Perhaps these gowns make a trip or so to the cleaners, but the fact that organdies, novelty crepes, printed fabrics and silk and cotton materials do not wash, does not interfere with their sale when fashion decrees that they are to be fashionable. There are possibilities that organdies will be put on the market in black and other colors that will not need washing.

Another feature that should be noted is the decline of the demand for narrow width materials. Many of the season's best selling fabrics have been produced in double fold and 36-in. and 40-in. are decidedly better liked than the old time 27 inches.

Fashion for Wools Again Strong

Wool Materials to be More Worn Than for Some Years, According to Paris Reports—Increasing Interest in Broadcloths — New Rodier Serge Received With Every Mark of Favor—Gabardine Will Retain Its Hold.

ACCORDING to reports from Roubaix and other centers, the Parisian couturiers are placing larger orders than for some seasons past for woolen fabrics, and this is taken to mean that expensive woolen fabrics will regain to some extent during the coming Fall season the place they have lost since silken fabrics have been so much worn. This leads up to the question of the leading novelties in wool fabrics for the coming Fall. Velour de laine has been out for several seasons, and with wool materials occupying a more important place, the inference is that something new will be offered. The very general adoption of the cape has brought broadcloth to the front again, and speculation is rife as to whether this introduction is to lead to a more general recognition. Many of the fashions now looming ahead are distinctly favorable to the use of this cloth, and there are possibilities that broadcloths will be much more popular than for many seasons.

Serge Assured.

The future of serge is assured, and novelties in this fabric are already appearing. Rodier already has a new serge on the market in "Serge Moufflonne," a beautifully fine serge fabric with a velour finish. This serge resembles velour de laine, and is said to wear well. It has been adopted most successfully for tailored costumes and suits, and makes up beautifully.

Duvetyn will be again put forward, and the new cloths are claimed to be more serviceable than those introduced last year. The big couturiers have by no means dropped duvetyn, for some of the most successful of recent suits have been made of this material. One model was made of pumpkin yellow silk and wool duvetyn, and had a long circular tunic some 4 or 5 inches shorter than the narrow underskirt. The jacket was 24 inches long and fastened diagonally across the front with buttons made of wood and dyed to match the color of the cloth. The back of the jacket fell in ripples below the waist, and the neck was finished with a ripple collar about 6 inches deep at the back.

Gabardine Next to Serge.

Another material that promises well is gabardine. This material comes next to serge, and has been in high favor with the better trade all through the Summer season. In suitable weights it promises to sell in the coming fall season.

Another development has been the inquiry for shawls that has developed in the past few weeks. These shawls are

intended for draping and fashioning into cape-like wraps. Shawls were used for coats when the vogue for fancy-backed soft cloths were fashionable for coats. Now they are required for capes and cape coats, and the fringe forms the trimming.

Roman stripes have come pretty well to the front in silks for trimming purposes, and therefore it is contended that this fact will interfere with their vogue as a dress and costume cloth, or that the use of the cloth will be restricted to trimming purposes. This does not seem to be the view taken by Paris dressmakers, for they are using Roman striped cloths both for plain and pleated skirts. When the skirts are pleated, the dark ground stripe is placed outside, and the high-colored stripes show only when the pleat opens when the wearer is walking.

Velvet in Many Forms

Velvet is making a Summer appearance in many forms. A number of black velvet capes were seen at the Longchamp races and many of them were trimmed with fur, and this, couturiers state, is a forerunner of Winter fashions. Beside the velvet capes, many smart all velvet hats were worn.

Conditions in Silk Market

Very Little Material for Cut-Price Sales — Future Prices Depend Largely Upon Size of the New Crop of Raw Silk—Solid Colors Strongest.

THIS is between seasons in the silk fabric section and there is little activity. Buyers in the retail stores are interested in clearing out the remnants of Summer stocks. This is not a difficult matter, nor one that calls for extreme price reduction. Silks are scarce and it is difficult to find material for the holding of Summer sales. The manufacturers are watching closely the reports of the new crop coming to hand, for stocks of raw silk in their hands are generally low. This is particularly true in the United States where the situation has become acute and where the demand for raw silk exceeds the supply, so much so that some manufacturers are unable to secure the raw silk needed to make up the material to fill orders already placed. This applies particularly to the higher grades of raw silks.

Market news of mid-June stated that Milan reports the new crop as progressing favorably. Prices are held very firm. Good silks are scarce and many filatures are closing for the balance of the season. Very little business has been transacted in the Yokohama silk market for the last few weeks as manufacturers are only induced to buy when the raw material is urgently needed, and all attention is centered on the new crop. It is expected that buying will have to be resumed some time in June, and the possibilities all favor a new advance. The new crop is progressing favorably.

The second crop in Canton is announced to yield about 6,000 bales, but sellers are offering very little, and few transactions are closed.

Solid Colors Strong.

Advices from the leading fashion centres are very favorable to the wearing of silken materials. For Summer wear taffeta reigns supreme, but interest now is centred rather in solid colors than stripes and fancies. Many white taffeta dresses are being displayed for Summer wear. Many dresses worn now are of taffeta and lace. For Winter wear a heavier make of taffeta will be put out under the name of faille taffeta.

FOSTERING WOOL INDUSTRY.

Aim That Canada Shall Supply Lack in Other Countries.

An expert of the Dominion Government is engaged in forming wool growers' associations in North-Western Ontario, Manitoba, Calgary, and Alberta. Wool has been sold individually by the growers heretofore, but the object is to centralize the wool districts with warehouses at some railroad shipping point.

The graders employed by the department are experts in their line of business, and their mission is to grade and classify the wool according to the standards of the department. By centralizing the wool there will be sufficient quantity to interest buyers, both local and foreign, to inspect the wool, and by having the wool graded they will be able to determine its true value.

Already six associations have been formed by Mr. Willingmyre since he left Ottawa. The first was organized at Manitoulin Island, south of Ontario. Two have been formed in Manitoba, and one is now under way in Calgary, one in Lacombe and one at Ponoka.

NEW VELOUR FINISHES.

The velour touch is still strong and it is because of a lack of desire to part with this successful fabric that instead of yielding to the full measure of the tendency, the soft touch is preserved in new finishes in such fabrics as peau de peche.

This new finish is described as being of a velvet character and being devoid of the harsh touch that the real skin of the peach implies. The worsted warp broadcloth situation, however, is in very satisfactory shape and chiffon cloths are the freest sellers now. The whole situation seems to be tending toward piece dyed fabrics, especially in suitings, although there is a good demand for fancy and novelty coatings that is very satisfactory to certain houses that are featuring them.

KING'S
Established 1775
Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers
for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect
Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS
They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto



SUMMER SELLERS

Bathing caps in great variety of forms.

Rubberized silk turban with wired donkey ears of satin.

One with bow of brilliant plaid in front.

One with patent leather butterfly.

Beach hats in form of helmets and jockey caps.

Bathing shoes, laced, tango fashion.

Folding slippers.

Air pillows for invalids or boat trips.

Small medicine case in leather.

New types of suit cases fitted with toilette articles.

Nail buffer with replacable chamois.

Bulb to light watch.

Big demand for hair nets.

V pin, to fasten both sides of waist.

Lace trimmed lingerie.

Some Warm Weather Needs

Talcum Powders, Dress Shields, and Hair Nets Becoming Active Lines—V-Pins for Waists—Art Needlework.

THE heated season brings such articles as dress shields and brassiers with rubber shields fitted in them to the front. There is a shield on the market made specially for wear with the kimono cut gown. This shield comes in many styles and is prettily trimmed with lace. Some models have, in addition, net sleeves.

There is a very big demand for perfumed talcum powders for the Summer season, as many people make use of a bath powder after bathing. Therefore, many fancy goods and notion departments find these powders a good selling item. Care should be taken to put in stock only makes that are reliable, and this point should come first and should be given more attention than the stocking of a kind with just a showy cover. It is care as to quality that builds up a department. Of course, the fact that the perfume used to scent the powder is an agreeable one is a great selling help.

Shaving sets with all the fittings in imitation ivory should be included in the line shown. The new sets are very compact in form and are very light weight, and therefore they are ideal for traveling purposes. The fittings of a set usually consist of a circular mirror about 6 inches in diameter, and with a wire easel arrangement as well as a handle, two celluloid boxes, one for the soap stick and the other for the shaving brush, and an imitation holder containing a porcelain shaving cup. Some cases have an adjustable holder for keeping the mirror in place when in use.

Hair nets are quite a small item, but it is surprising the number that are sold. Now that traveling days are here, many women take to hair nets that never wear them at any other time. There are many kinds on the market, and merchants' customers as a rule have their favored brand. Many kinds are sold in transparent packages, and this method is to be favored, as it keeps the net in good and sanitary condition.

Pins for V Necks.

Now that the V neck finish seems to be a fixture, a pin that follows the outline of the V point and which fastens both sides of the waist, seems to be a very practical item. Some of these pins have a pin and fastener on both sides of the V, but there is a pin on the market which is much easier to adjust. It pins only on one side and has a hook pin which catches into the material on the other. Other V pins have a hinge and can be worn either in the bar or the V-shape. These pins come in sterling or white metal and are set with rhinestones or mock jewels.

What is known as Richelieu embroidery or Roman cut-work is growing in favor. This work really is a copy of Reticella, which is the earliest form of needle lace in existence. In its true form it is tedious and difficult work, though very beautiful. In its present form, worked on coarse scrim, etc., it is both easy to accomplish and yet retains much of the beauty for which it has been so long celebrated. Manufacturers are showing many articles for decoration with this work, and the assortment includes some splendid designs for dresser scarfs, runners, centerpieces, doileys, pillowslips, bedspreads, curtains and other articles. The chief stitches made use of are buttonholing and veining, and leaf and stem patterns and various floral designs are most in use. The veining of the leaves is done in outline and the center petals in solid embroidery and the stitch. The scalloped edges of the article are well padded and then worked in buttonhole stitch. When the buttonholing is accomplished the intervening parts are cut away, and often bars are worked to connect the different parts of the pattern.

Laced Trimmed Lingerie.

Retailers are turning their attention to the sale of such staple articles as nightgowns, princess slips, combinations, and other lingerie articles. Many of these are made up, and this year they are lace trimmed at the edges instead of requiring a buttonhole edge. This is because buttonholing unless well worked does not wear well; therefore, because of the many complaints, the lace trimming has been substituted. Good quality Nottingham Valenciennes is most used, and when the more or less elaborate sprays are worked in Madeira or French embroidery the garment is complete and ready for wear. Other popular package articles consist of infants and childrens dresses, boys' middy suits, infants' coats and caps, pillowslips and cushion-covers, guest and various sized towels, runners, scarfs, and centerpieces. Package goods are easy to handle, as the pattern and material is included, though in many cases the customer has to come back for embroidery materials to finish the work. This, even, is an advantage, as it brings customers back into the store.

Good Sellers for Vacations

Novelties in Articles for Travelers—Bathing Articles, New Toilet Arrangements, Medicine Cases, Air Pillows, etc.

BESIDES the notion sale which should be in full swing during the months when it is between seasons in other departments, articles that appeal to the traveler or to the woman who is going on vacation or for the usual summer outing should be kept prominently in view.

Another class of articles that form Summer sellers are of the souvenir class. Goods of this kind can be had in a wonderful range of novelties and at prices that will suit all pockets. Belt pins, watch fobs, brooches, tie pins, pen knives, ash trays, salve boxes, and numerous other articles in metal and enamel, or in better priced lines in silver and enamel showing maple leaf devices, the Canadian coat of arms, the coat of arms of the various provinces, canoes, paddles, etc., lettered with the name of the place where bought, are articles that always sell. Articles of Indian manufacture such as sweet grass baskets, and many other articles of like nature are included in this line. Not only seasonable, but practical as well is a work basket woven of sweet grass, and fitted with colored ribbon holders for scissors, sheath, needle book, and thimble holder.

Fashions in Bathing Caps.

This is the time of the year when bathing saps are going to be asked for and it is the buyer who brings them most prominently under the eyes of his customers that is going to get the business. The day is past when a simple round rubber cap is going to satisfy, and a cap that is becoming as well as one that sheds the water is now wanted.

There is nearly as much variety in bathing millinery as in the department devoted to the real article and fashion is entering very largely into the production of the new bathing caps.

One of the most fetching of the new caps is a reproduction in rubberized silk of the cap Mrs. Vernon Castle has made so familiar to us all. Then there is a rubberized silk turban with wired donkey ears of black satin, and yet another cap of satin with a bow of brilliant plaid perched in front. Another pretty cap of rubber is decorated with a butterfly made of patent leather, and there are pretty and sensible rubber caps with a pleated curtain at the back and rubber ties and streamers. Beach hats that can be used as bathing caps come in the form of helmets and jockey caps in two-tone stripes and sections of brilliant color. Black, blue, brown, green, emerald and cerise are some of the colors most seen.

Suit Case with Toilette Articles.

An idea developed along new lines is a suit case fitted with toilette articles. The lid of the case has straps and holders provided for brush, comb, hand glass, tooth brush, clothes brush, soap case and other necessities. This idea appeals because it economizes space and obviates the forgetting of any necessary article.

New Nail Buffer.

Ivory toilette articles are growing in favor, that is, articles made of one of the numerous close imitations of the real article. Brushes, combs, hand mirrors and the numerous other articles used in dressing come in both plain and carved ivory imitations. A new addition to this growing family is a chamois nail buffer with a device that permits the changing of the chamois when it becomes soiled. With the ordinary buffer

NEEDS FOR THE TRAVELER

Traveling necessaries and comforts form another good line to push at the present time. One of the most practical items comes in the form of folding slippers made of self-yielding leather. These slippers come in a leather case in envelope shape, fastening with a clasp, and the whole package is so small that it may be stowed away in any corner of the traveling bag or suit case. For the invalid or the woman who is making a long journey by land or boat an air pillow done up in a similar case to the one containing the slippers would be a great comfort in easing the jolts of the train, steamer or auto traveling. These pillows are of silk-covered rubber, and the case comes in Morocco, pig-skin, or patent leather.

Illness at home is uncomfortable, but illness on the train or boat or at the Summer resort, or at a strange hotel without the simple remedies to combat and alleviate forms a hard experience. And this experience is easily obviated by means of a specially designed medicine case. This case contains four labeled bottles for liquid or pills, a measuring glass and a spoon as well as absorbent cotton and court plaster, all securely done up in a leather case which takes up a surprisingly small amount of room.

Toilette cases, both for ladies and men that fold up into small space, and priced according to the number and quality of the fittings and the quality of the case, should be good selling items at this time of the year.

Bathing shoes come in satin, sateen or duck and are laced tango fashion, with silk or cotton laces.

Ask your Jobber for

Star Brand Garter Elastic

The highest quality.

Absolutely Guaranteed

DRESS ACCESSORIES

Pique Replacing Organdie in Neckwear

Stiff, Tailored Collars Growing in Favor—Pique in Coat and Waistcoat Sets—Organdie is Still the Best Seller—Linen Stronger Later.

CHANGES are always good for the neckwear department, and if the Medici style, though often under other names, is still good, there have been changes in material that have given the full flavor of a new type to the standard shape. First on the list came the use of organdie, and now in turn pique and linen, though much of the linen used, it should be noted, is only really a form of batiste and has no flax about it.

Organdie is selling in shoals, one reason being that collars of this material do not keep fresh-looking and are easily crushed, which makes the stock difficult to handle. But this feature means that women must frequently renew them, and that four collars are bought this Summer to one last Summer. There is no denying the attractiveness of the plain organdie collar, with its frail picot edge as a finish. Organdie collars are being duplicated in good quality, soft-finished pique, and new models are coming out that are produceable in pique alone Some of these crush and are finished with a tie. Pique comes both plain and embroidered, and the corners are rounded, pointed or shaped with slender V points.



High flare collars of pique are coming in strongly for the early fall. Shown by R. D. Fairbairn & Co.

Organdies, linens and piques all come in semi-tailored effects, trimmed with hemstitching picot or buttonholing, and the tendency is all in favor of the more tailored lines. Stiff linen shapes are making their appearance, and this class of shapes promises to become more numerous as the Fall season opens up. All of these collars are attached to vestees and guimpes. Some of the names most frequently used point strongly both to the shape of the collar and the period from which the idea comes. Piccadilly, Gladstone, Norman, Eton, Lily, Blackstone, Mlle. Fosane, Queen Bess, Medici, Roi de Rome, etc.

Two tendencies that should be noted are the fact that collars are growing higher at the back, and that the V in front is both shorter and narrower.

Among the new pique novelties come the collar and cuff sets, and the waistcoat and cuff sets. Separate pique vestings are often seen, and many of them have a line of embroidery down the front.

Guimpes are still the good sellers in the neckwear department, and now the organdie guimpes are beginning to outset those of net. The warmer weather has improved the demand for pleatings and ruffings. Very deep pleatings and ruffings for sleeves are made of net, and shadow net top laces and hemstitched batiste and organdie are formed into pleatings.

Embroidery Sellers.

Even though this is the best season of the year for selling embroideries, embroideries are quiet. The advent of warm weather should help embroidery sales, as there is a very decided tendency for all-white in gowns, and when all-white is worn, embroideries as a rule are not long neglected. The high novelty this season is organdie, and some beautiful ideas in organdie flouncings and all-overs are showing and the price is wonderfully moderate. Next to organdie, crepes are the best sellers, and are showing in heavy blind work with lace medallions, etc., and also in colored effects.

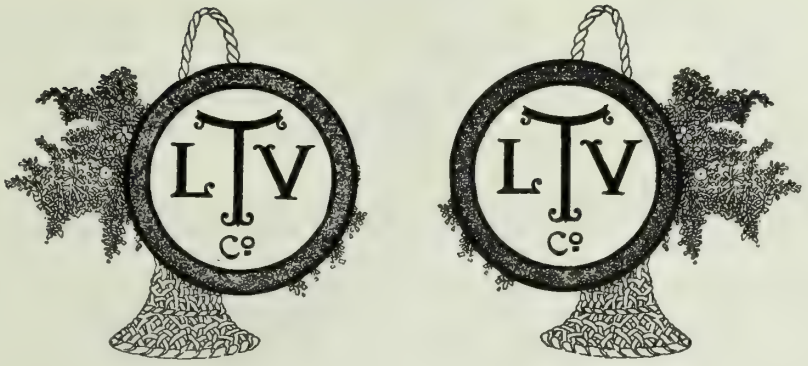
Camisole embroideries have been developed in sheer crepes and nainsooks and are selling freely. Baby sets—that is, embroideries, flouncings, and bands in dainty small patterns suitable for infants and small children's wear—have formed one of the most active items in the whole line.

Embroidery manufacturers are hoping that the ruffled Directoire and 1830 frocks may take a firm hold on present fashions and may serve as a medium for the reintroduction of embroideries to popular favor.

It is pretty hard to obtain any idea as to the novelties that will be produced for the coming season. The crochet imitations are the new things so far in staple embroideries, but no one seems willing to risk his reputation by predicting the line that 1915 novelty embroideries will follow.

VALUE OF THE WHOLESALER.

For the best article submitted by a jobber's salesman or department head on the subject, "The Value of the Wholesaler of Dry Goods as a Distributor and Reasons Why He Is Essential," the National Wholesale Dry Goods Association is offering prizes of $100. Notice of the prize contest has been sent to 3,200 men employed by wholesalers of dry goods.



NOVELTIES

in

Small Face Veils

Crepe Flouncings

Summer Embroideries

Colored Frillings

Net Top Laces

Bridal Veils and Wreaths

Collars, etc., etc.

Mail Orders Promptly Attended To

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.

SHOW YOUR GOODS.

IN the majority of stores efforts are being made to clear out the broken lines of stock and often there is the added stimulus of price concession used. Laces are wanted and therefore price-cutting brings plenty of customers around the tables and counters. Something in the way of a bargain always pulls in trade but in the effort to sell bargain goods the fact that you have the better-priced laces in stock should not be forgotten. The very best way to sell either popular or high-priced laces is to show them, to put them out either in the cases or on the counter where customers can see them and can handle them.

Remember many women are wise to the fact that the price is marked on the card and look themselves for the price they want. There is an increasing number of women shoppers who go round the stores and do not buy until they see what they desire at the price that suits them. These women practically wait upon themselves and all the clerk has to do is to cut off the goods and make the bill and take the money.

Big stores err as often as their smaller competitors in this respect. Searching for a particular lace in a big store the writer could not see what was desired as the pieces of lace were neatly folded and placed in a metal holder. This department was only moderately busy. Going over to another store the lace counter was crowded, and the clerks were finding it difficult to wait on customers, so numerous were they. Here the laces were spread on the counter, and though the department had not the spick and span appearance of the first one it was here that the business was being done. Neither values nor stock were better; it was just because the goods were accessible and placed where customers could get at them.

Light Laces Still Leading

Lace Selling Better—Materials Now in Demand Go Well With Lace Trimmings.

THE retail stores are doing a big business in laces, the majority selling being of the light class, though there is a fair demand for light Venise bands and edgings. Net top laces and Chantillys are the fashionable laces, and shadows are still active, particularly in the cheaper grades. The Summer development in favor of lighter materials has resulted in an increasing sale of laces, and as this tendency promises to influence largely the buying for Spring 1915, there is a decidedly improved prospect before the lace section. Besides shadows and net tops, all kinds of light laces, such as Chantilly, Alencon, Maline, Lierrie, and other light makes are coming into vogue. At present it is the narrower flouncings that are selling, but the increasing vogue for long tunics, it is hoped, will mean a corresponding demand for wide flouncings. Net tops with delicate patterns embroidered on them with silver thread are the latest, and these laces are employed not only to trim the gown of the June bride, but are used for decorating dancing frocks for both evening and afternoon wear.

Nets are selling freely, and are combined with any one of the kinds of lace now worn. They come patterned in conventional designs and also in floral patterns. Many nets show patterns printed in color, and some designs are darned into the net. Black nets come embroidered in gold thread and spangles.

The prospects for the coming Fall seem to be excellent, as lace garniture is seen on all evening gowns and the evening fabrics are of such a nature that suits will need to be trimmed with lace. Lace, however, has an unusual number of competitors in the trimming field and does not reign alone.

Interior Bridal Display

A NOVEL and effective arrangement of show cases for a display of bridal costumes and accessories was seen this month in the store of the Robert Simpson Company, Toronto, the idea being one which could be made use of in any store where there is room for an interior display. Store decorators who appreciate the effect of something different may find in this description an idea worth working on.

The accompanying sketch gives a plan of the arrangement of the cases. They were not especially made for the occasion and cases of any design would do; in fact the presence of the cases, while adding very much to the effect, would not be necessary to making use of the general scheme.

The display referred to was arranged in a section of the store which gave the impression of being divided from the main floor, this effect being produced by the pillars and by the arrangement of other goods at the side. Traveling accessories were arranged on one side while effective decorations filled in the other. The impression of entering a separate apartment was aided by the use of rugs on the floor and a large rug hung on the back wall. These rugs were in rich dark colors and there were no other decorations to detract from the costumes worn by the different figures or displayed in the cases.

The figure wearing the bridal costume was of course the outstanding feature of the display. A natural attitude gave emphasis to the lines of the gown while the whole was made very effective by the bridal veil, attached to a wreath of orange blossoms and a large bouquet of cream roses carried in the arms.

In the oblong cases on either side were elaborate displays of bridal lingerie, including all those beautiful undergarments which go to complete the wedding day costume. In the two square cases at the front were tasteful displays which included draped silk materials, hats and parasols. Traveling costumes were shown on two figures on either side of the central display.

The whole effect was different and the lack of anything like elaborate background or decoration seemed to give strength to the central displays and emphasize the costumes and accessories which were shown, and this, by the way, was the principal idea of the whole arrangement.

MILLINERY

Fall Hats Promise to be Even Smaller

New Turbans Distinctive With High Line at the Back—Sailors Are Very Popular at Present.

THE small shops and stores are offering flower trimmed hats in brilliant shades, and on the street one sees many rose-trimmed hats worn. The really smart woman, the woman who dresses in advance of the popular fashions, is clinging to hats in the darker shades such as black, dark navy, and tete de negre, and when she is not wearing these dark hats, she goes right to the other extreme and chooses white. Rose forms the only exception, and quite a number of rose-colored hats are worn.

The really fashionable women still cling to heron and paradise, and when one sees the magnificent mounts that are used one cannot wonder that they are preferred over all other modes of trimming.

The canotier with the wide brim or the canotier with the narrow masculine brim, developed in thick rich satin, are two of the most popular shapes worn. All shapes are small, and they are worn a little to one side in Spanish fashion. This side tilt is as a rule accomplished by slanting the head size rather than adjusting the hat on the head in a slanting position.

All the new hats are small, and the Fall hats promise to be even smaller than those seen now. The new turbans are very distinctive, and many of them have an extremely high line at the back.

At the Auteuil races, when the King and Queen of Denmark were present, everyone was struck by the simple elegance of the hats. It was not that there was so much change to note in the shape, but the change came in the simpler lines of the trimmings employed. Many of the hats worn were of wired material, and others had the crown and part of the brim of velvet, while the rest of the brim and the facing were of faille. Others had the crown of satin and the brim of straw. One of white milan had the brim faced with rose-colored straw. A pretty tete de negre varnished straw canotier was trimmed with a row of humming birds placed at the extreme edge of the crown and just one posed on the brim. The birds were in natural colors. Many small white shapes were of satin, and were ornamented with coque and wings in a variety of fancy arrangements.

The model houses in Paris are busy on hats of velvet. A toque Georgette is of orange velvet, trimmed with ostrich matching in shade.

Already the vogue of the fabric hat has become a rage at all the smart afternoon affairs. The all-white or the all-navy sailor is the shape most seen, and the showing of new models goes on from day to day.

Of two sailors that are typical, one was of navy taffeta, faced with lisere straw. At the right side of the brim the brim was slightly dented, and rising erect from this indentation was a couple of small navy wings fringed with heron. The white hat had a rather low, round crown, with the brim wider at the back than in front. The crown and part of the brim was covered with white batiste, with a fold 1½ in. wide of black tulle on the edge, and placed at the right side of the front flat on the brim was one large white rose with varnished leaves.

Black sleeves are to be among the first of the early autumn shapes launched, and they will be trimmed with aigrette used in clusters and with burnt ostrich numidi and numerous other feather fancies.

Novelties in floral effects are also being produced. The cire and varnished novelties are strong, and are showing in shades of blue, pink, and magenta. Among the prettiest novelties are flowers of pink satin made the same on all sides.

A toque of tagel, with the crown higher on one side than the other, was trimmed with large triangular wings across the front. One of these was pointing upwards, while the other pointed to the side.



Plateau hat of horsehair lace with wreath of roses passing over the crown and under the hair at the back. The under brim is fitted in with loops of velvet ribbon. Paris model photographed for The Review.

New Paris Models of Fall Hats



Model No. 1.



Model No. 2.

No. 1—Toque of velvet and satin with burnt ostrich fantasie posed right on the back brim.

No. 2—Reboux sailor shape with heron plume posed on the side of the hat.

From photographs taken for The Review in Paris

Craze at Paris for the Fabric Hat

Styles Seen at the Races—Dark Shades or White—Hats Tilted to the Side—Velvet Sailors First of Fall Styles to be Launched.

THE millinery worn at the late Spring races always has a strong developing influence upon the Fall season following. Buyers from all parts of the globe are in Paris during May and early June, and the modistes know this and prepare millinery that gives more than a hint as to what will be favored in the following season. The sensation so far has been the using of the fabric hat instead of the hat of straw, and the reversing of the usual order of things by using silks, satin, or velvet for the body of the hat and straw preferably of the varnished variety for the facing.

Another feature is the small size of the hats worn and the irregularity of the crowns. Some crowns have a ridge from front to back like a helmet, and many have peaks or dents. Some are higher at the back or at one side. Sailor shapes continue in high favor particularly the canotiers, and the latest canotiers show wider brims. A new feature is the elongated brim at the back. Among the very first of the new shapes launched will be velvet sailors with wide brims and with the line at the side elongated. Paris is using aigrette and paradise to trim these hats but for the United States and for Canada later some other trimming giving the same general effect will have to be substituted. Polo shapes are among the more recent models and are showing in blue or black velvet trimmed with high coque feathers simulating a coxcomb on the top, and breast feathers falling over on one side. Other trimmings are ostrich and numidi feathers uncurled and burnt. These feathers are used in all manner of fantastic ways laid along the crown or flat on the brim and intersecting each other at all sorts of angles. Small birds are being used for trimming and one admired hat was trimmed with humming birds one placed at the extreme left edge and the others around the crown top and on its side.

There is a feeling for the use of the entire bird for trimming purposes and beside the humming birds, small parrots and canaries are to be used. Manufacturers are showing parrot-like bodies consisting of the head, tiny body and flat sweeping tail. These are used perched on the brim in front and curving back over the crown. Another novelty of the same class has a red breast and a white tail. Among other feather novelties may be mentioned the novelties in coque and peacock.

The New Colors for Flowers and Plumes

THE Fall color card of the "Chambre Syndicate des Fleurs and Plumes" has been issued, and if this card is followed out we shall see a much more brilliant color assortment used before the season is ended, for there are numerous brilliant tones. The name of Furlema is given to a collection of colors consisting of a canary yellow, cerise, reddish tango, Madonna blue, reddish lavender and plum, and a Maxixe set shows a new light electric blue, and a grass green shade among a series of glaring tones.

Aphrodite is the name given to an exquisite set of azalia reds, and there is a beautiful set of light and dark wine reds named merise on the card. Six new shades of lavender are called renoncule. Ravigote is a set of terra cotta reds, and a set beginning with orange ends with a dark coque de roche named fakir.

Muscovite is the name given to a set of Russian greens, and friquet one of dark moss-like tones, and there are three gray tones named ourson.

At the present time there is a perfect craze for white, both in dresses and millinery. Next to the all-white hat the black hat trimmed with white is favored. Hats of white taffeta, white satin or white moire are worn, and when white is not chosen, choice seems to fall on either black or dark crow blue. The all-black velvet hat is the first of the Fall models to be launched and some of these hats are faced with rose-colored straw.

Novelties in wings and quills will be a strong feature. Wings and quills come in ecossais as the French call both the high colored plaids and Roman stripe effects. Wings and quills come also bronzed and silvered and in various shades of metallic colorings. Wings are clipped into all kinds of shapes some of which take on the form of meat axes and butchers' cleavers.

For the early Fall, hats of crepe de chine, taffeta, moire or faille will be fashionable and the majority of them will be faced with straw. Milliners are favoring these lighter silks for the early hats, but later it will be the velvet hat.

Hats entirely of ribbon will be important. These hats are made of faille ribbons about four inches wide and are trimmed with important bows of wider ribbon. Ribbons are used to trim many of the new hats in the form of bows, trimmed cockades and fanlike and wheel-like ornaments. Among the many floral novelties are many in glazed and varnished effects.

The all white hat has come in so strongly that it is predicted that the white hat will be well worn during the coming Winter. Black and white combinations are to be good and in colors crow blue and tete de negre will be the best selling colors.

The early Fall outing hats are here and velour and felt sailor shapes are shown faced with straw. Some models are of corduroy which is very much liked because of its light weight.

SUMMER WHITE PARAMOUNT.

The All-White Hat is High Style for the Heated Season.

Fashion is given to taking sudden turns; all season the black hat has been paramount, and now for the heated season she is turning to all white. Small-sized sailors, small toques, and cap-like police bonnets of white hemp, picot, Panama, Milan, and crin are trimmed with white moire, cord or taffeta ribbons, white wings in pairs in different sizes, and ears of wheat. So strong is the feeling for wings that ribbons are pleated and posed in the form of small wings, while the larger feather effects are shaped in wire, and ribbon is pasted on either side. Some very striking effects are obtained in this manner. These wing-like bows, and smashing big bows of ribbon, trim many of the mid-season hats, but the first place in trimming effects must be given to pointed wings in all sizes.

A round toque of picot straw had two black quills placed upright and pointing in opposite directions at the side of the hat.

White and Black

These Colors in Ribbons Selling Freely For Millinery Purposes—Sash and Girdle Novelties Numerous.

AFTER somewhat of a lull the cire or stovepolished ribbons are returning to favor. Black cire ribbons are used both to trim hats and for the girdles on white dresses. White cire ribbons are newer than black and promise to be very well used. For present selling the trade is centered on white and black. There is a positive craze for white ribbons for hat trimmings and when it comes to sashes and girdles nothing is so smart with the fashionable white as the black sash. Moires and Roman stripes and bayaderes are the big sellers. In ribbon novelties a louisene ribbon is showing in stripes of green, red, yellow and violet, and when looked at in one light all these colors appear glowing, while from the opposite direction they appear to be in dull shades. Another new ribbon shows a check center in black and white with a stripe on one side of yellow and on the other of blue faille. Other ribbon novelties have the center of black with colored velvet figures, and many of the new warp prints in dark and light effects have velour touches.

The Fall outlook for ribbons is excellent for not only will both narrow and wide ribbons be wanted for hat trimmings, but girdles and hip sashes are spoken of for wearing with both the present style of waist and with the new semi-fitted basques that are bidding for favor.

The ribbon departments in the big stores have added extensively to their sales by featuring girdles made of both plain and fancy ribbon. Their way of handling them is to show both the ribbon and the made-up girdle. The customer can examine the girdle and purchase the ribbon and make it up herself, or she may leave an order for a girdle with the department. This is an idea which the milliner could easily work out as the girdles could be made up in the millinery workroom. The demand for girdles, etc., would not be of moment until after the extra busy season in millinery was over, and their sale would not only help the workroom to meet expenses but it would extend the sale of ribbons and give more scope for making profit and reducing overhead expenses.

A Needed Note of Color.

Paris reports in describing many dresses make mention of not only the corsage bouquet, but of the fact that a single flower is pinned on the lower left side of the tunic. The use of the corsage bouquet and the above-mentioned flower is to introduce a needed note of color. The corsage bouquet is very generally worn both on the street and with indoor and evening gowns in the big cities of the United States. For some reason this pretty fashion has never been very generally adopted in Canadian centers. Where there are any possibilities for making sales milliners should be to the fore, not only with the fine and expensive French flowers, but also with smart bouquets deftly made up from the flowers in stock, or made up from satin, ribbons, metallic tissues and nets.

The milliner who is quick to take advantage of these side winds of fashion will make money in two ways—her sales will be larger, and she can use these fashion ideas to advantage in keeping her stock clean.

Millinery Styles of Paris



Millinery models seen at the Auteuil races the day the King and Queen of Denmark were present showed that more simple styles had won out, and that the small shape was still reigning.

Sketch one shows a tete de negre straw toque forming a small ridge, turned up at the back and rounded. It is trimmed with tete de negre wings a la Valkyrie.

No. 2 is a bell-shaped canotier of white straw wreathed with white leaves, and having aigrettes of rooster feathers.

No. 3 shows a small bell-shaped hat covered with white swan feathers and with fancy black plumes at the side.

No. 4 is a canotier model of black satin, with a round, soft crown and a ribbon draped around it. A bow with folds lies on the front, and lying on the crown, crosswise and in other fanciful ways, are burnt and curled ostrich plumes having quite straight flues. This trimming is a Lewis idea.

No. 5—A canotier of pale rose satin with the brim covered with a flounce formed of four thicknesses of pale rose tulle. The upper part of the crown is supple, and two large roses are erected in front. They are very pale and full blown, and are placed one above the other.

No. 6—A toque of white swan breast. The shape, high in the back and lower in front, is not very new, and the reason for sketching this model lies in the arrangement of the feathers. There is a flue of green feather, with a small puff of green peacock plumage below and above, from which fall some white paradise sprays.

No. 7 illustrates a large canotier model of navy blue satin, the chief feature of which lies in its plainness. The side of the crown is higher at the back than in front. The sole trimming consists of a large speckled bow in black placed at one side.

No. 8—Also a canotier of white straw. The crown is covered with white foliage and two white quills, very narrow and rounded at the ends, start from the middle of the crown.

No. 9 shows another canotier, this time of black straw trimmed with a great number of black cross aigrettes having white tips, posed so as to appear higher at the left side than on the right.

—Courtesy of Women's Wear.

Economy in Production and Development

Retiring President of C.M.A. Advises Reconstruction of Habits and Methods—Tariff Not Practical Enough—Conferences With Western Farmers—Workmen's Compensation for All Canada.

MONTREAL, June 15.—In his address to the Canadian Manufac-.turers' Association, which gathered here 500 strong, last week, the president, C. B. Gordon, who is head of the Dominion Textile Co., pointed to "The necessity for more economical methods of production and development." Present business conditions in Canada were due partly to a world-wide depression, partly to domestic policy. During the past three years manufacturers had not been able to attend profitably to all the business that offered. With many the chief object had been to get things done, whatever the cost. Thus they were now handicapped by habits they had learned that would have to be abandoned. They had set for themselves and their workpeople standards of expensive living second to none in the world. Thus the tariff no longer protected them as it had. He did not use this, however, as an argument for higher protection, but as a warning to more economical methods.

Opinion in the West.

The olive branch held out to the farming community on behalf of the Canadian Manufacturers' Association by Mr. Gordon, in his address, an advance welcomed by C. A. Dunning, a western expert grain grower, was further extended when a resolution was passed by the delegates to the association's convention here favoring the holding of regular conferences between the C.M.A. and representatives of basic industries, especially agriculture. Other resolutions passed approved of memoralizing Provincial governments in favor of legislation similar to the fire marshal act recently adopted in Ontario; a broad based system of technical education and industrial museums; transferring $2,000 to the Empress relief fund from the unexpended balance of the Regina relief fund and reaffirming adherence to the principle of preference of products of native industry.

The following officers were elected:—E. G. Henderson, Windsor, Ont., president; J. S. Sherrard, Montreal, first vice-president; Colonel W. M. Gartshore, London, second vice-president; George Both, Toronto, treasurer.

Members of the general executive were re-elected by acclamation.

President's Address.

The address of President Gordon was, in part, as follows:—

"All other problems have come and gone and have lost their significances compared with a problem that has been with us throughout the year and which threatens to keep us enveloped in its shadow for some months to come. The business depression is a trouble we cannot afford to make light of. Every day brings fresh reminders of its existence, reminders that lead us to speculate as to its causes, its probable duration and the extent to which our resources may be taxed in serving it. It should be quite possible for us to associate the depression with some of the events that have occasioned it, as well as with some of the conditions and tendencies by which it has been accompanied, and so turn an unfortunate situation to good account by acquiring a better understanding of our inherent weaknesses.

"An investigation of any widespread depression usually shows two sets of influences at work, one operating within the country, the other without. Canada's present trouble is no exception to the rule. Her domestic policy may be accountable for a great deal, but external affairs have played by no means an unimportant part. Dependent as we are upon foreign capital to finance our developments we have been keenly sensitive to conditions affecting the money market of the world; the war in the Balkans, the Ulster situation and the war in Mexico. The cumulative effect of such conditions upon our borrowing power will do more to increase the credit of this country in Great Britain than to let those people know from whom we borrowed money, that our intention now is to devote our energies to placing upon a firm basis the many undertakings in which money has already been invested, and which now require careful management for their development.

Artificial Prosperity.

"In this connection I am prompted to remark that the prosperity we have enjoyed of recent years has been more or less artificial. To a great extent it has rested upon a solid basis of profitable production, but to some extent it has not. Large sums of money have been spent rapidly, the chief object being, seemingly, to get things done, no matter what the cost might be, and without due regard to economy, or to the overhead burdens which the increased cost placed upon the industry. Manufacturers during the past three years have had more business than they could attend to profitably. We find ourselves handicapped for the time being by habits we have learned, and by methods we have become accustomed to, which will have to be abandoned. Irrespective of tariffs, taxes and freight rates, business kept forging ahead. We set for ourselves and for our work-people a stand-

(Continued on page 30.)

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.



MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents:
S. E. PORTER & Co., 407 Mappin Bldg., 10 Victoria Street

Special Summer Sales Call for Quick Action

No Delay in Changing Trims Should be Insisted on by the Display Man—Keep Space Dark as Little as Possible—Scores of Price Tickets as Buying Inducements.

EARLY Summer ushers in the beginning of a strenuous season for the store decorator's department, for it marks the beginning of the Summer sales, and the advent of July finds the pace accelerated, for the heads of the different departments are fighting to keep up the takings during the between season months so that they can keep up their averages for the year. There are broken lines to clear and there are special sales of lines of goods bought from the manufacturers at between season prices.

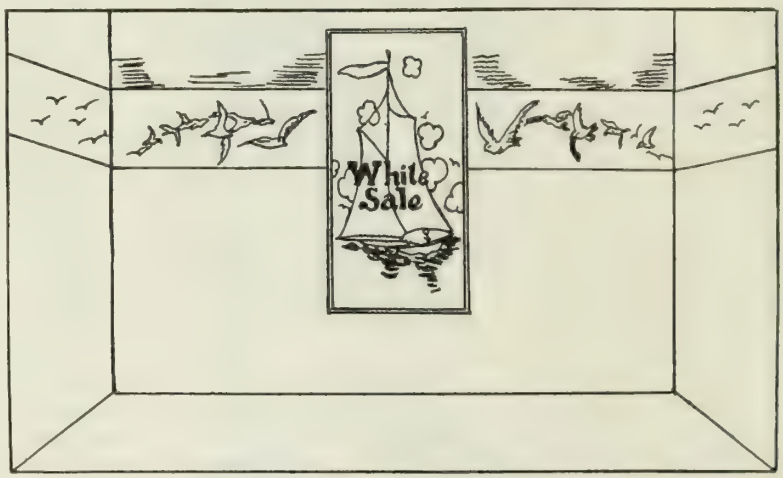
All this demands the full and active co-operation of the window trimmer. While the trimmer has less worry about the backgrounds, unless it is some sale idea that demands co-operation along some special line, there is a call from all departments for window representation that means constant work in changing displays. This calls for quick action, and the up-to-date decorator will be on the jump all the time devising ways and means to expedite these changes, so as to keep the windows dark as little as possible.

To do this he must plan ahead, and also it is most important that he secure the cordial co-operation of the heads of the different departments. Certain broad rules should be laid down governing the putting in displays for all sections, and unless the occasion is a very special one, the trimmer should have adequate notice, so that he can have at least a week to plan his displays ahead. He should know when he can get the goods to be shown, and just what amount of assistance is going to be given him by the department. The decorator should visit the department and select, with the assistance of the head, the materials and articles to be used; he should then consider how he is going to plan his trim, and should notify the department as to his requirements and on what date and at what hour the articles or materials are to be placed ready for his hand.

One very important power all trimmers should have, as it insures the filling of the windows in quick succession, and serves to check unnecessary delay, and that is, if the goods required for a certain window are not laid out at the time agreed upon, he should have the power to go ahead and take up the next display on his list. Action of this kind may disrupt settled plans once in a while, but there is no other way of procedure that will be effective in expediting matters in this respect, and if not ready, unless good cause can be shown for the delay, the turn should pass on to the next.

(Con. on p. 28.)

Simple Window for White Sale



Designed for The Review by A. A. Daoust

THIS is a simple white sale window which can be put in without much trouble, and at very little expense. Make a strip to go across the window about twelve to fourteen inches wide, and cover smoothly with very pale blue felt or any other kind of cloth which you can get in very pale blue. The birds can be drawn first, and afterwards cut out of white felt and pasted on this strip. Make a frame for the center which should be nailed on the board which goes across the window. In this frame place a black and white show card, which can be easily made by the trimmer; if not same can be made by a local card writer at very small cost. The bottom of the window should be covered in pale blue felt or some other very pale blue material. This could be used mostly for showing ladies' white wear, but also be used for a sale window of white shoes.



Why Not Buy a Self-Paying Store Front?

The Merchant next door may have just installed a new Store Front—it looks new and may be a great improvement over his old Front, so far as appearance is concerned. But what about the design? Does it truly represent him—is it individual or are there others in town just like it—is he able to show every line, every day and is his Front *paying for itself.* Mere newness does not spell the success of any Store Front, nor does permanency or stability pay big profits. *Sales* is the thing you, as a Merchant, should be most interested in. *Your* business—your *Store* requires its particular type of KAWNEER STORE FRONT. The only way in which a new Store Front would pay you, or any other Merchant, is to increase the business with which it is associated.

Count the number of people who pass your Store uninterested — then think how a good Front would make them *your* customers.

Kawneer STORE FRONTS

For eight years we have worked with Merchants, Architects and Contractors, in the designing and building of modern Store Fronts and today KAWNEER stands in 30,000 Stores—each one *making sales.* Let us help you — we feel competent by our specialized experience.

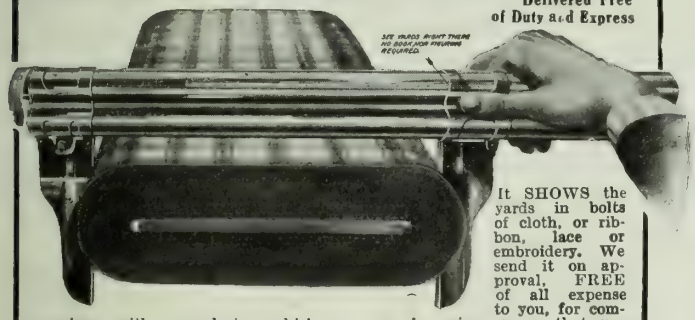
If you haven't seen the most interesting Store Front book ever published, "Boosting Business No. 21," send for your copy today. It shows photographs and drawings of many of the best-paying Store Fronts in the country—both in big cities and small towns. This will not obligate you in the least, as we want to show you proofs.

Kawneer
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Francis J. Plym, President

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TORONTO, CAN.

PUTNAM S IMPROVED CLOTH CHART

Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.



Sell Your Waste Paper for Cash

It's a valuable asset. Why should you give it away or burn it up? It is worth good money—every pound of it.

"Climax Baler paid for itself in a few months," says R. McKay & Co., Hamilton.

"It does everything you say," says Van Allen Co., Ltd., Hamilton.

"Acknowledge it a great success," says R. Barron, Ltd., Toronto.

Made in Hamilton, Ont., by the

CLIMAX GOOD ROADS MACHINERY CO.

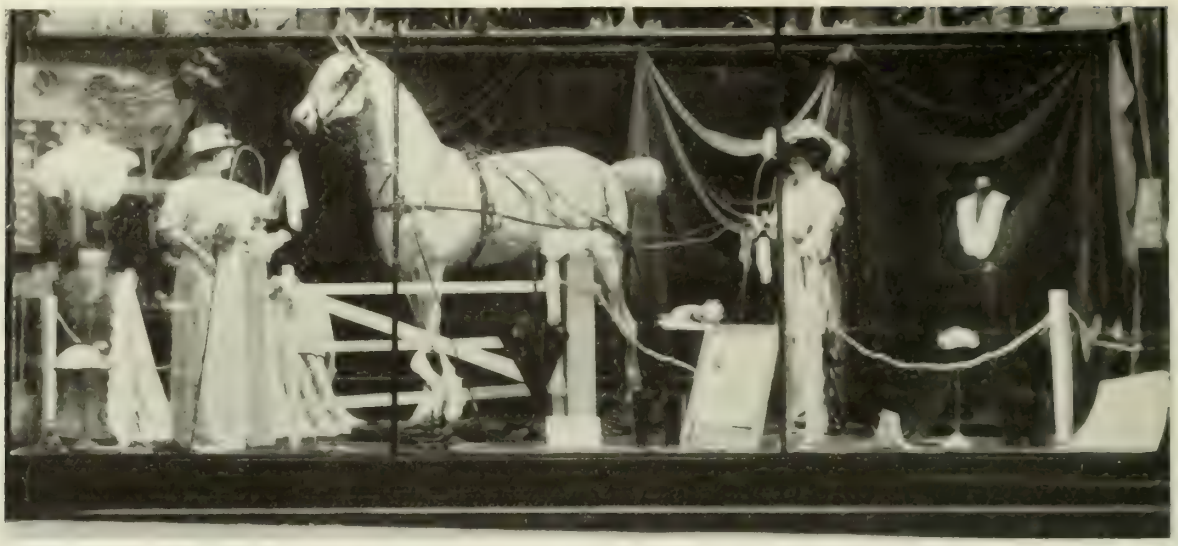
Tear Off and Mail To-day.

The Climax Good Roads Machinery Co., Ltd., Hamilton, Ont.

Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....



This Horse Show window of Murphy-Gamble, Limited, Ottawa, attracted a great deal of attention, owing to the live appearance of the display, the full figure of a horse, the fence and gate, the dainty and fashionable outdoor costumes (each lady holding a whip), the well-placed accessories and the scheme of Horse Show colors. The window was a good inducement to investigate one of the store's strongest departments.

When the goods to be shown come out of the dress goods department, or any other department where goods are in the piece and the color effect is of importance, the decorator should be given a generous sample. This will allow him to harmonize the colors and to plan to use the most effective drapes. Many decorators, when the plan has been settled in their minds, then and there make a rough sketch of the drapes and the position they will occupy in the window, and pin on to each drape a tiny scrap of the material. This saves time when the trimmer does the work of putting it in himself, and forms an absolute guide when this work is done by assistants.

The great importance of the store decorator's department and the work it does for the store is now well recognized. Therefore, the majority of decorators have proper room space given for storing their properties and arranging for the displays they have under way. Plenty of space means that much preliminary work in the grouping of small articles and in the arranging of drapes can be worked out in the trimmer's room and can be set in place at once in the window.

It is hardly necessary to urge the importance of the price ticket, lots of them, even to the extent of having one on every piece of merchandise in the window. From an artistic point of view, the window trimmer sometimes is inclined to ban these extremely helpful little "accessories" in favor of a more modest price display, but in ninety-nine sales out of one hundred they are nearly as important as the goods themselves. At least they are the deciding point in a large proportion of cases, whether a woman enters a store or passes the inducement by on the other side.

Looking for C.W.T.A. Entries

IN a letter to The Review, the secretary of the C. W. T. A., F. J. Thompson, of 52 Stanley Street, St. Thomas, Ont., urges on all who are entering the window trimming, card writing, and advertising competitions to send him their photographs and other samples as soon as possible, in order that he may get them listed and ready for the judges in good time. It should be remembered that according to the new regulations these must be in the secretary's hands by July 1, in order that the judging may be completed in good time before the convention.

The programme will be announced shortly, and the names of the different speakers on the varied subjects of vital interest to the three classes who form the membership of the C. W. T. A. will be an ample guarantee of the valuable education in store for all who attend the convention.

The Review's Silver Cup.

Class 1—Annual Grand Prize. Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Class 2, original windows—Open to all trimmers in cities of 100,000 or over. 1st prize, C.W.T.A. gold medal; 2nd prize, C.W.T.A. silver medal. For the best window of the year showing most beautiful and original background and groupings.

Class 3, holiday or opening windows—Open to all trimmers in cities from 50,000 to 100,000. 1st prize, C.W.T.A. gold medal; 2nd prize, C.W.T.A. silver medal. For best holiday or opening window, millinery and ready-to-wear display.

Class 4, merchandising windows—Open to all trimmers in towns and cities up to 50,000. 1st prize, C.W.T.A. gold medal; 2nd prize, C.W.T.A. silver medal. For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Class 5, men's wear windows—Open to men's wear trimmers of Canada. 1st prize, C.W.T.A. gold medal; 2nd prize, C.W.T.A. silver medal.

Class 6, open to all window trimmers in Canada. 1st prize, gold medal; 2nd prize, silver medal. For best effective window arrangement of women's ready-to-wear garments. Medals donated by courtesy of Acton Publishing Co.

Class 7, best grouping or drapes—1st prize, $5. For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

Class 8—Best backgrounds—1st prize, $5. For the best background suggestions. Suitable for opening, anniversary or special events.

Cardwriting Contest.

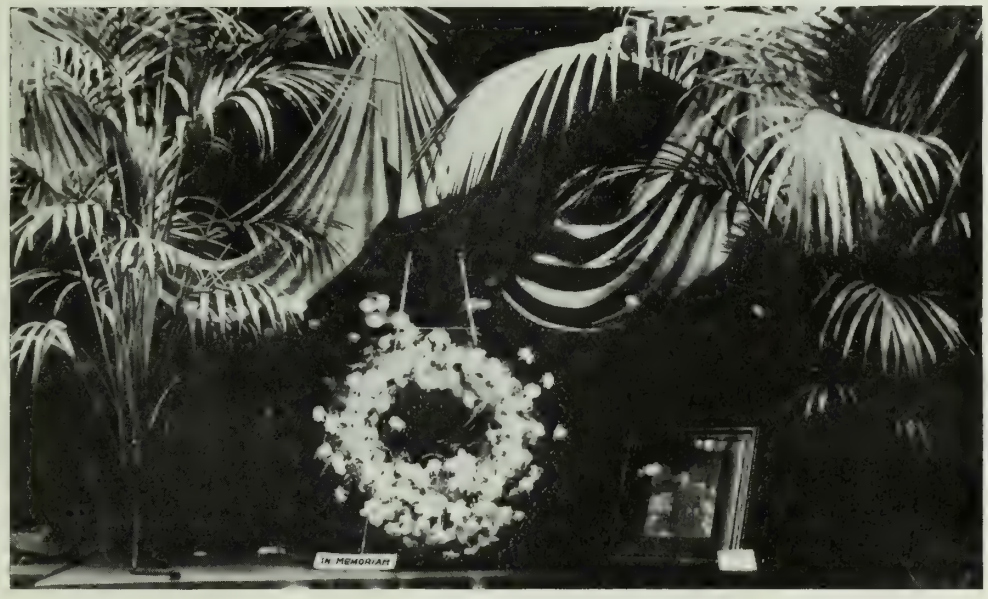
Class 1—1st prize, gold medal; 2nd prize, silver medal. For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—Silver medal. For the best plain lettered price-card, used to indicate the price of merchandise.

Advertising Contest.

Class 1, good advertising—1st prize, gold medal; 2nd prize, silver medal.

In Memoriam for Buyer who was one of the Empress' Dead



AMONG the passengers on the ill-fated Empress of Ireland which was sunk in the St. Lawrence, was Frederick J. Rutherford, silk buyer for James Ogilvy & Sons, Montreal. Mr. Rutherford had made arrangements for a business trip several weeks ago, having booked his passage on the Baltic, but cancelled the booking to accompany a friend who was sailing on the Empress. Both Mr. Rutherford and his friend occupied state-rooms near the smoking compartments in a section which suffered badly from the collision. Being in this position their chances of escape were very slight and both were lost. Mr. Rutherford was employed by T. C. Watkins, of Hamilton, Ont., as manager for twenty-two years previous to going to Montreal last December. The body was recovered and taken to Hamilton for burial. He is survived by his wife. As a mark of respect for Mr. Rutherford, one of the big windows of the Ogilvy store was specially trimmed in mourning in purple and black. A portrait and a large floral wreath were prominent in the display. The wreath was afterwards laid on the casket.

Another dry goods man who went to his death on the ill-fated steamer was P. A. Dickson, buyer of silks, dress goods and wash goods, etc., for A. E. Rea & Co., Ottawa. He was a brother of B. M. Dickson, display manager for James Ogilvy & Sons, Montreal. The Dickson family was indeed sorely bereaved, for the mother died the day previous to the disaster on the Empress. A telegram announcing the death of his mother was sent to Mr. Dickson, but was too late to catch him before the steamer sailed. Had he received it and returned to Ottawa for the funeral he would have been alive to-day. It may well be imagined that it was with a heavy heart that the brother performed the duty of designing a memorial window for Mr. Rutherford, his fellow employee at the Ogilvy store.

The Review joins with many friends in all parts of Canada in extending sincere sympathy.



BRIDAL DISPLAY OF MAXWELL'S, ST. THOMAS.

Bride in ivory duchess satin, with centre drape of Irish point lace reaching from knee to bottom of skirt. Double drape effect. Veil of silk Brussels with edging of fine lace. Draped with 15 yards 40-inch silk. Train of 5 yards only. Trimming on neck of pearls. Bouquet of lilies and roses. Decorations, wild roses and ivory ribbons. Attractive work done by F. J. Thompson.

ECONOMY IN PRODUCTION AND DEVELOPMENT.

(Continued from page 25.)

ard of expensive living second to none in the world. In these and other ways our costs have become inflated as compared with the costs of competitors in other countries, with the result that our tariff no longer protects us to the same extent that it used to. I do not cite these conditions as an argument for higher protection, but rather as pointing to the necessity for more economical methods of production and development.

"Despite the constant criticisms of our tariff by those who would cut it down or remove it altogether, the fact remains that the advance we have made and the growth we have experienced as a nation have practically all come about under protection. It is also an indisputable fact that our economic development has not kept pace with our development in other directions. We have settled our homesteads with speed, but perhaps with too little care; we have extended our means of communication far beyond our present requirement and in institutions for our better government, federally, provincially and municipally. By one means and another we have kept adding to our overhead expense without making sure the while that there was a larger output to justify it. The problem now before us is to make over-investments pay, to force ourselves to produce in corresponding quantities.

"To lower the tariff at such a juncture would be suicide, for its effect could only be to discourage us from doing the very thing we ought to be encouraged to do. One of the industries which the tariff of this country should have caused to flourish is the stock-raising industry. But to-day vast areas in the west are given over to the production of wheat alone, in which there is admittedly little profit, while stock-raising is apparently neglected.

"The trouble with our tariff is that it is not practical enough. When it fails to yield the desired result, as in this instance, it should be supplemented by some means that will afford practical assistance in getting things started in the right direction. It is wrong to argue because of agricultural conditions in the West, that our protective policy has failed. It is not the policy that has failed, but rather the farmer in omitting to take full advantage of the opportunities it affords him. If financial difficulties stand in the way of his doing so, let us try to devise some means of helping him. If custom and prejudice stand in the way, then let us insist on a certain amount of stock-raising as a part of the qualifications for every homesteader.

Workmen's Compensation.

"The only comment I feel prompted to offer on workmen's compensation is by way of criticizing a popular misapprehension. Our organization is not opposed to the principle of compensation. We did oppose certain features of the Ontario act, some for the reason that we believed them unjust, others for the reason that we regarded them as impracticable of operation. Let me add now, however, my personal hope that when experience has shown what is best in compensation legislation we will be able to embody it in a Federal law, so that every workman in every part of Canada will enjoy that protection that is no more than his due."

In dealing with inland water freight rates, Mr. Gordon pointed out that fixing of rates by the government might divert traffic to U.S. ports.

In an address to the association Charles A. Dunning, general manager of the Saskatchewan Co-operative Elevator Co., blamed the influx to the cities from the country on the increased cost of production which had gone up 12 per cent. since 1909, and on freight rates which had gone up 14 per cent. The western farmer was badly off owing to the long freight hauls necessary. He denounced the indiscriminate credit which had been practised, especially in regard to agricultural machinery. The majority of farmers in the West, were he said, free traders, and urged the manufacturers when making representations to the Dominion Government for an increase in duties to bear in mind the economic condition of the farmer.

Giving the Printer a Skeleton of the Ad

Samples of Layout, Copy and Finished Article of Barrie Store —Three Classes of Underlining—Work Adaptable to All Sizes of Stores.

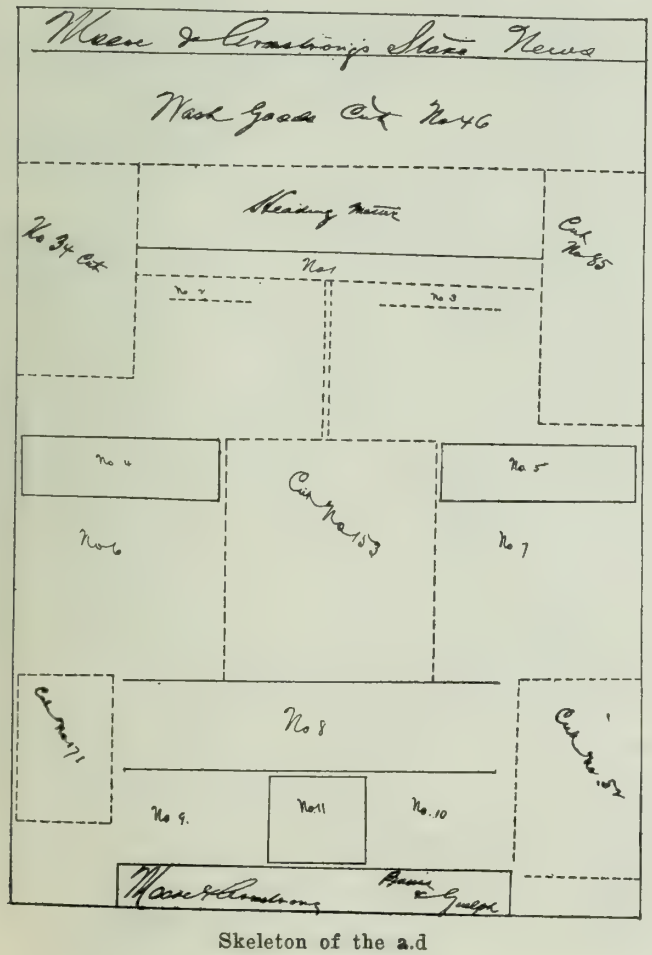
THE deft laying out of an ad is an accomplishment that many find it difficult to acquire. The Review will deal with this subject from time to time from different points. In this article there are reproduced not only the finished work of a Moore & Armstrong ad as it appeared in a Barrie paper, but the skeleton as originally drawn up by Mr. Moore—shall we call it the steel-work, and with it the pieces used as coverings. It will be seen in the first place, that Mr. Moore furnished the printer with a diagram of the divisions he wished made of the space, and this skeleton shows an almost perfect balancing, a feature that adds to the attractiveness and usually the effectiveness of most ads. This lay-out is almost a necessary part of the advertising man's work as few printers understand sufficiently the relative importance of the store news to be depended on to utilize the space wisely and consistently.

Much Trouble To Learn Type.

Sometimes the ad-writer will go farther than this and specify the exact type, even to the size that he wishes used for each section of the ad. This may be the ideal way and gives the ad-man supreme control over the appearance of his designing, but for the average dry goods merchant or advertising manager this would involve a study of type that would consume time that most could use to better advantage. A study of ads. and the manipulation of type will provide the ad-writer with many of the useful artifices of the compositor that will come in handy.

However, the instructions to the printer usually go farther than the diagram indicated. The dotted lines, it will be seen by reference to the ad itself, indicate only natural space divisions and not rules.

(Continued on page 45.)



Skeleton of the a.d



The completed ad.



Summer Waists

Vogue of Organdie Leads to Revival of Lawn and Swiss Waists. Valenciennes Again Appearing as a Trimming Lace in Fine Qualities—Simple Tailored Styles Most in Favor.

THE warm weather is developing Summer modes, and in the blouse field the feature is the strong tendency to return to more tailored styles with long sleeves. There are plenty of more elaborate blouses selling made of the very sheerest of materials with kimono sleeves coming just to a little below the elbow. Such materials as Georgette crepe, crepe de chine, Japanese wash silks, Oriental lace, and organdie are especially popular.

The success of organdie has brought lawn and Swiss to the front again, and charming sheer lawn waists are seen with very sheer and dainty lines of good Valenciennes lace sparingly used as trimming. The collar lies flat and is trimmed with hemstitching and the yoke is cut in one with the front in a fashion that is employed in the cutting of dresses as well as blouses, the space being filled in with tucking. The armhole is not so wide as it was earlier in the season and there is a new cuff with inverted points that is used as the sleeve finish.

The flat collar, the new yoke effect, the narrower armhole and the more general trimness of the blouse, are the latest features.

Blouses of handkerchief linen are very much in favor and they are cut on the very plainest and most severe tailored lines with raglan shoulders and high flaring white collars and cuffs. The favored colors in these blouses are white, Copenhagen, lavender and maize.

Tailored blouses of Japanese wash silk are proving excellent hot weather sellers. Many of these blouses made in tailored style have the collars finished with a bow of Roman striped silk.

Late Season Ideas in Suits

Paquin Elaborates on the Flare Skirt Models Shown in the Spring — The Cape to Match, Instead of the Coat, a New Feature.

SAVE for the fact that some few suits in wash materials are appearing, business in the departments is along clearing lines. The season is practically over with the manufacturers, and interest is centered in what will be worn for Fall. Judging from the experience of the past few seasons the element of novelty will be fully considered and, as is becoming usual, no one style will dominate. Also in view of the quick-sweep styles that have hit the popular taste recently, much more interest is displayed in the productions shown in the big fashion centers.

It would seem that it is in the skirt this season where the interest is settling, and that changes that make for comfort in wear are coming about. Skirts certainly are to be of a more comfortable width, and the pantelette hobble promises at the present time to be the last expiring extreme of the skirt that is all right to stand still in, but is not suitable for walking in. Skirts certainly will be wider, but as women like the narrowing towards the feet, the day of the very wide skirt has not dawned at the present time. In the meantime new ideas in skirts are being tried out, but something will be doing in circular flounces of moderate flare later.

Pronounced Flare.

Advices from Paris give some interesting notes on the dresses furnished by Paquin for the premiere of a new play. One of the dresses showed a new skirt in bell shape. The front of this skirt fitted very closely to the figure, and was almost sheath-like, while the back consisted of a circular empiecement. Below the knees the front commenced to flare, and the flare was pronounced at the bottom of the skirt. Another skirt was cut on the same lines in front, and the back maintained the close fit also until several inches below the knee, where a piece cut out of the skirt in the shape of a big inverted V was filled in by a circular empiecement. Both these skirts were topped by jackets about 26 inches long, which were belted at the waistline like Norfolk coats, and both of them were made of checked woolen suiting.

Paquin is also putting out suits and dresses with the skirts following out the tango skirt idea, as presented by this model house at the Spring openings both in Paris and New York. A skirt of pale pink linen was cut with both the back and the front in apron idea, with rounded corners, and mounted over an under-petticoat of white net trimmed three inches above the bottom with bias folds of the pink linen. The net skirt was quite full, and appeared through the openings at the side of the linen skirt in a most graceful manner. The waist was finished with a short basque, and was embroidered all over with white soutache braid, and the basque was held in place by a narrow belt with sash ends.

Front of Cape Over Shoulder.

The cape is used to complete many costumes, and an instance of its use was furnished in the gowns worn in the last act. The dress was of sapphire blue moire. The skirt of the dress was made of two deep and rather full flounces, below which extended a narrow plain skirt. The corsage was one of the new fitting basques, with long plain tight sleeves. The cape was very full around the bottom, and one of the fronts was thrown over the shoulders.

Bungalow Sets

Three and Four-Piece Sets Shown for the Woman Who Does Her Own Housework.

THE latest evolution in house dresses comes in what is termed the "Bungalow Set." A set consists of apron, dress, petticoat and cap to match. Some are made of chambray, trimmed with piping and having an embroidered flounce on the petticoat and with embroidered cap to match. Another three-piece set has a dress of striped gingham buttoned on one side, and has cap and flounced petticoat to match. In better qualities are striped and checked percale, consisting of dress, apron and cap. The dress has broad collar and turnback cuffs of white linen and the sizes run from 36 to 46.

The very moderate price at which these sets come and the fact that the woman who wears them is neatly and very fully equipped for the business of housework, is making them attractive sellers. Very many women now wear caps when about their household duties, and the matching of the cap and dress is an attractive touch that will be well appreciated.


K
C.KENYON COMPANY
K
C.KENYON CO.
Kenyon
Weatherproofs
Stylish Dependable Durable
Something More Than A Raincoat
There is a "Chic" about a Kenyon Weatherproof that identifies it instantly. Whether you pay $3.00 or $30.00, there is a 5th Ave., New York, appearance to the garment that appeals.
Remember, hardly an individual in Canada does not know the Kenyon label, which has been advertised for many years.
C. Kenyon Company
Fifth Avenue Building, 23d St. and 5th Ave.
Chicago Salesrooms
Congress & Franklin Sts.
NEW YORK
Boston
301 Washington Street

Long Tunic Supreme for Early Fall

These Extend From Well Below the Knee to 4 or 5 Inches From the Foot of the Skirt—These Tunics Appear on the Late Summer Models and Promise to be the Dominant Style for Early Fall—Separate Skirts Are More Plain.

TAKEN on the whole, the Spring season has been a fairly successful one in the dress section of the ready-to-wear department. The dress line is such a large one and includes garments for so many uses and for so many occasions that there is always something doing in this department. Fancy silks have formed one of the most satisfactory selling lines this Spring.

Now that the hot weather has arrived the interest in the retail department is centered in clearing out the balance of the Spring stock, and in the sale of mid-season novelties in cotton dresses and linen suits.

In the manufacturing end the time has come when the new ideas for the early Fall garments take precedence of all others. The leading idea here is the adoption of more simple styles and of the new long or Russian tunic. The Russian tunic has come to the front very quickly and forms an instance of the ability of the garment trade on this side of the Atlantic to pick out the winning idea. The Russian tunic, as Paris brought it out, was allied with a semi-fitted bodice and the elongated waist-line, and a very narrow skirt that necessitated the greatest circumspection when walking was attempted.

The long tunic is shown, allied with the comfortable kimono waist and often with some form of yoke effect at the hips. Simple dresses in cotton fabrics with the long Russian tunic forms the mid-Summer novelty and will dominate the early Fall season. This style has come up so quickly and has been taken up so enthusiastically that its very popularity argues a change later. Another reason is that the long tunic is at its best in light-weight materials and cannot be so effectively developed in heavy materials.

When it comes to dancing dresses and dresses of novelty silks, in all probability these long tunic models will have a longer reign. For one thing, there will be the novelty in materials to count upon and the fact that the long tunic is specially suited to development in filmy, transparent materials.

There is a decided feeling for pleating and both side pleating, accordian pleating and box pleating promise to be used, both for the skirt under the tunic and for the tunic itself.

SEPARATE SKIRTS.

Skirts have sold better during the season now ending than for quite a long period of time, and their pronounced success has led the manufacturers to put out a splendid range in a big variety of materials for the early Fall season. Many of the retail stores have done better with separate skirts than with any other garment, simply because they were not so extreme in style. That is the salient style points were there, but in such form that they appealed to the woman of more conservative tastes. This fact has helped the position of separate skirts with many buyers and will make for more business in the coming Fall. Buyers also will give them more prominent representation and will advertise them more and give them more adequate window display.

Skirt styles have undergone considerable change and in no garment are the fashion changes that have come about since the commencement of the Spring season more plainly seen. Gone is the peg-top and the extra width at the hips, and gone also is the short tunic. The new skirt is plainly tailored and follows in a graceful fashion the lines of the figure. Both the novelty Summer skirts and those designed for early Fall wear feature the long or Russian tunic. Some of these long tunics are perfectly plain and flare over a narrower underskirt, which is often in contrasting material or of check or stripe, or is side of box pleated. Accordian pleated tunics over a narrower skirt also pleated are showing. Some tunics are mounted on a small round yoke and others are shirred at the waist-line.

New York is showing these skirts in hair-line stripes on white or navy grounds, and also in light-weight crepes and poplins, to wear with white or colored blouses to match the skirt.



THE VOGUE FOR CAPES.

Cape of black wool-backed satin, lined with plaid silk cut with two long ends which cross over in front and pass under a belt which fastens at the back.

The dress is of the same material, and the long tunic is also lined with plaid.

New sailor shape of lacquered straw trimmed with lacquered quills.

Sketched for The Review in Paris.

"MAJESTY BLUE."

In colors a new shade of blue has come out, the tint of costume which the Queen of England wore when she arrived in Paris. Perhaps this shade may be best understood as referred to as a pale hydrangia blue, but it must not be confused with any of the deep blue hydrangias. On the contrary it is the very palest. The new name for this shade is "Majesty Blue." It is the sensation of the moment. Certain tan shades, beige, tea, and biscuit are in great demand.

The death took place early in June of Frank Wilson of Wilson & Waldman Costume Co.

Travellers are now out with our range *of* Spring 1915 samples

THEY are now on their way with a most complete showing of the latest styles in cut, fabric, and trimmings.

Our range consists of:

LADIES', CHILDREN'S AND INFANTS' WHITEWEAR.
CREPE NOVELTIES

House Dresses, Children's & Infants' Dresses
COLORED ONLY

Kimonos, Dust Caps, Wrappers

In every way this is our cap sheaf showing which promises to eclipse our previous best efforts. We are also showing a particularly fine range of

UNDERSKIRTS

in all the latest materials and newest designs. There are many attractive novelties in this range of underskirts.

Your early inspection is requested

The Canadian Converters' Co. Limited.
Montreal



The return of accordion pleatings may be attributed largely to Paul Poiret's Aphrodite costumes, such as are reproduced above.

Active in Infants' Wear

The Putting Out of Smart Practical Garments for Children From 2 to 7 Years Has Resulted in Profitable Business.

IT no longer pays the busy woman to buy materials and make up the garments the small child wears. The manufacturers have practically revolutionized the children's dress since they took hold of the proposition, and the great success of the department is due to the putting out of smart, simple, wearable styles in dependable materials suitable for children's wear. Silks and satins, fuss and frills are gone with the starching that made so much ironing, and such materials as chambray, linen, soft-finished pique, poplin, repp and nainsook and lawn are substituted.

For the wee tots, that is, from two years up to seven, there are on the market princess and Empire dresses of sheer nainsook, machine embroidered, in very close imitation of hand work. Prices are very reasonable and the dresses wear well and stand the constant tubbing to which all the garments small children wear are subjected. These dresses have button-holed slashes through which a ribbon sash is drawn and tied on a pretty bow, either at the front, back or on one side, and which gives a long French waist effect, although the garment is all in one piece. The little Empire dresses have the short waist finished with a beading and the embroidery confined to the waist and sleeves, while the full skirt is guiltless of trimming, and is laid in pleats in the pressing.

For party wear and for occasions when the wee girlie is dressed up, lovely lace-trimmed French dresses are provided, made of fine Swiss muslin. Embroidery on the material itself forms the front plastron and fine tucking and good Velenciennes lace insertion is used in lines. There is a sash or a broad ribbon run beading to complete the long waist and the short skirt is composed of one or two lace-edged frills.

Blue Chambray for Rompers.

Play dresses are just as pretty as the more fanciful white one in their adorable simplicity. Rompers are a standby and nothing is quite so suitable for this purpose as chambray, and here blue outsells any other color. The new cut shows short set-in sleeves and a wide collar falling away from the small throat. The Dickens or Oliver Twist dress has caught on, and these dresses come in combinations of pink or blue linen with white. The little skirt is laid in two wide box pleats both back and in front, giving a skirt that fits close when standing and yet providing plenty of room for active movement. The buttoning of the skirt over on to the waist is being made a feature of dresses that are not distinctly Oliver Twists.

One smart little dress of this kind has a skirt with a very wide box pleat in front and two smaller ones at the back, of checked gingham in pink and white, or blue and white. The blouse is of the plain blue and the flat collar, the cuffs to the short Raglan sleeves, and the ties are of the check.

Another dress of pink or blue chambray has the waist of white nainsook with the collar and sleeve-finish of ruffles of lace. The skirt buttons over on to the blouse and is laid in wide box pleats all round. In addition to the blouse there is a loose sleeveless bolero coat fastening with two buttons in front.

Suits for Boys.

Wash suits for the small boy are, as a rule, carried in the children's department and there never was a time when the small boy was so neatly and so picturesquely dressed. For the boy from three to seven the Oliver Twist suit is in high favor. The white blouse is of linene and the collar, cuffs and nickers are of either chambray or linene in dark or light blue. Boys' middy suits are never out of style, though there are many variations introduced. One suit that is a seller has a blouse of blue linene with large bow tie of black taffeta. To complete this suit there goes with it one pair of long middy trousers of white galatea, and one pair of straight trousers with cuff of blue linene.

Cotton Hats With Them.

Quaint little suits of crash in natural shade have the coat and knee trousers and vest of white repp. Many of these suits and dresses are completed with cotton hats and these hats are also carried in the department as when the sale of a dress or suit is completed it is a simple matter to introduce a hat to go with it, and easy to make the sale.

NEW SILK COMPANY.

Incorporation was granted the Niagara Silk Company, Limited, with headquarters at Brantford and $150,000 capital. The provisional directors are: A. J. Baker and J. T. Shanahan, Buffalo, N.Y., and Fred Mann, Joseph Ruddy, and George Sands Matthews, Brantford.

A GUELPH PRESENTATION.

A. C. Saunders, who for the past few years has been in charge of the dress goods department of G. B. Ryan & Co., Guelph, has left to join his brother in the contracting business in Toronto. Mr. Saunders has been in poor health for some time, and he hopes by being in the open for the Summer to regain his health. He was made the recipient of a suit case by his fellow employees, with whom he was very popular, and who join in wishing him every success and a speedy recovery.



IF you are visiting Europe for the Fall and require the newest designs in

Fur Models

as well as

Good Selling Lines

you will find no finer range than that shown by us at

14 & 16 Great Portland St.
LONDON, W.

D. F. Cocks & Co., Ltd.

Factories:
Devon House, Great Portland St., and Walthamstowe, N.E.
London, Eng.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.



A DIRECTOIRE REIGN.

Fashion tendencies point along Directoire lines. The coat is typical, with long-fitting set-in sleeves, characteristic collar, cut-away front and long flaring back. The skirt is of Roman stripe. Note the long Directoire cane.

WOOLWORTH SALES FALL OFF.

For the first time in many months gross sales of the F. W. Woolworth Co. showed a decrease as compared with the corresponding month of the previous year. Sales for March were $5,137,900, as compared with $5,244,058 in March, 1913, a decrease of $106,068. For the first three months of 1914 sales were $13,597,954, as compared with $12,932,650 in 1913, an increase of $655,303.

The death has occurred of Alphonse Boucher, of Alphonse Boucher Co., ladies' costumes, Montreal.

Summer Dresses of Voile

Voile is Coming Into Use for Summer Dresses in Paris — Moyenage Dresses Made of Two Laces Combined, a Late Feature.

VOILE is coming into use for Summer dresses in Paris, and many line stripes and checks are seen. Often tunic alone is made of stripe or check, the rest of the dress being white trimmed with pleatings of organdie to match the stripe. Blue, pink and cherry red are the colors of the stripes, and quite gay little dresses are evolved trimmed with these bright little pleatings. The checks are half an inch square and the stripes are half an inch wide.

Striped and checked materials are also combined with plain gabardine and pleatings of taffeta take the place of those of organdie.

Lingerie dresses are made of linen de fil striped with black or blue. These dresses are trimmed with buttons and loops. Organdie dresses are made with wide crush belts, with bows at the back of black or white taffeta.
open air.

Many of the long basqued dresses are finished with skirts of Chantilly lace. Laces are tremendously favored, and the latest idea is the combining of two different kinds of lace in the one costume. The latest dress has a Moyenage waist of filet lace, completed by a skirt having two flounces of Maline lace. The foundation or lining upon which the lace was mounted was of black satin. The decollete was filled in with white net, finished with a ruche of black Maline, and the inevitable sash was of black satin embroidered with white floss.

In spite of all that has been said about the very transparent and low-necked street gowns, they are still retained, and on the visit of the King and Queen of Denmark to Paris at the Longchamp races in particular, the dresses worn in this respect seemed far more appropriate for the ballroom than for wear in the

On Standard Prices

National Dry Goods Association Issues Summary of Arguments Pro and Con in Regard to the Bill Now Before the United States Congress.

FROM the standpoint of the manufacturer, the wholesaler and the retailer, a very interesting piece of legislation has been introduced in the United States by Congressman Stevens of New Hampshire, and has been referred to the Committee on Interstate and Foreign Commerce. It is a measure which proposes to give the manufacturer the legal right to force the retailer to maintain a fixed uniform retail price for his merchandise.

Naturally the discussion of this bill has been wide and the whole question has been debated pro and con in the mercantile business. There are many arguments from both standpoints which have been summed up by F. Colburn Pinkham, manager of the National Dry Goods Association of the United States, and which are being distributed among the members of the association.

It is reported that public sentiment seems to favor the bill, although retailers of New York and San Francisco have gone on record as opposing it, while one or two of the large Chicago stores are in favor of some sort of legislation for the maintenance of prices.

Following are some of the outstanding arguments.

Arguments For.

1. Unless retailers are forced to maintain resale prices as fixed by the manufacturer, the small retailer will be eliminated by the competition of large department stores, as the smaller merchant cannot afford to compete in price-cutting campaigns, and is unable to do the necessary advertising to make such campaigns pay.

2. Cut prices mislead the public, as the loss sustained on some lines used as "leaders" is made up on other articles of merchandise.

3. Price-cutting is unfair to the manufacturer, as it lowers the value of the merchandise in the eyes of the public by making the public distrust the original price established by the manufacturer, and finally results in the manufacturer losing the confidence, and therefore the business, of a great number of consumers.

Arguments Against.

1. Cut prices, it is argued, mean a saving to the general public, who would otherwise be forced to pay what are termed in some instances unnecessarily high prices as established by the manufacturer. Bargain sales are really a help to the consumer.

2. The consumer looks to the retailer and not to the manufacturer for protection in the matter of price and quality of merchandise.

3. In order to guarantee the individual freedom of the retailer it is necessary that he should be allowed to fix his own price.

4. Manufacturers sometimes allow the retailers too small a profit, and yet create a demand for their merchandise by national advertising.



NEW FALL MODEL.

Broadcloth suit with long tunic and Directoire coat, showing vest effect in front. New York model photographed for The Review.

AMONG DRY GOODS MEN

S. K. Benire, Truro, N.S., general merchant, was burned out.

B. H. Swift & Co., Montreal, have registered as clothiers.

J. R. Ratner, Ratner, Sask., has sold his general stock to J. Sherman.

Brecken Bros., Drummer, Sask., dry goods, have retired from business.

Edna Davis, Toornto, dry goods, has sold out to E. J. Siberry.

A. A. Ferguson, Beatty, Sask., general merchant, was burned out.

S. Jacobsen, Belleville, will open a clothing store in Picton, Ont.

E. M. Gregory, McGree, Sask., general merchant, has been succeeded by A. G. Sills.

J. F. Byce, Ernfold, Sask., general merchant, has sold his business to R. P. Eades.

Charles Caiger, Toronto, for fifteen years with Holt, Renfrew & Co., died on May 26, aged 68.

F. Chorniere, Granby, Que., is making the fourth addition to his men's wear store.

Stephen Daly, Martindale, Que., general merchant, has been succeeded by Father J. A. Belanger Syndicate.

Gillespie & Smith, Griswold, Man., general merchants, have been succeeded by Gillespie & Humphries.

Mark Fisher, Sons & Co., Montreal, who have a branch in Winnipeg, are opening a branch warehouse in Edmonton.

Fred French, Sarnia, Ont., has sold out his tailoring business and accepted a position with MacDonald Bros., men's furnishers.

Tozer & Brown, Clinton, Ont., dry goods and men's furnishings, have dissolved partnership, W. C. Brown continuing.

Miss Bailey, Scott, Sask., has removed her millinery parlors to larger quarters, which include a handsome display window.

T. L. Hamilton, Pembroke, Ont., formerly manager of the Pembroke Clothing Co., has been appointed manager of Mendel's new clothing and men's furnishing store.

D. E. MacDonald & Bros., Guelph, have let a contract for a new store front covering the entire block on which their store stands.

E. R. Eaton Co., Swift Current, Sask., dealers in ladies' ready to wear, will move from the Healy Hotel Block to the handsome new Booker Block about July 1.

C. A. Ross, who for the past 12 months has been connected with the carpet department of G. B. Ryan & Co., Guelph, commenced his duties as manager of the carpet department of Stanley Mills & Co., Hamilton, on June 9th. Mr. Ross was a popular member of the staff of G. B. Ryan & Co., and was presented by the staff with a handsome club bag.

PREACHER AS SALES MANAGER.

Rev. F. Oliver, who resigned his pastorate of the Wallaceburg Baptist Church, and who preached his last sermon on Sunday, May 3, has accepted a position as sales manager of the Wallaceburg Knitting Company, and the Wallaceburg Cut Glass Company.

HALF HOLIDAY LISTS.

Since last week the following additional announcements of half holidays have been received:

BARRIE.—Wednesday afternoon during July and August.

BRANTFORD.—Grocers and butchers close Wednesday afternoon, June, July and August.

MARLBANK.—Wednesday afternoon, June, July and August.

NEWBURGH. — Wednesday afternoon during July and August.

PRESTON.—Some stores close Thursday afternoon.

WELLINGTON. — Thursday afternoon during June, July and August.

HIGHGATE, ONT.—Close Wednesday afternoons during July and August.

MARKHAM, ONT.—Close Wednesday afternoons during June, July and August.

CAMPBELLFORD.—Close Thursday afternoon during June July and August.

TRENTON.—Close Wednesday afternoon during June July and August.

BRIGHTON.—Close Wednesday afternoon during June, July and August.

COLBORNE.—Close Wednesday afternoon during June, July and August.

NAPANEE.—Not yet decided; possibly Thursday afternoon during June, July and August.

Blues Will Be Popular in Fall Wall Paper

Generally Speaking, Simplicity Will Reign—Borders Tend to be Narrower—Moire Not as Strong for Ceilings—Stripe to Conceal Joining Mark in Paper.

A CONTINUATION of simplicity in design and effect—in fact, an additional emphasis of simplicity—and the introduction of blues into wallpaper, are two features which The Review advances on good authority in connection with interior decoration for the Fall.

In the introduction of the blue the designers have shown splendid results in handling a very difficult color. Not only will there be light blues for the bedroom and the reception-room, but the delf and other dark shades will be found in the living-rooms. Designs will show the influence of the general ideas of simplicity in this as well as other colors.

According to one authority on interior decoration who is closely in touch with the subject, plainness in effect is being carried out even stronger than in the past, although we may look for some unique designs and color combinations where the futurist and other advanced schools of decoration are having influence.

Narrower borders appear to be the tendency, and although more figured designs are being introduced into the backgrounds, they are in the very quiet two-tone all-over effects with very soft colors and narrow panels. In the panels and borders the softer colors seem to have continued favor, although for Winter decoration some bright touches will be popular, but not much bright color in one place. It takes very little of a vivid shade to stand out on a light colored background.

In the dining-room, living-room, library and halls the plain backgrounds will be generally of tans and darker shades, with soft effects favored and the introduction of the dark blue. Panels will be generally used.

In the bedrooms the two-tone lightly figured backgrounds will be popular in soft shades of grey, green, pink, jasper, etc. In the backgrounds there will be soft dimity and fabric weaves; chintz effects will also continue good. With the light colored backgrounds a novelty is being introduced in a light tone stripe down the end of the roll, which detracts from the joining mark in the paper.

New Ceiling Effects.

The tendency in ceiling papers is taking a new trend, and the moire effects, which had such a long run, are being displaced. The ceiling papers will continue in light colors with white and cream for the usual backgrounds in bedrooms, but instead of the scroll patterns there will be small checks and squares, polka dots, and a variety of other designs on the unit idea.

Influence of Colonial Styles

WHEN reference is made to the influence of old colonial wallpapers in modern interior decoration those who have made a study of the subject will use a certain tone of respect. In some of the old colonial homes there are to be found samples of wall treatment which have proved a great influence in the taste which is generally displayed in interior decoration as contrasted with some of the almost atrocious effects of a generation or so ago. Not that there has been a general tendency to follow the designs of the colonial papers, but there are to be found in them an object lesson in what can be done in decorating the walls of the home which cannot fail to have its effect. Much the same has the influence been of the Oriental rug in emphasizing what it is possible to do in improving the appearance of the floor.

Keep Views Before Customers.

No one who has seen these fine old walls—and the influence of illustrations which have been published of them is nearly as good—can be content to put any old thing on the interior of the home. No better idea could be worked upon in the wallpaper department than to introduce reproductions of these walls to show to the customers. In wallpaper the salesman has much to do with the selection of the patron of the department if he could show in miniature some of the old colonial effects to back up his arguments as to the value of art in treating the walls it would be good business and make a splendid impression. Then the salesman himself from a study of these old papers and decorative effects will have a more dignified impression of the use and effect of wallpaper which he will unconsciously communicate to the customer.

A collection of postcard photographs, kept on the table in the showroom where the customer can see them: illustrations of fine old papers, such as appear from time to time in magazines, put in small frames, and photographic reproductions of choice pictorial effects, will give an atmosphere to the showroom, and are sure to prove good ammunition for salesmanship.

From Walls to Motion Pictures.

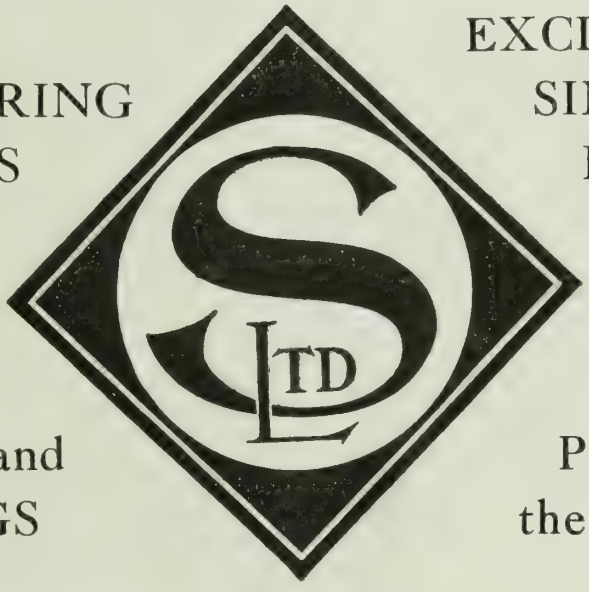
Recently one of the articles referred to has appeared in a motion picture publication in which a parallel is drawn between the pictorial representation of stories and scenes from fiction and from real life in the old-time wallpapers and the presentation of such stories in the motion picture films of to-day. It points out that the popularity of pictorial papers in the old days and of the motion pictures of to-day springs from the same natural delight in seeing action and scenes vividly portrayed. These unique wallpapers were in all varieties of designs and patterns, and depicted, as a rule, natural scenery, historical events and persons, scenes from mythology, foreign lands, etc. You might see the Bay of Naples in one room, the banks of the Seine in another, and a stag hunt in the Highlands of Scotland in another.

STAUNTON WALL PAPERS

for 1915

NEW MANUFACTURING PROCESSES

EXCLUSIVE and SINGULAR FEATURES



IDEALS in DESIGNS and COLORINGS

MORE PROFIT for the RETAILER

Without doubt the Best Line of Wall Papers we have ever produced

We respectfully ask you to hold your order for Wall Papers till you have inspected our samples

STAUNTONS Limited

WALL PAPER MANUFACTURERS

941 Yonge St. TORONTO

How to Keep Mail Orders at Home

Mail Order Competition Cannot be Combated by Attacking the Methods of Mail Order Houses—To Give a Black Eye to Mail Order House Encroachment, the Ideal Merchant Will Apply Scientific Salesmanship to His Business.

SINCE the mail order business developed to such proportions we have seen schemes galore, of every conceivable nature, professing to meet mail order competition. This competition is being met, and successfully met, too; but those who are meeting it are apply-



Don't Cry Thief! Thief!

ing scientific salesmanship to their businesses. There is no use denying the fact that the mail order houses are wonderful merchandisers. But competition cannot be combated by attacking their methods because they are successful, or arguing about price because they sell at a low price. To give a black eye to mail order house encroachment in any community the ideal merchant will apply scientific salesmanship to his business. That is all that is necessary — nothing more.

The greatest profession in America to-day is merchandising—selling goods. Everywhere merchants are calling loudly for more salespeople who know how to sell goods. A high percentage of clerks, both in large and small stores, do not apply modern methods to their selling. They have not been taught how. They need instruction. They need a full knowledge of what they have to sell, mixed with good old common sense.



Demonstrate that a dollar buys a full dollar's worth at your store.

There is no open mind that it is not desirous for improvement, regardless of previous training or years of service. There is nothing so fascinating as salesmanship when the spirit is once grasped. Every man who comes in contact with men is bound to develop this spirit if it is once begotten. Every merchant can make more money by systematically training clerks to sell goods—which, of course, means how to treat customers.

Don't Knock.

You can't stop mail order houses from running off with your business by crying "Thief! Thief!" Talking loudly about the "unfairness" of these outsiders only draws attention to them and their prices. Anger, jealousy and open antagonism disgust people and make them shy off from your side of the road. If a man has bought fair stuff from a catalogue house, he will not believe you if you call it "rotten." There is a better way to use your breath.

Go at it this Way.

You've got to compete on a quality basis. You can't meet price with price.

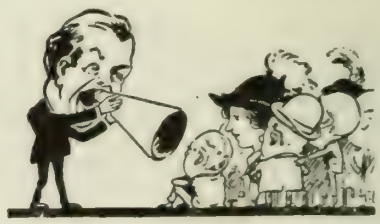


Apply Scientific Salesmanship to your business.

Create confidence in the goods you sell by stocking only good goods bearing real values—articles which the manufacturers stand behind and you back up. Lowest priced merchandise is not cheapest in the long run. Educate customers to pay your price by not talking price. Sell the quality; price is secondary if you prove the superiority of your goods. Show that you are selling honest merchandise—sound to the core. Demonstrate that a dollar buys a full dollar's worth at your store.

Face to Face.

This point is in your favor. You come in personal contact with your customers, while the mail order house must sell by the printed page or printed letter. They can talk just as alluringly about a hundred-dollar piano as about a thousand-dollar one; or about a jackknife that is made of tin as about one that is made of the finest Sheffield steel. But "absent treatment" cannot convince like face-to-face talk right in your own store—right under your influence. You can personally explain the advantages of your goods and demonstrate them. You can personally prove



Tell the people you have the goods.

quality. You can personally meet objections. Your customers can actually see and feel the goods; nothing needs to be taken for granted.

Some Practical Examples.

Here are suggestions for "selling talk" to use when you meet your customers face to face.

Your customer asks: "What fabrics have you that are suitable for a house dress for myself, and that are equally suitable for dresses and play suits for my children?"

You explain: "We have several, madam, but I recommend ——— galatea. Here it is. Feel of it: see how soft it is, yet how firm and strong it feels. That's because it's made of long-staple cotton and is close woven. Then, too, madam, you know that ——— galatea has been the standard for years—no one has succeeded in making a better quality. Here are the blue striped effects; and here are some dainty checks. The striped goods will make a pretty home dress for you, and you couldn't



Don't get into an argument over price.

get a handsomer and more durable piece of goods for a girl's dress or a boy's play suit than this check. Yes, the colors are fast—wash them all you want to—you'll find that this galatea is the best wearing material you ever bought."

Would you like a

UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to *make good* in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-ahead young men we offer you the opportunity to *realize your ambition.*

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is *the* Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and *enter the University next fall.*

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING COMPANY

143-153 University Ave.
TORONTO

The gathering of the clans

"On to Toronto!"

YOU have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result, we see a growing public confidence in manufactured products and their advertising — a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this Convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A. A. C. of A. —*your own* problems included.

EDWARD MOTT WOOLLEY, the famous writer on business topics, has written a booklet entitled "*The Story of Toronto.*" This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodations.

Address Convention Bureau
ASSOCIATED ADVERTISING CLUBS OF AMERICA
TORONTO **CANADA**

All the selling points you advance about any goods demonstrate to the customer that you know your business. It begets more confidence. Every manufacturer with whom you are doing business will be glad of the opportunity to furnish you the salient points about



Advertise in Your Newspaper.

their articles which you have on sale. Write to them for needed information, and you will find how ready they are to help you sell.

Be a Salesman.

Learn to be a seller, not a delivery clerk. "Tending store" will never put a clerk's name over the front door. Get out of the "take-it-or-leave-it" style of talk. Don't say, "There it is, over there"—take your customer to it, and tell him all about it.

Keep looking up new and better selling arguments. Learn your stock between customers' visits. Learn to know value. Keep busy. Keep enthusiastic. Keep everlastingly at it. Don't get discouraged because some few customers buy from mail order houses. You can hold your old customers and make a host of new ones.

If a customer comes into a store and the clerk sells him only what he came into the store to buy, that is not salesmanship. To sell this customer something else, to influence him to come again, to make him feel that the clerk is doing him a service in serving him, that is salesmanship.

Encourage your clerks to read all salesmanship literature that they can possibly get. Influence them to read the folders and booklets sent you by manufacturers. They will undoubtedly use on customers the arguments set forth in this literature. Talk to them collectively and individually about salesmanship. Saturate them with the spirit of selling. The largest stores in the largest cities hold sales conventions for the benefit of their employees. They train them: they try to make them worth more money to themselves by making more money for the house. The same principle should govern every store in America, even though there is only one clerk employed. Even if the owner does all the work himself, he should use the same opportunities for his personal improvement.

Manufacturers Will Help You.

As you study line after line of the guaranteed goods you are selling, read all the literature which each manufacturer sends to you. Have you been throwing away their booklets, folders, circulars and letters? Quit it. You've been losing some of the strongest arguments to overcome mail order invasion.

Manufacturers are spending fortunes to get dealers and consumers to know the processes of manufacture, the high quality of materials, the perfection of finish of their nation-known merchandise. This well written, finely illustrated, convincing printed matter is invaluable to the merchant or salesman who is after "big game." Besides these, you probably receive bright, neat store cards, window trims, counter displays and similar busines bringers. By all means put these up prominently, for they tell that you sell the goods customers see advertised in their favorite magazines or farm papers.

The Cleveland Stone Co., Cleveland, Ohio, has published a very interesting booklet entitled "How to Keep Mail Orders at Home." We find in the booklet, many items which will be of interest to our readers, and worth reproducing. The illustrations have also been appropriated from the booklet.—Editor.

Suppose your manufacturers haven't given you enough information. Ask them for more! They are always glad to tell you additional selling points of their goods. You will find the facts mighty interesting—as will your customers. And interest makes sales! Try this method on every line of goods.

Again We Say—Preach Quality.

No salesman should ever get into an argument over price. It is the value of the goods that you are selling. If customers are convinced of value, then price is secondary. If the quality of the article is not presented correctly, and with conviction and enthusiasm, selling goods does become a matter of price. Under such conditions the clerk who is handling the transaction lowers himself to the level of a slot machine or an auctioneer. A customer never went



By all Means Advertise.

into a store and talked price unless allowed to do so by the clerk. It is perfectly natural for a man to say he can buy the same goods cheaper. Yes, and he could buy his clothes cheaper! But he bought his clothes because he thought he was getting his money's worth. It is safe to believe he will buy your goods, if you convince him that he is getting his money's worth.

Your Store is a Salesman.

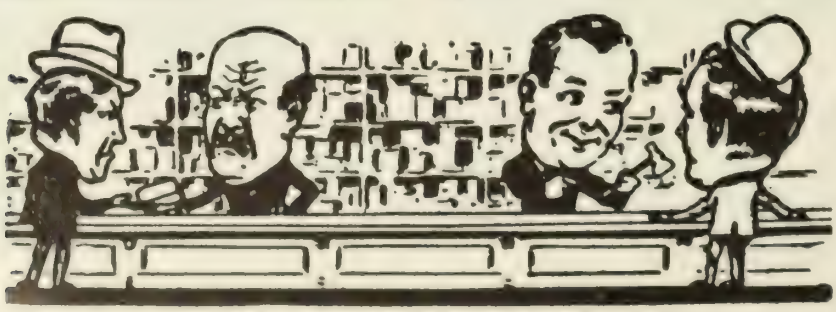
Do you know that your store either draws or repels customers? Do you realize that a bright, clean store, well stocked, well kept and conveniently arranged half sells the goods?

Look around! Is your store inviting? Do your customers find fresh stocks of well-known goods evenly placed and prominently displayed? Have you a full assortment of sizes and styles? Have you plenty of salespeople to fill orders quickly Remember, you must get folks into your store before you can sell to them, just as the mail order house must get its catalogue (its store) into people's hands before it can sell to them. You know how bright-colored and alluring those catalogues are. Therefore, copy the "enemy's" tactics—have bright and sunshiny surroundings—keep things systematized—in "apple-pie" order. Many a merchant whose stock is first class, loses sales because of a poorly lighted, dusty store.

By All Means Advertise.

Every merchant in the small town should be an advertiser. He has the same opportunity to tell the community what he has for sale as the big city merchant, only using different mediums. The principle of good advertising is identically the same, but it must be applied differently.

Here's where the manufacturer again shows his willingness to co-operate. He will send you complete advertisements—picture and text—all ready to add your name and insert in your local daily or weekly newspaper. Or he will send you



Be a Salesman, not a Delivery Clerk.

cuts of the article you want to push, and you can write the descriptions yourself.

This plan has proven a wonderful business getter all over America. If the catalogue houses can draw all their business through advertising, you can surely draw extra trade by the same means.

Draw a Circle Around You.

In order to determine your field of sale, draw an imaginary circle around your store, reaching out as far as you can hope to influence customers. This gives you your field of sale. Then get the name of every possible customer in the circle to whom you want to sell. You undoubtedly know every one of them or they know you. Your influence in the community means something or you would not be a merchant. As you compile this list you may be reasonably sure that mail order houses are flooding the same homes with printed matter and letters, trying to make sales. These houses are calling the attention of your customers and possible customers to the same kind of goods that you have in your store. They are talking to them alluringly about each article, giving minute descriptions. All of this is going on while the average merchant is sitting in his store, hoping that the people will drop in and ask to be shown something.

Tell Them You Have the Goods.

Don't wait. Take your list of names, write each one a personal letter, specializing on some one seasonable article in your store, telling them in a convincing way that you have something important you want to say to them about this particular article the first time they are in your vicinity. They will come then, and see the article you want to sell. Make a lot of intelligent suggestions about other articles that the customer could use to advantage. Describe each one of these lines in detail, bringing out strong points about quality and serviceability. You can do this better in personal conversation, with the goods before you to demonstrate, than any writer for any mail order house can possibly do. Fight the mail order house with its own weapons. That is what you will be doing when you demonstrate your merchandise correctly. You will be beating them at their own game. They have no such opportunity as you for personal contact.

Make it a rule to get a sales letter, or some kind of descriptive printed matter into the hands of every possible customer at least twelve times a year—once a month. Keep this system up. It will run a mail order house from your community. The cost is not great, either.

Advertise in Your Newspaper.

Call attention of the women to the little specialties that will appeal to them. Strive to sell to every family all of its requirements. Don't let your customers split their business with the mail order house or with your competitor. Write the advertising just as you would talk to a customer. Imagine that you are talking, and you will have a good advertisement. Conduct your advertising so that no one who resides in your vicinity will ever say, "Why, I did not know you had that article!"

Have Special Sales.

Adopt the same principles that the big stores do. Have special days, Saturdays or Mondays, or the time that suits best in your particular community, to conduct special sales. Don't give anything away in such a sale, but specialize on some article that everybody wants. You will get the people in the habit of coming into your store. Other goods will be sold besides the one article advertised. If your clerks are trained as suggested, the sales will jump like weeds in a cornfield on a wet day. Tell the clerks frankly to sell more goods, and you'll boost their salaries. The more efficient your salesmen, the more money you will make; therefore the salesmen are entitled to an amount in keeping with the service rendered. Never let a customer go away dissatisfied. Put yourself in the customer's place, and an equitable adjustment can always be reached.

It's Up to You.

The manner in which the boss and his clerks treat customers will determine where those customers buy. You must have faith in your goods and faith in yourself. Forget mail order competition, and "sail in" to study your stock—and your customers, too!

Be courteous—businesslike—sincere—accommodating. Learn how to approach men; develop a compelling personality, a genial presence; learn how to convince and sell; turn interest into desire and desire into sales. Attempt bigger results than ever before. Put grit and go-to-it-ness into all your actions. Remember, "where there's a will there's a way." And remember, also, that you will get only what you work for.

You can be the merchant prince in your vicinity, as Marshall Field was, and John Wanamaker is, in their fields. The very principles and systems that built their businesses will increase yours. Practice scientific salesmanship and you will outsell the other fellow.

Metallic brocades, and metallic tissues are employed for the newest evening gowns. There is a very distinct change observable in the fabrics used this year and these glittering tissues of gold and silver interwoven with colors are taking the place of bead trimmings.

GIVING THE PRINTER SKELETON OF THE AD.

(Continued from page 30.)

The "copy" for the ad was divided into eleven sections, all marked out and numbered in the diagram. This copy has to do with different departments and in the larger stores this often is furnished by the heads of the departments interested. At other times the ad man gets their offerings and composes the notices himself.

Three Marks To Distinguish.

Mr. Moore uses three different marks to distinguish between the size of the type. The larger sizes he indicates by underlining the words in red pencil; the next smaller size with an underline doubled, and the third by a single underline. For instance No. 1 as shown in the cut required a large display type and the lines are in red pencil. The items under this, "Women" and "Children" are doubly underlined, "Ladies Black and White Stripe Voile Dresses" is underlined only once, as is the price, $6.00, and are set up in small black type. The rest that is not under-scored is set up in ordinary Roman face type.

It may be objected that there is nothing to distinguish between the sign for the larger type "Women" and the smaller, "Two-piece Ratine Dress, $10.00," but the former is the heading, while the latter is part of the "body matter" and, therefore, is smaller. Just below, the words "Visit the Store Often," etc., are put in caps. This is not indicated specially in the "copy," and was done by the printer as a means to display, and is open to question.

This brief review merely considers the main points of the "lay-out" without taking into account the typographical work itself.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

FELT FOOTWEAR FACTORY IN BERLIN.

Oscar Rumpel has opened a factory in the old W. G. & R. building in Berlin, Ont., and will begin the manufacture of a full line of warm felt footwear, specializing in house slippers. Mr. Rumpel was connected formerly with the Consolidated Felt Co., and is one of the well-known Rumpel family, by whom the felt footwear business in America was originated.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto,
Allen Mfg. Co.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto,

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Guelph Carpet Mills, Guelph, Ont

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.
Waldes & Co., Prague, Austria.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Rose Mfg. Co., 18 W. 20th St., New York, N.Y.
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Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.
Livingston & Scott, Toronto, Ont.

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I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

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Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

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Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

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The Moulton Mfg. Co., Ltd., Montreal, Que.

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The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

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R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

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Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

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Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
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Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
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W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

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Germain & Smith, Ltd., Montreal, Que.
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McIntyre Son & Co., Ltd., Montreal.

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Crex Carpet Co., 377 Broadway, New York, N.Y.

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MEN'S WEAR SECTION.

Fame of Pugilist's Name Draws Business—Men's Stock on the Outskirts—"Nothing But Hats"—Unique Boys' Department—Helping Sales by Well-Dressed Men on Streets—Ad.-Man to Salespeople—Soft Collars Weak—Hat Novelties—Fashions in Ties—A Store Within a Store—Reports From New York and London.

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FLEET FOOT

SHOES

for every sport and recreation

Canadian Consolidated Rubber Co.

Limited

Montreal, P. Q.

28 Branches throughout Canada

Every seam in Carhartt Gloves is sewed with waxed thread



Your glove reputation, Mr. Merchant, as well as ours, is suspended on a thread — a mightly slender thing to have your splendid reputation of many years' standing dependent on, is it not? The thread that goes into Carhartt gloves is the best that money can purchase, but we are not contented with this, we go one better by making it tougher and weather-proof by waxing it. This helps to enable us to give a rock-bound guarantee with every glove.

The Glove with double life

The double life of Carhartt Gloves is the result of adding the one-piece reinforcement shown in the illustration. This comes where the wear is most apparent and though it gives two thicknesses, it is not bunglesome in the least. Why not try out a small order to-day at our expense?

A card to-day will bring our approval order, which consists of a good assortment of Carhartt's Gloves and Overall Uniforms.

Sell, or try to sell them for sixty days. If they meet the requirements of your trade keep them; if not, return at our expense

Write for the agency for your town.

Hamilton Carhartt, Manufacturer, Limited

TORONTO VANCOUVER



Most Merchants

please some people; some merchants please most people; but the most successful of all is the merchant who pleases all people

It's easy enough to please all the people as far as underwear is concerned—stock the full line of Penman's.

The people are fully aware of the superior merits of Penman's Closed Crotch Combinations—our widespread year-in-year-out advertising accomplishes that. The goods are half sold when they enter your store. You don't have to expend a lot of selling talk on people who come to you for

Penmans Underwear

Our Closed Crotch Combinations fit snugly to every line and curve of the figure, give easily to every posture without binding or cramping the movements in the slightest, and remain closed whatever position is assumed by the wearer. This garment has an instant appeal for the better class of trade—the substantial buyers it pays to cultivate.

The most desirable clientele in your locality will expect to get Penmans at your store. We believe you would not willingly disappoint them. That's why you should stock up with the full line and begin to reap the benefits.







Pen Angle

WARRANTED HIGH GRADE PENMAN'S KNIT GOODS

Several infringements of this Closed Crotch Garment are at present on the market and we wish to advise the trade that legal proceedings are now pending against the concerns making them. Full satisfaction will be exacted from all parties handling these infringements.

Penmans Limited, Paris, Canada

Sweaters Hosiery Underwear

For Your Baby Customers

TURNBULL'S Infants' "M" Bands

Instead of selling them singly for 25c as you used to, and just making a few cents profit, they are now put up in an attractive package, three garments in a package, with full directions how to use them.

These will retail to your customers at a dollar a box, giving a profit of over 40 per cent. to you.

There are three big advantages to the merchant in our new selling plan.

1. **It increases your profit four-hundred per cent. per sale.**
2. **It is an attractive package to display on your counter.**
3. **It will sell itself to the majority of women who come into your store, producing a large additional profit with no selling cost.**

If you will place 2 or 3 of these attractive boxes on your counter or in your window, we venture to state that one out of every ten women coming into your shop will buy a box, without you having to show them to her at all, that is to say, the box itself will draw her attention.



I'm all wrong

SPECIAL OFFER

To let you prove the above yourself, we will send you on consignment, an assorted lot of one dozen boxes; at the end of one month you may return us any unsold if you wish.

The only condition we ask you is, that you will agree to keep at least one box on your counter or showcase, where it will be readily seen by customers coming into the store.

Write us to-day, and so reap the fullest benefit from this plan and offer.



I'm all right

The C. Turnbull Company of Galt, Limited

GALT, ONTARIO

The C. Turnbull Co., Limited, Galt, Ont.

Gentlemen,—Please send me on trial, an assorted lot of one dozen boxes of Infants' "M" Bands. I will comply with condition above and may return any unsold after one month, without any obligation to me.

Name .....

Address .....

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

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ARLINGTON COLLARS

Selling Point No. 5

THE BUTTON-HOLE THAT STANDS

One of the several prominent features of these collars is the extra weight stock, which greatly increases the wearing qualities and insures a perfect fit until discarded. This is a point that will promote your sale of waterproof linen collars. They come in six different grades and forty styles—a style to suit every taste and pocket-book. Challenge Collars are the best grade. Price $2.00 a dozen. **Let us send samples.**

Button-holes are not reinforced, but material is extra weight, for better satisfaction to customer and shape of collar.

The Arlington Co. of Canada, Ltd.

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Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

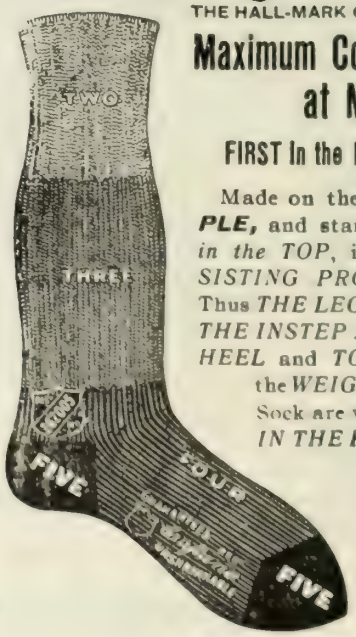
BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

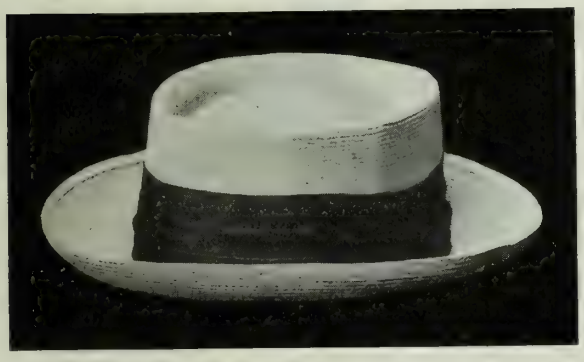
Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

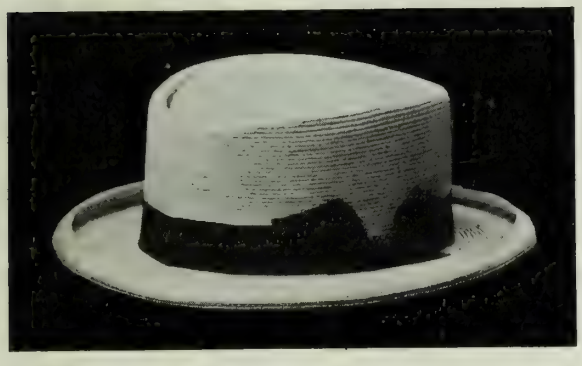
To be had from any of the Leading Wholesale Dry Goods Houses



No. 1122. Jap Split Sennit, Taper Crown.



No. 1462. Diamond Telescope, Negligee Brim.



No. 1460. Close Telescope, Pencil Curl Brim.



No. 1135. Mushroom Brim, Sennit.



No. 1461. Diamond Telescope, New Style Brim.

1915 MODELS

We're going direct to the trade with a most complete range of smart models in

Su-blok

Classic STYLES FOR MEN

hats

which means: a saving to the merchant of fully 25%, all the new and exclusive styles and straws semi-hand finished, and prompt, careful service made possible by the best equipped factory in the Dominion, with experts over every department.

Among the new blocks we are showing this season are the new mushroom shapes, the diamond telescope with fedora brim, the mushroom with the "pencil curl" brim, etc.

Many models fitted with the patented "self conforming" drummed sweat, which makes for comfort because it automatically adjusts to the shape of the head.

Send for trial order of the styles here shown. Samples on request.

The Crown Hat Company

MANUFACTURERS
AND IMPORTERS

Sample Room:

24 Wellington St. W., Toronto

Factory at

GALT, CANADA

MEN'S WEAR SECTION

Fame of Pugilist's Name Draws Business

Although Tommy Burns is at Present in Australia, His Calgary Store Continues to Boom—Curiosity Leads Many to Buy at Least a Tie.

By Staff Correspondent.

CALGARY, June 12—(Special). — There is a clothing store in Calgary, located on Eighth Ave., which is the main thoroughfare. On its windows is written in large letters:—"Tommy Burns Co., Ltd." Inquisitive visitors to the city scent familiarity in the name. It smacks to them of pugilism. They make inquiries. Sure, it is the store of the famous Tommy Burns, once champion heavyweight of the world. They enter, and purchase some small article of clothing. Not seeing any giants around, they sneakingly ask, "Which is Tommy Burns?"

Tommy Burns is in Australia, training for another fight.

Exit, disappointed.

A representative of this paper made inquiries while in Calgary as to the amount of business that had come to this store as a result of Tommy Burns' fame. He found a splendidly equipped store. One would call it a high class store. The fixtures and show cases are of the best. It is equipped with a cash carrier system, which usually implies a rush of business. The lighting is modern, and the whole interior has an artistic finish. It is in charge of an expert New York clothier, with a staff of clerks, one of whom is a brother of the famous proprietor. His name is Eddie Brusso, and not Burns, as most people know. There is little of the fighter in him. He is the figure on the left in the accompanying illustration.

Buy Tie as a Sacrifice.

One of the first things to strike the eye in this store is the preponderance of gents' furnishings. The store carries the largest stock of neckwear in the city. There is a reason for it. People come into the store out of curiosity, and about the cheapest and handiest thing they can buy as an excuse, is a tie. Consequently there is a big business in neckwear. Some will buy a shirt or a hat, just to have something to wear bearing the fighter's name. Usually, however, the hero worshippers limit their sacrifices to a tie. It will be noticed that some of these range high in price, and the most expensive are near the door.

Tommy Burns Fills the Doorway.

Four years ago, Tommy Burns had reached the zenith of his fame. He never took an active part in the business, but would hang around the store, making himself one of the most unique business-pulls ever conceived. The scheme operates to this day. People who do not know that he is in Australia enter the store, buy a tie, and ask for Tommy. Some are not so inquisitive, and assume that the clerk who waits upon them is the man. He is probably the last man in the world you or I would take to be a pugilist. Even the tailor, who is a tall, slim man, has been pointed out in the street as Tommy Burns. As a matter of fact, when the real man is in the store, he fills the doorway. There is no mistaking him.

How He Started Up.

The question will probably be asked: How did Tommy Burns get into the clothing business? He was a painter by trade. He started fighting fifteen years ago. About five years ago, he returned from Australia to Seattle. He had a friend in Calgary named James Sewell, who was in the gents' clothing business. He wrote to Burns, telling him what a fine country Alberta was, and invited him out. He came. Finding himself so popular with the men, he decided that he could not start in a better business than clothing. He opened a store at 130 Eighth Ave. west, which soon become too small for the amount of business done. He then opened the present store at 213 Eighth Ave. west. He engaged J. Herlihy, of New York, to take charge, and left the business in his hands.

MEN'S GLOVES FOR FALL.

Montreal, June 16.—(Special).—Chamois and leatherette gloves are leading for first place in orders placed with jobbers and manufacturers for the coming Fall. Chamois, with heavy contrasting points, or embroidered backs, and leatherette effects, also with the same adornment, are "the thing."

The embroidered backs are being specified for all glove orders of the unlined type. Capes are waning in popularity and suedes are coming in very strong. The tendency in men's gloves, as with the women's, is for lighter weights. There are not so many lined gloves sold now as there were a few years ago. Wool gloves have also dropped off, though this is believed to be partly due to large stocks carried over from last season. Grey suede, in both unlined and silk-lined, are selling very strong for Fall.

VICTIMS OF THE EMPRESS.

F. J. Rutherford, of Montreal, one of the victims on the Empress of Ireland, had crossed the ocean thirty-two times, but previously had sailed from New York. For fifteen years he had been a buyer for T. C. Watkins (the Right House), Hamilton, but removed to Montreal in October last as a buyer for James J. Ogilvie & Sons. His successor with the Hamilton firm was J. J. Cayley, and Mr. Rutherford chose the Empress in order to accompany him. Both occupied staterooms near the point where the collision occurred, and their chance of escape was very slight.



Kind of store that is building up a big business for Tommy Burns, the pugilist, in Calgary. Note the prominence of the price tickets, the neat hat cabinets, the varied display of ties under different prices along the tops of the silent salesmen and the neat arrangement of surplus stock on the ledges, made possible by the unusual height of the ceiling. The ex-champion's brother is the figure on the left.

Influence of Tourists on Men's Styles

Northern Lake Towns Feel the influence of Well-Dressed Visitors During the Summer Season—Some Special Lines Which Are Attractive to the Summer Resorter.

IN style men are beginning to know what they want when they see it. Those who sell men's wear in some of the northern lake towns are beginning to appreciate this. When the best of the local dressers see the Summer tourists coming through on their way to the resorts they get some style ideas which they are not slow to act upon; the result is that there is a demand for up-to-date cuts in clothing and for the new hats, collars, shirts, etc. The tendency now-a-days with men is not to be so backward in following the style changes, and it is not safe for the retailer to buy heavily too far ahead.

More Frequent Purchases.

Arthur M. Corley, manager of the men's wear store of Gray & Co., at Meaford, has had many years' experience in the clothing and furnishings business in that town, and he states that of late years there has been a change in the attitude of the younger man towards style, and that it is now necessary to keep closely in touch with the market, and to make shorter and more frequent purchases. He attributes the change in a considerable degree to the influence of the Summer visitors.

So far as the trade of the men's wear store in the resort towns is concerned, it is confined largely to novelties rather than to staples; most of the tourists are from the big cities, and they do not go to the resorts to get style hints.

Wilson & Co., of Midland, report that woolen goods are a popular line, including sweater coats, bathing suits, and some lines of underwear, and there is also a demand for Summer hats, athletic suits, Summer trousers and shoes. The Review was told of one instance of supplying the tourist demand for novelties with a line of moccasins which passed for the real "Redskin made" variety, but which were turned out in a factory in Quebec.

Fall Business With Sailors.

A feature of the men's wear business in Collingwood, according to Patterson & Ough, is the Fall business with the sailors. Usually there is only one time of the year when the seafaring man has money and the opportunity to spend it, and that is when the Summer engagement is ended. It is then that he lays in a supply of wearing apparel; this is good business and for cash.

WINDOW TRIMMER FOR ENGLAND

L. H. Vealle, window trimmer for the Northway Company, Chatham, leaves in July on a two months' business trip to England.

Rene M. Redmond, of Redmond Co., Ltd., hatters and furriers, Montreal, was married June 3rd to Miss Edith Shaughnessy, daughter of Sir Thomas and Lady Shaughnessy. The ceremony was performed by Mgr. Bishop Gauthier in St. James Cathedral.



Interior view of "The Style Shop," which is working out the problem of a high class men's wear store on the outskirts.

What Manner of Men's Stock on the Outskirts?

Interesting Experiment in "The Style Shop," on Danforth Ave., Toronto—Using Handsome Window Trims—Other Stores Trying Business on Appeal to Workingmen—Pressing Trade Bulks Large.

TO convince the discriminating dresser that he need not go down town for what is new and stylish, and to overcome the shyness of the dresser of moderate means towards an exclusive, handsomely fitted men's furnishings store, are the problems that must be faced by the haberdasher who locates in the new business sections which spring up in outlying residential sections of the larger cities, and endeavors to make a success of selling collars of the newest cut, shirts that are up to the decrees of fashion, hats that are in the mode or ties of correct pattern and shade.

That the establishment of such a business in popular favor requires considerable time and education is the experience at The Style Shop which was opened this Spring on Danforth Avenue, Toronto—far up in the north-east corner of the city—where with handsome mahogany fixtures and tasteful decorations a stock of stylish and high class furnishings is offered about three miles from the down-town emporiums.

Fine Fittings and Window.

R. McKay, the manager of the store, makes the claim that he has the handsomest haberdashery store east of Yonge Street, and there is much to sustain the claim. The fittings are off mahogany throughout and the silent salesmen are of the latest unframed glass design. A handsome measuring table stands at the back in front of a mahogany partition which separates the retail store from the tailor shop—one of the important features of the business. The general impression is one of quiet and rich color effects and roominess, and a pleasing note is found in the stained glass dome electric light shades. The show window is a large one and well fitted, making an appropriate front for a very attractive interior.

The venture in establishing a modern furnishings store of this kind in a residential district, where there is a considerable proportion of working people, is largely an experiment in the trade. Mr. McKay has only been endeavoring to get the public favor for a few weeks, and, although he did not find a very enthusiastic reception, he states that the shyness of the people towards an exclusive men's store is wearing off, and where once an acquaintance is made a customer is assured; the people are coming to the idea, he says, that it is not necessary to go all the way to Yonge Street to get an up-to-date shirt or necktie. The tailoring department met with a good reception, and business in this line has been satisfactory.

Mr. McKay finds that the diffidence of the public to come to his store seems to be that the people are not used to an establishment of the kind in the outlying sections and that they have the impression of too much expense. However, he carries cheaper lines of goods as well, and thinks that acquaintance will overcome what appears to be a feeling of shyness towards the handsome premises.

Offered Cup for Baseball.

A special effort will also be made to get the business of the young men, and the tasteful display of new and fashionable stuff in the windows will be the

medium largely employed. These displays have been found to attract a good number of people to the store in the evening, when the best business is done. Mr. McKay believes that athletics would be a good medium to get the interest of the young people, and he offered a handsome cup for competition in a baseball league this year, but at the last moment it was found impossible to secure grounds for the games.

What Others Think.

That the people in the residential sections when they go to a men's wear store are looking for something of medium price, is the opinion upon which other furnishings stores on Danforth Avenue are stocked.

At Smith's the proprietor states that he has found that carrying novelty stuff does not pay, although some of the new things in neckwear are shown; an occasional demand does not, in his opinion, warrant the carrying of a stock. Here special attention is given to a cleaning and pressing department, and Mr. Smith states that he finds an increasing business.

The store of J. A. Cox is a branch of a down-town house, and the experience here has been in favor of moderate-priced goods, with a call for workingmen's clothing, overalls, etc. A demand for high-priced articles can usually be met on comparatively short notice by drawing on the down-town store. In neckwear, however, the stock is kept up-to-date and many of the novelty lines are shown.

Five Years' Experience.

A verdict in favor of the more moderate-priced stocks, with a more recent tendency for the higher-priced and more stylish lines, is the opinion of Downes, Dunlop & Co., a business which was established five years ago in the same district. Here a big stock of goods is carried in a variety of prices, grades and styles, and the desire is to meet the needs of all classes. It is found, however, that the requirements of the patrons are largely filled by the moderate designs and prices.

Dodger Advertising.

Mr. Downes believes in advertising, and in this district the effective method has been by large dodgers delivered from house to house, about five thousand being put out over a large area. This costs money, but it has been found to bring results, and the dodgers are put out twice a year with a seasonable announcement.

Weekly Stocktaking.

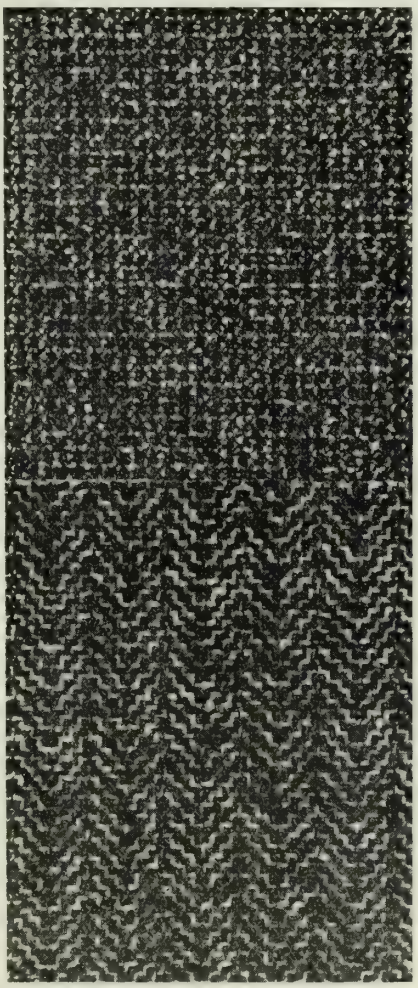
For keeping track of the stock on the shelves and in the show cases the Downes it practically amounts to a weekly stocktaking. Mr. Downes considers it worth the trouble, for it gives at all times a comprehensive grasp of the stock. The checking is done from the shelves and cases and in this manner there is never any difficulty for the buyer. The store is divided into three departments and one man is responsible for each, so that the checking-up process does not require a great deal of time.

With the gents' furnisher in the out- Dunlop Co. have a system of their own; lying district it is now quite usual to do a pressing business either on the premises or to carry an agency for some down-town establishment. One Danforth Avenue men's man states that he gives considerable attention to his pressing department and that he often does the delivery work himself with the result that he seldom goes out without getting several new orders. A visit to a home very often results in new business there or in a neighboring household.

Close-Fitting Clothing

Tendency This Fall Still Towards English Models — Cuffs on Trousers and on Vests — Black and White Effects Strong.

A CONTINUANCE of English models and attendant highly-tailored clothing will be the Fall programme. This is speaking in generalities. What the advanced styles may bring it is just a little early to predict with certainty, but nothing of radical change is looked for. With some makers there is a slight tendency for more roomy clothing for Winter wear, but this will not be noticeable generally.



Samples of the popular white and black lines for Fall suitings.—Shown by R. Score & Sons.

Close-fitting coats, with perhaps a trifle more length and natural shoulders, will be the vogue; trousers will be cut narrow with the cuff. The coat sleeve will be with or without cuff, and when used the cuff will be narrow. On the vest, which will be cut high, collars will be quite generally worn. The lapel will be somewhat wider, and some models will accordingly show a little more width of shoulder, but there is no general tendency towards the more athletic type.

For the young man there will, of course, be extremes. One is a double-breasted model, cut along the usual lines and with the cuffed sleeve and the deep roll to the lapel. A popular model this Summer has patched pockets and self-belt, and this latter novelty has taken well.

The tendency of wearing the vest in the warmer weather to carry out the tight-fitting effect has led to a new vest, which is cut with very large armholes, which gives absolute freedom for strenuous exercise.

In the Summer suitings the popularity for the shepherd's plaid has been to some extent lost in narrow stripes, and a modified plaid, which amounts to a small check. However, the plaid is still a good seller, and will go into the early Fall. The narrow stripes will also go over to the Fall, especially in those patterns in which the mixture has the effect of grey.

For the advanced styles for the Fall season greys are expected to be strong, with some browns as usual, but the run, according to a leading tailor, will probably be on black and white mixtures in both the tweeds and worsteds. These are coming in a big variety of weaves; the general impression in many of them being a diagonal effect as contrasting with the small checks. Checks are practically sure to continue, and small indefinite patterns in dark color combinations are shown.

Unique Clothing Department for Boys

Murray-Kay Company, of Toronto, Sell Everything the Rising Male Can Wear in an Individual Section—Card-Photographing the Young Customer—Catering to the College Youths.

THAT in this day and generation the "chip off the old block" is just as much entitled to special consideration in the matter of his clothing and furnishings as the "block" himself is the idea behind the establishment of the boys' department in the Murray-Kay store, Toronto. A store with a high-class trade, the department is one stocked with the best that can be had for the rising male generation.

Everything that the boy can wear and the boy means everything from the bouncing big baby of two and a half years to the youth with his first long trousers—can be found in this department, which probably is unique in several respects in the Canadian retail business. Whether he is going to church, to school, to college, to the athletic field or the gymnasium, he can find or his parents can find for him exactly what he should wear in the stock that is carried in this department—suits, furnishings, hats, or shoes.

That the idea of giving special attention to the needs of the boy—of supplying the style that catches the eye of the wearer with the quality which impresses the parent, and making a specialty of it—was along the right lines, has been indicated by the reception with which the innovation has been met. Opening on the 1st of September, by Christmas the realization was brought home that there was not enough room. The department has been increased in size until there is now a floor sixty by fifty feet devoted to the small man, and it is so separated from the remainder of the fourth floor of the store as to at once give the impression of exclusiveness and for the future bigger things are planned, for the boys' department promises to become an outstanding feature of this high-class store.

Supply Own Specifications.

The guarantee of the company is behind every suit that is sold in the boys' department. To give this guarantee the firm makes certain that it knows what goes into the clothing. Close to one hundred per cent. of the clothing is made on the specifications of the Murray-Kay company. When samples are submitted by the manufacturer they are closely examined, and where better materials can be put in for an additional price, to improve the garment, the specifications are changed. In this manner the firm is in a position to speak individually with regard to the suits sold.

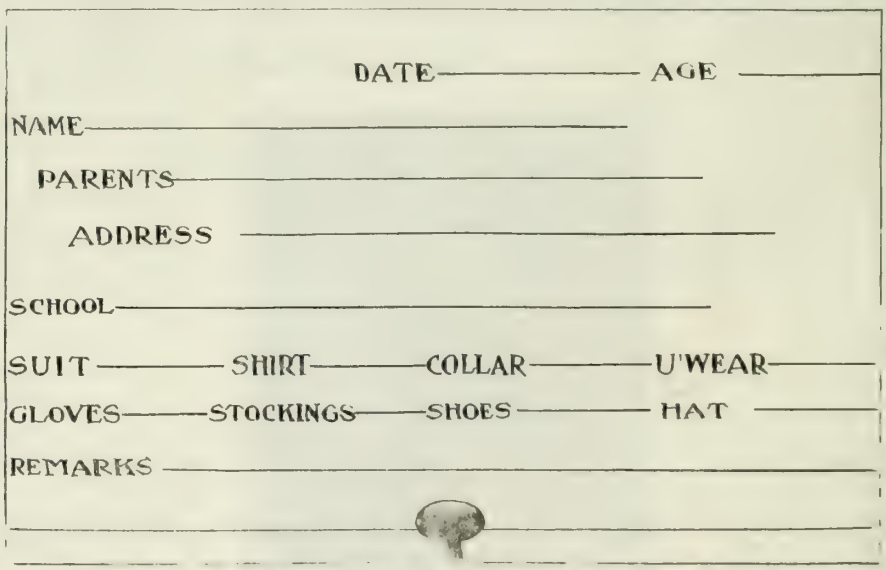
Close touch is kept with the style markets, for the day has passed, says A. W. Reid, the manager of the department, who has had eleven years' experience with the Rogers Peet Company of New York, when anything will do for the boy. Catering to the boy to-day is getting to be as important as catering to the well dressed man.

The store management has noted since the department has opened a demand with the exclusive trade for the ultra-English clothing for the youth. To meet with this demand, which is probably noticed in this store more than most in the province, it is proposed to import English models and to have them worked out by the Canadian manufacturers.

Pleasing Boys and Parents.

That his experience has been that it is not difficult to sell to the boy, is the statement of Mr. Reid with regard to salesmanship in the boys' department. Up to a certain age, he points out, the purchasing is done almost altogether by the parents, and then when the boy begins to get opinions of his own, they are usually guided to a large extent by the judgment of the mother or father, and even the big boys go to a certain extent on the judgment of the grown-ups.

So far as the styles are concerned, this is to a large extent controlled by the store; it is expected that what is shown will be stylish, and it is, but not freakish. Parents particularly, it is found, depend to a large extent upon the judgment of the salesmen as to style. The boy is quick to appreciate what is new, and on the point of style and appearance he is usually the first to be won—after that it is a question of satisfying the parents as to the quality of the garments.



Card showing how valuable information about boys is kept.

Catering to the College Boys.

Particular attention is paid in this department to the needs of the college boy, and a complete stock is carried of Eton suits, blazers in different color combinations, flannel trousers, monogramed caps, etc. Keeping this department completely stocked is found to bring business.

Reaching the college boy requires some consideration, and this is largely done through advertising in the college papers.

Card-Photographing the Boy.

A novel system for keeping a record of the boy customers of the department is being adopted by the store it amounts almost to a card-photograph. When an order is taken a card is filled out which records the age of the boy, his address and the school he attends, and the sizes of the different garments he wears; if desired, a copy of this can be given to the parent for reference.

These cards are all placed on file. The merchant who sells boys' clothing will at once appreciate the advantages of such a system. It is always difficult to

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Featuring a Store Within a Store

Clothing and Shoes Brought From Second Floor to Adjoin Men's Furnishings in Goodwin's, Montreal—Everything a Man Needs is Handy.

By a Staff Correspondent.

MONTREAL, June 16 (Special)— "Men, it's your store too, come in and feel at home."

This was the invitation contained in a neat card, prominently displayed in a show window filled with men's outing togs, in the departmental store of Goodwin's Limited, Montreal, just a few days previous to Victoria Day.

For some time past there has been evident a determination to make Goodwin's a men's store as well as a women's shopping place. Four or five of the large show windows are almost continually devoted to displays of men's goods. For instance, the Victoria Day displays included a window of hats and shoes, one of men's furnishings, one of suits and coats, another of travelling requisites for men, and two especially attractive displays with scenic backgrounds containing sports, holiday and camping supplies and requisites.

There has been a gradual change and reassembling of the men's departments in Goodwin's. Originally the shoe department was on the second floor, together with the women's and children's lines. The men's clothing department was also located on the second floor. Now these departments have been moved to the ground floor and located just at the left of the main entrance. The "men's store," as it is designated by large hanging wooden signs at the front and sides of the section, occupies about one-quarter of the ground floor. The men's furnishings are where they were from the beginning, immediately at the front. Then comes the clothing section and a section devoted to trunks and bags, flanked at one end by the hat department, and then the shoe section.

The removal of the shoe section to the ground floor, and its merger with other men's lines, has resulted in a largely increased amount of sales. The same may be said for the ready-to-wear clothing and the travelling goods.

Talking with the heads of these departments, they stated that it had been their experience that men do not like to have to hunt around from one department to another, but as a rule want to secure what they came after and get out again. In order to accommodate them and to make shopping as easy and comfortable for them as possible this idea of converting one portion of the store into a purely men's store was decided on. It is now proposed to make it still more exclusive by putting in a separate entrance from the street, so that the crowding at the general entrances can be avoided.

The arrangement of the departments is such that there is no appearance of an actual division of one department from another but one overlaps the other or merges into it to a certain extent, so that a customer who comes in after shoes finds just alongside a display of new hats, or a table trim with a suit, tie or gloves, etc. These suggest other needs unconsciously and one department helps the other.

There is a department for boys also, in this men's store, and for the father who brings his son along with him, there is ample opportunity to select wearing apparel, from head to toe, without being subjected to the scrutiny of the women patrons. For the timid or bashful, or for the "man in a hurry" every provision seems to have been made.

From the Ad Man to the Salespeople

Ignorance of Clerks as to Contents of Ads. Kills Many a Sale Already Mostly Made—Keeping Faith With Promise of Careless Clerk at 4 a.m. Sunday—How Advertising Might Become of Greater Advantage—Clever Talk by Detroit Man on Good Salesmanship.

DETROIT, June 15.—(Special).—Sometimes the ad. man gets mad and tells the clerk what he thinks of him, and the clerk retorts in kind. Sometimes he merely shrugs his shoulders and says, it is the way of clerks; sometimes he sits down and writes a nice, friendly, frank, illuminating letter that lets more ideas into the clerk's head than he ever dreamed of before. That is by putting up the real situation to him; getting him to see that it belonged mostly to the salesman to get good value out of the ads., and showing him instances of where he fell down in his duty to the store and the ad. man's work. The ad. man of Hickey's store did it this last way; did it nicely, without scolding; just a sort of confidential chat. He had often thought, he wrote, that he would like to invite them into his little sanctum sanctorum one by one for a brief but heart-to-heart talk about advertising. "It is not only the advertising man or the managers who should think of Hickey's advertising. You are an advertising man for Hickey's—advertising for or against this store—according to the character of service you render our patrons—even as you conduct yourself in public or among your friends."

The rest of his booklet is quite worth while reading. Here are some more extracts:

"Displeasing a customer, either through a clerk or a garment, is a bad ad. for Hickey's, he goes on. A favorable impression is a good ad.

Thousands of Dollars a Year.

"Hickey's spends hundreds of dollars every month to bring new patrons to the store—to win back old ones that have apparently drifted away, and to keep regular customers constantly informed of our offerings, that they may continue to come here. Advertisements are run every day—Saturdays and Sundays excepted. An extra price is paid to secure the very best position in the leading newspapers and experience of many years is made use of, in the planning and preparation of text and illustrations.

"Few of you realize the cost of the space used. Probably none of you have knowledge of the constant effort that is maintained to create confidence in Hickey's methods and Hickey's merchandise; to determine the best style of wording—the most effective argument—the proper attitude to assume—the principles and policies that should govern. This means that the consideration of what not to say—not to do, often takes more time—involves more thought, than is required otherwise.

To 1,750,000 Readers.

"Upwards of 350,000 copies of Detroit newspapers are circulated every day, carrying a Hickey advertisement (on the basis of newspaper claims) to over 1,750,000 readers. But unfortunately folks don't buy newspapers to read the 'advertisements.' They're after the news. Then, again, there are several hundred advertisements, big and little, that appear simultaneously with ours. Thus how to catch the eye—how to pull the reader away from the news columns—how to keep abreast, or a little ahead, of competitors—and how to so word propositions to the public, that they will not only interest, but influence a profitable percentage, is the problem that confronts the conscientious advertising man.

"The percentages of individuals that can be reached—interested by advertising sufficiently to bring them to the store, is very limited. It's only by constant reiteration of the store's claim—by a continuous expenditure of money and human effort—that the best results are obtained.

$15,000 to $20,000 Wasted.

"So, after all this outlay of cold cash and gray brain matter, it 'gets the goat' of the Hickey advertising man to pass your counter, and hear you tell a customer who has finally made up his mind that Hickey's is the place to go for haberdashery: 'Sorry, but I guess we haven't any black garters,' and the man who has possibly been impressed sufficiently to act, only after he has read our advertisements for a year or two—say about $15,000 or $20,000 worth of advertising—walks out.

"Personally, the advertising man is not affected. He will still be able to buy street car tickets and go to a picture show now and then; but being conscientious, and possessing a professional pride in advertising from a broad viewpoint, he is disgusted to see honest money and honest efforts wasted through your indifference or inexcusable ignorance.

"A mother has finally been sufficiently impressed by our repeated claims of the 'distinctiveness' of Hickey's clothes for children, to bring her boy here for his confirmation suit. The purchase is made on Wednesday. There are slight alterations to be made, but she is told there's ample time, and that the outfit will be delivered Friday. There's a hitch in the busheling room—the salesman neglects to charge his mind with the matter, and the suit fails to reach the delivery department until Saturday evening, and a careless chauffeur—finding it among undelivered packages late that night—chucks it into a bin in the garage, and goes off to 'slumberland and sweet dreams.'

Cry for Help at 4 a.m.

"All Saturday, and far into the night, an anxious mother impatiently awaits the arrival of the suit so necessary for her boy's confirmation at 7 a.m. the coming morning. Finally, in a highly-wrought state of mind, she seeks the phone and at 4 a.m. has the proprietor awakened at his home, miles away. With many apologies for disturbing him, she graphically outlines the situation—the importance of the matter to her—her boy—and others. The mental distress, the nervous strain endured, the almost hysterical condition of the speaker, was immediately realized as the voice came over the 'phone out of the darkness that early morning hour.

"With a quick authoritative assurance that some acceptable suit, if not the exact suit purchased, would positively reach her in time, and with an admonition 'not to worry another minute,' the 'chief' got busy. His son was quickly routed out of bed and instructed to hurry with the proprietor's car to the store, secure a suit, the size of which had been ascertained from the distracted mother, and to rush with it to her home—further, to take her and her boy to the church. The son 'made good,' but it was only the unusual effort made, and the fact that it was the proprietor himself, who was so ready to sacrifice his

own personal comfort to remedy a case of bad advertising, that saved that woman's patronage for the store.

Promising Impossible Deliveries.

In the line of delivery, some salespeople are prone to promise impossible things. You can't always get a purchase delivered five minutes after you bid the customer 'good-bye.' Cases have come to light where salesmen didn't even know the hours of delivery. Regular deliveries are at 9 a.m. and 2 p.m. except Saturdays, when there's an extra one at 6 p.m. Of course, 'special' can be arranged for when imperative, but this expense can be materially restricted, if proper effort is made. Not infrequently a customer will make several purchases in one department, and the salesman or wrapper, instead of seeing that they were all turned over to the delivery office in one lot, has been known to send them down at irregular intervals, resulting in extra handling and extra trips, and corresponding extra and unnecessary expense.

Three Separate 'Specials.'

"An illustration of how not to handle specials occurred this week. A gentleman purchased three articles. They were from different departments, but bought on the same floor, and all within a period of ten minutes. In each case he asked that the articles be sent 'special' to his office. Had each salesman seen to the prompt transference of his 'sale' to the delivery office, it would not have been necessary to have dispatched a boy to the Ford building three separate times that day. Delays on the part of salespeople, tailors, wrappers, almost invariably imposes an increased load or expense on the delivery system, through the extra effort that must be made to recover some of the time lost, or to placate an impatient customer, who is waiting.

'Rest Is Up To You.'

"Newspaper advertising alone can't sell merchandise—it can only interest people and bring them to the store. The rest of the programme is up to you—and the merchandise. Right advertising can help create confidence in a store's policy and its goods that will materially assist you in effecting sales—make it easier and quicker for you, but it's the style and price attractiveness of the articles shown and the degree of impression you make upon the customer's mind that counts.

"A knowledge, not only of your stocks, but of the process of making the materials—the method of different manufacturers—styles in vogue (not only in Detroit, but New York, in Paris, and in London. is most important. Know the why and wherefore about each and every article you handle. Let a little of this inside information crop out in a modest way while you are displaying a line, and it will create a feeling of confidence and regard in the mind of the shopper. It will be good advertising for you, as well as Hickey's. Help the advertising man to a hint, now and then, regarding a new 'slant' in a style, material, or color effect, and he will use it, and call you blessed.

Man Whom Ad. Man Welcomes.

"The department manager who trails the advertising man with suggestions—information about new and novel lines out of the ordinary descriptions—and constant appeals for space, will be made welcome as a friend who comes to pay a loan, long overdue, and his department will get 'boosted' upon every opportunity. That means, in due time, a 'boost' for the manager.

"But the manager who comes with his regular list of articles and prices, as entertaining as a last year's catalogue—barren of all human interest—lacking in descriptive or live news features—will be treated with the patience one accords a child who knows no better—even with that extra consideration one always extends to those who are made helpless by their infirmities or are grievously afflicted.

A GIANT PANAMA.

A STREET walker wearing a Panama hat that in proportions gave more the impression of a load of hay than a fashionable head covering, was a novel means of advertising the opening of the Summer hat season adopted by a Toronto house. The hat was correctly fashioned, but the size would have better suited the needs of the giants of mythology. It had the effect of one of the first essentials of modern advertising—attracting attention—for there were few people on the street in the vicinity of the man with the hat whose attention would not be attracted.

Where Information Can Be Secured.

"Reading of trade publications, interviews with traveling men, the public library, the daily newspapers, our own and competitors' advertisements, can assist you to much valuable information, not only about your own lines, but those in adjoining sections. There's always lots to learn. That's why there's always lots of room at the top.

Points You Should Know.

"Do you know how hats, gloves, collars, underwear garments are actually made? How are Stetson stiff hats made and of what? What do you know about the different hides and finished skins used for gloves, and if you are measuring a man who wants his shirt sleeves shortened, do you measure from the back to one-half an inch above the little knuckle, if stiff cuffs are to be attached; two and one-half inches for detached cuffs; one and one-half inches for soft cuffs? Do you know that an Arrow shirt has a higher neck slope than a Manhattan, and that on that account a portly man with a short neck, size 16 to 17, will generally be better pleased with the latter? Do you know why a straw hat should not be worn after sun down?

"How many clothing salesmen know the details that enter, first and last, into the production of a suit. What is a worsted, a cheviot, a serge, herringbone? Do you know the difference in workmanship between a soft roll coat and a pressed lapel?

How Many Stammer?

"If a customer should ask you for specified details, how many would stammer—get red in the face—and seek to indulge in 'glittering generalities?' Would you?

"But salesmanship, as well as advertising, is helped by news of interest, about the merchandise. Hickey's salesmen, Hickey's advertisements, need more of it. The public is inquisitive. It is human nature to be curious. Let's boycott such expressions as 'the best made,' the 'finest,' 'you can't do better anywhere,' and take advantage of customer's desire for information, and favor him with specific knowledge, regarding the merchandise in which he is interested.

"Loyalty at all times and in all places to the firm that employs you is good advertising. It makes a good impression, not only for those employing you and their business, but it makes a still more favorable impression regarding yourself with all right-thinking people; more especially with active, influential business men, whose good opinion counts—counts big, often, when and where yo uleast expect it.

Good Salesmanship.

"Salesmen who are courteous and attentive, regular in their habits, and who are constantly striving to acquire technical knowledge of the goods and make use of it—at the psychological moment—will enhance their sphere of usefulness, secure a higher plane of authority, and gain a reputation for acceptable, business-building service, that will in turn merit and receive compensating recognition.

"So you see, good salesmanship is good advertising—good advertising for you—good advertising for Hickey's.

"The Advertising Man."

Helping Sales by Well Dressed Men on Streets

Majority Will Follow the Few if These Can be Induced to Dress Well—Extreme Differences in Dressing in Near-by Towns—Some Make Reductions for Use of Goods—A Store's Best Advertisement.

Second of Series by J Willoughby

PUTTING it over—is an expression which in the vernacular of salesmanship has an eloquent meaning. Broadly it pithily expresses the problem which to-day is having the consideration of every manufacturer of men's clothes and every retailer who is interested in the development of his business. "Putting it over" is in slang the difference between clothing on store models and in show cases, and clothing on the street — what this difference means to the men's furnisher and to the manufacturer need not be dwelt upon. "Putting it over" is about ten per cent. in choosing styles that judgment says the stylish man should wear and ninety per cent. salesmanship.

WHERE WOMAN DIFFERS.

In the garden of Eden it was Eve who showed the first tendency to seek novelty and so far as style is concerned it has been Eve who ever since has sought for something different; Adam was tempted and fell, but the average salesman in a men's store will to-day affirm that Adams ever since have shown a disposition to require something more than temptation to get them to follow Eve's example. Modern woman wants style at any cost; it is the same in the big cities and in the small towns with a difference, of course, in the range of possibilities. You will see women wearing what is different with a fine disregard for taste or effect so long as it is new and stylish; you will see men—with the exception of some of the larger cities—wearing the same cut of clothes season after season with about as much regard for style as would be required in the purchase of overalls. Woman does not want a new suit or dress that will appear the same as anything she has had; man does not want a suit that will look different. This is the problem of the clothing manufacturer and of the salesman of men's clothes.

SACK WARDS OFF HUNGER.

In the past few years it must be admitted that there has been a greater tendency on the part of men to follow the dictates of fashion, but this in a large measure, so far as Canada is concerned, is confined to a few of the larger cities and to the about town men. So far as the trade in general is concerned the situation is about as summed up by a representative of one of the big Canadian clothing houses where an effort is made to put stylish models on the market. This authority stated that annually they started in on the new spring models with great enthusiasm; they designed the new stuff and wasted much steam on new models; they put their men on the road to get orders for the new lines and tried to press them on the trade and then at the end of the season when the smoke had blown away they found that ninety per cent. energy had been spent on about ten per cent. trade."

"If it were not for the old three-button sack suit, ninety per cent. of the Canadian clothing manufacturers would starve," was the pointed statement of this maker of clothes.

This is not as it should be. The effect is very noticeable in such a season as the present when business in many lines has been quiet. The conclusion is that women who follow the styles are buying new goods; that men who are in that rut where style makes little difference to them are having the suit of last year cleaned up to do for another spell—and of course when the old suit goes on again there is not the necessity for tasteful details to go with it. It looks like a case of the man making the money and the woman spending it, as one manufacturer bluntly put it.

Getting men to wear the new styles—not necessarily the extreme fads, but the fashionable models, and keeping up to the style standards—is largely a question of salesmanship. It is not a question of objection to style that prevents sales to men, but that the average man has a marked reluctance to step ahead of his fellows. So far as style is concerned they go together like a flock of sheep—and the salesman of men's clothes should remember that as sheep follow the bell wether, so will one well dressed man encourage a following; the question is to get the leaders. In conservative communities the man who takes the step forward must look for considerable chaffing from his friends; usually this chaffing is because of a reluctance to follow an example which they inwardly feel to be correct.

THE FORCE OF EXAMPLE.

A man with an eye for good taste in men's dress can see a marked difference in the appearance of the men in two towns or cities a short distance apart. The effect of having several good dressers in a town is something remarkable. In one small place in Ontario there is one young man who is generally popular; he buys clothes which are well tailored and rather the extreme than otherwise. The effect is that other young men follow his example more or less and a stranger in that town will at once remark upon the fact that the men are uniformly well-dressed.

In every town there are up-to-date young men who are in touch with what is doing in the fashion centers. With the right kind of salesmanship they can be persuaded to take the leap and be well dressed, even if they are a little different. If a salesman can get a small circle of young men who will dress well he will find that one sale leads to another; that the influence of the few is felt by the many; that if there are a number of well-dressed men in the town it will have a marked effect on the appearance of the men in general. Naturally

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Hat Novelties Catch on Like Wildfire

Taper Crown Becomes One of Best Sellers in This Line—Success of New Styles Make Retailers Dubious About Fall—Contrasted Band Strong.

THERE has been nothing in several seasons of changing styles in men's wear that has more pointedly emphasized the tendency of the male to follow the dictates of fashion—without waiting for the other fellow—than the almost instant popularity this Spring of the straw sailor with the extremely high crown and pronounced taper. Almost unheralded, the hat appeared in Canadian style centers with the big spring displays, and since then it has taxed the retailers and the manufacturers to keep up with the demand. Of course, the more conservative styles constitute the bulk of the sales; but the high tapered crown presented one of the leading hat novelties of the season, and men are now taking to novelties in their dress. As a novelty it was stocked lightly by the men's furnishers, and so strong has been the demand that re-stocking has been done with difficulty.



Type of stiff hat popular for fall with high tapering brim. —Courtesy of Mallory.

Up in the Air?

The new straw hat represents the whole tendency in men's hats—the popularity of the high tapered crown, which is so pronounced in the stylish silk models, seen to some extent in the new showings of stiff felts and having its effect on the soft models. In its immediate popularity the retailers and manufacturers alike see a new problem. As one dealer emphasized when asked as to what was coming for Fall: "How are the dealers to know definitely, when something new comes at the last minute and gets an immediate run?" On the other hand, however, it is very seldom that the range of style possibilities permits of a novelty for the eleventh hour.

The big seller of the straw hat season is the sennit sailor of three and a half inch crown, or a shade higher, and the two inch brim. This comes in a great variety of weaves, with the crown modified slightly from the heavy English effect, although the taper generally is so slight as not to be noticeable unless contrasted with the very straight crown. Some splits are worn, but they are very much in the minority. With this hat the narrower bands are being shown with a big variety of knots and bows, with the three-quarter tie in either a necktie or a butterfly design generally favored.

Panamas, as predicted by The Review, have not been so strong. Evidently the cheap ranges of the past couple of seasons have had that big selling effect which usually creates a change in style opinion. The models which are selling are with the drop brim and following to some extent the shapes of the soft felts. There are some of these shapes being shown in the soft straw, but they do not seem to have taken yet, and are possibilities for next season, in the opinion of the manufacturers.

With the new knots, fancy bands are not being very extensively worn this season, and about the only thing on which there is a run is the pugaree, which can be effectively worn with any model. In this there is a great variety of color effects, but the majority are in quiet colors.

Contrasting Colors for Fall.

Although it is still a little early to speak definitely of what public opinion may be with regard to Fall hats, all forecasts are for another season of popularity for the soft felt. The spice of variety will be introduced by some new blocks, but more by the introduction of the contrasting bands and bindings – where the latter are used.

One big firm of hatters is figuring that it is the turn for greys, and is stocking with a line of dark grey with a pearl ribbon, although, of course, other colors will be carried. The blue looks like a holder with popularity, and greens also should last with the novelty of the contrasting trimmings. One novelty seen is a green felt with blue trimmings.

In the felts the droop brim is expected to continue strong, and with it the high telescope crown; ribbons will be usually tied in the butterfly or the loose knot effect.

The general tendency of high, tapering crowns will have its effect on many of the Fall models for stiff felts—and the stiff felt will, of course, have a better run for Fall business. In fact, some of the dealers are rather looking for the stiff hat to gain a lap or so on the soft. In this hat the taper will, of course, be very much modified, and will be no more than a tendency; with it the brims will be narrow and well rolled.

SHEPHERD CHECK WINDOW.

Marshall Field & Company, Chicago, devoted a window to boys' clothing. There were six suits and two overcoats, all of which were in shepherd check. The coats were in larger checks than the suits.

OPENED IN ST. THOMAS.

Stirling Richardson, a former M. C. R. fireman and late engineer on the T. H. & B., Hamilton, is opening up a men's furnishing store at 687 Talbot street, opposite the new Y. M. C. A. building. Mr. Richardson is a son of Mr. and Mrs. W. H. Richardson, Hughes street, St. Thomas.

UNIQUE CLOTHING DEPARTMENT FOR BOYS.

(Continued from page 60.)

keep track of the boys' sizes, for he does not remember himself and the parent seldom does. The parent can usually decide whether the boy has sufficiently grown between times to wear a larger size, and can either duplicate the old order by mail or telephone or ask for a size larger. When communicating with the store a mention of the name of the boy or of the date when the purchase was made will be sufficient for identification in the card system.

Always Keeping a Novelty Hat Up Your Sleeve

Exclusive Hat Store in Hamilton Aims to be First to Show New Goods—Two Types of Windows—"Nothing But Hats" Kept Prominently Before the Public—Views on Advertising.

By Staff Correspondent.

HAMILTON, June 15.—"Nothing but hats."

The only exclusive hat store in Hamilton.

This is one of the claims that A. R. McMichael of 115 King street east, puts forth for the patronage of men.

"Nothing but hats," is the most prominent lettering outside his store, a small store; one would almost call it "tiny," but with a distinctive front, and it is repeated in the band of every hat.

Mr. McMichael had been a hat traveler for a dozen years, chiefly in Western Canada, and he had worked out a plan for his store and his business that he put into operation less than two months ago, in his own city. The location is farther east than most men's furnishing stores, but it has two big advantages: anyone coming out of the front entrance of the new Royal Connaught Hotel in this city, could walk on and enter "Nothing But Hats," across the street. And a few doors away is the terminal station and the Lyric Theatre.

On the whole a strategic point for a men's hat store.

The store, as has been said, is noticeably small. This does not mean cramped: there are larger stores that give this impression but not so this one. It is almost attractively small; you think of it as a sort of miniature, but, again, you do not feel crowded.

Only Eleven Feet Wide.

It is only 11 feet wide, and 28 feet deep. Off those 11 feet must be taken two on each side for the fixtures—cabinets for soft hats on one side and straws on the other. In the remaining seven feet, two small tables are set in the centre of the floor, for placing hats on when trying, or for a small trim. The principle of the hats in the cabinets is as a sample line; only one of each size and style for the customer to try; the reserve is at hand in boxes. But half a dozen, seven or eight can be looked after at one time: and this is pretty good business in the hat line.

Mr. McMichael's faith in his new venture is based mainly on his windows as a puller in of business. In one he keeps lines of $1, $1.50, $2, and $2.50 hats and in the other higher priced lines. That is, he is catering to all classes in the hat business.

His main aim, day by day, is to be able to show the latest novelty in hats and to show it first.

"I buy weekly," he told The Review. **"I always have some novelty stuff in there for people to talk about, but as soon as anyone else starts showing it, I take it out, and in goes something else that is newer. I always have something new up my sleeve."**

He prizes above all that one man meeting another shall say: "Did you see that new Ty Cobb hat in McMichael's window?"

First to Show New Lines.

This he holds to be the best kind of advertising; showing new goods first. Not that he despises staples, for, naturally, they form the bulk of his business, but he believes a certain distinction and prestige comes to the store that is first in showing the new goods, and few will be inclined to disagree with him. Certain arrangements with manufacturers will enable the men's furnisher to secure a sample of most of the new lines, if he is not afraid to risk selling the single sample in all these lines, as returns under such circumstances are usually refused.

Mr. McMichael told a story of a traveler who had just been in to see him with half a dozen lines of straws. He laughed, as he remarked, "Why, I've shown all those within the last couple of weeks." With this start he did not mind who bought them: he would not show them again, but bring out something new.

The two windows are well lighted. Small as they are, each has four 100-watt lights. The width in front is only 2 feet 10 inches, widening to 4 feet at the back, and the depth of each window is only five feet.

Panels in Colored Velour.

A very neat form of window decoration is used: two panels at the side in each covered with velour. In the one shown in this article, red and green are used, one for each panel, in the right hand window, and this drapes down and forms a covering for fixtures on which goods are placed, or to cover part of the floor towards the front. The left window in the picture, is unadorned, but often tango and purple are used over the panels to good effect, and extended in drapes. At another time an oyster pearl shade of felt was used to set off the darker hats.

Ads. on Sporting Pages.

In advertising the stores uses one ad. each week, in the Herald one Friday, in the "Spec." the next. The sporting pages are chosen as the best location, and Mr. McMichael arranges for a top of page position. He picked Friday as a day when the papers here make a special "spread" in sporting news.

His views on advertising are not exactly complimentary to newspapers. The ads. in the paper, he argues, make his name more or less familiar, so that when people pass his store, they may remark, "Oh, yes, that's the 'nothing but hats' store." He does not believe that many actual sales result from his newspaper publicity.

APPEAL IN GALT CLOSING CASE.

An appeal will be entered by W. J. McNaught & Son, of Galt, against a conviction and fine of $5 for keeping open after 7 p.m. The by-law will be attacked.

EARLY CLOSING IN THE WEST.

The stores in MacLeod, Alta., will close every Wednesday afternoon during June, July and August. Port Moody, B.C., storekeepers have agreed to close their places of business at 6.30 p.m., and observe all legal holidays. Many now close on Wednesdays at 1 p.m.

R. M. A. AT TRANSCONA.

A retail branch of the Merchants' Association, of Canada, has been organized at Transcona, Man. The officers appointed for the ensuing year are as follows: President Matt. Hall; vice-president, F. J. Lowe; treasurer, Mayor Watt; secretary, J. L. Brown. The executive committee consists of C. Kovnats, chairman, and H. Wilson, Alex. Gray, B. C. Higgins and Reg. Coulson.



Attractive store front of the exclusive hat store of A. R. McMichael on King street East, Hamilton. The tile squares below the windows are in green and fit in well with the copper sashes, while the mosiac pavement gives a classy touch to the entrance.

The windows in the front are less than 3 feet wide, the whole width of the store being only 11 feet.

HELPING SALES BY WELL DRESSED MEN ON STREETS.

(Continued from page 64.)

where the appearance of one man leads to interest in another logical conclusion is that the second sale will be made by the same store.

I have it from a man well up in the clothing business that there are weill dressed men in the larger cities who get their clothes practically at cost; these tailors realize the importance of the influence of having their clothes on men who have reputations for being well-dressed; they say that it is the best kind of advertising they could have. In how far this is true would be hard to say, but it gives an idea of how exclusive tailors recognize the importance of having their handiwork well displayed on the street.

Would the retailer of men's clothes not be justified, and would be not find it would mean business to him to take radical steps to have the new styles displayed in his town? I have talked with men in the business who believe that the giving away of a couple of new models at the right season—or a big reduction—to men who will appear well in them and who generally are good dressers, would be an impelling influence in the sale of dressy clothing; in this the co-operation of the manufacturer might be secured so far as the expense would be concerned.

Talk Style to Patrons.

However, in most cases it will be found that a style talk, if the subject is rightly handled and if the salesman has studied his customer as he should, will find an interested listener. There are men who will wear stylish clothing if they can be talked into it—and often they like to be talked into it; they would like to be well dressed, but are a little shy about being ahead of the mob. Style reports from the larger centers can be put to excellent use; it can be pointed out what the people elsewhere are wearing and what is correct. Photographs can be shown of men, well dressed, as they actually appear on the city streets and boulevards.

To convince the would-be suit purchaser that what appears to him to be extreme is what will be generally worn before he has had a great deal of wear out of the suit; that he is only keeping pace with fashion and not ahead of it in keeping in step with the cities rather than remaining in the rut of his own community—these are the fine points of salesmanship, the question of price in selling clothing to the better patrons should be kept in the background rather than being made the basis of the sale.

There will be found exceptions—in fact, in some stores the exceptions will not prove the rule but constitute it. With some classes of trade the sale of the suit is largely a question of price, but there are no branches of the business in which the influence of a number of well-dressed men on the streets will not be felt to some degree. Then there are men who go into a store and want a suit; they know what they want or think they do, and are bound to have it. This is the kind of man to give what he asks for—if in two months he is complaining that he was sold something that is not in style, he will probably be more approachable in the future.

Selling clothing that is in style can be effected by studying the patrons of the store; by picking out the men who have taste and showing them what they should wear and what men in other places are wearing, and by showing that what appears novel at the time will be the "usual thing" in a couple of months. This is salesmanship in clothes—and keep in mind that every stylish suit on the street of a city, town or village is the best advertisement that the store could have.



Whole side of Stollery store divided into display compartments.

Street Car Ads Supplement Windows

Experiment in Making Stollery Ties Familiar to Section in Northern District of Toronto—Tasty Dress Chart Issued to "Blue Book" List.

WINDOW displays have been one of the outstanding features of the Stollery store for men at the corner of Yonge and Bloor streets, Toronto. The windows bear a direct relation to the importance of the corner, which, with the crossing of the Belt line, is one of the most important transfer points on the Toronto Railway system.

Carrying a line of the highest class of men's furnishings, with all the novelties that can be found in the downtown stores or others just as up-to-date—Mr. Stollery has for twelve years been diverting a goodly share of the high class trade of north Toronto from the downtown section. For three years he has been doing it in one of the most modern and richly fitted stores of the kind in Canada. The windows illustrated have been an important factor.

With the commanding corner position a glass front is permitted on the full width and depth of the premises. That good advantage has been taken of this can be appreciated from the photograph reproduced. There is at once a rich impression obtained from the Circassian walnut background, which follows the modern idea of being set close enough to the glass to put every article displayed prominently before the eye. Modern ideas in window dressing are found, too, in the partitions used to separate the displays which are strongly on the unit plan.

The idea of catching trade from the street railway influence is emphasized by street car advertising. For a year cars have been used in this manner on the systems in the north end and, in addition to attracting attention to north-end business, "Stollery Ties" is what catches the eye of the passenger—and neckwear is one of the strongest selling lines which the store carries.

WHAT TO WEAR.

Few men consider that they have time to inquire closely into the finer shadings of correct form in dress. They know in a general way what is proper for business wear and they can dress in a manner that will not excite comment on formal occasions, but of the wide diversity of choice permitted by the prevailing styles in men's apparel and the possibilities of achieving distinction in dress without violating good taste, their knowledge is ofttimes limited.

This little booklet will be of assistance in pointing out what garments and dress accessories are most favored for different occasions. It is based on what the leading fashion authorities recommend, and will clear up points about dress that frequently perplex the average man.

To be well dressed calls for an intelligent selection of those garments that usage prescribes, so the following pages will be a valuable guide to the proper selection of your wardrobe.

Form of announcement used as an introduction to the dress chart issued by Stollery.

An Artistic Dress Chart.

A very exclusive advertising feature of the store is a richly designed dress chart, which is sent out to many of the residents of the north end of the city. For his list of some eight hundred names, Mr. Stollery consulted the Blue Book, which is represented to contain the names of Toronto's Four Hundred—and some others. This was found to be one of the best advertising features the store ever tried. Printed in red on champagne colored paper, the chart was in booklet form with a cover of heavier material of the same color showing the crest of the establishment, a deer head above a scroll with the name "Stollery," embossed in gold.

Unique features which were installed in this store and have been found to be successful are: A shirt cabinet for samples which are shown to the public while purchases are taken from the stocks; cabinet with drawers for ties in addition to what can be displayed on stands; glass fronted boxes for handling gloves which give the customer a chance to aid the clerk in color selection.

DEATH OF SILK MERCHANT.

James Brophy, of James Brophy & Son, silk merchants, Montreal, died of heart failure at the St. Louis Hotel, Quebec, June 11. The body was taken to Montreal for burial.

KANT KRACK Coated Linen Collars

a clean one every day for two cents a week

That's all it costs your customer (the 25c he pays for a Kant-Krack collar) to have a snowy-white collar all the year round. No longer necessary to pay the laundryman two cents a day, or 14 cents a week, to have a clean collar, when with a few rubs with a dampened sponge will make a Kant-Krack as clean as new.
And the flexible lip and long slit over the back buttonhole ensures long year and general satisfaction. Made in a size and style to suit any customer.

Made in Canada in "One grade only and that the best"
Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO



Lion Brand Clothes

stand the wear

Lion Brand Clothes for boys have features embodied in them that make them by far the best value on the market to-day. The principal one is the double seat, double knees and double elbows that give each suit double life. Consider the satisfaction this gives to the parents—satisfaction that's sure to bring them back for the next suit.
Give Lion Brand Clothes a place in your store. It will be a good investment. *Write for samples to-day.*

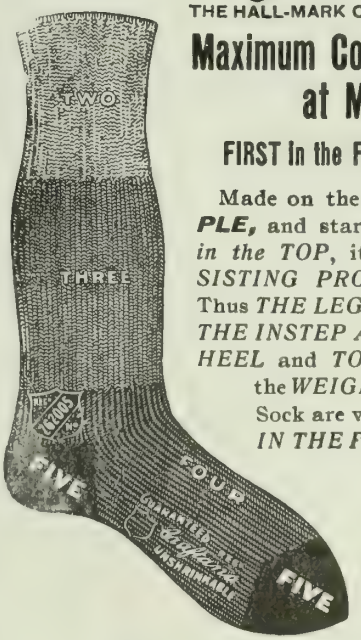
The Jackson Mfg. Company
CLINTON, ONT.
Factories at :— Clinton, Goderich, Exeter, Zurich

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Hockey Player's Philosophy Brings Trade

Riley Hern, One of Best Goal Tenders in World, Does Thriving Business in Montreal—Quaint Talks Through Sporting Pages.

By Staff Correspondent.

Riley Hern says:

"An authority on advertising once told me to beware of humor in advertising. Most people had a poor sense of humor and were apt to be painfully silly when they thought they were witty. Still, the painfully serious man is always a bore. I never try to be witty. I am always cheerful.

"And most folks would be cheerful if they lived midst a riot of good clothes. I have a wholesome admiration for the artists who tailor the Semi-ready garments. They take pride and pains in every production. You see it."

The Semi-ready Store,
505 St. Catherine Street West.

MONTREAL, June 16.—The above is characteristic of the advertising of Riley Hern, proprietor of the Semi-Ready Store, corner of Peel and St. Catherine streets, Montreal. These advertisements occupy the lower right hand corner of the sporting page in the daily newspapers and they have come to be regarded as a daily feature. The ads which vary in length from 1½ to about eight or ten inches, and are 1 col. in width, always start off the same way, "Riley Hern says:—" and then go on to introduce some live topic of interest, some bit of philosophy, or a bright, catchy item of some sort in which can be incorporated a few selling ideas for the particular brand of clothing he is handling.

Wanderers' Best Goal Keeper.

Riley Hern has a national reputation among the followers of sport. In hockey circles he is looked upon as the greatest goal tender the famed Wanderers ever had. For six years, from 1906 to 1911 he was the big man on the defence for the club and when he retired he was made official referee of the National Hockey Association.

The same resourcefulness and headwork that won success for him in the great winter game is winning for him in the game of commerce. His great popularity in sporting circles is coining money for him in his business venture. In talking with a representative of The Review he said there was no doubt that much of his success could be traced to his connection with sport.

Must Have Good Goods.

He was rather inclined to shun an interview on this point but agreed that a large part of the business he was doing came through the fact that he was well known to the lovers of sports, though he was equally emphatic in pointing out that it was necessary to have the right class of goods, something dependable, if the business was to be retained. Many men come to the store though, because it is Riley Hern's, the famous hockey player's, and having been well pleased with the service they received they come again for the double reason that they get good goods and because Riley Hern is a good sport.

Started in Stratford.

Riley started in the clothing business a good many years ago in his home town, Stratford, Ont. He came to Montreal in November, 1906, at the time he signed with the Wanderers, and when he wasn't playing hockey he worked in the Semi-Ready Store of McLean & Campbell, on St. Catherine St. In May, 1908 he started in business for himself in a small store on Dorchester street, for which he paid a rental of $25 a month. He is paying considerably more than that per day for his present store. In July, 1909, he took over a larger store on St. Catherine street, west of Peel street, and last year he moved to the present stand which is generally conceded to be one of the best locations in Montreal.

Clothing Best at Back.

The present store is run in conjunction with the R. J. Tooke stores. The front portion of the store is devoted to R. J. Tooke furnishings and the rear half is occupied with modern wardrobes and fixtures for handling men's clothing. The store has a high ceiling, with massive pillars and a balcony across the rear in which the offices and dressing rooms are located and the visitor is at once impressed with the air of distinction and refinement. Mr. Hern handles only the clothing end of the business. The furnishings are under the direction of a separate management.

When asked if this division of control worked out satisfactorily, Mr. Hern said they had found it so. Most people will not buy clothing at the front of a store. They want the seclusion afforded at the rear, where they are not interrupted. The window space is divided between the two departments and each looks after its own portion.

Mr. Hern says he has found his method of advertising brings good results. He frequently gets letters, from people in the city and from outside, in reply to them. Some of these letters deal with some of the statements or comments he has made and quite often a real gem is received. The ads. are certainly read by many people for frequent reference to some matter contained in them is heard.

SAMPLES OF THE ADS.

Riley Hern says:

"One of the fatuous little men who never could see, never would see, never will see good in any new thing, stood at my window the other day and said to his friend:

" 'I wonder who makes those window show garments for that store.'

"The dear little rooster! You've seen him, but you know how scarce he's getting.

"Everything inside a Semi-ready store is as good as you see in the show windows."

The Semi-ready Store,
505-507 St. Catherine, Cor. Peel.

Riley Hern says:

"Is it the cost of high living?

"Or is it the high cost of living?

"Ask Andy Carnegie—for Andy will talk on anything whether he knows it or not.

"In Canada we have reached a period of achievement where we can afford to pick and choose.

"To be sure we have earned the refinements in material, workmanship and design which is embodied in such high products as Semi-ready tailoring.

"The best is none too good for we who have emerged from the bushwhacking days of yore—yes, yore sounds poetical and masterful."

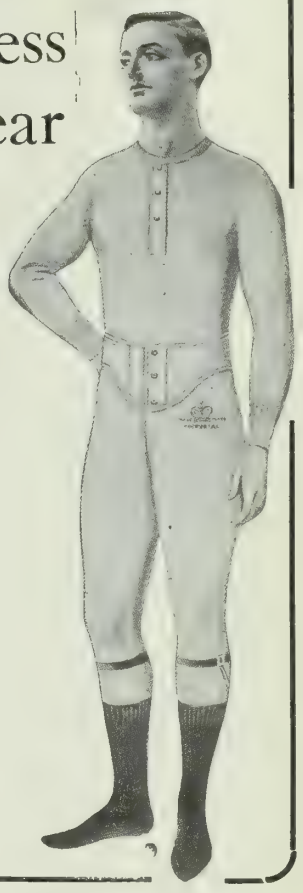
Riley Hern says:

"If you pay $25 or less to your custom tailor for a suit of clothes he does not spend as much in direct labor as we pay for the making of a good coat; the cheaper tailoring is simply 'slapped' together in the fashion of some brand of ready-mades.

"It's silly sensitiveness for a man to hate to confess that his suit was Semi-ready tailoring — plain ridiculous, for Semi-ready has greater prestige to-day than ordinary retail tailoring.

"The retail tailor-made overcoat is practically dead, and the analogy between the tailoring of an overcoat and a suit is certain."

Fair Profits—Steady Business
Imperial Pure Wool Underwear



For Years the Standard of the Canadian Underwear Trade

After all the good, steady, profit-producing trade is the one that puts the dollars on the right side of your bank account.

When a garment of Imperial is purchased you have the satisfaction of knowing that your customer will return later for more.

"Imperial" is comfortable, retains its shape, and wears much longer than the ordinary kind.

If your men's department is lacking underwear vim it should be stocked without delay with Imperial. Dealers throughout Canada are reaping the benefit of our 34 years of experience in the underwear business in the form of a good annual profit.

Ask your wholesaler to supply you with samples.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Learn to Write Show Cards

By the Edwards Short-Cut System

—the simplest method and livest instruction ever offered proven a success by young men who have made good. Personal instruction by the author.

Handsome two-color prospectus, which tells all about it, sent upon request.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO **Mention this paper**

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

We do not sell the consumer

Haugh BRAND

White Duck Clothing

Get in a stock of these popular, quick-selling Haugh Brand garments that are wrapped up in individual dust-proof packages.

Motor Coats

No. 172	$19.00
No. 173	$19.00
No. 174	$20.00

Lustre Coats

No. 701 Black	$16.00
No. 703 Black	$13.00
No. 710 Grey	$20.00

Duck Pants

No. 100	$9.00
No. 101	$10.50
No. 103	$12.00

Immediate Shipment.

Defiance Mfg. Co., Ltd.

College and Bathurst Sts., Toronto

Odd Twists and Fancies in Men's Fashions

THAT IT WILL DISPLAY as many goods as an eight foot case, is the claim made for a new cabinet, two feet square by forty-six inches high, which has been patented in the United States. The cabinet has five doors, one at the top and one on each of the four sides, and each door has a display tray attached to the back of the frame in which small articles can be shown. Behind the doors the cabinet is filled with drawers in the usual way. The cabinet is mounted so as to revolve.

* * *

A SUMMER NOVELTY in men's jewelry is a belt chain. This is attached to the belt with a ready catch clasp and a short chain permits the watch to be carried in the pocket usually placed in the trousers at the waist on the right side.

* * *

A DINNER JACKET seen recently in England was finished in an unusual style. The lapels rolled all the way down the front and with the general tendency for soft lapels this design may become general.

* * *

THE ACCOMPANYING CUT shows a new summer outing shirt which may be worn with a high, soft collar effect, or a V neck opening, as illustrated, or it can be buttoned up a little higher where the buttonholes show, and give the same effect as the regular lay-down soft collar. It is very well adapted for golf, tennis and all outdoor sports, and is said to be having a big sale at present. This shirt is shown by several Toronto dealers.



* * *

A NOVELTY IN an "eggshell" lining for straw hats has been introduced this season by a prominent firm of London hatters. The name is an apt one and descriptive, the lining of their white satin finish "boaters" being egg-shaped. A perforated space between the hat leather and the straw allows the air to enter freely between straw and lining, and the air space there is considerable by reason of the unusual shape of the latter.

* * *

A NEW SHADE which might be called "sand" has made its appearance in the stylish shops of Bond Street, London, and promises to be one of the smart things of the season. Some shirts of this material are worn with the long-pointed collar of the same shade of material and with it a black or dark blue cravat looks exceedingly well.

* * *

CHAMOIS GLOVES ARE POPULAR in England. A swagger thing is in a very light shade, not so yellow as the usual thing, and bound with tan leather with a fastening of white pearl.

* * *

WHITE SOX for men seem to have a doubtful career, although they were looked for as the big seller this season. The demand for plain white seems to be veering slightly in favor of a light shade of tango.

* * *

A LOW CUT STIFF COLLAR with the widely rounded corners and made with the same stripe as the shirt—heavy and light stripes of blue—is one of the latest effects worn by a Toronto haberdasher.

UNDERCLOTHING IN NET AND SILK with a white ground with horizontal stripes of various colors has made its appearance in the fashion centers.

* * *

NEW COLLARS are being shown in London which overcome the problem of wearing large ties under the tabs or of stretching the tabs open with an uncomfortable effect to the wearer. These collars are so cut that when in position there is an oval or diamond shaped opening for the tie knot, the points coming together again at the bottom. The effect is similar to that produced with the soft collar where the tabs are held together with a bar pin.

* * *

A BIRMINGHAM SHIRTMAKER has introduced a shirt with a rainbow stripe. The stripe is the actual rainbow effect commencing in a dark blue and shading through to a light yellow with the different colors shading one into the other without being definitely shown.

* * *

THE BALMACANAW is the latest in mackinaws, and, as the name implies, it is a Balmacaan model in mackinaw cloth. It is reported to have made a big hit in New York and a number of other cities.

* * *

PATCH POCKETS AND CUFFS are being generally shown for the Fall coats, but the belt is weak, except with the Ulsters; pleated backs, too, seem to be on the wane of popularity.

* * *

FANCY VESTS ARE PASSE in the opinion of the fashionable tailors, and practically no models are being shown.

* * *

THE BUYER of a leading overcoat house reports that he is stocking strong with Harris tweeds for the Fall business.

* * *

A FALL COAT which is built after the Balmacaan model, but with a more pronounced flare, will be seen on some smart men this Fall. It will have a new name.

* * *

A FEATURE OF THE NECKWEAR trade of the season is the reviving strength of batwings, which are meeting with a popularity remarkable in Canada, according to a leading haberdasher. A big variety of polka dots and foulards are shown, with some stripes in occasional designs.

* * *

A PATENT ON A NEW BELT has been secured by A. Hoffman, Montreal, the object of which is to enhance the appearance of trousers, particularly outing trousers, at the waist line and to save the loss and displacement of the belt. It is formed of two pieces permanently secured to the trousers, buckling in front and having the tightening arrangement in the rear. It is buttoned without causing any fold at the waist and is a novelty which is claimed to be extremely effective.

* * *

SOMETHING NEW in sleeping attire is the Brighton "Pajunion" which is a one-piece garment. The effect produced, however, is that of a well-made, two-piece suit of pyjamas, and there is an imitation belt, pleated back and turned up trouser ends.

What the King Wore at the Paris Races

An Intimate View of the Apparel of His Majesty at the Big French Social Event—The Perfect Frock Coat Costume—Prince of Wales Shows Quiet Tendency in Dress, While Prince Albert is a Fashion Plate for New Creations.

MEN who are followers of fashion now that styles in men's clothing originate in London. This is a wide statement, but, generally speaking, it is the whole truth. There may be modifications, and in this country there may be American or Canadian adaptations, but it is in London that styles for men are born.

In England, prominent men—or perhaps it would be more correct to say their tailors—have the faculty of designing the distinctive clothing. They do not follow the styles; they make them, and in many cases make them to suit themselves. Some of these styles will remain distinctive with the individual, while others will become generally popular. It is then of interest to note what the prominent personages of England are wearing, and, when the opportunity affords, to glance at the apparel of the first gentleman of the Empire—King George.

On his previous visit to France, King George was very much in the social as well as the official limelight. While on the majority of occasions his Majesty wore either the uniform of the High Admiral of the Navy or that of Field Marshal, but when he visited the races there was an opportunity to study him in "mufti."

On the morning of the great race King George visited the English Hospital and the English exposition of decorative arts. He wore a black frock coat, unbuttoned, and lined with silk, with a buttonhole of violets.

At the races his Majesty had on a frock coat of medium dark gray worsted. The collar of the coat was very long and the notch of the lapel was horizontal, and placed even with the middle of the armhole. The wide lapels fell in a soft roll to a point a little lower than the waistline. They were half faced with black silk. The body of the coat was decidedly form-fitting, and there was a vertical seam between the edge and the two buttons of gray mohair silk. His Majesty did not carry a handkerchief in his breast pocket, which was cut at the height of the armhole. The skirt of the coat was rather ample, extending to the knee. The sleeves were of medium width, terminating in a false cuff, stitched, and opening at the side, this opening being fastened by three buttons.

The vest was double-breasted in form, the bottom terminating in a rounded point, and not notched. Both it and the trousers were of material similar to the coat, the latter being wide at the top and gradually narrowing toward the bottom. A slip of white pique was worn at the vest opening.

The silk hat which was worn with the costume had a rim turned up high on the sides and narrow and long in front and behind. The collar of linen was of medium height, and turned over, with rather a decided opening and rounded corners. With the collar was a silk cravat in deep blue silk, fastened with a gold ornament and spread out below. The shirt front was of white and sky blue, striped in equal widths. White chamois gloves with black stitching, shoes of glazed kid, and a cane of rosewood with a curved handle completed a perfect costume.

How the Princes Dress.

The British monarch is usually looked upon as a creator of style; what he wears has a wide influence. It is interesting then to give some attention to the tendency in clothing of the Prince of Wales. The outstanding feature of the apparel of the Prince is simplicity and sedateness. He goes in for dark materials, and usually the only departure that he makes from the strictly conventional is a soft collar at a sporting event.

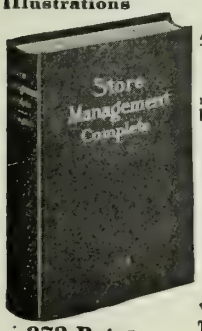
Prince Albert, on the other hand, takes his position with much less gravity and is a lively young man, whose ideas of life are evidently to some extent exemplified in his apparel. He is showing decided taste where men's clothes are worn and goes in for the latest colors and designs.

ONE STRAW HAT IN WINDOW.

An effective window display in which the whole attention was centred on one straw hat was attraction sufficient to attract a considerable crowd in London. The window was a large one and the lone hat rested on a cane, the latter being on a table in the centre. On the table also appeared an inkstand and pen and a handwritten letter describing the hat. The floor, roof and sides of the window were entirely draped in black velvet against which the display stood out most emphatically.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

WANTED
First-class salesmen
for
Shirts, Collars and Men's Furnishing Goods
wanted for Spring, 1915

Territory: Northwest.
Territory: Maritime Provinces.
None but experienced in above lines, with a clean record, and good references considered. Address application with terms to—

SANDOR WEISZ,
220 Fifth Avenue, New York City

Soft Collars Are Out This Season

English Tailored Clothing and the Fashion of Wearing the Vest in the Hot Weather Have Had Effect—Large Ties Demand Open Collars—Linen Must be Worn With Pleated Fronts.

THE whole tendency in collars is and will be for shapes and designs which will permit of the comfortable wearing of the large ties now so generally fashionable and which will at the same time permit of generous four-in-hand knots. The large tie has brought about a complete change from the close-fitting turnover, which worn with the narrow tie, created the impression usually of a cravat without a knot at all, and to-day there is not only a call for new designs in turnovers, but the wing is returning to a goodly share of popularity, being worn in some cases with puff ties and making a good appearance with other large shapes.

Three Popular Styles.

There are three designs which appear to be the leaders. The round corner turnover, despite the fact that it has had considerable run, is still very strong and is being worn in varying heights with the two-inch as the standard.

The long-point collar is proving strong for Summer, as it permits of reduced height with a generous display of linen and with the hot weather the vent is being enlarged to permit of further reductions in the height under the chin.

This is being varied by the turnover with vertical pointed corners where the wide vent is given by setting the edges some distance apart and making a V in the back wall of the collar. This last style seems likely to have a strong run for Fall. Wing collars will also come stronger for the cool season.

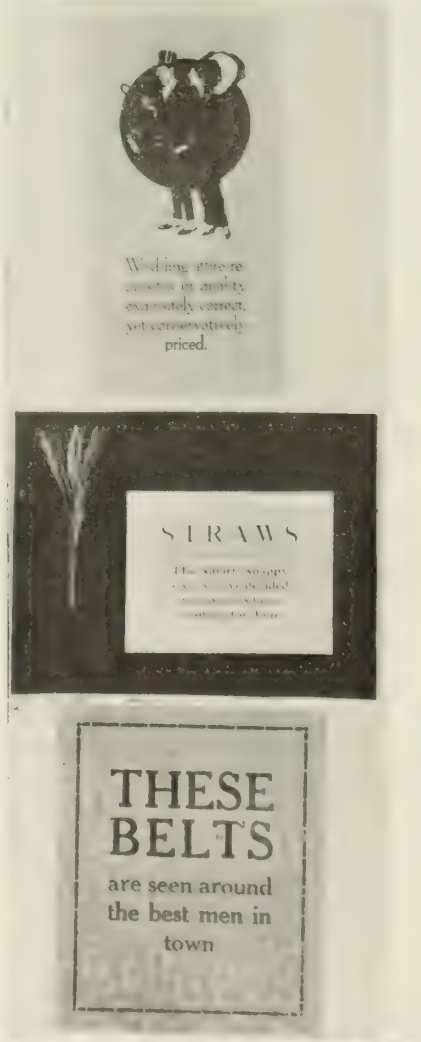
For the Summer trade there are a number of novelties in the shape of stiff collars with the same design running through them as seen in the shirt, and one of the latest things is a design with a tinted background and a stripe running round the full length of the outer band. There is a strong demand for the madras figures effects for the Summer business.

Soft Collar Passe.

But few soft collars are being worn and it is quite evidently a season of linen, so far as the decoration of the shirt-band is concerned. After the big run on the soft collar last year there has been a distinct change and on this point there was a big difference of opinion with the manufacturers at the close of last season. The linen collar is distinctly the proper thing with the close-fitting English tailored suits, and particularly so as the tendency with the form-fitting clothing is to wear the vest throughout the Summer, and a negligee collar does not go well with the high-cut waistcoat.

The soft collar went well with the generously tailored garments and the vestless Summer fashion, but it will not fit in with the present styles, and looks particularly incongruous with the pleated front shirts which are so popular.

Many purchasers of shirts with soft collars have been made on the strength of the selling feature of the combination, and some merchants are this season finding it advisable to keep the soft collar in the background, so as not to give the impression of an out-of-date style.



"Something different" in summer cards, with reading matter printed. The "straws" card has a realistic sample of the dried article attached to the side. The wording of these cards is catchy, although the first is slightly cumbersome. Courtesy of Semi Ready.

Stop Use of "Balmacaan"

Kenneth Durward, Originator of the Loose Cover-All Coat Now in United States Investigating His Rights to Take Action Against American Manufacturers Using the English Name.

THE opinion was expressed in The Review in the last issue that the popularity of the Balmacaan coat was on the wane. This opinion was based not on the idea that the style had been killed—although it is not likely to take generally with Canadians—but that the coat had so quickly been put on the market in the cheaper grades that the name would not last with good dressers. Already many modifications of the style are being advertised under new names, although the names like the style are usually to be identified with the original.

Now has arisen a more impelling reason for dropping the name "Balmacaan." Kenneth Durward, of Ulster House, London, England, who was mentioned by The Review as the man who originated the Balmacaan many years ago, and who had the name registered in England, is in the United States making an investigation to determine whether or not he can maintain legal action for damages against manufacturers on this side of the water. He believes that manufacturers using the name in connection with their garments are violating the rights of his trade mark; but there is a weakness apparent in this contention, because the name was not registered in the United States. Manufacturers who have been using the name believe there is no ground for action.

Many coatmakers throughout the States who have been advertising Balmacaans have received letters from Mr. Durward's solicitors to the effect that they must immediately cease using the name, except under Mr. Durward's authority.

Tried to Register Name.

It is understood that the course which has been taken by Mr. Durward was directly caused by the advertising of the firm of Samuel W. Peck & Co., who made an announcement warning other dealers that they must not make use of the term Balmacaan, on the ground that it had been registered by them in the United States patents office. However, the patents office explains that this was not a registration of the word name, but of a label showing a young man wearing a mackintosh and holding a staff, on which the name Balmacaan appeared, and that the registration applied to the artistic features.

Whatever the effect of the action of Mr. Durward may be, it is to be noted that in the United States there is still a lot of advertising in which the word Balmacaan is used, although such modifications as "Philmacaan" are noted.

Norfolks for Boys

Predicted That They Will Have a Run For Fall in Preference to the Double-Breasted Style—Balmacaans For Little Men.

THE modern idea in a clothing store or in the clothing department is to draw a line between the showing for men and for boys. For this there is a reason. To-day there is almost as much need for attention to the details of style and design in the making of the wearing apparel of the rising generation as there is for the grown-up—but the point is that the same styles do not necessarily follow. A boy's suit is no longer a reduced model of the man's—at least until he attains the age of extended trousers.

While there has been a distinct favoritism shown for several seasons for the single-breasted coat for men, coupled with the close form-fitting tailored effect, the boy has been wearing double-breasted designs. For the Fall it is predicted that there will be a popular demand on the part of boys for Norfolk suits in grays and blues and some stores are stocking lines of this design.

For the Summer business well designed suits of serges in plain white or white with a light stripe are shown and they cover a big range of sizes. The serge will generally be found more serviceable than the white flannel.

A popular coat with the boy to-day is the Balmacaan model which has been taken up strongly by some houses catering to boys. It is made in all sizes and shows the tendency to cater to the style ideas of the little man just as is done for his father or big brother.

Uniform Series of Men's Wear Cards



An attractive series of uniform window cards, with the price feature as strong as the merchandise. The larger cards are sufficient, one in a window, the smaller could be used two or even three at a time, so closely is the style of the one followed in the others.

The color scheme is carried out with a white card mounted on purple and white lettering with purple air brush shading. The cross stripes at the top and the H. P. (Hickey & Pascoe) monogram are also carried out in purple.

The large lettering on the left hand card at the top is brush-stroke script; as is the "Silk Scarfs" card on the lower row. The balance of the display lettering is in brush-stroke Roman style with readers of straight and slant pen Roman. The monogram idea is used with good effect in men's wear in exclusive stores.

These cards were not prepared for sales, but for showings of new goods, where it was thought best to make the price prominent.

Coming and Going in Neckwear

The Wash Tie Has Gone Out With the Soft Collar—Roman Stripes Having an Inning—Softer Tone Combinations in Weird Patterns Are Coming—The Futurist Influence.

THE haberdasher who is displaying a line of neckwear with Roman stripe effects can have the satisfaction for himself—and can pass it on to his patrons—that he is in step with the men's furnishers in Paris; and it is from Paris that most of the novelties in neckwear come. Roman stripes are the thing for a season; that is if any one design or coloring, or combination of designs or colorings can nowadays be said to be the thing in neckwear for a season or even a shorter period.

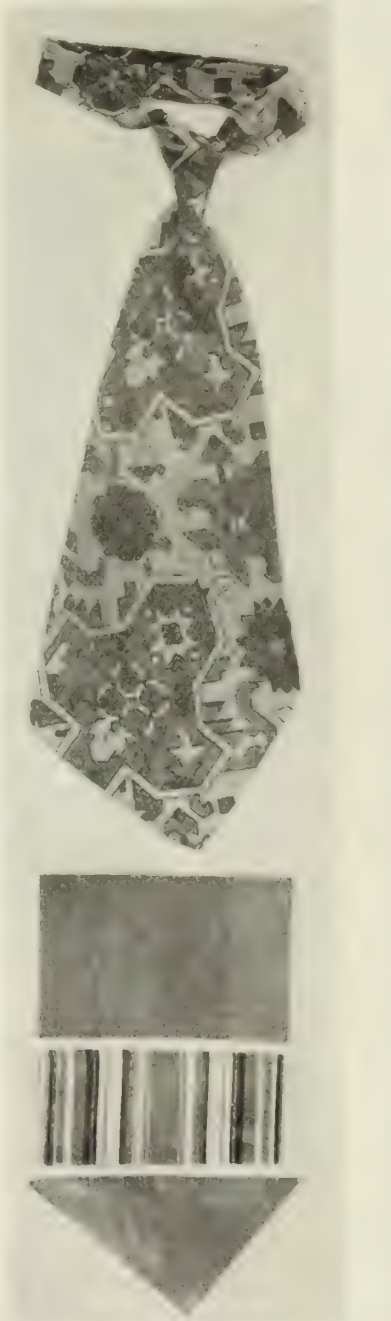
The Roman stripes come in many highly-colored combinations, the narrow contrasts being most favored, but they are distinct from the Bulgarian stripes. Then there are other stripes and the English Oxford effects are having a good sale, the colors being very bright and combined in sharp contrasts although navy blue and white, and black and white effects are in good taste.

But while the stripes are having an inning just at present they have not got the field to themselves to any extent. The male can walk into any of the many stores he may encounter and be shown something different in each and still be looking at stylish stuff all the time. Styles in neckwear to-day, so far as the individual is concerned depend to a large extent upon the taste of the store buyer and the buyer in making his selection has to look over a collection of samples which would do credit to the inventive brain of a gold cure graduate.

Wash Neckwear Dead.

One point is very emphatic, however, and that is that the demand for color in neckwear has killed off the demand for the wash necktie. In the seasons when the negligee shirt was worn without the vest and when the soft collar and the close-fitting linen neckgear were the vogue the wash tie flourished. But now there is a difference. The pleated shirt is coming in strong and with it the vest is usually worn, especially with the form-fitting clothing, and there is not the demand for the wash tie; then, too, there are the wide-open collar and the general popularity of large ties to change the trend of fashion. The soft collar has gone and with it the wash tie. For outings, of course, both will remain popular, but for street wear they are little in evidence.

While there is an unlimited range of colorings in the cravats, in shape there is certainly a predominance of the large four in hand which are so worn as to practically fill the small vents of the tight-fitting vests. With the coming of the wing collar there has been some demand for the puff tie, but this is exceptional, and a much stronger novelty is the bow tie which comes in polka dots, stripes and figured patterns in a great variety of colors and usually large in shape.



No. 1. Broad stripe effect showing the big range in which stripes are used at present.

No. 2. Narrow Roman stripe in bright color combinations now having a good run.

Buying for the Fall business shows some new tendencies and from some quarters there is the prediction for much quieter colors. But while there may be a softening in some of the color-combinations there appears to be a tendency to introduce some almost weird designs. Scroll effects in rich deep colors, in which the figuring might be described as serpentine, and in which the patterns weave one into the other in a manner which is bewildering at close range, will replace the stocks of figured and definite patterned neckwear now shown. These are the richest of silks and will come at a very high price, the flag end being of unusual width.

The post impressionist and futurist schools of art will have a marked effect in some of the designs, in fact this tendency is more or less general and the pattern silks which have been described evidently found birth in these advanced ideas, although as a usual thing the futurist designs will be in large designs but with the pattern distinct.

Colorings have a tendency for getting darker and properly so with such rich combinations which would not be possible in the lighter shades. Those who advocate more quiet effects point to some new lines of two-tone materials in which two quiet colors are used in equal proportions with the division running almost vertically through the scarf end. Another novelty is of solid color with embroidered spots.

NEW GAMES.

To the long list of games two new ones are added this season—one is the Grand Auto Race and the other is called Cortilla. Both these games resemble Parcheesi in being played with dice, only they are more exciting than the well-known game.

HALF HOLIDAY AT PRESTON.

In addition to the list published in last issue, the dry goods and men's furnishing stores of Preston, Ont., observe a Thursday half holiday.

STOLE TWELVE NEW SUITS.

Burglars entered the store of B. McGolrick, tailor, Port Arthur, and stole twelve new suits.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

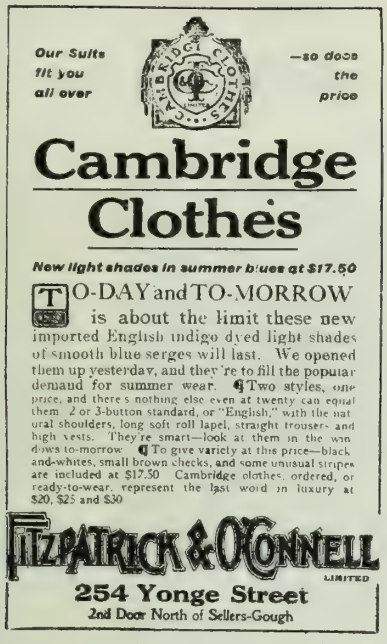
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings. Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

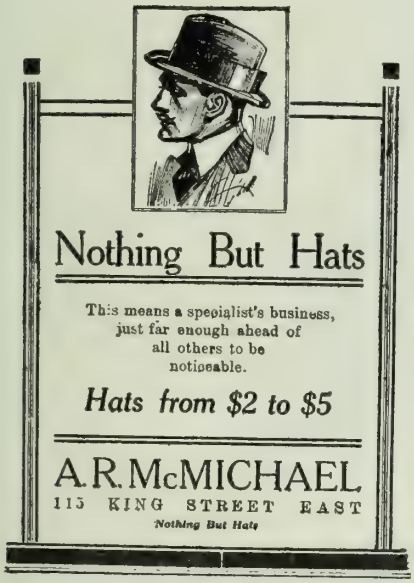
Samples of Distinctive Ads. of Men's Furnishers



Most of these ads. of Canadian men's furnishers indicate a preference for seasonable cuts, those of the 2 Macs particularly being full of action and likely in themselves to attract attention and study. The straw and silk hats in the upper left and lower right hand corners are quite up to date in style and are timely and brightening illustrations. The same cannot be said for the Fashion Craft cut. There may be room for difference of opinion but the effect, surely, is of out-of-dateness rather than out-of-ordinariness. Nor does the underlining help in the captions below. Of the two the second line is the more important but is overshadowed by the larger and heavier type of the upper. Note in three ads., the single item—shirt, trousers, silk hat. This is good work in all three. In two ads. devices are used to replace the cuts; a panel in the upper, with border simple; well used beside the heavier triple liner; in the lower the four initial B's,—well handled typographically. In the first ad. "Our Straw Hats" comes a little near the border. In all but one prices are well handled. Note the display type in most, while in the last, in an exclusive ad. the price is spelled out as if the $ mark were too "commercial." Probably the ad. man was right in this case.



A new store in Toronto, carrying out a vigorous advertising campaign. "Cambridge Clothes" seal is always at the top, with same striking phrase at either side. Exterior and interior views of this store appeared in last issue.



Sample of ad. that is run in sporting page of Hamilton papers once a week. "Nothing but hats," is a store slogan. See page 66

Let Boys Play

Novel Idea of Big House for Entertaining Youthful Customers in the Boys' Department.

THE installation of athletic apparatus, including punching bag, boxing gloves, footballs, single sticks, etc., was recently tried as a feature to attract the attention of the little man to the boys' wear department of one of the big Toronto stores. There was no selling feature to the display; the apparatus was installed for the boys to play while in the store with their parents, and in some cases they stayed here while their elders went to do shopping in other parts of the store.

The idea was found to be a big drawing card, and in some cases when the boy got his mind fixed on the bag or the mitts it was almost impossible to get him to stand still long enough to get a new suit fitted.

Such methods of attracting customers to the store are based on strictly modern ideas, and there are many merchants who now find that they get better results from drawing crowds to the store with some attraction apart from the merchandise offered for sale than by bargain prices. The main thing is to get the people into the store, and where there are good staple lines of goods at reasonable prices careful salesmanship will do the rest. The athletic display was also based on the theory that must be considered to a large degree in advertising the boys' department, and that is the appeal to the boy himself. The majority of boys have a great influence with their parents as to where the new suit will be bought, and with the boy there are often more attractive things than price.

DEMOCRATIC FACTORY GOVERNMENT.

In the clothing manufacturing plant of Henry Sonneborn & Co., Baltimore, Md., there is a unique organization of employers and employed consisting of a cabinet and congress made up of Senate and House of Representatives.

The cabinet consists of the members of the firm, the Senate of the department heads, superintendents, foremen and their first assistants and the house of representatives of the rank and file of the employees. The purpose of the House of Representatives is to deal mainly with problems which affect the employees individually. The Senate is to deal with the problems that affect departments and employees collectively.

Both of these bodies have the power to investigate any business matter they see fit, and to submit their conclusions, with recommendations, to the cabinet, with whom final executive action rests.

Overcoats for Winter

THERE are many varied opinions as to the overcoat possibilities for the Fall and Winter season and the extent to which the Balmacaan model and the chincilla material will influence the heavier garments. Generally speaking a safe line will be a short coat for young men cut semi-form fitting, with or without the half belt. This coat will be especially strong as a dressy garment.

The Balmacaan coat will not be heard so much of as a name, as during the present season. However, there will be the influence of the style and a "semi" model will be made for those desiring the loose coat. As a lasting style in the popular vogue, however, the Balmacaan will be largely confined to the serviceable lightweight coat of cravenette or similar material, which serves for double service in the between-seasons. The real Balmacaan coat as made in England, is a coat with a history, and will continue as a coat of the future for the very exclusive dresser. Models are made of the very richest materials, with silk linings and broad facings; they sell up to forty dollars and there is about them a something which at once gives the exclusive impression. For the man who can afford several coats it is the thing, but for general wear the model is too extreme for the taste of the Canadian public. In the heavy Winter coat the ulster is more to the popular mind and this coat will be a strong Winter seller, as it always is with those seeking worth and service.

In some quarters the run on chinchilla for winter coats is expected to be followed by a demand for the more serviceable hard surfaced materials, but on the other hand there is a big range of materials being shown which are different from the chinchilla in finish, but which which embody those qualities which made this material so popular—lightness with warmth.

One exclusive house will carry a strong line of a material known as "Montenac," which they are importing. This cloth is thick and light and the finish somewhat resembles a very fine Persian lamb.

Patch pockets are going to be popular on many of the coats, particularly the Fall models and the roll lapel will be used, the tendency being for a long roll on the close-fitting models and a higher button for the semi-Balmacaan, on which the high button collar will, to a large extent, disappear except in the storm coats.

An Outing Suggestion in New York Window



The merits of this trim, taken from The Review in New York, are obvious at a glance. The crossed paddles and pennants have been used before, but considerable art is shown in the ample supply of headgear lying on the "ground" in easy fashion. The whole trim is worth considering.

Overcoats and Caps

Influence of the modern styles in outerwear used by American manufacturer to good effect in placing orders for caps.

THE Balmacaan and Mackinaw coats, together with the popularity of the Scotch tartan plaid, promise to be reviving factors in the cap trade for the Fall. In the past year there has been a falling off in cap sales due in the first place to the popular run on soft felts. But the cap has long been and always will be a staple in men's headgear, and particularly so while we have autos and aeroplanes and the game of golf, the costumes for which are always shown by the designers with a cap to add completeness.

That manufacturers of caps, like the manufacturers of all other kinds of men's wear, will do well to take advantage of every change in public opinion and taste with regard to apparel, is the opinion of a prominent manufacturer. He states that all over the Western States there was a light trade in Winter caps and the outlook as found by his travelers was for a continuance of such conditions this Winter. "Taking advantage of the popularity of coats of these materials," continued the manufacturer, "our men pushed Balmacaan and Mackinaw hats and caps strong and they took very well, even as far south as New Orleans. Then the big two inch tartan plaids of green and red combinations appealed to dealers as something new and flashy, and helped to boost the orders. Business looks just a little bit better now than it did for last Fall, which was a good cap season."

FOLLOWING IN THE FOOTSTEPS OF OTHERS.

To work upon that trait of human nature which so often leads us to follow intentionally anl unintentionally the lead of others, was evidently the idea of a business man at Collingwood, Ont., who was desirous of getting men through his front door. In the pavement in front of the door, arranged in a fan shape so as to make a spread from side to side and take in both directions on the street, were imbedded "brass foot-prints." These were made to reproduce the natural markings which would be made by about half a dozen men entering the store and the effect on one walking up or down the street is very striking. Apart from the drawing feature, there is that novelty which always attracts attention and which is one of the first things to be considered in nearly all forms of advertising.

SATURDAY CLOSING.

The Wanamaker, Lord & Taylor, and Altman stores in New York, announce that they will remain closed all day Saturday during July and August. The object mainly was for the benefit of their employees. John Wanamaker made the following statement in an advertisement:—

"The entire Saturdays of July and August (the first Saturday being July 4) will be given as holidays and the store will remain closed in July and August from Friday night at 5 o'clock until Monday morning at 8.30 o'clock except for telephone orders.

"This is a new experiment for this store in New York, made with the hope that it will not prove to be any disadvantage to our patrons, who, we think, will be glad to arrange their purchases in the first five days of the Summer weeks, as it is of so much interest to thousands of faithful workers.

"This action is in accord with the vision of last New Year's eve in an editorial entitled 'Now that the working hours of people are under discussion,' when the founder wrote the following paragraph: 'We shall hail the coming day when the people will buy nothing on a Saturday and we would be pleased to close the store on Saturday the year around and help make a Sunday of two days.' The leaven is working."

For several months Altman's, Lord & Taylor, and several other stores have not opened until 9 o'clock in the morning.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES



The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August 11, 12 and 13, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Acton Pub. Co.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.



BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited
Montreal



The Windless Three-in-One Cooper Cap

what the Cooper Cap is doing for others---and can do for you

What does the Cooper "Three-in-one"—the cap that automatically adjusts itself to three distinct sizes—mean to **you?** To hundreds of other merchants who have stocked the "Windless" it has meant the cutting down of their hat stock by two-thirds; it has meant doing the same amount of business on one-third the capital, and it has permitted them to use the space formerly utilized by the cap stock for other merchandise.

And the numerous selling points that you can use when showing your customer a "Windless" will mean a sale. Show him how this cap fits the head in such a way that the "stormiest breezes that blow" will fail to dislodge it from the head. It makes a splendid cap for motorists—a good trade to develop.

Then again, every three-in-one cap is guaranteed to give the greatest amount of service or will be replaced if defective.

Cooper Cap can be depended upon to be absolutely correct in style.

THE COOPER CAP COMPANY

260 Spadina Ave. **TORONTO**

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ _____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

The Special Fall Number

of Canada's necessary dry goods paper will be issued first week in July.

It will undoubtedly be the finest and most useful number we have yet sent to the trade.

We would advise early reservation of space if good position is desired in this big issue. Every buyer worthwhile from Coast to Coast will get a copy.

Forms close June 25th.

Vol. XXVI

No. 13

Dry Goods Review



Special Fall Number

July 1st 1914

Let Your Fall Millinery Stock be the Fisk Line

Fisk Hats,
Merchant's
Trimmed Hats,
Untrimmed
Shapes,
Velvets, Silks,
Ribbons,
Flowers,
Fancy Feathers,
Ostrich and all
Millinery
Merchandise.

STYLE
QUALITY



Manufacturers
Importers
Designers
Producers

Special Notice

Attention is directed to Displays of Fisk Millinery in Market Centers most Accessible to Canadian Dealers.

CHICAGO
225 North Wabash Ave.

NEW YORK
29 West 38th St.

CLEVELAND
414 Superior Ave., N.W.

Fall Styles now on Display



D. B. FISK & COMPANY

225 North Wabash Ave. Chicago



Your Mail Orders

deserve the very best attention. Are they getting it? If they are, we will not press the matter further—but if they are not receiving all the care which is their due, we ask you to give us a trial.

We are specializing in handling orders sent in by mail. Our facilities for quick service and proper attention have been greatly improved. May we have the pleasure of hearing from you?

Address your inquiries care of the Mail Order Department.

Mail Order Department

Greenshields Limited

Victoria Square, Montreal

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND



English Mohairs

Guaranteed by the B.D.A.

Lustrous, supple, durable—made in all the newest patterns and colorings. English Mohairs remain perennially salable.

French couturiers use them continuously because of their exquisite beauty. Economical home dressmakers use them for the added reasons that they will not spot or crease, and are easy to handle.

English Mohairs in your stock mean constant sales and no loss, for English Mohairs know no seasons, and are always in fashion.

In ordering English Mohairs, tell your wholesaler or importer that you want English Mohairs guaranteed by the B.D.A.

THE BRADFORD DYERS' ASSOCIATION, LTD.
of Bradford, England
American Bureau: 235 West 39th Street, New York City

Bradford Dyers' Assn.
of Bradford England

THE DICTAPHONE Girl
(REGISTERED)



"Easy! Why, I just listen to Mr. Smith's voice and write out what he says on the typewriter. I can regulate the Dictaphone to my typewriting speed, and then if I *do* happen to miss a word, there is a back spacer just like on my typewriter, and when I press it Mr. Smith's voice obligingly says the last few words over again.

"I don't have to risk my life any more by asking him to repeat—you know how Mr. Smith hates to be interrupted. It always makes him forget what he was going to say, and then he goes right up in the air.

"Yesterday I wrote 80 letters and if I had had to take them down in shorthand first, I'd have had to stick around here until all hours. As it was I got them all done in plenty of time.

"Eye strain! I'm through with *that!* And 'cold notes' don't worry *me* now. What's more, my letters are *right*. And why shouldn't they be? I copy his own words, instead of copying my notes of his words.

"I hope I never see a shorthand note-book again! I'd just as soon give up my typewriter and go back to writing letters in long-hand.

"Yes and I didn't like the idea of the Dictaphone when I started, either."

Demonstration in your own office on your own work.

THE DICTAPHONE

(Columbia Graphophone Company Sole Distributors)

52 Adelaide Street West
TORONTO

Stores in Principal Cities
Dealers Everywhere

"Your Day's Work"—a book we should like to send you.

Approved by the Underwriters. Official Dictating Machine of the Panama Pacific International Exposition.





The Sun Bleaches 'Old Bleach' Towels

and Damasks

THIS is the season when our friends from the "other side" are visiting us. Don't you think it will be worth while to draw their attention to Irish Linens? They know what is best and are familiar with the Old Bleach Brand as it is largely featured by the great linen houses in New York and other American Cities.

"O.B." stock in Toronto.

R. H. COSBIE LIMITED

IRISH LINEN AGENCY

30 Wellington St. West - - - Toronto



Represented in Canada by

Mr. W. F. MACOUN,
211, Lindsay Buildings,
MONTREAL

Mr. J. E. ROBSON,
471, Dovercourt Road,
TORONTO

Mr. A. F. HOUSTON,
605, Welton Block, 325, Howe Street,
VANCOUVER

Mr. W. C. BEAUMONT,
Halifax Hotel,
HALIFAX

Important

Mr. Buyer:

When on your European buying trip, do not fail to pay us a visit and in spect our large assortment of Embroideries, Laces, Furs, Silks, and Linens, as we are sure of being able to give you every satisfaction.

L. Tauber & Co.
36 Houndsditch,
London, E.C.

Canadian Agents
67 St. James Street
Montreal

FURS

The time is now at hand to place your orders for furs for the coming season, but before doing so, do not fail to inspect our large assortment or write for prices and samples.

Our salesmen are now on the road and if they fail to call, write our

Canadian Office

Tauber Bros. & Co.
67 St. James Street
Montreal, - Canada



"Rooster Brand"

ANNOUNCEMENT

In order to meet the ever-increasing demands of our customers for

"I Crow Over All"
OVERALLS

we have opened a new factory at
MAGOG, QUE.
for the exclusive manufacture of these garments

Robert C. Wilkins Co., Limited
White Coats, Men's Pants
Soft Shirts, Khaki Clothing
FARNHAM, QUE. PRINCIPAL FACTORY AND BUSINESS OFFICE
MONTREAL OFFICE: 501 New Birks Building

LIDDELL'S
GOLD MEDAL
LINENS

Are:

—made of the finest linen thread ever spun.

—strong and of long-wearing qualities.

—of a delightfully soft finish.

—known the world over for their snowy whiteness.

—the linens to attract the best trade to your store.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 WEST WELLINGTON ST., TORONTO

When You Come to Market

Mr. Buyer

Address:- **Anywhere in Canada.**

Dear Sir:-

When in Montreal this summer, keeping in touch with the needs of your trade, be **sure** and **visit**

The House of Alphonse Racine Limited

"The Staple Dry Goods House of Canada"

where you will find---

I. One of the **very largest** stocks of General Dry Goods in the Dominion of Canada.

II. Complete sorting lines of goods wanted for immediate season's needs.

III. Merchandise displayed in a good light for easy inspection.

IV. Courteous and intelligent service.

Our **Letter Order Department** will give prompt and efficient attention to any orders you may send us, or requests for quotations or samples.

Yours truly,

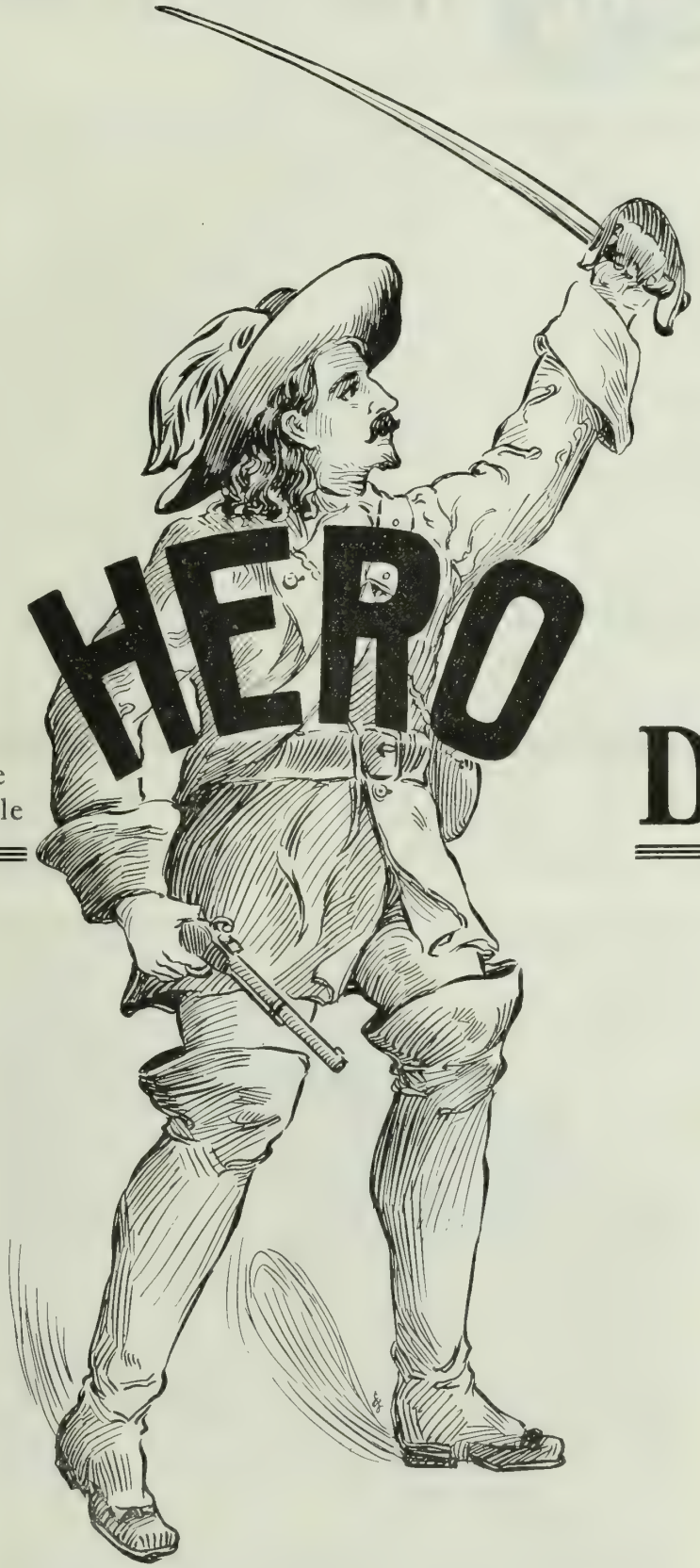
Sample Rooms at:-
Ottawa - Ont.
Quebec - - Que.
Sherbrooke - Que.
New Glasgow, N.S.
Summerside, P.E.I.

Alphonse Racine Limited

340-350 Saint Paul St., Montreal, Canada

Dress | Outing | Negligée

HERO SHIRTS



Are
Dressy
Distinctive
Dependable

Sell
Dressy
Distinctive
Dependable

HERO SHIRTS

Manufactured and wholesaled only by

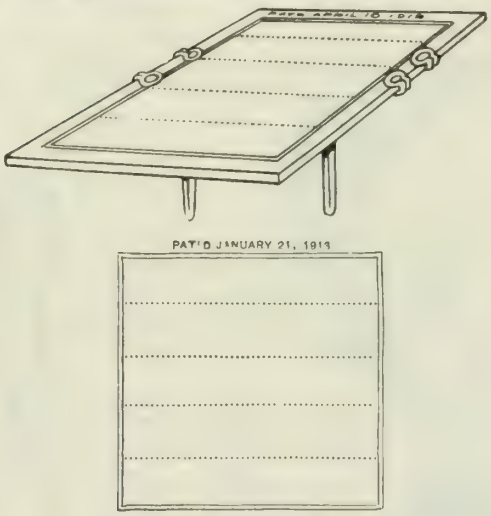
Alphonse Racine Limited

340-350 St. Paul St.
Montreal, Canada

TRADE MARK

"Noesting"

has won its spurs



A year ago "Noesting" first made its appearance on the pin-ticket field and since then has been engaged in a stiff battle of competition. To-day it has won its spurs—has been proven out by hundreds of Canada's merchants who back us up in our claims for this little wonder ticket.

It was just as natural for "Noesting" with the special features in its favor to take the lead as it is for cream to rise to the top.

"Noesting" by its sound value only has wormed itself into the confidence and good-will of hundreds of merchants who have sent for sample boxes. These progressive dealers have proven for themselves our claim that "Noesting" averts the rufflling of salespeople's and customers' temper by the inadvertent jabbing of the fingers and protects your goods from pin-ticket damage.

Let us convince you that "Noesting" will do this for **you** by sending for a free sample box. Write to-day.

THE COPP-CLARK COMPANY, LIMITED

495 to 517 Wellington Street W., Toronto

Smith, Davidson & Wright, Vancouver, B. C., Sole Agents for British Columbia

THE LARGEST EXCLUSIVELY WHOLESALE DRY GOODS HOUSE IN THE MARITIME PROVINCES.



VASSIE & COMPANY, LIMITED,

WHOLESALE DRY GOODS AND WOOLLEN MERCHANTS

ST. JOHN, N. B.

VICTOR GOLDBERG

87-89 Notre Dame W., Montreal

Head Office, London, Eng.

The cheapest Manufacturer, Importer and Jobber in the Dominion.

Men's and Boys' Clothing
Hemstitched Sheets
Tablecloths
Handkerchiefs
And all kinds of Dry Goods.

We supply only Wholesale Jobbers and large Department Stores.

All mail orders for Samples, etc., promptly attended to.

Keen Buyers will find it worth your while.

VICTOR GOLDBERG

87-89 Notre Dame W., Montreal
Head Office, London, Eng.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.



When completing your Fall buying remember that we have one of the best assorted stocks in Canada.

Our very central position gives us every facility for prompt shipment to all points in Ontario and Quebec.

Order now, and we can give you all the advantages of selecting from a newly arrived and thoroughly up-to-date range of goods.

A letter order department with experience in selecting merchandise for all classes of trade will take care of your mail orders or see our travellers' samples.

JOHN M. GARLAND, SON & CO.

Ottawa, - - Canada

WHOLESALE DRY GOODS, SMALLWARES, FANCY GOODS, ETC.

"Her Ladyship" Ready-to-Wear Garments

Autumn Season 1914

We can with confidence assert that unrivalled values—highly commendable in the daintiness of style, finish, and serviceable qualification, combine most distinctively in the make-up features of "Her Ladyship" Garments. The uniform excellence of these garments is now well known to the trade, and our Autumn ranges will be no exception to those of previous successful seasons.

It is a pleasure for our representatives to show you our lines. It is also a pleasant surprise to the buyer to examine such a comprehensive gathering of trade-winners. Self-interest bespeaks—that every buyer of Ready-to-Wear Garments should have a close scrutiny of our Fall features.

The

W. R. Brock Company

(Limited)

TORONTO

Our Range *of* Autumn Fabrics

Includes all of Fashion's dominant features in Weave, Texture and Shading.

Among our ranges will be found these attractive fabrics:

Moire Gaberdines
All Silk Moire Velvets
Fancy Plaid and Roman Stripe Broadcloths
All Wool Crepe Venetians
Traverse Crepe Serges
Wide Wale Wool Cheviots
French Estemaine Cheviots
Honeycomb Wool Velours
Shepherd Check Wool Velours
All Silk Crepe Ondine
Wool Eponges
Tango Boucles

We invite the trade to see samples of these weaves now on the road with our representatives.

The
W. R. Brock Company
(Limited)
TORONTO

Dry Goods Review

VOL. XXVI. JULY 1, 1914—FALL SPECIAL No. 13

DRY GOODS MEN TELL WHAT · IT COSTS TO DO · BUSINESS IN CANADA



Confidential reports to The Review from every province in Canada analyzed and tabulated—How do your costs for rent, advertising, delivery, depreciation, etc., compare with these?—Enormous increases shown in comparisons since 1900.

THE Problem of Rising Costs which was dealt with along certain lines in the January issue of The Review created such widespread interest that it was decided to secure further information upon the subject of the cost of carrying on a dry goods business in Canada, not only in the aggregate, but subdivided under the main headings of expense, such as rent, salaries, advertising, delivery, and so forth.

But here again it was felt that a general summary of costs would be of little assistance to the individual dry goods merchant in determining whether his own division of costs were approximately an average, inasmuch as extreme discrepancies existed between costs in a city of 100,000 or over, and a town of 100 or even 1,000. Where for instance, delivery expenses in the largest cities run as high as 2 per cent., in the smaller places they are often almost negligible. Ninety per cent. of the goods are carried away in these cases by the purchaser, and the "boy" fills in his time at odd jobs. Rent, taxes, insurance, as a rule are higher in the bigger places. Hence in this article a division has been made in regard to population and the percentage of cost of doing business figured out under four heads: 1. Under 1,000 inhabitants; 2. 1,000 to 5,000; 3. 1,000 to 10,000, and 4. Over 10,000.

Further divisions than these will be made in later issues as returns from merchants are expected to rise far into the hundreds, and perhaps exceed the thousand mark.

Figures for Other Years.

Nor has the main idea of the earlier inquiry—conducted as it was within a much narrower compass—been neglected. In an effort to lay before its readers the real seriousness of the subject, figures are being asked for covering the years 1900, 1905, 1910 and 1913, or any others where the information is readily to hand. Comparisons of these will enable dry goods men to appreciate more fully the Big Problem in business today, Keeping Down the Rising Costs.

Not content with figures alone, The Review has asked its readers to furnish "Suggestions for meeting increased cost of doing business," and these replies—so generously given, as indeed was all the information asked where it was possible to comply—will be presented in this and subsequent issues.

That the investigation has struck a responsive chord has been proved by many a comment. One of the latest to be received before this article was compiled is typical:

A Vital Feature.

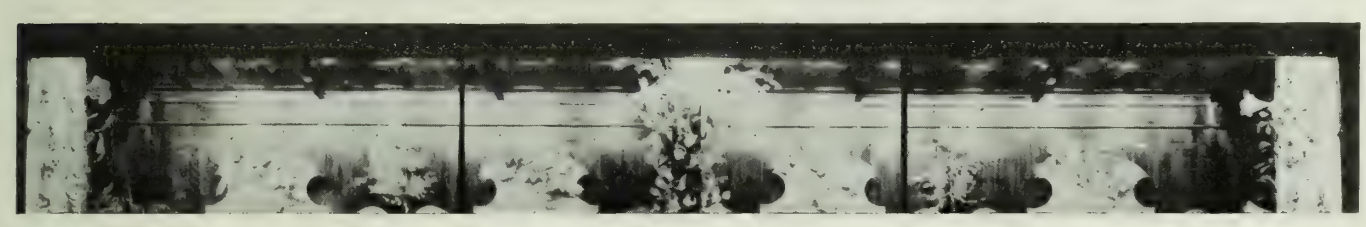
"I am glad to see you take this matter up, as it is a vital feature in conducting business to-day."

The writer was a successful merchant in a town of under 3,000 inhabitants, but his expenses ran up last year to 21 3/4 per cent. of his turnover. It is noticeable that in this is included 5 per cent. for "Bad Debts and Depreciation," of which the latter exceeds 4 per cent. This it may be remarked, is a far higher amount than is ordinarily allowed according to the reports, as will be shown in detail later. But this in itself furnishes an interesting point of contrast both for this merchant and for others.

Just one more point in this particular report, by way of a glimpse into the kind of material The Review is securing—almost invaluable, in its opinion. This same merchant supplied the following suggestion for meeting the increased cost:



AVERAGE COST OF DOING BUSINESS IN CANADA	PER CENT. OF TURNOVER
RENT	2·00
SALARIES	10·10
ADVERTISING.	1.59.
DELIVERY	·69
HEAT, LIGHT, CURRENT.	·86
INSURANCE, TAXES, LEGAL	1·08
BAD DEBTS. DEPRECIATION	·66
OTHER STORE EXPENSES.	2·13
TOTAL COST	18·13

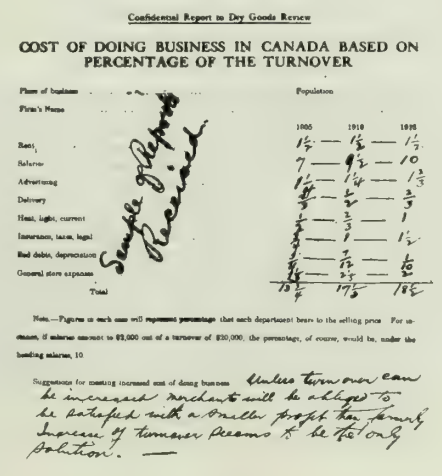


"Employing profitable help; watching closely the expenses; pushing the most profitable lines; cleaning up stocks each season; keeping well posted, and placing orders with manufacturers, which means buying so that you can get a profit."

All Confidential.

Now you do not know who he is, nor where he lives; his report was marked "Confidential" by The Review on the blank slip it sent out, and so it will be held, and every other one that has reached or will reach the editor.

When these reports began to be sent out, The Review felt that in many cases the information would not be returned, for the simple reason that many merchants have not gone into their business expenses in sufficient detail to supply it. In many cases this was undoubtedly true, but in many others, even in places of 100, 200 or 300 inhabitants, the merchants supplied the figures promptly. This is one of the most encouraging features of the whole inquiry, for if there is one point more than another that seems necessary to impress to-day upon the merchant, no matter of what country, it is to apply the old Greek proverb, "Know Thyself"—Know Thy Business from basement to top floor, from front to rear, from office boy to superintendent; from the notion counter to the ready-to-wear or dress goods department; know what it is costing you to do business; know what each clerk sells and what he costs to sell it; know what each department costs to run and the profits; know just Where You Are At Every Day. Only thus can you pick out those treacherous Leaks that carry off your profits in these days when Turnovers are not increasing perhaps, as rapidly as in 1911, 1912 or the earlier portion of 1913, when they rose almost as if led on by a magic wand.



Confidential Report to Dry Goods Review

COST OF DOING BUSINESS IN CANADA BASED ON PERCENTAGE OF THE TURNOVER

Firm's Name

Population

1905 1910 1916

Rent, $1\frac{1}{2}$ — $1\frac{1}{2}$ — $1\frac{1}{2}$

Salaries 7 — $9\frac{1}{2}$ — 10

Advertising $1\frac{1}{2}$ — $1\frac{1}{4}$ — $1\frac{1}{3}$

Delivery $\frac{4}{5}$ — $\frac{1}{2}$ — $\frac{2}{3}$

Heat, light, current $\frac{1}{2}$ — $\frac{2}{3}$ — 1

Insurance, taxes, legal $\frac{1}{2}$ — 1 — $1\frac{1}{2}$

Bad debts, depreciation $\frac{1}{2}$ — $\frac{7}{12}$ — $\frac{10}{20}$

General store expenses $1\frac{1}{2}$ — $2\frac{1}{2}$ — $2\frac{1}{2}$

Total $15\frac{1}{2}$ $17\frac{1}{5}$ 18

Sample Report Received

Note.—Figures in each case will represent percentage that each department bears to the selling price. For instance, if salaries amount to $2,000 out of a turnover of $20,000, the percentage, of course, would be, under the heading salaries, 10

Suggestions for meeting increased cost of doing business. Unless turnover can be increased merchants will be obliged to be satisfied with a smaller profit than formerly. Increase of turnover seems to be the only solution.

Over Half for Salaries.

Five summaries are presented; one covering all the reports so far received, and four others divided according to population. The general summary shows an average total expense of doing business of 18.13 per cent. of the turnover, of which salaries amount to over fifty per cent., or 10.10. It is this item chiefly that is causing merchants anxiety as it mounts rapidly if sales fall off. Theoretically seven or eight per cent. has been set down as the proper figure and some stores aim to keep it in

most departments close to 5, but the figures submitted to The Review from store after store brushes aside this low amount. Four or five years ago this might have been the result, but not, it appears now. Just one illustration along this line.

A merchant in a town of under 5,000 submits the following under salaries:

1905	7¾%
1910	10%
1913	13%

During this period his total expense of doing business rose an almost direct amount:

1905	13½%
1910	15¼%
1913	19%

In the case of places under 1,000 the salary costs fell just below 9 per cent.; in towns between 1,000 and 5,000, they averaged 10.75 per cent.; in towns of 1,000 to 10,000 they were lower, 10.03, as this included a number of places of over 5,000, where rapid growth and other reasons resulted in advancing turnovers with a corresponding low percentage of cost for salaries. For cities of over 10,000 inhabitants the cost ran up to 12.50 per cent. This, in the final summary is likely to prove too high, as in the list are places that happen to pay as high as 15 per cent., an apparently excessive figure, and very heavy drain on profits. Of all the returns the lowest so far is 4½ per cent., and 5 per cent. the next in order.

Wide Range for Advertising.

Advertising, as might have been expected, ran a wide gamut, from barely a cent a year, to as high as 5 per cent. The latter is, of course, regarded as exceptional, but 3 per cent. was found in several cases. The average, however, ran about 1-5, 1-3, 1-4 and 1-2 per cent. were not uncommon. In fact in all except cities the average will be seen to be under 1 per cent. of the turnover.

Many Charge No Rent.

Rents, as might be expected, were widely apart. Indeed, it was found on some reports that it was thought sufficient for the absence of any allowance under this head, "**We own the store.**" But surely, the busines should be asked to pay interest on the money invested in the building and a net profit of 8 per cent. should not be counted on as 10 per cent., simply because no rental allowance of 2 per cent. is made. Where the owner of the store is the owner of the building it may seem to be "merely a question of bookkeeping," or "taking it out of one hand and putting it into the other," but why not have your bookkeeping correct; why not give the "other hand" the credit due to it?

Neglecting Owner's Salary.

A similar tendency to neglect an item of cost where there was no direct payment was seen in the case of salaries. One store reported salaries at $400, evidently for a clerk, as no proprietor would rate his services at so lowly a figure. Another set them down at $2,700, exclusive of proprietor, in a village of nearly 1,000 population. Another fixed salaries in 1900 at $350, and in 1913 at $400, again neglecting the proprietor's share. "Exclusive of my own, 5 per cent.," wrote the head of a store in a town of nearly 5,000 population, where the turnover was $36,000.

Just take this case as an instance and figure out the difference in percentage. The clerks' salaries were 5 per cent., or $1,800; the proprietor notes that he allowed himself $1,200 as salary, but does not count this in as a salary expense in figuring it out in the list. The total would be $3,000, or over 8 per cent. of sales.

Why not include your own salary, Mr. Business Man? The services given to your business would be worth a salary elsewhere and your business should settle up with you for the work you put into it before it begins to talk of profits. It is a legitimate charge against the business, just as rental is, whether you own your store or not.

The failure to set down a certain amount each week or month for the proprietor leads often to the vicious system of a family "living off" the business, taking anything it wants, without keeping any record. This is seen more in grocery stores than in dry goods, but what an insidious LEAK wherever it occurs! Whatever you take home; whatever any member of your family buys, have it charged up to your personal account, as if you were a total stranger.

Costs of Delivery.

The delivery expenses, as was expected, ran from a blank to over two per cent. As was stated in a previous issue it is the larger cities chiefly that have been hit hard by the Delivery Craze, where a three-cent package of pins has been sent to the customer's home, three, four, five or six miles away. The annexation of suburban districts divides with the modern "laziness," shall we say, the rapid growth of the cost of delivery. Many merchants use boys on bicycles, even in large towns; others employ a local cartage firm at so much a month, or so much per parcel; others again have their own wagon or motor delivery. Variations in the cost according to population are shown by the following extracts from reports sent in:

In a town just under 8,000, the cost is 1.10 per cent. In 1910 it was .87, and in 1905 only .75.

In a large city the following figures were given The Review:

1900	.8
1905	1.3
1910	1.1
1913	1.2

In another large town where the turnover is over $25,000, the cost of delivery is only $50 a year, or 1-5 of 1 per cent. Salaries, on the other hand, hand, amount to $2,500, or practically 10 per cent.

In a town of over 1,500 population cost of delivery in 1910 was $150; in 1913, $200; in one case ½ in the other 2-3 of 1 per cent.

The returns taken altogether showed that delivery expenses in places under 1,000, amounted to little over ½ per cent.; and scarcely any more up to 10,000 population. The figures for towns between 1,000 and 5,000 were higher in a number of cases and brought the average up to .83. This, in view of the 1,000—10,000 figures looks too expensive a proposition.

In places of over 10,000 the average ran up to 1.13.

Other Expenses.

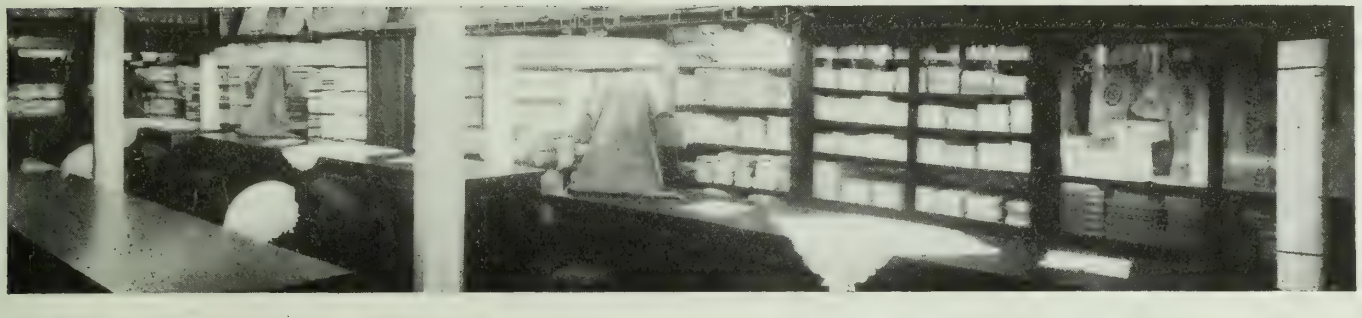
The other classified items, heat, light, current—insurance, taxes, legal—bad debts, depreciation—have been grouped in the figures for classified populations, as in a number of cases a separate figure was not given, but it was stated that this or that or the other was estimated together. However, a large number of returns were averaged up for the aggregate chart and these worked out as follows:—

Heat, light, current	.86
Insurance, taxes, legal	1.08
Bad debts, depreciation	.66

Under the insurance, taxes and legal head there was not so much discrepancy, the figures running from around .50 and .70 per cent. to 1.3, 1.4 and 1.5, with the average slightly over 1 per cent. The larger places showed somewhat higher percentages, but not uniformly so, as though assessment is high in the former, taxes come up pretty high in so many towns.

As to "bad debts and depreciation," the reports show cause for congratulation and warning. The former is induced by the general proof that merchants are keeping a tight rein on credits. "Bad debts" are not the heavy drain they were even ten years ago, when every merchant, almost, allowed a pretty large amount every year to be "wiped off the books." This conservatism towards credits is a most hopeful sign. Under bad debts one merchant wrote, "nothing."

Business Costs According to Population*

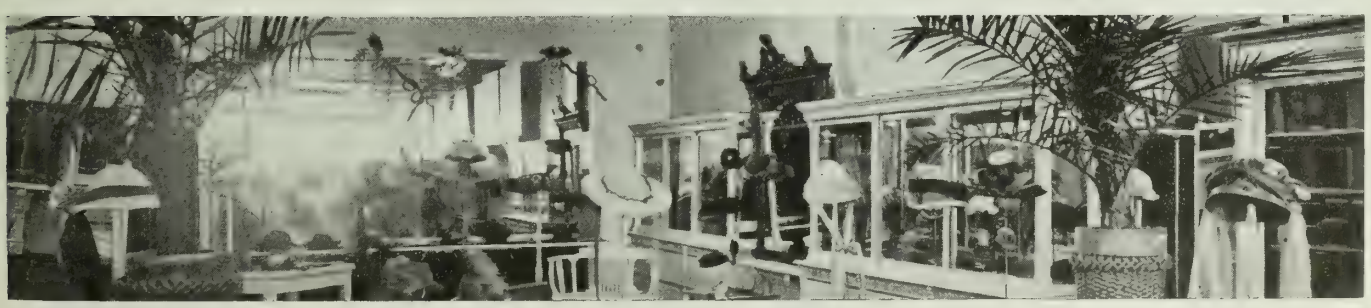


UNDER 1,000.	P. C.
Rent	*1.75*
Salaries	*8.94*
Advertising	*.86*
Delivery	*.58*
Other expenses	*4.20*
Total	*16.33*

1,000 TO 5,000.	P. C.
Rent	*1.60*
Salaries	*10.75*
Advertising	*.90*
Delivery	*.83*
Other expenses	*2.53*
Total	*16.61*

1,000 TO 10,000.	P. C.
Rent	*2.00*
Salaries	*10.03*
Advertising	*.93*
Delivery	*.59*
Other expenses	*3.58*
Total	*17.13*

OVER 10,000.	P. C.
Rent	*2.30*
Salaries	*12.50*
Advertising	*2.60*
Delivery	*1.13*
Other expenses	*4.14*
Total	*20.67*



*Based on reports to The Review from Canadian dry goods merchants.

Too Optimistic

So far as Depreciation is concerned, the position is not so promising. The views of many merchants are too optimistic. In every large manufacturing concern a liberal amount is set aside for depreciation. Fixtures in stores depreciate; stocks depreciate. There are "leaks" in every business, in some amounting to thousands of dollars a year. How are you preparing to meet this when you take stock next January? How will your stock sheet balance if you disregard depreciations that are inevitable in the best conducted business?

There are two more points remaining in this brief resume of the reports: Rising Costs and How to Meet Them, so far as retaining the margin of profit.

The rising costs have escaped notice fairly well until the past year in the general business and growth of business. Now it is being scanned with an eye to necessary pruning.

What, then, has gone up, according to these reports?

Rent Has Grown Little.

Rent, only a trifle in most cases. In some not at all. Rentals are not so changeable as most items, as leases run five, seven, or ten years as a rule. For instance, in a town of some 3,000 the rent was $425 in 1900; the same in 1905; $485 in 1910; and the same still in 1913.

In a town of nearly 8,000 the rental percentage remained the same. 1½.

The Rising Costs of Selling Goods

The total costs show alarming increases in spite of increase in turnovers, piling up, seemingly, with irresistible force. Below are given a few extracts from reports showing the tendency of costs.

One of Smaller Cities.

	1905	1910	1913
Rent, per cent..	1.50	1.50	1.50
Salaries	7.00	9.50	10.00
Advertising	1.25	1.25	1.66
Delivery	.66	.50	.66
Heat, light, etc..	.50	.66	1.00
Insurance, etc..	.75	1.00	1.50
Bad debts, etc..	.75	.58	.10
General	1.33	2.20	2.00
Total	13.75	17.20	18.50

Town of About 7,000.

	1905	1910	1913
Rent	1.66	2.00	2.33
Salaries	12.50	13.25	12.90
Advertising	.60	.95	1.35
Delivery	.75	.87	1.10
Heat, etc.	.90	1.00	1.10
Insurance, etc..	1.00	1.00	1.00
Bad debts, etc..	.50	.45	.39
General	—	—	—
Total	19 00	24.00	20.25

One of Larger Cities.

	1900	1905	1910	1913
*Rent	2.6	3.6	2.9	3.0
Salaries	5.3	5.4	5.6	6.8
Advertising ...	2.7	2.1	2.2	2.5
Delivery	.8	1.3	1.1	1.2
Heat, etc.	—	—	—	—
Insurance, etc..	1.0	.5	.3	.5
Bad debts, etc	—	—	—	—
General	5.0	4.6	4.7	6.3
Total	16.5	17.5	16.8	20.3

*Taxes, light and heat included.

In another town it remained at $2.75 for 13 years, whereas the turnover rose in this period from $12,000 to $16,000, the percentage, therefore, falling from 2.9 to 1.7, a very substantial reduction.

In a third town, while the turnover rose from $30,000 to $33,000, the rent remained at $300 1 per cent. in 1910 and only .91 in 1913.

In a fourth town the percentage, however, rose from 1.66 in 1905 to 2 in 1910 and 2.33 in 1913.

But Salaries!

Salaries do not show a similar tendency, even with increasing turnovers.

In the first case, salaries rose from $3.513.12 in 1905 to $3,801.56 on a turnover of $36,000, or about 10½ per cent.

In the town where rent remained at 1½, salaries rose from 7 in 1905 to 9½ in 1910 and 10 in 1913.

Where $275 was paid in rent steadily, salaries rose $50.

In the case where rent was $300, salaries rose from $3,200 to $3,400, but the turnover rose from $30,000 to $33,000, so that the actual salary percentage fell from 10.66 to 10.30.

In the case where the rent rose from 1.66 to 2.33 per cent., salaries rose from 12½ in 1905 to 12.90 in 1913. But in 1910 the salary costs mounted to 13.25. But, in a note, the proprietor who had a total expense of 24 per cent. in 1910 declares that in that year the turnover fell off and automatically the salary costs rose. The total cost of doing business in 1910 rose to 24 per cent., while in 1913 it fell to the more satisfactory figure of 20.25.

This scaling of costs dependent on the turnover has suggested the main reply to the question of "meeting the increased cost of doing business"—Increase Your Turnover.

Advertising as a rule has been forced to remain almost stationary, for with most it has been allowed to go up or down with the amount of business. This has, in some cases, proved to be bad judgment.

Bad debts and depreciation have usually dropped, in one case from .75 to .1 per cent. in 13 years, and in another from .50 to .39.

LOOKING FOR COMPARISON.

One of the best known merchants in Canada in inclosing a detailed record wrote: "Will be pleased to hear how this compares with other concerns. We keep stock turning about five times."

EVERY PROVINCE IN IT.

The reports so far received by The Review include every province of Canada, from the Maritime to cities in British Columbia.

DISCOUNT YOUR BILLS.

A dry goods man urges strongly the discounting of all bills possible. There is more profit in discounts than in staple merchandise. Get the best cash discount that is possible. The merchant who is prompt, and especially the one who discounts, is never undersold. He not only gets the bottom price—this bottom price plus the discount is added profit. The quick turnover is the profit-maker. Goods that don't sell will not pay dividends. Buy on short terms, and you will not overstock. "Pay as you go" can be applied to the store no less than the individual, and the merchant who will get out of the rut of asking for long dating will turn his stock more frequently.

LONDON SALE OF SHEEPSKINS.

At the London sales of Cape glovers' sheepskins 240,498 were offered and 60,414 sold. The demand was only moderate, and only the better grades sold at firm prices, commoner selections changing hands at 1s to 2s per dozen decline on last sales values. Average prices were: Town skins 18s to 45s per dozen, and country selections 4s 6d to 42s 6d per dozen. The market appears rather uncertain, but no advance in values seems to be anticipated.

Suggestions for Meeting Increased Cost

IN this issue no attempt will be made, owing to lack of space, to go into this problem of meeting the increasing costs of doing business: that must be reserved for future numbers. However, a few of the suggestions offered by those most competent to do so, the merchants of Canada, will be set forth here.

A Nova Scotian writes as follows:

Small stock; turning it over oftener; careful buying.

A merchant in a Quebec town writes:

Cut out slow selling and small profit lines. Educate customers to buy better goods. Stock new lines; they move fast and will show a profit. Be absolutely fair in all dealings with customers. Keep help well satisfied; they will return a profit, otherwise you cannot find one. We pay our clerks better wages than any other store of our class in this part of the country. We charge no lost time in breakage against them. We take them entirely into our confidence and try to make them absolutely contented. We find that this pays; they are willing to do more for us and take a keen interest in our progress. If more merchants would act along this same line, they would lose half of their business worries and troubles, as an underpaid and discontented salesman is as poor an asset as a merchant can have.

Better Display Fixtures.

A report from a fair sized western city says:—

Less stock; well assorted stock; showcases and better display fixtures. First-class clerks and a cash trade, with a selected lot of monthly accounts.

Another merchant, in a village, would employ lady clerks. He says:—

Lady clerks are much cheaper than men. Men cost about 7 per cent., while girls cost 3 to 4 per cent. of sales for salaries.

From a bright Ontario town comes the suggestion:—

Employing profitable help; watching closely the expenses; pushing the most profitable lines; cleaning up stocks each season; keeping well posted, and placing orders with manufacturers, which means buying so that you can get a profit.

Do Less In Placing.

A town about double the size of the one previously mentioned sends through one of its leading merchants the following:—

Do less in placing orders, and more assorting. You can keep down your stock and keep it fresher and can increase your turnover by holding the stock new.

From a town of about 4,000 in a good agricultural community comes a suggestion of a different nature:—

I cannot suggest anything at present; business is being done as economically as possible in general. Agriculturists are getting the big end of it. I believe this is what makes living so high.

In subsequent issues The Review will analyze further these returns, and others that will be received, and discuss questions as to increasing turnovers and others of the problems raised in this interesting series of confidential talks with the dry goods men of Canada.

Movement to Put Service Ahead of the Dollar

Service Pays in Business, Declares Official of United States Chamber of Commerce in Address in Canada—More Service, Less Salesmanship? — Service Secures Trade Transactions Without Friction—Business on Loftier Basis.

DOES Service Pay?

This was the introductory message from the great company of ad. men who visited Canada the last week in June for the annual convention of the Associated Ad. Clubs of America. It was presented to the Business Science Club in after luncheon address by Richard Waldo, chosen as publicity manager of the big convention, because of his success as chairman of the Publicity Committee of the United States Chamber of Commerce, and on the magazine with which he is connected.

The address filled with expressions of hearty good-will, typified the attitude of the majority of the visitors: in an inquiring frame of mind over the manner of service Canadian Business is rendering.

"Perhaps too much is spent in salesmanship, and too little in service in the average house," was one of his first remarks.

In his work in connection with the Chamber of Commerce he had been struck by the wonderful degree to which minds of men were turning out towards service. Service was the "common denominator" under which men would combine to put business on this continent on a higher position than ever before.

Mr. Waldo paid a compliment to Canadians in declaring that if he wanted a detail man he would reach out and try a Canadian. They had a wonderful grasp of detail.

A Significant Chance.

Mr. Waldo declared that a significant change had come across the business world with which he was familiar.

"There is a wonderful movement to put Service ahead of the Dollar.

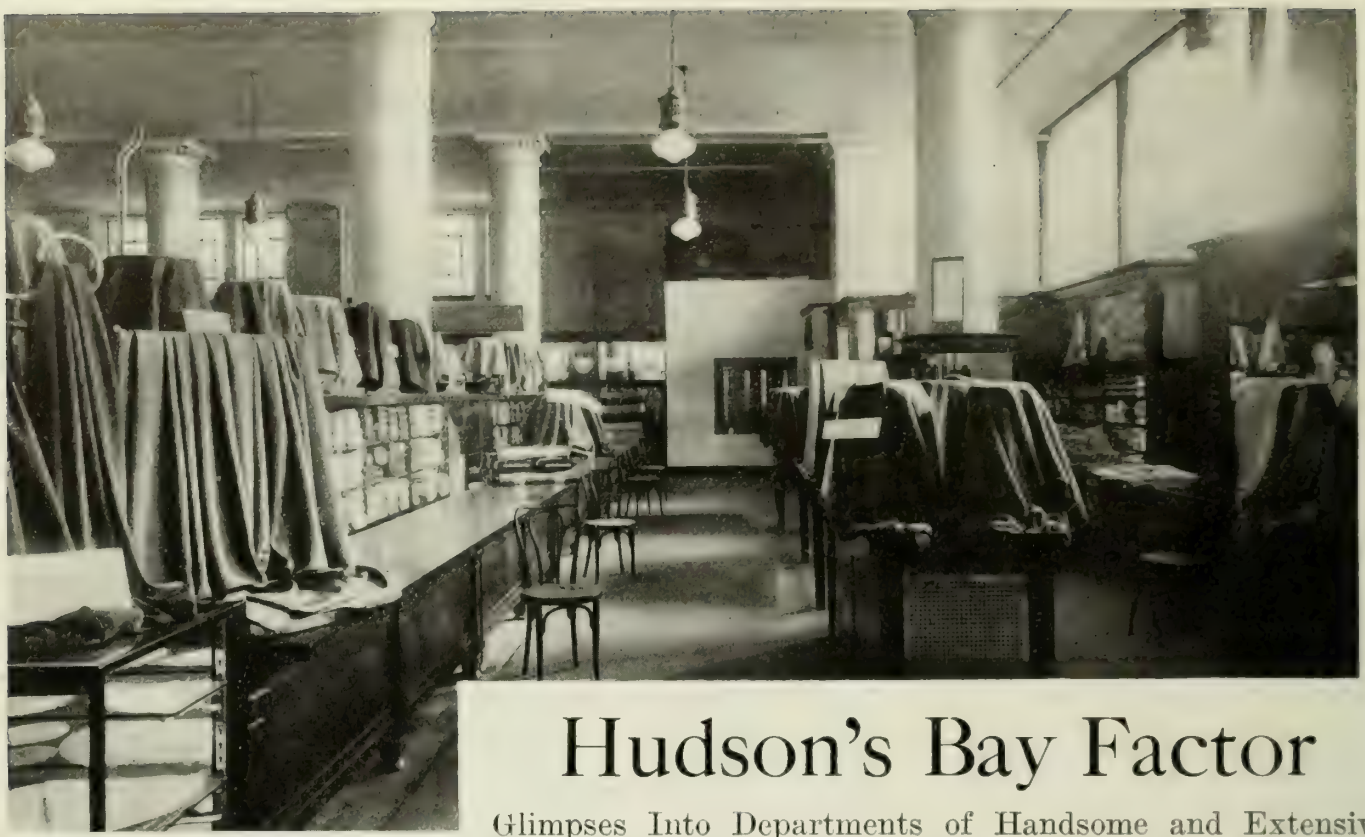
"You know us Americans as money makers, money grabbers."

But this was giving place to a new conception and the men of the United States service rather than money making, called upon the men of Canada "to be brothers together for the common service of the business men on the North American continent. Hands across!"

Mr. Waldo took the case of Wm. G. McAdoo, as an example of Service paying. This "Tar Heel" lawyer had come up to New York in its island isolation, and built a subway that opened

(Continued on page 39.)

"Every transaction should leave a good taste in the mouth of both."



Interior view of section of Dress Goods Department. Note draping of goods wherever possible—a good promoter of sales.

Hudson's Bay Factor

Glimpses Into Departments of Handsome and Extensive Store of Hudson Bay Co. in Calgary—Show Cases, Cabinets, Figures and Tables Provide Almost Unexcelled Facilities for Display.

After a Visit to the Store.

CALGARY, June 24 (Special)—Whenever the name of the Hudson's Bay Co. is mentioned one's mind naturally reverts to history, a history of discovery and conquest, a history of exploration, of trading, of outposts and of Indians; of furs and of beads; the romantic period in the upbuilding of Canada. The telling of the incidents in the career of the Hudson's Bay Co. seems to call rather for the pen of a Parkman, or the delightful fiction touch of a Parker, rather than the business-like typewriter of a humble member of the Western staff of The Dry Goods Review. One experiences a curious thrill in gazing at a magnificent block like the Hudson's Bay Co.'s twentieth century store in Calgary; a curious feeling as if the past and present had met; as if a revivifying hand had touched the dead spirit of those early days and it had been projected into the busy, modern business world of to-day: so proud a structure stands here, as in many others of the stirring cities of the West, heir to a policy of steady progress that drew its origin from the faithful, dogged, hardy perseverance of many a factor sheltered beneath a tent of skins or hut of logs in the snowy wastes of Western Canada.

There is a thrill, and yet a prideful feeling that the pioneer vigor of those early years has survived to cope with the most progressive spirit in mercantile life in Canada in these later days of a more complex, more highly finished civilization.

Some Features of This Store.

Readers of The Review are more or less familiar with the general features of this big, handsome structure. In this article the writer will deal at some detail with a few of the more excellent points in some of the departments, taking up the rest in another issue. The illustrations shown here, and more that are to follow, convey a fair idea of the beautiful interior, with its handsome pillars, its superior lighting, the almost lavish use of display facilities, the prominence given to price tickets and the showing of goods, and in general, the adoption to a remarkable degree, of ideas, many quite original, that work out successfully in merchandizing, whether the scene be the West or the East.

Perhaps it will be best to refer first to the department shown on the left at the beginning of this article, the dress goods department, a prominent

Bright Ideas

Dark room in silk section with artificial light to give "evening" effect.

Glass case, 10 feet high, for showing silk novelties.

Linen display counters fitted with blanket bins, equipped with movable tray.

Girls in fancy goods department dress show cases.

Duplicate index cards in hosiery section to indicate stock on hand.

Silk flowers, belts, hat bows, etc., manufactured right at the counter.

Stout women's section and maternity room in white wear department.

Toboggan slide in children's department.



View of Children's Section of Whitewear Department. Note display in cases and on tables and on forms. They never miss the chance.

Would Be Speechless

"Dark Room" for Fitting French Gowns—Special Maternity Room—Huge Animals in Fur Department—Weekly Attractions in Children's Department—Stockrooms with Glass Roofs—Free Classes in Needlework.

By a Staff Correspondent.

section of the ground floor. This includes linens, dress goods and general draperies. The display counters in both the dress goods and silks departments are a trifle over four feet high, of mahogany, and here and there, supplementing the ledges, are ample drapes of the goods.

The silk section has an interesting feature consisting of a dark room, enabling ladies to see evening goods under artificial light at any hour of the day. This room is eight feet square, is built of mahogany, is carpeted, and contains a curtained window. Such a room is rarely seen in the West, the custom in many stores being to take ladies who wish to see goods under artificial light, into the basement. It is far more convenient to have a room right at hand. It is furnished with a table for displaying goods, a chair for the customer, and a mirror, and is illumined by an incandescent lamp of large candlepower.

The silk department has increased so rapidly since the store was built that extra floor space has been provided. Sixteen feet of serving space was originally available. For displaying silks, large tables are provided over which the silks are spread. They are also displayed in large glass cases over the shelving, illumined from within by large electric lamps.

In front of the dark room is a large glass case, nine or ten feet high, used for displaying silk novelties, having a concealed overhead electric light, which brings out the shades of the material.

The linen department is equipped with cabinets having glass doors. These are much handier than boxes, and keep the goods clean. Above them are well-lighted show-cases well adapted for displaying fancy linens. These are draped inside a special color, suitable for showing up the white linen.

Mention should also be made of the display counters, which, to avoid waste space, are fitted with blanket bins, equipped with movable tray, and doors which can be pushed back out of the way. The trays allow a full display of blankets to be pulled out, right at the customer's feet. There are ten of these tables in the department. This is the only way of showing blankets, except in season. During the winter, the tops of the tables carry blanket displays.

Glass cases with sliding doors are used quite extensively for showing down quilts of better grade, being protected from dust.

In This Store

Face massaging, shampooing, electrolysis, chiropody, and manicuring done in five parlors.

Toilet basin with running water under glove counter for fitters to wash hands.

Classes where art needlework is taught free.

French room for gowns $75 to $300 in price.

Each gown kept in separate drawer.

Skirts and coats on same hanger.

Twenty-five figures on floor; changed every second day.

Display of animals in fur section.

Cold storage plant installed.

Fancy Goods.

The buyer in the fancy goods dept., which is on the ground floor, credits his loyal staff of girl clerks with much of the success he has achieved. He says buying constitutes only a very small portion of the success in his department. More importance he attaches to service, including courtesy, which will make or mar a business. Without any reflection on himself, he is of the opinion that a good staff will pull a bad buyer through with flying colors.

Girls' Dress Show Cases.

As much work as possible is delegated to assistant buyers, and from them to the heads of each section. It is found that the more responsibility placed on a person, the better work they will turn out. The manager drew the attention of the writer to the show-cases, all of which are dressed by the girls on their own initiative. The manager has proven that girls have taste and ability in this direction if given a chance. Nothing could be more attractive than the show-cases in this department. There are fifty girls, and four male assistant buyers.

Duplicate Hosiery Index Cards.

In the ladies' hosiery section, duplicate index cards are carried, showing what quantities are carried in forward stock, and how much in the stock-rooms. In this way the staff are always posted on what they have in reserve. Forward stock is kept in neat shallow cases, and displayed in silent salesmen, on forms, and in racks carrying price tickets.

Making Up Flowers at Counter.

Laces and kindred goods are all kept in sliding door cabinets. Neckwear is carried in drawers, and all have glass fronts. This is true in every department, except the glove section. Ribbons are carried in drawers, a feature of this section being the manufacture of silk flowers, belts, hat bows, and a variety of fancy articles right at the counter. Girls are employed at this work right along, supplying goods to order, or making goods for stock.

The pattern department occupies one of the best available positions on the ground floor, and while a large volume of business is done, it is of such a nature that the removal of this section to another part of the building is contemplated.

In connection with the toilet goods section, a department that of drugs and dispensing will be introduced during the month of August.

Room for Hairdressing.

The hairdressing department is on floor 2, but is run in connection with the fancy goods section. There they do face massaging, shampooing, electrolysis, chiropody and manicuring, with five parlors, and five manicuring tables. This is a spacious workroom with latest appliances for hair dressing. Hair goods, such as switches, combs, etc., are kept along with notions. If any matching or other work is required, customers must go upstairs to the workroom. Notions are displayed in small boxes on top of the show-cases.

The glove department is equipped with the usual padded counter, in addition to small mattress pads for individual customers. Under the counter is a **toilet-basin with running water, where fitters may wash their hands.** This department is equipped throughout with drawers of various sizes to carry various makes of gloves—kid, wool and lined.

In the art needlework department is shown an exhaustive range of Indian souvenirs, leather goods, and sweet grass novelties. Indian goods have a big sale here, being typical of Western life. They are displayed in silent salesmen, and in large glass cases behind the counter. Tables are also used extensively for display purposes, especially for bargains and novelties.

One Price Umbrellas on a Stand.

In the umbrella and sunshade section, there is a fixture display case. The remainder of stock is carried in drawers, the counters are padded, and carry stands holding about ten umbrellas each, those on each stand being of one price, and ticketed.

Classes in Needlework.

An interesting department is shortly to be introduced in connection with the art needlework section, which is in charge of Miss Rieman. Some months ago this lady visited the leading art needlework houses of Berlin, London and New York, in search of latest novelties, as well as to study the methods used in the leading stores. It is the intention of the firm now to start a series of classes in the store, where art needlework will be taught free, during the daytime. There will be no conditions, pupils being free to purchase their supplies anywhere they choose.

French Models.

On the second floor turning sharply to the right, one is confronted with a congregation of French models, the like of which, it is claimed, cannot be found elsewhere in Canada. The Hudson's Bay Co. have won fame in other cities with their ready-to-wear departments, chiefly for the high-class business done, but not in Winnipeg, nor in their other large stores, have they spent so much money on equipment. Their wax models are as perfect as are made in France to-day, their fixtures are all of mahogany, the floors carpeted richly, and there is a generous supply of mirrors.

Beautiful French Room.

The manager of this department, E. P. Lennon, takes the visitor first to the French room, of which he is justly proud. It is for the fastidious woman, and is utilized for displaying and fitting gowns varying in price from $75 to $300.

The lady in charge has had wide experience with Marshall Field of Chicago. The French room is really a small department within a department, being removed from the crowd, and is made use of by people who do not wish others to see what they are purchasing. Nor do they want goods which have been exposed to view for any length of time.

One Gown to Each Drawer.

Stock is kept in mahogany drawers, each gown having a drawer to itself, and is wrapped in tissue paper. Within the room are two wax figures, on which the gowns are displayed. They stand on oval-shaped mahogany platforms, which are carpet covered, and serve to protect the lower part of the gown.

The French room has facilities for showing colors under artificial light, as that a customer can see exactly how it appears when worn. Within this room are two large mahogany fitting rooms, furnished with tables and chairs of French design.

Stockrooms with Glass Roofs.

In the ready-to-wear department proper, the wardrobe cases line the walls, and are equipped with glass sliding doors. Behind these, running parallel with the cases, are spacious stockrooms for carrying reserve stock of sizes. Thus all stock is kept on the floor, doing away with delay caused by a saleslady having to go upstairs. The stockrooms have glass roofs, and yet are strictly dust-proof.

Hang From Two Tapes.

A uniform system of hanging is in vogue, viz., dresses are suspended from bronze hangers by two tapes, doing away with the danger of injury to fine trimming on the bodice. In the case of suits, the skirt and coat are carried on the same hanger, which is convenient, as it is possible to show both at once, without having to search for a skirt to match. Between the wardrobes distributed throughout the department are eight good-sized fitting rooms, equipped with triple folding mirrors.

Twenty-five Figures on Floor.

There are at least twenty-five figures distributed on the floor, and these are changed every second day. Some of the figures are displayed in massive glass cases in solid mahogany frames, these standing near the elevator, so that persons alighting on this floor are at once favorably impressed with the magnificence of the display. (22).

On the same floor is the fur department, which is under the same management. This is closed during the Summer, but half of it is kept open to catch the tourist trade, which is considerable, Banff being only a few miles west of Calgary. The other half of the depart-

Interior View of Calgary's $1,500,000 Store



Scene from elevator in Ready-to-Wear Department. There are over a score of figures distributed on the floor and these are changed every second day. Some are displayed in huge glass cases in solid mahogany frames. The whole department is beautifully carpeted.



Ribbon department, showing excellent manner of displaying goods. Note the special displays on top of show cases and on ledges, and prominence of price tickets.

ment is taken up with waterproof garments during the Summer months.

Display of Fur Animals.

The beauty of this section is enhanced by a display of animals, including almost every species found in the northern regions. At the entrance to this section is a huge polar bear, mounted, and standing ten feet high. There are also a black bear, jackal, Manchurian tiger, beaver, red fox, African leopard, and a wolverine.

Recently a fur cold storage plant was installed on the premises, this being the first in Calgary. An expert furrier receives all furs, subjects them to a vacuum cleaning process, and repairs minor rents before putting them in storage. He also does remodeling. The charges for storage are five per cent. of the agreed valuation up to $100, and four per cent. on every additional $100.

Seventeen for Alterations.

The two departments have already become cramped for space, although the building has not yet been open a year. Seventeen saleswomen are employed in the ready-to-wear department, not including stock girls, and this staff will shortly have to be increased. In the alteration department, there are three fitters, and the workroom finds employment for twelve to fourteen, which is increased at the height of the season.

The buyer, Edward P. Lennon, was with G. B. Ryan and Co., Guelph, as manager of the ready-to-wear and fur departments for many years prior to going to Calgary. He started his career with Wm. Pickard and Son, Seaforth, Ont., nineteen years ago.

Stout Women's Whitewear.

The whitewear department shares the second floor with the ready-to-wear and the millinery departments. There are two features here, which strike the visitor as being thoroughly up-to-date, i.e., **the stout women's section** and a maternroom. The former is adjacent to the elevator, and distinguished by an attractive sign. **It caters to sizes 42 to 48,** which are not usually carried by other stores, and for that reason the Hudson's Bay Co. goes after this business strong.

Special Maternity Room.

The maternity room is intended for the coming mother, who can come here and purchase clothes for the child, without being subjected to the gaze of other customers. **Hitherto, it has been customary for her to send a friend to make these purchases, but with this room she has no fears of visiting the store herself.**

Weekly Attractions for Children.

In the children's wear section, special attractions are put on every week. Last winter a toboggan was erected, on which large dolls on sleighs slid up and down, the sleighs being illuminated with colored lights. The sides of the toboggan were lined with trees. It was a great hit with the children. During last summer there was a may-pole, and a sand heap for the children, with shovels and pails, and artificial grass. Every third week is children's day in the department.

Expensive ladies' waists are carried in divisional boxes, tickets indicating the contents of the fixtures. If a lady asks for a brown silk waist, with long sleeves, the ticket indicates in a minute where it is.

A feature of this section are the show tables, which carry goods varying in price from 98 cents to $3.95, the cheap stuff being piled high, with large tickets. Good stuff is placed on figures; and in cases, and is not allowed to lie loose, as it is liable to be handled or stolen.

Glass Cases High Behind Counter.

Underwear is shown in glass cases above the fixtures behind the counter. These are of mahogany and are lined in gold. All stock is kept on the floor available for sale, and is displayed as much as possible.

Corsets are displayed in glass cases on figures, and there are two fitting rooms. The latter contain a figure, a mirror, and a peg for clothes. Behind the glass cases are stock cases.

Silk petticoats are displayed on revolving racks in glass cases, with one petticoat displayed on top. Houses dresses and kimonos are displayed in glass cases on racks, and are suspended on hangers. They are also displayed on models and on tables.

Floor Coverings.

Floor coverings and draperies share the whole of the sixth floor with the restaurant. Indian and Persian rugs are shown in an enclosure, open at the ceiling, with a small door, and lighted by the semi-direct method.

Environment plays a great part in the sale of rugs. If Oriental goods are displayed along with commoner lines, they will sell only half as well as when shown in a harem-like enclosure, with its Eastern setting. Artificial ferns and palms provide decorations, and from the roof hangs an old Persian lamp. There are several lounges, over which rugs hang loosely to the ground. Gorgeous rugs compose the walls, and all that is lacking is a woman or two, and a supply of hookahs.

Color Scheme for Each Room.

Outside this room, domestic rugs are displayed on the floor. Formerly they were shown vertically, but this method was abandoned. Occasionally, carpets are hung around the massive white pillars, which has a softening effect. At the entrance to the department, one or two rugs are displayed on racks with price tickets.. The buyer usually takes a complete color scheme for one room, suitable draperies, chintzes and wallpaper being shown in conjunction with the rugs. Special stands are used for displaying wallpaper.

Linoleum is shown in bulk, inclined, and not from samples. The insurance companies demand that linoleums be guarded.

2,000 Yards a Day.

On the fifth floor there is a carpet work room, containing several machines for overcasting edges prior to being sewn. The latter operation is performed on a machine capable of doing 2,000 yards a day. Considerable handwork is also done in this room.

Curtains and draperies.

At the rear of the curtain and draperies department there is a room cut off from the remainder of the department, used chiefly when large orders are being placed, wherein a lady may recline in an easy chair, and have materials displayed before her. Glass fixtures contain trimmings, frills and edging, protecting them from dust. The backs of fixtures in the next department allow tapestry panels, lace and metal motifs to be displayed. Samples are carried in cabinets, bearing the manufacturer's initials, so that a line of velour say, which is not in stock, can easily be ordered, rather than lose a sale.

Samples of Goods in Stock

Samples of goods in stock are carried in cases resembling roll-top desks. One upper section is divided into eight compartments, the lower half having shelves behind sliding doors. Samples are taken from these, and displayed before the customer on mahogany stands, with suitable slope.

In the rest of the department, curtains, drapery and portieres are displayed, on heavy bronze poles, about five feet from the floor, wicker chairs being provided for customers.

At the entrance is what the buyer terms a cretonne bower, being an area of 20 square feet, devoted to the display of flowered cretonnes, which hang carelessly over tables and chairs.

Devices in other departments will be described in the next article.

(Continued on Page 38.)

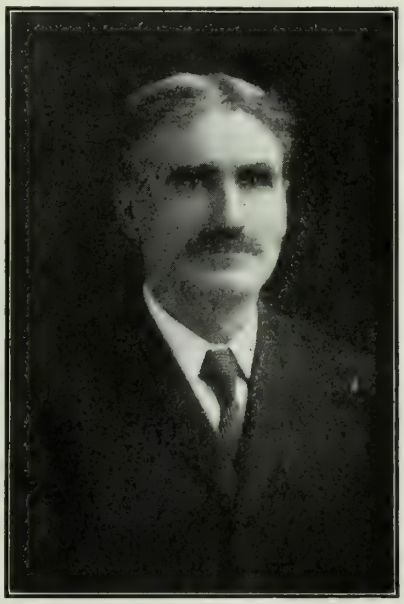
Turnover From $20,000 to $72,000 in 21 Years

Splendid Expansion Made by the Business of Alex. Earle, of Creemore, Ont.—He Has Now Retired from Active Mercantile Life to Enjoy Fruits of Labors — Business-Building Methods.

THIS is the story of Alex. Earle, general dealer, who came from a farm on Scugog Island, and sought a district a little south of Collingwood, Ont., where the population was sparse. Having found it, he set to work, and against formidable odds, founded a successful business with a turnover of $72,000 a year, from which he has recently retired. To a representative of Canadian Grocer he has told how he built the business, what difficulties he met, and what his business principles were.

To begin with, Alex. Earle was born on Scugog Island, near Port Perry, was raised on a farm, and stayed on a farm until he was a man. Then he served his time in a country general store, at Fleetwood, Ont., after which he returned to the farm and remained there until he was married at the age of 27 years. Having taken unto himself a wife, he built up a small general business on the Island. The store was beside an Indian village, and as he stood in well with the agent, he was able to get his pay from his customers when the agent came around with the annuity.

Twenty-three years ago, he went to Maple Valley, south of Collingwood, where he remained in business for a year and a half. During a visit to Creemore, nine miles further south, a town with a few hundred souls, it occurred to him that there was an opening for another store, although there were already five of the kind there. He moved down, and started in a small way the large business which he recently disposed of, having been in Creemore twenty-one years.



ALEX. EARLE, Creemore, Ont., Who recently retired from mercantile field after a successful career.

Took Personal Interest in Farmers.

The secret of Mr. Earle's success has been in handling all kinds of produce, and reciprocating with the farmers. By attending carefully to the farmers, he got in well with their children, who, when they grew up, continued to trade with him. For this purpose he occasionally drove out into the country, and took tea with his customers, who were always glad to see him. They were flattered, and he found this a paying custom.

When Mr. Earle arrived, the farmers were bringing in their produce, and trading it around where they could, geting cash where possible, which was very little. Most of the dealers preferred to trade rather than give cash. There are people in that district who still trade with the farmers in this manner; but the time for that has passed. Since then, a market has been begun.

After being in Creemore for six years, Mr. Earle found his trade growing to such an extent, it was necessary to look for larger premises. He secured two adjacent stores, and converted them into one, with an office in the centre, using one side for groceries, and the other for dry goods. He installed cash carriers, and inaugurated millinery rooms.

Rest Room for Customers.

In his conversation with The Canadian Grocer representative, Mr. Earle made some comments on the importance of studying the customer's comfort. He fitted up a waiting room in the carpet department upstairs, installing all the conveniences that a farmer's wife could desire after a long drive. Here they could take their babies, and he soon found that people made this a waiting room, where they could rest until the team was ready to take them back home. It was one of the best paying investments in the store.

In conversation with Mr. Earle, the question was raised: "Does

Con. on p. 31.



Interior view of general store until recently conducted by Alex. Earle, of Creemore, Ont., showing dry goods and grocery sections.

RULES

Firm's Instructions to Employees

Regulations That Are Compiled for Guidance of Clerks—What is Forbidden in Store—Treatment of Customers—Discounts to Employees—Wearing Street Costumes When Purchasing.

First article of a series.

RULES

STORES where there are sets of rules for employees, and stores where there are none, are both described in this and the following article. Some stores content themselves with posting a few typewritten rules governing special cases: others deem it advisable to seek to establish a sort of "community of interest," by handing each clerk on engagement a printed booklet. These are lengthy in some cases, that of Smallman & Ingram, of London, Ont. some account of whose admirable methods appeared in an October issue of the Review reaching 28 pages.

A resume of some of the rules laid down by a few Canadian stores will be of interest. On the first page of the London firm's book appears the following in red ink:

"In a large business, system is absolutely necessary, and system requires rules."

The booklet goes on to suggest that any clerk who finds anything with which he cannot comply cheerfully should resign the situation at once.

Co-operation.

There is a good healthy note on co-operation.

"Co-operation is desired between all departments. This does not mean mere toleration to prevent friction, but a sincere, heartfelt interest in the welfare of the business as a whole, expressed in thoughtful suggestions, courteous fellowship, concerted action and an eagerness to give all departments the benefit of the best methods attained by any of them. Only by serving the best interests in the whole house can any department serve its own best interests, and this is equally true of individuals."

This is followed by "General Rules." Under "Hours for Opening," these are described as the time "When salespeople shall be in their places, when all covers shall be removed, and put in their proper places."

When a Customer Approaches.

Come forward promptly and address her pleasantly.

If spoken to by a customer while you are engaged with another customer do not disregard her question, or say "I'm busy," but call another clerk, if one is available; otherwise, let the customer know that you will attend to her wants the moment you are free to do so.

Salespeople are expected to be wide awake, diligent, and ambitious to make sales, but are not allowed to misrepresent goods in the slightest particular.

Make no promise that you are not sure can be carried out, and having made a promise, do the whole of or even more than your share towards its fulfillment.

Never push a sale to such a degree that you make a customer feel that she is obliged to buy. We want our customers to feel that they are welcome to examine any goods without being under any obligation to buy.

Salespeople must not reserve for friends or customers special goods advertised or shown in windows.

Different Colored Labels.

When goods are to be sent, the clerk is instructed to read back the address to customer to see that it is correct. In this store three different forms of labels are used, Blue for regular delivery; Red for C.O.D., and Green for special delivery. The green label is used when a parcel is promised for delivery without fail, or if a parcel is to be held for a later delivery."

A vacation of one week is allowed each summer to those in the firm's employ for twelve consecutive months previous to June 1.

"Taking back merchandise must be done promptly and pleasantly, cash being refunded if desired."

Fifty Cents for Suggestions

"There are probably a number of matters connected with this house which are being fairly well done, but which could be done better. As it is desired that every detail of this business be done in the most approved method, we invite criticisms and suggestions from all employees on any point in system, method, etc., which in their judgment can be bettered.

"The firm will, until further notice, give to any employee fifty cents or one dollar, according to its importance, for each suggestion, made in writing, to the manager, for an improvement in the method of performing any piece of business, when, in the manager's judgment the suggestion is practicable and is adopted.

"This is done to assist in causing our people to be more essential, studious and interested in the general improvement of the store."

Corresponding With Customers.

The rule with regard to clerks corresponding with customers on business requires them to use the correspondence blanks giving thereon all the information necessary; these blanks are then forwarded to the main office where the letters are carefully written and a copy kept.

"Ticket selling and collecting for any reason whatever, excepting only for the Smallman & Ingram, Limited, Benefit Association, without permission of the manager, is forbidden.

Use Mr. or Miss.

"In addressing one another while on duty, as far as possible, use the prefix Mr., Mrs., or Miss."

The following is the rule in regard to employees purchasing goods in the store:

Purchasing by Employees.

"Employees purchasing goods in the store must do so before 10 a.m. and pay the regular retail price, subject to a discount of 10 per cent. (On black dress goods for store wear 20 per cent. discount is allowed.)

"No discount will be allowed on goods that have been reduced or marked "Net" or special sale goods.

"All goods, not kept regularly in stock, that are ordered specially for employees, will be marked at an advance of 25 per cent. and subject to the regular discount of 10 per cent.

"Employees can only obtain a discount on goods purchased for their own personal use, except in the case of heads of families, and then only for persons of their immediate family dependent on them.

"Anyone violating this rule may be immediately discharged."

Employees are not allowed to leave during hours without a ticket from one of the directors.

Slip With Total Sales.

"Each employee must make out a slip containing the amounts of their checks for the day and total the same to be put in a box at main office on way out each evening."

Department heads are required to make out a list of goods wanted from reserve stock by 9 a.m. each morning. Goods must be forwarded by 9.45.

(Continued on page 31.)

Here's a Store Where There are No Rules

Goodwin's Limited, Montreal, Have No Rules for Employees—Believe in Developing Individual Responsibility—Customers Are the Bosses.

An interview with W. H. Goodwin, of Goodwin's Limited.

MONTREAL, June 30—(Special)—Books of rules for employees are quite common with a great many of the larger stores all over the country. Some have quite a volume, with rules bearing on many points that have relation to the policy of the firm and its attitude toward customers. Others content themselves with a set of "instructions to clerks" of perhaps a dozen or more subjects, while others again issue bulletins periodically on certain matters, of which it is deemed advisable to have the clerks informed.

For instance, it may be that clerks are required to be at work at a certain time in advance of the regular opening of the store. Possibly it is desired to inform clerks that they should not use the telephones during business hours, or that the elevators are for the convenience of patrons rather than for employees. There are lots of points covered in these books of rules, and there are lots of the rules that are not rigidly adhered to, as the framers of them know.

It was with the knowledge that such sets of rules differed in many cases, and with the idea of finding some points that might be helpful to other merchants that a representative of DRY GOODS REVIEW interviewed W. H. Goodwin, of Goodwin's Limited, Montreal.

"Our book of rules!" exclaimed Mr. Goodwin, in response to a query. "We haven't such a thing. We try to have every employee feel that they are part of an institution that is placed here to serve the people. We want everyone in this store to feel that they are individually responsible for the success of the enterprise.

Holds Rules as a Restraint.

"We stand for a principle; that the making of sales depends on having the right class of goods and an intelligent and competent service. Our clerks are given to understand that we expect them to do their best. We would not attempt to lay down any hard and fast rules for them to go by. We want them to develop their individual talents and to lay down a set of rules for them to go by would defeat the purpose aimed at. They would be thinking all the time, 'Am I working according to rule, or is this or that done as the rules say?', rather than considering, 'Am I giving this customer the best possible service?' Rules, to my mind, are a restraint, and they do not tend to bring out the hearty co-operation that the lack of them inspires.

How to Cure Lateness.

"We say to our young ladies, for instance, 'Our customers expect us to be here ready to serve them when the doors open in the morning.' It is evident then that if they come in a half hour or an hour late, they have not caught the proper spirit. If they are late they report to the superintendent of employees, and if they have a valid excuse for their tardiness, as they sometimes have, it is recognized. If it happens that a clerk is late several times, the superintendent will point out to them that we do not attempt to say what time they should get up in the morning or what time they should leave their homes. That is not our affair, but it is expected they will be sufficiently interested in their work to be here when the public expects them. We have some employees who are so interested and enthusiastic about their work **that we have to practically drive them out at night.**

A Special Line For Each.

"What we would like to see is the work so sub-divided that every clerk would feel that they were especially responsible for some particular task or that they have special knowledge of one particular line of work. **The buyer of the department should have his clerks so that he could go to them and ask their advice on what to buy and be prepared to purchase what they recommend.** They are the ones who meet the people who buy the goods, and they should be in a better position to say what should or should not be purchased than anyone else. The work should be so sub-divided that a girl, for instance, can say 'I know all about collars, that is my specialty.' Then she is valuable to that buyer.

"**We want our clerks to study out and understand the relation of one department to another and to catch the spirit that we are here to sell the people what they want.** Only as we can interpret the demands of the people and sell them the goods they want to buy are we serving our purpose.

No 'Boss' in This Store.

"There is no 'boss' in this store. The people are the bosses, but even they have their limitations, for they must pay the price for what they want.

"No, we don't have any rules and we don't want any. We all have our duties to perform and it is for us, individually, to recognize our responsibility and to give the best that is in us to the carrying out of our work."

It was remarked by the REVIEW representative in the course of the interview, that the general offices had been removed from the top floor of the building to a space on the second floor. The offices are now situated along the front of the building, adjoining the dress goods, shoe and blouse departments. They are separated from these departments merely by a low rail, and all officials of the store may be easily approached and seen.

As for the reason for making this change, Mr. Goodwin said it was simply a recognition of the principle that there could not be too much "light." "People want to know all about everything and we want them to feel that we have nothing to conceal. We have no private offices in this building, except our board room. **I have my desk here where anybody can see me without passing several boys with brass buttons, and it is the same with other officers of the company. We want the people and our employees to feel that we are all working together for the same end.** We are here for the purpose of selling the people the goods they want. We endeavor to consider the welfare of the employees as well as the customers, and for that reason have our own hospital, with doctor and nurse who look after those needing their care."

Exclusive Town Store With Some Big Ideas

How Collingwood Firm Cater to Women Only—A Broad Policy for Mail Order Business—Modern Advertising and Store Methods —Interior Arranged to Display as Many Lines as Possible.

By a Staff Correspondent.

COLLINGWOOD, June 30.—Unique is an adjective which might well be applied to the establishment of Qua & Patterson, of this town, a big retail establishment catering exclusively to the needs of women. It is not a small store as might be looked for, perhaps in a northern lake town, but a business dealing in high class and exclusive lines which occupies a three-storey building with a depth of nearly one hundred and fifty feet and supplies the needs of well dressed women and children in Collingwood and the surrounding country.

No Room for Males.

This is a store in which the male of the species has no place—the only thing sold that a man might make use of is a handkerchief, because a woman will buy it for her life partner; or a pair of stockings for the small boy, for there is practically no sex to stockings until a certain age is reached.

Naturally a unique store demands unique methods and it has been by applying up-to-date and progressive ideas that this firm has been able to make a success of a venture which in the first place would appear to be beyond the demands of the trade of the district.

Goods Where They Can be Seen.

To enter the store is to at once get the impression of something different; it is like going into a bazaar. Acting on the idea that with the woman shopper the principal thing in salesmanship is to let the goods be seen, cases and cabinets are lacking, and gloves, hosiery, whitewear, smallwares and all sorts of knick-knacks are distributed about in what appears to be an array of confusion but behind it all there is the main idea of putting the goods where they can be seen. The same principle applies to the ready-to-wear garments, costumes, coats, etc. — They are not confined in cabinets but hung on simple bars of gaspipe, where they can readily be seen and inspected.



Style Education.

In a store of this kind, where only high class goods are handled and where the patrons are often not closely in touch with the style markets, an important factor is style education and this matter has the full attention of the firm. To over two thousand women fashion sheets are sent out four or five times a year; these women are not only in Collingwood, but in other towns throughout a large territory, for it is necessary to extend trade widely if an exclusive business of this kind is to be made a success. Then in connection with the newspaper advertising up-to-the-minute style cuts are used with fashion talks and these also are employed in circulars sent out from time to time.

In one corner of the store is a pattern department where patrons of the store are welcome to study styles at their leisure, to look over designs and patterns and discuss these matters as long as they desire.

Mail Order Business.

In order that such a store may reach the required field of customers, it is either necessary to draw patrons to town from other points or to sell goods by mail, and the recent changes in the post office regulations have a direct bearing upon this department of the business.

Qua & Patterson at once took advantage of the new regulations. A catalogue has been issued illustrating a full line of ladies' ready-to-wear garments, and with this goes an announcement of the advantages of the parcel post service, indicating the broad policy of the store in connection with business done through the medium of His Majesty's mails.

Catching Tourist Trade.

Collingwood is an important transfer point for the summer tourists and the firm with their exclusive ladies' apparel make a special effort to attract the attention of these transients, who usually spend several hours in the town. The reproduction shows the tasty design of a folder distributed to the tourists on landing.

A BROAD PARCEL POST POLICY.

FROM the special mail order announcement accompanying the women's apparel catalogue of Qua & Patterson, Collingwood, for carrying a line of exclusive women's wear in this town necessitates bringing in outside orders.

Our Guarantee.

We accept your order upon the distinct understanding that if the goods we send you are not in every way satisfactory, they may be promptly returned and we will: 1st—Alter them free of charge; 2nd—Send you a new garment; 3rd — Refund your money in full.

Qua & Patterson will prepay postage on all purchases made here and in addition, if the merchandise purchased should be unsatisfactory, the purchaser may return it and they will refund the postage.

We have organized a special bureau to care for orders received from our out-of-town patrons. Your order, when received, will be filled by expert shoppers. The goods you desire will be carefully selected, packed and shipped to you at once via parcel post, reaching you within a day or two after your order was sent. And on every order you will get the benefit of our lowest price — a price which is usually much lower than you could duplicate elsewhere.

Send cash for the article you like best—giving also a second choice—and we will forward the article subject to your approval, promptly refunding your money if it is not satisfactory.

FIRM'S INSTRUCTIONS TO EMPLOYEES

(Continued from page 28.)

"Afternoons must be devoted entirely to selling."

Do Not Be Guilty of These.

The following departures from good commercial conduct will not be tolerated in this establishment, and will subject anyone guilty of them to discharge:

(a) Assembling in groups for conversation.

(b) Reading newspapers or books or writing letters.

(c) Eating or chewing while at counters or departments.

(d) Loafing in basement or away from departments, continually.

(e) Mutilating fixtures, standing on bare counters, etc.

(f) Loud noise, talk or quarreling.

(g) The suppression of any fact that should be made known to the firm.

(h) Walking through the store arm-in-arm.

(i) Spitting on floors.

(j) Sitting outside the counters.

(k) Doing sewing or fancy work that is not for stock.

Wear Hats at Sales.

"All employees of the house attending special early morning sales, are requested to appear in street costume until after 9 o'clock.

When employees attend these sales without hat or coat, customers are given the impression that employees are getting the advantage, and that they themselves are getting second choice."

Our Business Creed.

Messrs. Geddes Bros., of Sarnia and Strathroy, have the following at the first of their book:

"To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of work; to anticipate requirements; to master circumstances; to develop resources; to recognize no impediment; to act from reason rather than rule; to be satisfied with nothing short of perfection."

Employees must do their shopping before 11 a.m., and from another salesperson.

"Employees' special discounts are allowable only upon merchandize purchased for their own personal use, or for any one whose support they are entirely responsible for. Sale slips showing discount— must be initialed by a member of the firm or a floorman. No discounts allowed on reduced goods or 'specials.'"

One Price to All.

"All goods are marked in plain figures and sold on their merits at absolutely one price to everybody. There must be no misrepresentation. We give no discounts, pay no commissions, grant no concession **that may not be shared by all.**"

"**Prohibited:** The use of gum, tobacco, fruit, candy, etc., while on duty."

"Salespeople will please address each other by their surnames during business hours."

Treatment of Customers.

"Every employee is reminded that every person entering the store is in a sense our invited guest, and should be made welcome. They should be made to feel that an active, courteous and helpful interest—on our part is their right and our pleasure.

"Anything in the nature of haughtiness, insolence, indifference, sarcasm, cold reserve, a condescending air, or the like is absolutely fatal to good business principles and will not be tolerated."

The rule book closes thus:

"The management will gladly receive and carefully consider suggestions from any employee relative to the business."

Accounts of the rules of other merchants will appear in future issues.

TURNOVER FROM $20,000 TO $72,000 IN 21 YEARS

(Continued from page 27.)

a country market pay the general merchant?" He thought that if other towns in the neighborhood had one, it was best to have one too, or the farmers would go elsewhere. He believed, however, that it would be better if there were no weekly markets, then the whole of the trade with the farmers would go to the stores. He remarked that a merchant who liked the market was a man who did not handle the farmers' produce. It was the impression of some, he said, that some day the weekly market would disappear altogether.

Speaking on the cash and credit systems and their relative value, Mr. Earle stated that he always did a limited amount of credit business. He has never allowed long credit, and gave no cash discount. He treated all his customers the same. He thought the idea of discount signified approval of credit.

Diplomacy Among the Clerks.

Regarding his clerks, he never allows them to mention the departmental stores to customers. If a customer remarked what prices were in departmental stores, the clerks were trained to turn the subject, for he knew a controversy like that never settled an argument. He always kept good clerks. One of them remained thirteen years, and another nine years. Mr. Earle's advice to other merchants is to keep a good clerk when they have one, even at a higher salary.

He always made it a custom to discuss matters with the clerks, and to get them interested in the business. If a change was contemplated, he would ask his clerks what they thought about it. He never gave them bonuses. He did not believe the principle good. He employed six men and three girls steadily, and on giving up business, entertained them at a banquet. Every one spoke in the highest terms of the way in which he had dealt with them.

A Contest That Advertised Him.

Mr. Earle believed in advertising both in the local newspaper and by circular. He once adopted a very novel method of making the name of his business familiar in the district. He bought a dozen dolls at about a dollar apiece, and offered them to the twelve girls who made the largest number of commonsense words containing the letters in the word "Earle." Thus the girls of the district were employed for weeks uttering the name of this store.

For fifteen years Mr. Earle conducted a poultry business which at one time was of extensive proportions. He was the first in this district to buy live poultry from the farmers, which he killed, chilled and packed himself. At first he had an English market, but later there grew up a large local demand. He worked up a connection between Gravenhurst and Cobalt, extending west to Fort William. The poultry was supplied direct from Creemore, or from cold storage in Toronto, where he had dispatched it earlier in the season. This business, however, dropped off five years ago owing to the establishment in Creemore of a cash market. Toronto buyers now come in and secure the poultry direct from the farmers. Probably this has something to do with Mr. Earle's pronounced views on the subject of country markets.

A Substantial Expansion.

During the twenty-one years he was in business in Creemore, Mr. Earle increased his turnover from $20,000 to $72,000, there being an increase every year. This is astounding when it is remembered that Creemore, even now, is a place with little over 600 population. It is interesting to note, also, that during the first six years, when he was in a smaller store, his turnover only increased from $20,000 to $30,000, whereas when he moved to larger premises, his turnover quickly jumped to $50,000.

Although Mr. Earle has sold his business in Creemore, he will be by no means idle. He has a number of outside interests to keep him employed.

Ready Response in Summer to Real Sales

Do Not Beat the "Below Cost" Drum Too Hard or Public Will be Incredulous—Candid Reasons for Lower Prices Will be Appreciated—Special Job Lots to Supplement Remnants and Other Clearances—A Coupon Scheme.

THE Summer sale is just as important as the Spring or Fall opening in the store run along modern lines. The use of the Summer sale is to clear up stock and to reduce it to the smallest possible point before the taking of the semi-annual inventory, where such is taken, or in other cases to clear the decks for Fall. If the financing of the store is on a proper basis the Summer sale ought to provide a fund of ready cash with which to finance the Fall campaign.

The Summer sale affords the opportunity to clear the store of all Summer goods and of broken lines in all the departments. Buyers at this time find it easy to pick up lines at much reduced prices from manufacturers and the jobbing houses, and these lines can be placed on sale at most attractive prices and as well they can be made to show a fair share of profit. As to profit on the regular lines, it should have been taken long ago, and the money that comes in from the left-overs now selling, should be all to the good. Of course this rule cannot be quite strictly followed, but the more strictly it is lived up to, the more money the merchant will make, for to live up to it he has to keep the stock moving.

The "Below Cost" Drum.

It is not a wise thing to be pounding the bargain drum all the time, and the merchant who steadily advertises that he is selling goods below cost is not the one to inspire confidence in either the quality of what he sells, nor in his truthfulness. I know that many large stores make a practice of doing this, and that they get away with it, but it is not in accord with the ethics of best business, and it is not solid business building.

Many a merchant seems to think that no attention will be paid to a sale unless it is the "Biggest Ever," or unless he advertises that everything in the store is to go at prices that are away below cost. If he goes the right way about holding a sale, and gives genuine price reductions and states his reasons for holding his sale truthfully and in plain sensible terms, it will be much better for his business.

Ready Response to Real Sale.

All his customers know that much of his stock needs to be sold before the season is over because it will have little or no value if kept over, and in July there is still plenty of time to wear Summer goods out before the end of the Summer arrives. Therefore, there are many women who delay their purchases until the period of the Summer sale arrives. Also there are many women who can easily be induced to purchase goods when they see that they are getting extra value for their money. Therefore there is always a ready response when a real sale is put on.

I thoroughly believe that the merchant who advertises truthfully and temperately, and takes the public into his confidence, and tells plainly just why he is reducing prices, and who states fairly just what he has to offer is the one who will in the end do the most business.

Instead of advertising unheard of and impossible price reductions, try to think of other ways of attracting attention. What these methods will be and what form they will take all depends on the store and the community it serves. In many centers, just the advertising that Summer sales are on, the daily advertising backed by the publicity of the store windows, and also the extra, and not advertised bargains placed on the counters and tables, are sufficient to draw the crowd.

Special Offers to Farmers.

In the smaller centers, which serve a scattered community, many of which are farmers busy with Summer work, other methods will have to be resorted to. Special attractions will have to be planned for the days when the farmers come to town. Special bargains should be given for that day, and the store should be made specially attractive. The old plan of a guessing contest, such as the guessing of how many coins there are in a pile, or how many beans in a bottle, draws still in many places, particularly if the list of guesses can be posted up in some way. But the most of merchants are coming to discard these methods.

One merchant last year pulled off a very successful coupon sale. As a preliminary a circular was prepared telling about the handsome rewards and prizes that would be given to the holders of books of coupons. This was followed by sending out postal cards to be returned to the store, with requests for coupons, which would be sent when the person who received the card sent in the names of ten other persons. These post cards were enclosed in an envelope with circular matter.

A Coupon System.

The coupons were in book form, and when the person who held one came to the store, and made a purchase, he handed the book or coupon to the salesperson, and the amount purchased was registered to his credit and the amount was also marked on the stub which the purchaser kept so that there could be no dispute.

When all the coupons in one book had been used up, another book numbered the same was given. When merchandise sold had amounted to $100, then a handsome premium was given. It should be stated that only one member of the family was given a coupon book and that coupons might be given by the owner of the book to any person trading at the store, and that they were easily recognizable as the number was printed on each coupon. Such premiums as watches, cameras, chairs, dinner and tea sets were provided or their value might be selected from goods in stock.

Of course these coupons were only allowed to count when cash was paid for what was bought. This sale was very successful, and was continued during July and August.

In making up the first circular the rewards were set out plainly, and cuts of the same were given. When $100 worth of merchandise had been sold on a coupon book, a reward worth $10 was given. These rewards were bought through the wholesale and really cost from $6 to $7. This was taken as a basis, and if coupons were held until higher figures than 100 had been reached a premium in that proportion was given.

When a request for a coupon book was received, a book of coupons with the number printed on the back and with the name and address of the recipient was sent. This name, address and number was registered in the office and special care was taken that there should be no duplication. Each book contained 25 coupons.

TEAM PLAY.

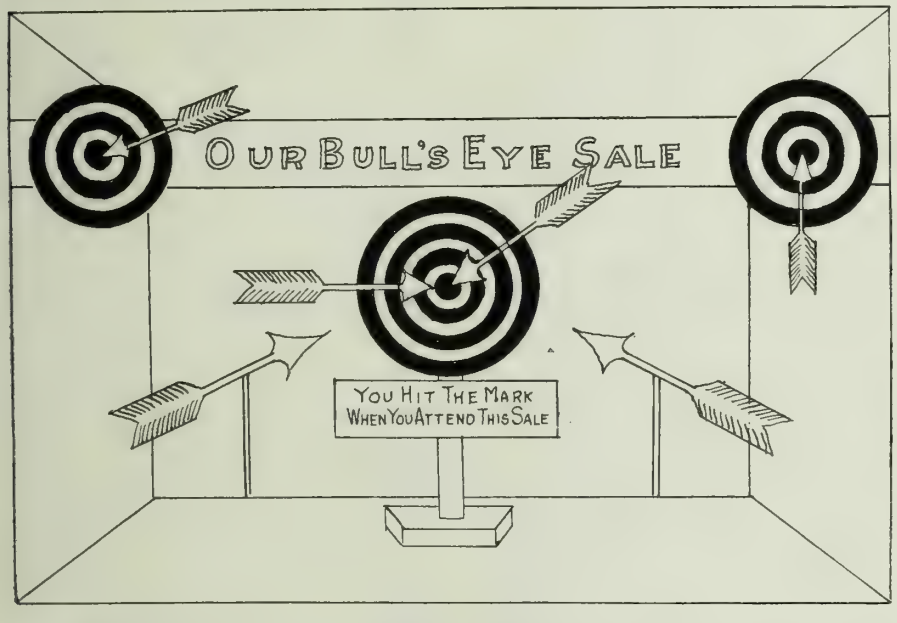
The man who will not work to build up team play in your store organization is a man who can well be spared to make room for some fellow who is thinking less of himself and more of the success of the business.

Directions for Conducting Bull's Eye Sale

Designed for The Review by A. A. Daoust

ALTHOUGH this idea may seem elaborate to the merchant, it is not nearly as much so as it looks, and if the merchant has a window trimmer who can make his own cards, the cost, he will find, will be practically nothing as the only expense attached to it is the cardboard, and the time.

If on the other hand, the window trimmer cannot make his own cards, he can easily submit the idea to a local card writer, and get an estimate on the whole, and it does not require particular and fancy lettering for sale cards, the trimmer should be able to secure a price for the job which should be entirely satisfactory, and a trim of this kind should attract great attention, and should make the sale a big success, as striking sale ads. usually bring very good results.

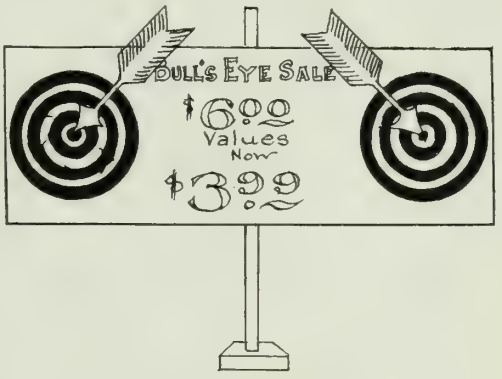


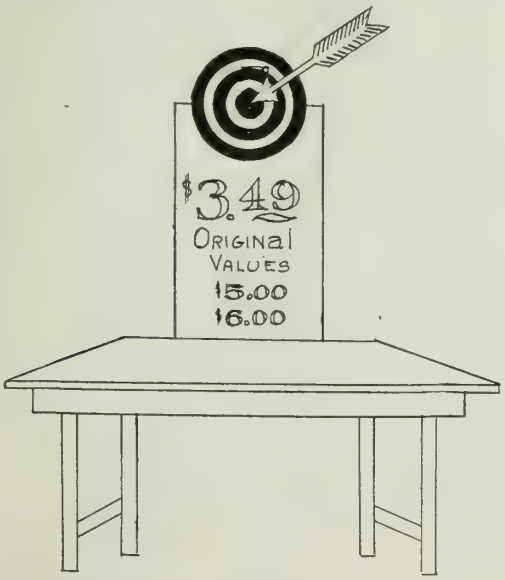
This sale window idea needs very little explanation, as it speaks for itself.

Make an upright to hold the large Bull's Eye in the center, out of soft wood, with a heavy wooden base to suit the size and height of the upright. This should be painted white.

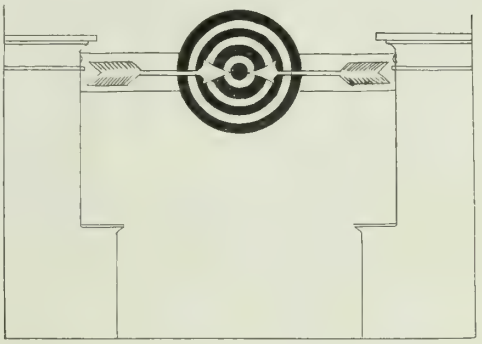
The Bull's Eye Sale sign at the top is to be placed against the glass high enough so that it will not obstruct the full view of the Bull's Eye in the center. This sign should be made of cardboard. It is too long to be made in one piece, but will probably take two or three large sheets, according, of course, to the size of the window, and should be held together by small strips of wood at the back. This sign should be lettered in bright red. The bull's eyes should also be in bright red and white, with red letters also. The bull's eyes should be made of cardboard in white, and the tail part painted in red. These should also have a small strip of wood at the back to brace them. The floor of the window should be covered smoothly with felt.

This shows how a simple card-holder for this sale can be made of soft wood, and painted white. The card shown here is very suitable and corresponds with the rest of the sale cards, and should be in red and white, as the rest.





If tables are used,—and one at least should be arranged to attract attention,—this gives an idea of how the card on same should be placed. This card should be of white cardboard as the others are.



This shows a sign similar to the one to be used against the glass of the window, and should also be made of white cardboard and painted in red, and this should extend from one side of the store to the other, from shelving to shelving, and should be made double so that it will look exactly the same from the back of the store as it does from the front, i.e., if it is placed so that the customers get past the sign, which will happen if the sign is placed in the center of the store. To get the same effect it will be absolutely necessary to make double signs made and have these nailed back to back on small strips of wood to hold them together so that they can be stretched from shelf to shelf.

What are the Best Locations for Your Goods?

Reasons for Radical Changes That Hamilton Store Contemplates in Arrangement of Ground Floor—Notions to the Rear—Umbrellas Beside Front Door—Hosiery Next to Shoes—What Do You Think of Them?

First of series of special articles.

THE planning of the location of the various departments of a store is one of the most interesting as it is also one of the most important to which the proprietor, or the merchandise manager, as he is called in the large stores, can turn his attention. More and more men who study this subject are coming to see that the relative position of a certain department decides to a considerable extent on the returns from that department. Readers of The Review will remember a little incident in connection with a recent article on the store of Steacy & Steacy, Kingston, in which the location of the pattern department beside the buttons doubled the sales in a few weeks.

Merchants who have experimented along this line will have met similar proofs of the wisdom of studying this subject carefully not in theory, but by watching the people who enter the store. It is a study to a certain extent, along a branch of what is known as "crowd psychology."

There are departments that need the best location in the store; the position where the most people entering will see them, at the point where they first look for a display of merchandise. There are departments that require this white light of publicity as do plants the light of the sun, or they will wither for lack of nourishment and drag on, unproductive. There are others that give satisfactory returns if they are set at the back of the store, or removed to the second or third floors. There are goods that people want: that they must have: that they know about, and which they will search out until they find.

Then, too, there are departments whose demand for space requires them to be removed often from the first floor to allow of the smaller sections getting display prominence thereon. Such as furniture: usually housefurnishings, millinery, and in the larger stores the ready-to-wear department.

Many Merchants Disagree.

There are, of course, certain well defined rules governing location with which under the particular circumstances of each store few would disagree. But outside this territory there is a wide diversity of opinion as to where fancy goods, ribbons, hosiery, gloves, should be placed; whether dress goods may be relegated to the rear of those or be allowed a full side of the store to themselves. The Review proposes to present in this, the first of a number of articles, the arrangements of many of the dry goods stores of Canada, with the reasons for this special choice of position as given by those who are chiefly concerned. It is believed that in this way other merchants will secure ideas on this important subject that will prove valuable to them in re-arranging their own stores.

Before and After.

For this first article The Review is fortunate in being able to present a double diagram of the Right House, Hamilton, a "Before and After" effect. That is, one illustration shows the proposed re-arrangement of the ground floor, while the other in contrast, indicates the location of the departments as they are to-day. The cross denotes that a change in location is being planned, and the frequency with which this occurs is one of the most interesting points about this action of the management, as in each case, with perhaps two exceptions it is believed that the changes will strengthen the various departments.

The first point that may be noticed is that Jewelry and Toilet Goods on the left, along the central aisle, remain as they were. Those who recall a view of the interior in an April issue of The Review will remember the striking effect—the enticing display—of these two sections, edged in front and on the side with show cases. On the right hand side confronting these, originally there were ribbons, with neckwear, veilings, etc., farther on. The new plan shows neckwear to the fore, and ribbons relegated to the second section of the store back of the cross aisle. The merchandise man, Mr. Udine, in explaining this, as other changes to The Review, said there was no suggestion of minimizing the importance of this busy department, but the active demand for neckwear of late had made it more important than it had been, and display was the essence of success in making sales along this line. Ribbons were still prominent but in a second place now.

Should Notions be at the Rear.

Another point that is a much disputed one among dry goods men, is illustrated here. Note the position of Notions along the front and side before: now relegated quite to the rear under a balcony opposite patterns.

"Why?" The Review asked. "Because people will go anywhere for Notions, and we wanted a place for our silverware which has been in the basement. But art goods remain as before."

Note the vis-a-vis of silverware, namely umbrellas. These, before, were at the end of the Men's Furnishings department admittedly not a good place for a ladies' article. But why the change to this beside-the-door position.

Come Back for Umbrellas.

The same reason applies here as was given The Review in the O. E. Rea store in Ottawa, where a similar arrangement holds: Placed here they are the last article people see on going out of the door: it is the last idea—in their minds. If they go out, and it is raining, they will step back in and buy; if it is very hot, they come back also for a sunshade."

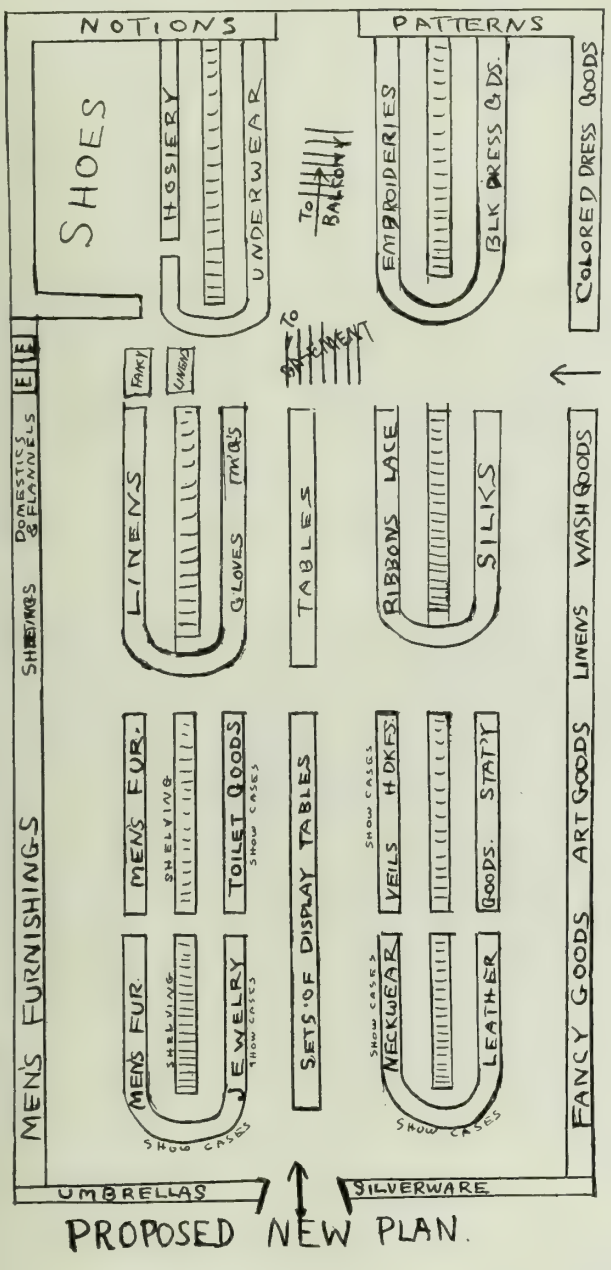
Shoe Section More Compact.

Probably the most pronounced change will be in the shoe department. It is a strange coincidence but on two occasions a staff representative of The Review has entered this store for the purpose of arranging for a view and story of the shoe department, but, as now, found it rather scattered; part divided ar aisle with silks, part ran along the rear wall from end to end, and thus the impression of the whole department was marred. But under the new plan, the shoes will all be brought together at the left hand corner, and undoubtedly in this concentration will bring better returns.

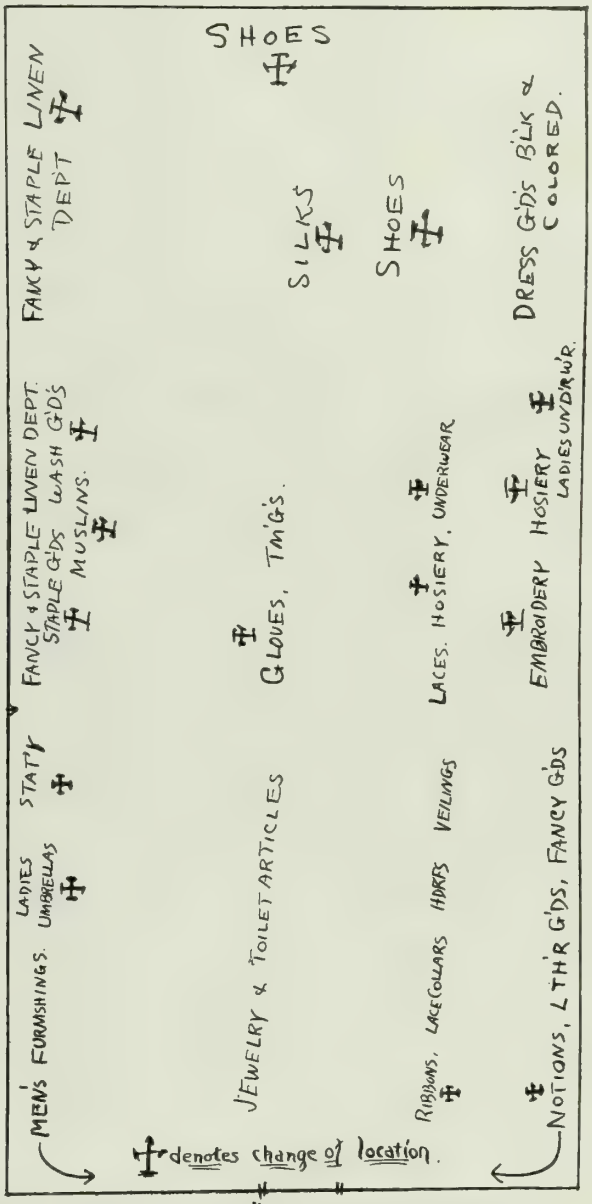
Shoes going down there will displace linens and these will be brought up opposite the sheetings and staples generally, a position that is considered advantageous.

Along with shoes will go hosiery, these being moved behind the laces where they are at present. The proximity of the two is believed to be good for sales in both directions.

Underwear, which previously was crowded next the hosiery, is moved back where it will be opposite the embroideries. The position of the latter is not



PROPOSED NEW PLAN.



PRESENT PLAN OF "RIGHT HOUSE," HAMILTON

considered particularly an eligible one, however.

Silks Forward and in Line.

Silks are brought forward from the third section to the second, an acknowledgement of the splendid revival in selling in this line this Spring and early Summer. Note that silks now are in a direct line to the black and colored dress goods section.

Stationery, which before was behind ladies' underwear is given more prominence now, next to leather goods.

These, in brief are the changes contemplated on the ground floor of this enterprising and busy store.

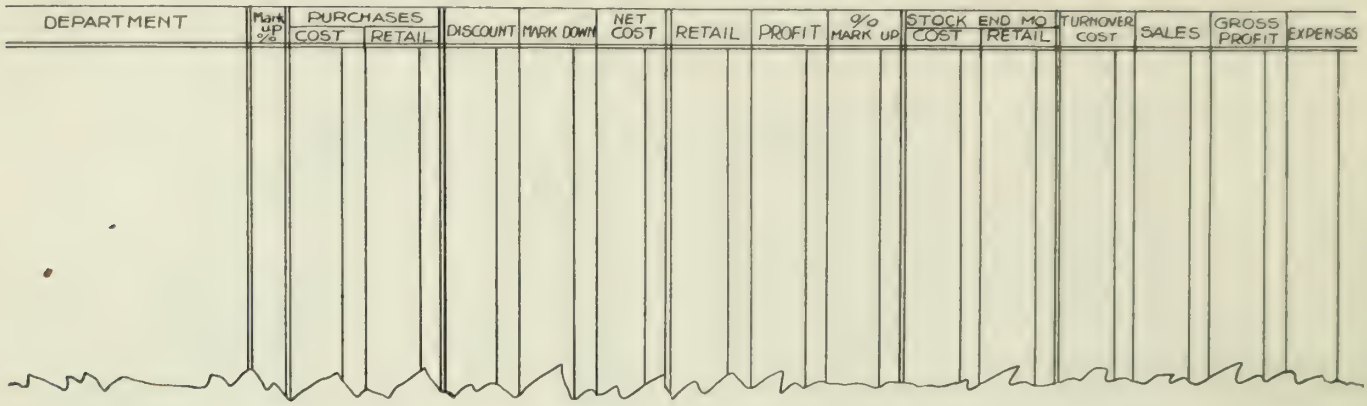
KEEPING FIXTURES BRIGHT.

Although brass fixtures when new have a fine coat of lacquer to keep them from tarnishing, their protecting layer soon disappears before the attacks of the cleaner. Instead of wrestling then with the problem of keeping the unprotected brass bright, another coat of lacquer can be put on.

Instead of sending the fixtures to the factory for this purpose solve the problem for yourself by applying the following solution: Gum shellac dissolved in alcohol makes a thin varnish which is applied with a small brush; ten cents worth of shellac is enough and enough alcohol to make it thin. This is enough to cover many fixtures and the work can easily be done in less than an hour.

To prevent your nickel fixtures from rusting, especially when you store them in the basement, go over them with a cloth dampened with linseed oil, wrap the nickel-plated parts in paper. When you next use your fixtures you will not have any rust to contend with.

Many metal stands have glass tops. These tops, from frequent handling, get quite dull in appearance. To bring back the original sparkle and crystal effect to the glass all you need to do is to cover the glass with a coating of whiting dissolved in water and ammonia. When dry rub briskly with dry cheesecloth and you will have a beautifully polished glass top.



How to Know What Your Store is Doing?

Up-to-date Merchandising Methods Which Tell the Turnover, Profits and Expenses of Every Department—Estimating Stock Every Day and Controlling Buying Power by the Record of Business Done.

THE modern merchandising plant which is doing business in a large way, with a number of different departments—the department store on a more or less extensive scale—where there are big rents to pay and where the other overhead expenses are running high and where there are big turnovers and many opportunity for leaks, must be as highly systematized as any business institution of the present day. In this respect there has been a decided change in the average big and even in small city stores during recent years.

The modern merchant, if he is to be successful, must have at his finger ends such information as will show the relative value, turnover and profits of his different departments; what percentage of mark-up they are carrying and what is the relation of mark-downs and discounts. It is necessary, too, that there should at all times be a means of estimating the stock in each department and from this and the figures on the turnover keep a gauge on the buying power of each manager.

In connection with the needs of the modern store there is much to be learned from some of the systems which have recently been installed by the Playfair, Preston Company at Midland, Ont. The merchandising system here has been worked out from the experience of the manager, W. E. Preston, with the assistance of a New York expert. Some of the information secured from Mr. Preston may be of interest to others in the trade, but of course there are features which are the exclusive property of this store and of which the details cannot be given.

The Buying Limit.

It is the policy of the Playfair, Preston store that right buying is one of the foundations of the successful retail business, and a special system has been devised to keep track of the stocks and turnovers of every department. These reports are made up monthly for the information of the department manager and he is thus given knowledge as to his buying power. The benefit of this is not only in keeping the amount of capital involved at the minimum but in keeping stocks close so that sacrificing sales are not necessary.

In the first place the buying limit for the department for the year is set from the record of the previous year. Many factors enter into this figure—the turnover of the department, profits, expenses, mark-up, etc., all being considered. Following the record of the buying power of the department is recorded the amount of goods delivered to date and a list of the orders which have been placed for future delivery, the difference being the balance open for buying. In connection with this monthly department report there is also a sales comparison, with an estimate of what the sales of the department should be for the period and a record of what they actually are; then the required sales for the balance of the term or for the following month are estimated.

Systematizing a big store so that all these estimates and records can be placed on file requires a lot of work and means considerable expense but any reasonable expense in bookkeeping systems in the modern store is a good investment as any up-to-date merchant will affirm.

The sketch indicates the elaborate scheme which Mr. Preston has installed in order that he may know the exact value of each department to the business, with its turnover, profits, etc.

In the first column is the mark-up which the record of the department shows to be necessary or permissable; then comes a record of the stock with the cost price, and the selling price as decided by the mark-up. A column is provided for the record of the discounts which are usually on sales made to employees of the store and the mark-downs necessary to clear lines; this gives the net cost and the net retail price with the profit and the net percentage of mark-up which it represents. A record is then provided for the stock

(Continued on Page 39.)

RECORD FOR DEPARTMENT HEAD.

DEPT.--------

Buying limit for year ending Jan. 31 1914---------

You have received to----------

You have ordered for----del'y----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

" " " " " ----------

Total ----------

Balance open for buying ----------

Buying limit for------del'y-------

Orders placed for----- " -------

Open to buy for------- " -------

SALES COMPARISON

Sales to----------1912----------

Required sales to--------1913----------

Actual sales to----------1913----------

Increase (plus) decrease (red) -------

Required sales for----------[illegible]

Cost stock on hand-------- [illegible]

From Winnipeg to Regina by Ox-cart

R. H. Williams, Who Has Increased His Floor Space From 1,200 to 112,000 Feet in 25 Years, Reached Regina One Year Before the C.P.R. — Two Years Mayor of Western City — Story of Remarkable Success of Pioneer.

By a Staff Correspondent.

REGINA, June 24.—(Special)—The growth of the business of the departmental stores in western cities has in practically every case kept pace with or exceeded the remarkable development that has taken place in the respective cities. The Glasgow House, Regina, owned by R. H. Williams & Sons, is no exception to this rule. The entire floor space occupied by this concern but a few years ago was 1,200 square feet, whereas at the present time 112,000 square feet of floor space is necessary to take care of the ever-increasing business.

Twice Mayor of his City.

The largest stockholder in the Glasgow House Company is R. H. Williams, one of the pioneers of Regina. Mr. Williams has proved his popularity and standing with his fellow-citizens, having been elected to the Council for four or five conclusive years, two of which were spent as Mayor of Regina. At the end of 1910, however, he announced his withdrawal from municipal activities, and from that time up to the present has constantly refused to stand for municipal honors. Each year since 1910, however, his supporters have endeavored to again draw him into the municipal arena.

An Enterprising Sale.

It will be remembered that last Fall the Glasgow House adopted a novel scheme by which a special sale of Canadian-made goods was held during a period of one week, and a twenty-page advertisement dealing with Canadian - made articles only was inserted in one of the Regina newspapers. Mr. Williams, at the conclusion of that sale, announced that the results more than justified the expenditure, in addition to having a tendency to foster home industry.

Came to Regina in 1881.

R. H. Williams, like many other old-timers in Regina and district, journeyed to Regina from Winnipeg via the ox-cart route in 1881. It was not until late the next year that the steel of the Canadian Pacific Railway Company was laid in Regina. For a while after coming to Regina, Mr. Williams followed his old line of business—building and contracting. Regina at that time was mostly spread along South Railway Street, and passengers on the trains could easily take the census of the coming metropolis while passing through.

Began in 1888.

The Glasgow House's first advertisement appeared in the "Leader" in 1888, in which the public was informed that the business so long carried on by Alex. Sheppard had changed hands and would become known as the "Glasgow House." Business was begun in what is now Kelly's drug store on South Railway Street, where only 1,200 square feet of floor space was available. When the town added materially to its population, a larger building was secured, and when it had budded into a fair-sized city, the Glasgow House was housed in the present building, immediately opposite the city hall square. The present building has 112,000 square feet. In addition to the store, a large warehouse is owned by the firm, giving an additional 15,000 square feet of floor space for storage purposes.

The other members of the firm are sons of Mr. Williams whom he has taken into business with him.

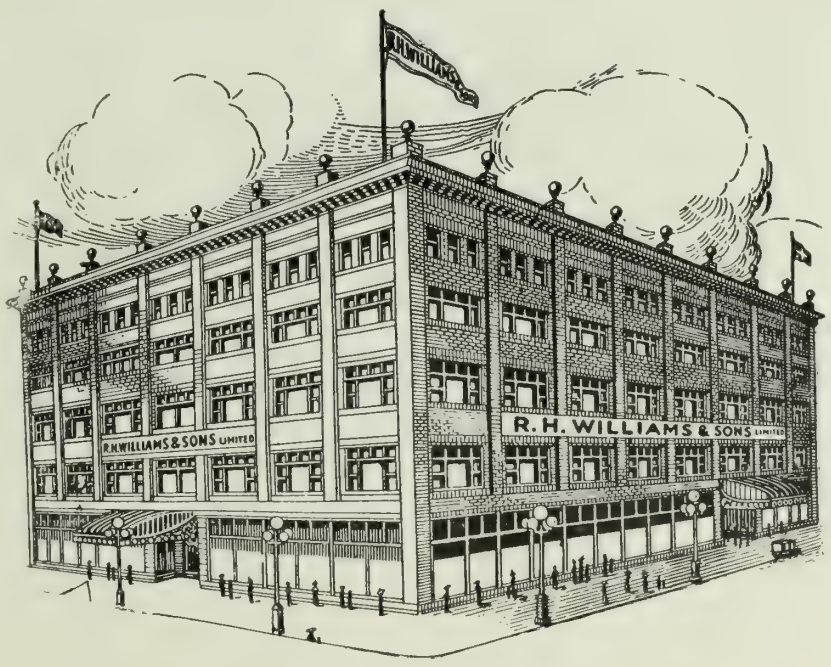
Sides Given Up to Windows.

One of the features of the arrangement of the Glasgow House is the lighting. Practically the entire sides of the building are given up to window space, only the supporting pillars and the divisions between the floors being bricked in. This has resulted in a well-lighted interior, which materially assists in showing off the various displays.

150 Feet of Display on One Street.

The window display space is exceptionally well arranged. On Eleventh Avenue the window display space is 125 feet long, while on Hamilton Street it is 150 feet long. This affords ample room to display the wares of the various departments.

The interior arrangement of the store is exceptionally good, the ceilings being high and the counters and interior display racks being low enough to permit a view of the entire flat from any section of the store.



* * *

H. Hastie, dry goods merchant, Carman, Man., after his name in his ads.. uses the phrase, "Where Your Dollar Does Its Duty."

* * *

The employees of J. F. Cairns, Saskatoon, held a picnic the latter part of June, in which nearly 500 took part.

A Wealth of Service in Calgary Store



This is a view of the Calgary store of the Hudson's Bay Co., some description of whose departments is contained on pages 22, 23, 24 and 25. Nearly $2,000,000 was spent on this store. All fixtures are of solid mahogany. The corner on which it is situated is Seventh Avenue and First Street West. Over six miles of automatic sprinklers can be turned on in a few seconds. There are six stories and a basement. The carpet used throughout is the finest English Wilton, in a two-tone brown design, bearing the company's coat of arms on every square yard. Ten elevators carry passengers from floor to floor. The pneumatic tube cash system is in vogue. There are lavatories and sanitary drinking fountains on every floor. There are rest rooms for employees and for patrons, and a smoke room for men. But the most wonderful thing in the building is a mezzanine floor, which has come to be known as "The Rendezvous." "Meet me at the Rendezvous," is as common an expression in Calgary to-day as "Have you bought any oil stocks?"

"Service" counts for a lot in business to-day, but the service supplied on this Rendezvous has probably never been attempted before. From here you can cable to any part of the world. There is a post office, a steamship office, a telephone exchange, newspapers and magazines to read, the cosiest lounges to lounge in, an information bureau, and you can have your mail sent there. All this service is free. It provides a commanding view of the whole main floor, and is furnished like a mansion.

HOW TO KNOW WHAT YOUR STORE IS DOING

(Continued from page 36.)

at the end of the month, with the cost and the retail selling value. A record is also kept of the turnover, the sales, the expenses and the gross profits.

Synopsis of All.

It might be stated that this record book was one which had been ruled up in the store and represented a small cost. In addition to the monthly records of each department a monthly statement is prepared giving a synopsis of all the departments, and showing just what the business and profits of the store were for the period.

From this record it will be at once seen how the relation of the turnover, stock carried, mark-up, sacrifices, net profits, etc., can be illustrated and how a close control can be kept on the department. From it, too, there can be no doubt as to what the benefit of the department may be to the store; it can be decided, too, whether a bigger mark-up is neccessary, whether the stock should be reduced or whether, as is sometimes the case, it is advisable to introduce new methods or get rid of the department altogether. Mr. Preston recently decided on combining two departments as the result of his system and installing a new one in the space vacated.

Expense Sheets.

In connection with the merchandising system the store has an elaborate method of keeping track of all the expenses of the different departments and of the store in general.

A set value is put upon every foot of floor space in the store and each department is charged with a certain share of the rent; each, also is charged with a share of the fuel bill, the delivery system, the lighting expenses, the tax accounts, etc., in addition to wages and other individual expenditures in the department itself. The apportioning of these expenses is carefully estimated and considering them in relation to the profits of the department gives the management an idea of which departments are entitled to the more prominent positions and the size of the floor space which it is advisable to devote to it.

Taking Stock Daily.

In connection with these systems the stock of the store is estimated every night. The estimate is made from the sales of the day. This method is found to be satisfactory when allowance is made for a sufficient stock guarantee account to provide for those discrepancies and leaks which are constantly occurring in the handling of a big stock. Stocktaking in the usual sense is conducted once a year, unless there should be some reason for getting detailed figures of the stock of a certain department; in case of suspected shortages or losses this can readily be done.

MOVEMENT TO PUT SERVICE AHEAD OF THE DOLLAR.

(Continued from Page 21.)

made it read, "The public be pleased," riding up and down the line to see that this was done. The reward? In the President's Cabinet.

Greater Service, Greater Sales.

"The more things that are done, the greater the public response.

"The idea you should be tied to above all others is that **the greater the service** the **greater the sales**

"**The only limit to which service should go, is vision and finance.** Most of us set a limit to it; we do not feel we can afford it.

"If you will render to your people, your public, every bit of service your mind can conjure up, that public will pay for it, and pay royally.

Quoting Brass Tacks.

"Let me quote brass tacks," went on Mr. Waldo. He himself happened to "land a job" where the revenue was $168,000. He applied the service rule given above and the revenue ran up to $600,000. "That's not theory; that's practice.

"Ask yourself, Have we given what we, as recipients, would like to receive?

"When the service idea; not in a scattered form, but unifiedly, takes hold of you Canadian business men, we are going to see on this side of the demarkation line business men dedicated to service, prospering as no business men have ever prospered, because no men have ever carried service to such heights. (Applause.)

"Thy neighbor as thyself," was a wonderful creed, and prosperity followed the application of this simple, golden motto.

"Service pays, because it makes it easy for a transaction to take place."

Business Men Shied at It.

Service to the public had for a long time been put out as a duty instead of a pleasure; business men had shied at it; admitted it shamefacedly, lest they be accused of being religious.

"This idea is being broken and we look here to see you help us break it."

One of the best remarks of Mr. Waldo was his closing one:

"Be assured that service pays because it is established on the basis of a trade transaction without friction and therefore at a lower cost than where there is friction, because a good taste is left in the mouth of both."

ACROSS THE BORDER

NEW BUYING SERVICE OF STORE.

Gimbel Brothers of New York have launched a new service for their charge customers. This is perhaps best described in the language of their announcement, which appeared in the New York Times:

You can shop abroad and pay at home. Our foreign offices in Paris, London and Berlin are more than merely buying centers for the Gimbel Stores in New York, Philadelphia and Milwaukee.

They are Service Bureaus for American Travelers.

Through their agency, people visiting Europe—unused to foreign ways, languages and money—can shop in Paris, Berlin or London with perfect ease, and Gimbels will pay the bills contracted at these places, and amount thereof charged to your account at home. Purchases can be sent to your hotel or we will ship them home for you.

Simply call at one of our offices, state the amount for which you wish to have credit, secure an identification card—and the rest is simple.

If you are going abroad this summer, you are cordially invited to make use of this Gimbel service, for which no charge is made.

American newspapers are on file at all our foreign offices. Mail may be sent in our care, and cablegrams forwarded. Railroad and steamship tickets and hotel accommodations arranged for.

A MERCHANTS' WEEK.

Under the joint auspices of the University of Pennsylvania and the Philadelphia Department of Public Works, a Merchants' Week was inaugurated recently. In outlying sections of the "Quaker City" a number of merchants' associations, of which there are several in the districts interested, mostly made up of retailers, are co-operating in the movement. Addresses on live retail subjects were delivered.

BONUS TO EMPLOYEES OF 5 P.C.

Leatherbury, Belote & Co., Onancock, Va., announce that they will give to their employees 5 per cent. of the increase in sales each month over those of the corresponding month of the previous year. The sum thus set aside will be divided, according to salaries, among employees who have been with the concern for three or more consecutive months. The firm feel that this plan will eliminate rivalry between salespeople as regards the amount of each clerk's individual sales, and will make all of them more anxious to see that each and every customer gets the maximum of attention and consideration.

Special Fashion Letter From

Organdie the Leading Summer Fabric — New Finish on the Market—Chiffon With Pleated Stripes a Novelty—Bright Satin Finish on Silk and Cotton Crepe.

28 Avenue Marceau
Paris France

Dry Goods Review Toronto. (cont/)

FASHION is veering still in the direction of dresses that take more material, and ampleness is still the vogue though some of the couturiers have different ideas on the subject and have tried to bring fashions back to the realm of skimpiness. Skirts are still rather narrow but there has been a change and the narrowness is different from what has been called the "umbrella fashion."

The belt is the most important thing nowadays, and it has to be chosen with particular taste because it is the finishing touch to all the prettiest gowns. It is only here and there that you see a very wide belt, but there is really no special rule as to how to fix or drape these ornaments.

Sometimes they are placed above the waist, and at other times they are placed below, and on the gowns with the new fitted basques they wrap the hips and emphasize the low basque line. Also they are knotted and bowed in a thousand different ways. In short, fancy and taste are combined, the only reliable guides to the arrangement of sashes, or belts and girdles and we see many flat bows and knots, butterfly knots, and other arrangements of bows and knots draped with great artfulness.

Premet has created lately a number of models taken from the gowns worn by the Empress Eugenie and also based on the styles worn in 1880-1882, and the revival of these types of dress promises to revive flounces and pleatings.

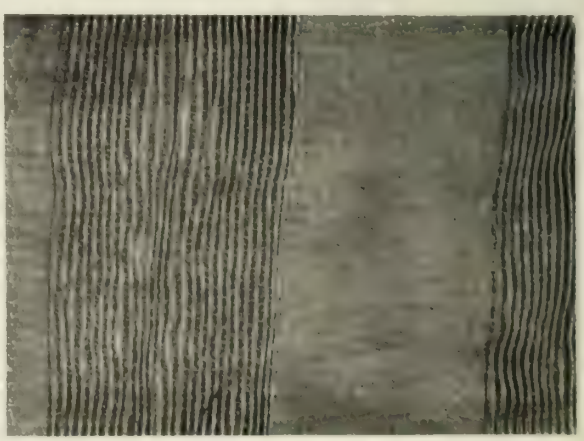
The chief novelty, however, and the one which I strongly believe is going to take is the plain-fitted bodice with side seams and darts in the fashion of those days. Moreover, this bodice promises to give again to the ladies a definite waist. If this happens, women will again have a figure, and the blousy corsage and the low belt would disappear.

The very long bodice can only be worn by women of slender, supple, and graceful figure and women in choosing their gowns should consider more as to whether the mode is becoming. This they can well do at the present time as fashion is by no means tied up to any one particular style or type.

Crepes are still in high favor as they are so easy to make in fancy weave effects. The most fashionable weaves are satin surfaced and come in many rich and beautiful shades. I have seen lately in a big store in Paris a crepe made of silk and cotton, but with silk as the chief material. This cloth is called "Charme de chine." This beautiful material is shown in a numerous list of vivid colors. The silk employed in making "charme de



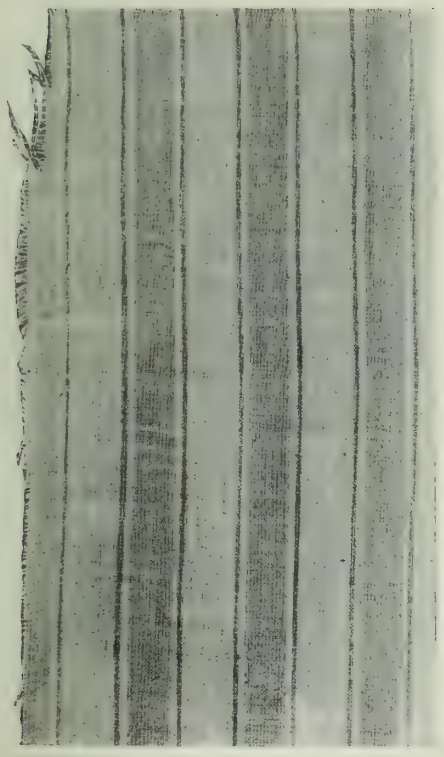
CREPE DE CHARME.
Silk and cotton crepe. The silk is very bright and is thrown on to the surface, giving a bright satin finish.



NOVELTY IN CHIFFON.
Chiffon with pleated stripes. Plain two inches wide and pleated stripes the same.

Resident Paris Correspondent

Skirts Still Tend to be Narrow—Premel Basque Promises to Take Well—Second Empire and 1880 Modes Becoming Popular in Paris.



STRIPED ORGANDIE.
Half-inch stripe of white and half-inch stripe with center of blue with narrow white and red stripes on each side. These are in peppermint candy colors.

chine" is the same as is used for making satins and it gives therefore a very bright and satiny aspect to the cloth. See inclosed sample.

Satins are showing and will be wanted especially in the wide widths and there is a very wide width, namely 56 inches, showing, which is very much in demand for the making of capes.

I am also under the impression that pleated stuffs will be a big feature this Fall for many uses. I have seen lately some pleated chiffon which is in imitation of stripes—see sample. I saw a blouse made with this material which was charming.

Moires are also keeping up their run, and all sorts of designs have been launched showing bunches of flowers in very rich effects.

The new Summer material is organdie, though a good deal of the cloth selling is not really organdie but other plain weaves of similar finish. The Swiss people are making a particular finish which they call "transparent" and which they use for the foundation of pretty embroideries, particularly in St. Gall.

There is also shown over here a French-made organdie with a very similar finish which is going to be a success. It has been made in a popular width 48/50, and is called "muslin nonopake" that is, "not opaque." The advantage of this particular finish is that after laundering it keeps its transparent aspect, and this you do not get with the regular finish in ordinary organdies.

This organdie is chiffon-like in effect and yet it is elastic and firm. The cloth is firm enough for making collars and cuffs and at the same time can be used for waists and dresses. The organdie waist has already arrived, and later we shall see many organdie dresses for this is really the cloth of the Summer.

For the Fall the silk blouse will be finished with collar and cuffs of organdie, but the organdie used for this purpose must be of fine quality to look well.

I have seen several dresses made of organdie with the skirt made of three or more flounces and these were more or less embroidered. Buyers who wish to stock organdie should place their orders early, for there is no doubt about this cloth being good for the Spring season, and it is altogether likely that the production will not be able to keep pace with the demand.

Cotton crepes keep their running, and in printed effects, stripes are beginning to show as well as florals. Indeed stripes also made their appearance in organdies and stripes on the order promise to be one of the features of the season. Stripes have illustrated promise to be very good.

H. Lanvin

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JULY 1, 1914 No. 13

THE SPECIAL FALL NUMBER.

IN this Special Fall Number of The Review an effort has been made to the present not only features of Fall and Winter styles as they are indicated at present, but to add to each department articles on merchandising that, as the actual experience of merchants in these lines, should prove helpful to many who may be casting about for a way out of their troubles. In addition, a number of subjects are specially treated dealing with questions of bookkeeping, rules for employees, delivery systems, location of departments, Summer sales, etc. In the table of contents there are three articles that call for special mention. One of these, which opens the editorial section, is the first of a series of discussions on the relative costs of doing business in Canada, and is a direct contribution from readers of The Review. The information, it is believed, will prove of valuable assistance, and the interest already awakened by the submission of blank forms will be intensified with the publication of the reports in this and succeeding issues.

A second article to which attention is called is a contribution by the Western Editor of The Review on the Hudson's Bay Co.'s store in Calgary. The instalment in this issue will bring amazement to most of our readers, and in the case of all will serve to strengthen their faith in the marvellous resources of the Western land that have made this institution and others of the like, a good paying possibility.

A third article that we feel will be appreciated by all connected with that growingly important department, dress goods, is the first of a series of letters from our special resident correspondent in Paris, dealing with the "fabric of the hour" in the world's fashion center, with samples of the latest novelties that are likely to find its way to Canada in due time. This information and material are authoritative, and will supplement the services that The Review has already provided for its readers.

The Costs of Doing Business.

THE chief purpose of the article dealing with the Costs of Doing Business is to drive home the need for every merchant setting to work to learn exactly where he stands in the matter of preserving a fair balance between his selling costs and his gross profits. While some merchants, in replying to the first instalment of inquiries sent out by The Review, confessed that they were unable to fill in the figures from their books, the returns were surprisingly complete and indicated a more thorough system of bookkeeping even in the stores of small villages, than was thought possible. The figures which are published in this issue are only a tithe of what is to come, and they will be followed with the keenest attention, as each one represents actual results that heretofore have never been obtained in this country. If the publication results in rendering assistance to merchants in bolstering up weak points in the conduct of their business; reveals to them expenses that are excessive; suggests to them a standard for attainment in financial results, The Review will be well satisfied. The Review on its part, requests that all who receive the blank forms will fill them in, if possible, in order that, issue by issue, the returns may be more complete, and a standard, more and more accurate, may be established on the Costs of Doing Business in Canada. This result, we believe, will prove of mutual advantage.

Toys all the Year Round.

AMONG the special subjects that will set many merchants thinking is the unusual success of the Toy Department of The Bryson, Graham store in Ottawa. When a member of The Review staff happened upon this in a recent visit to Ottawa he was struck by the live appearance in the month of June of a department that is usually "dead and buried" as soon as Kris Kringle unharnessed his reindeer. It was learned afterwards not only that in comparison with the capital invested this department is the most profitable in the store, but The Review was creditably informed that on a similar basis it excelled all other toy sections in Canada. For this unique record, and for the suggestions contained in the article The Review believes this worthy a place in its Fall Special.

Rules or no Rules.

WHERE a large number of clerks are working under one roof without the possibility of personal supervision many employers consider it necessary to compile, a Rule Book. The Review gives in this issue the first of a series of articles on this subject, quoting some instructive passages from the books of several stores. Side by side, in comparison, is set a story of a large institution that does not believe in a Rule Book for employees.

An Expert on Draping.

WITH the growing importance of the dress goods department, induced to a great extent by the sudden popularity of crepes in the early season, silks, in general, later, and many other expensive fabrics, the

art of draping has sprung into a position of the utmost importance for the window trimmer. Recognizing that the thousands of display men among The Review's readers are eager for the co-operation of a recognized expert in this line, The Review has made arrangements with C. J. Nowak, whose demonstrations have been considered among the most valuable contributions to the programs of the National and Canadian Window Trimmers' Associations for several years past. Mr. Nowak will furnish The Review with a number of articles on draping, and these may be counted on as the best in this line on the continent to-day. These will be illustrated liberally with high-class views of his inimitable drapes. In this series the display man can depend on receiving month by month the newest ideas on draping that will keep him in touch with the most approved methods of picturing to the public the rapid changes in styles.

It needs only to recall the remarkable succession of new drapes in late Winter and Spring, that taxed the window trimmer's ingenuity to the utmost; first, Poiret's minaret, then the bustle, the peg-top, the Paquin flare, and more lately the long tunic. What a puzzling contract before the inexperienced trimmer to master the intricacies of these unaided!

The first of the series by Mr. Nowak contains three drapes with a descriptive article accompanying them.

Painting Out Backgrounds.

THE Store Equipment and Art of Display Department is strengthened also by two superior examples of Fall opening windows, by a special photograph of a choice New York window, and by a device in showing a contract in two window trims, one with a drapery background and one with the drapery painted out, leaving the merchandise itself in stronger relief. Still another illustrated article shows what probably is the latest store front planned in Canada, a striking transformation of the Macdonald building in Guelph into "island fronts."

Specialties in Departments.

MENTION should be made in connection with the millinery department of a special article by one of the leading authorities in New York on Fall styles, with several illustrations.

In the housefurnishing department Mr. Screaton's article on the new tendencies in interior decoration is the result of close observations in Paris of the developments there, backed by years of study.

There is an account of a highly successful wallpaper department in a dry goods store, and the new Spring styles in wallpaper, as well as an account of a Montreal firm that has sold as many as fourteen vacuum cleaners in a single day's business.

The vexed problem of "alterations" in ready-to-wear departments is treated in its place, while in the Men's Wear Section is an account of How the Members of Parliament Dress, including Sir Robert Borden and Sir Wilfrid Laurier.

Altogether The Review trusts that this issue is one that it will repay the dry goods merchant and his staff to study and keep on hand, and that it contains a fair promise of succeeding articles on subjects of live interest and extreme importance to the trade in Canada.

THE WESTERN CROPS

BUSINESS in general throughout Canada has at least one eye on the Western crop situation at present, and the prospects are continuing of the most encouraging sort. Latest reports indicate that needed rains have been general and the plant is reported to be in good condition with fifteen to twenty inches growth in most districts. There has been some damage by hail, but this has not been extensive, and there appears to be every indication for the biggest yield of wheat that the history of the West has shown. But while the Western prospects should be a favorable influence with trade in general, and while a big crop will be a great boon to the country as big crops always are, too much must not be looked for from this source with the downward trend of prices—the price is just as an important a factor in relation to the wheat crop as the yield.

In the States there is the biggest crop of history being harvested with the result that the prices for wheat have gone lower than they have been for the past eight years. Canadian markets were slow to sympathize in the decline on account of the present high cash prices, but with the recent rains in the West and the assurances of perhaps the biggest crop in the history of the country, the market has not been slow to act and the prices have shrunk two cents during the past week.

Let us just for a moment consider what this change in price means. Many of the uninitiated will be too much inclined in thinking of the price of wheat to refer to it as something like gold dust taken right out of the ground, without taking into consideration the elements of cost—the capital investment in land and implements, the seed, harvesting, threshing, labor, and cost of transportation.

To bring the whole matter down to a scientific, financial basis we find that the Saskatchewan commission on agricultural credits, after a world-wide inquiry, reached a basis for the cost of the production of wheat in Saskatchewan of something like 65c a bushel. At the present time the quotation for December options is 81c at Winnipeg. If we take 65c as a basis of cost, and add to that figure 12c, as being the transportation from the wheat field to the head of the lakes (and it is on this figure that the Winnipeg price is based), we find that the profit to the farmer at the present price is, roughly speaking, four cents a bushel; and there would appear to be chances for the prices to go lower. The two-cent decline of a week then might mean a shrinking of a third of the profits. This, in brief, is summing up the arguments which have been largely responsible for the marked increase in the development of recent mixed farming in the West.

EDITORIAL BRIEFS

SUMMER WEATHER MEANS good business for the aggressive merchant.

* * *

THE WINDOW THAT does not increase the profits is not properly attended to.

* * *

NOTHING WORTH WHILE is ever accomplished by those who wait for certainties.

* * *

THE DIFFERENCE between success and failure in the retail business is very often the difference between knowing and guessing.

To win success for **FALL** 1914 requires

CONFIDENCE

in this Canada of ours, and in her
business community ;

FAITH

in our own business and in ourselves

The market is favorable to
the keen buyer

We have the goods you need

Let us inspire YOU

The W. R. Brock Company, (Limited)

R A Brock Director

Montreal

A PAGE OF SPECIALS, any of which can be bought with the assurance that better value cannot be had elsewhere.

DEFIANCE—Carton of guipure laces—assorted patterns —150 yards at, yard - - - - - - .03¾

2176—Ladies' embroidered handkerchiefs @ doz. - 1.35

Bijou—Lace bedroom set—spread, shams and two runners, each - - - - - - - - - 1.75

GC182—39|40″ Diagonal whipcord, yard - - - - .37½

SV48—50″ Tango boucle, yard - - - - - 1.00

SC33—40″ silk plisse crepe de chene, yard - - - 1.25

T549—Cotton taffeta underskirts in all the latest and most popular shades, doz. - - - - - 9.00

7492—Mercerized voile blouse, trimmed with French lace —drop sleeve, yoke effect, a decided bargain at, doz. - - - - - - - - - 9.00

7554—Fine white duck Balkan middy with trimming of striped ratine, doz. - - - - - - 9.00

8X—White cotton—35″, yard - - - - - - .08

10— " " —36″, yard - - - - - - .10

SS—Grey " —36″, yard - - - - - - .08

166—White rice cloth, 40″—12 to 20 yd. ends - - - .18½

572—Colored rice cloth (confined to ourselves) - - .18½

571—Tango crepe in all the newest colors - - - .18½

Crepe fents in 5-lb. bundles—2 yd. ends, lb. - - - .50

A most comprehensive range of ladies' and men's hosiery in silk, cotton and wool.

The new colored composition bead necklaces so very popular now—at all prices.

We can fill orders by return—Write or order through our travellers. You get satisfaction both ways.

The W. R. BROCK COMPANY (LIMITED)
MONTREAL

DRESS FABRICS
AND SILKS

Advancing Prices the Rule in Silks

The Trade is Still Running on the Fabrics Selling To-day—Satins Will Be Strong, and Taffeta Promises to be the Leading Evening Silk With Crepes in Second Place—Roman Stripes Good Now and Many Novelties in Stripes Are Indicated for Next Spring—Crepes Dropping to Second.

STRIPES are in strong vogue abroad, and from Paris comes the news that broad stripes in navy blue or black and white are made up into striking gowns. The styling shows broad stripes of even width or a three-inch stripe with a series of narrower stripes in white alternating. Then there are the awning stripes, which are not so new, and the candy stripes—in peppermint candy stripes—which are fashioned into quaint summer frocks and come in organdies, voiles and chiffons as well as in light-weight Summer silks. These stripes are patterned on taffetas, satins and failles and are the latest and newest in fancies that Paris shows. Checks are also good, and there are any number of black and white checks worn, particularly in sizes about 1¼ inch square.

Reproducing Napoleon Period.

For Fall, satins, taffetas and failles are the silks in favor. For the present taffeta has retired in favor of light-weight Summer silks. Fashion is veering strongly towards the Louis-Philippe and Napoleon III periods, and the light silks that were worn then, as well as the colors, are being reproduced. These new colors are called pastels, but they are neither neutral nor faded only neat and washed-out. Moire is indicated for Fall wear, but it comes with varied mottlings and in Pekin effects. Brocades are shown, but only in very rich fabrics and in metal combinations. Gold is fashionable, but it is silver that predominates. Winter colors for street wear are very dark, and the most favored colors are dark steel grey, old Bordeaux, navy with a purple tinge and tete de negre.

Prices Very Firm.

Prices continue very firm in the raw silk market, as there is very little of the old crop to dispose of, and advancing prices are the rule in silk materials. There is practically nothing that is new in silk fabrics, and buyers are therefore placing repeat orders on the fabrics that are selling. This means that satins, crepes, moires, and printed silks are going to run for another season. The largest orders are now booking on satin and taffeta. Taffeta is to be the evening silk, and it looks as though flowered patterns in warp prints on light grounds would sell. There are fair indications ahead of taffeta as a trimming silk for the early season, and very many of the smart dancing dresses will show taffeta and lace combinations. Taffeta is being bought up largely for the coming Spring, but only in the better grades. This is due in a great measure to the policy of the manufacturers, who are going so far as to discourage the buying of the cheaper grades. They know that the revival of taffetas has been a slow process, due to the poor service that was given by cheap loaded taffetas when they were last extensively worn. Therefore they are turning down orders for the cheaper qualities.

Use of Jap Silks.

The Restoration and the Second Empire vogue is bringing light-weight silks in plain weaves to the fore, and this fashion is expected to lead up to the extensive use of Jap silks. Taffetas as a rule bring these useful silks, and already the taffeta vogue has influenced sales, for Jap silks has been brought out for waists and Middys. In the wake of plain weaves come voiles. White and novelty colored silk voiles is coming on to the market in both plain and printed patterns.

The dancing craze promises to be a good thing for the silk department, as nothing is so suitable for dancing dresses as light weight silk materials, such as crepes, taffetas, and light-weight printed silks in combination with nets and chiffons.

Crepes Into Second Place.

Crepes are selling, but they are dropping into second place, though they are still the most favored silk for blouses and for lingerie purposes. Crepe de chine comes first in selling favor, and then come crepe meteor and the heavier weaves.

New Cloth With Satin Finish.

In the heavier weaves ribbed fabrics lead in the novelties. Gabardine is brought out in silks for tailored costumes, and a new cloth is a satin with the finish and texture of broadcloth. Stripes are looming large. Roman stripes still keep their place, and novelty stripes are indicated, though it will probably be next Spring before they will strike the popular trade. Printed patterns are selling and small designs are those that are fancied.

BOTANY HOUSES SHUT DOWN.

A report from Sydney, Australia, says: Supplies of wool from local scouring and fellmongering establishments are a long way below their normal proportions this season. Indeed, the fast approaching winter months seem to promise a long period of inactivity for these branches of the trade. Very small supplies of sheep have been and are available at the metropolitan saleyards, and as most of the freezing and exporting firms are not operating to any serious extent on mutton there are no large lines of skins to look to from this source. Offerings at the weekly sheepskin sales are also on the light side, and as a consequence of these depressing factors most of the Botany establishments are either shut down or are only working broken time.

Serpentine Crepe

The Fall and Winter 1914 styles of "Serpentine Crepe" have been delivered to nearly all the leading Canadian jobbers.

"Serpentine Crepe" is famous the world over for its permanent crinkle, rich colorings and splendid washing qualities. Remember, "Serpentine Crepe" requires no ironing, and always retains its original beauty.

Its dainty designs, worked out in well-blended and up-to-the-minute color combinations, give it merited favor with women who desire to be distinctive in their dress, and make it an easy seller in every market.

Early orders are suggested, as the supply of "Serpentine Crepe" is rigidly fixed.

Retailers or Cutters-up selling "Serpentine Crepe" will be supplied, free of charge, with an assortment of printed matter, cut-outs, etc.

We are the largest manufacturers of plain, printed and dyed cotton, and the leading manufacturers of cotton warp and all wool dress goods in the world.

PACIFIC MILLS, Lawrence, Mass.

LAWRENCE & COMPANY Selling Agents

Boston, New York, Philadelphia, Chicago, St. Louis, San Francisco

Opportunities in Dress Goods Department

Style Becoming the Chief Selling Element in Dress Fabrics Rather Than Price—Changes Forced by Ready to Wear Competition—Pattern Department Near at Hand.

Written for The ReVew by a Business Woman

THE experience of the past few years has shown merchants that where efficiently handled, the piece goods department can show a good profit. Since the advent of the ready-to-wear department there are retailers who have been curtailing that devoted to piece goods, as they claimed that their local trade wanted ready to wear garments.

This view is no doubt a right one so far as it goes, for it is impossible not to admit the important place attained by ready to wear. But one department as it were completes the other and each has its definite place.

Curtail Stocks Too Much.

The point I wish to make is that some merchants have carried this policy of curtailment too far and that while they are carrying larger and better stocks of ready-made garments, they have almost totally neglected the fabric department. There are cases where the stock carried has dropped from 30 per cent. to 50 per cent., and therefore there is no wonder that sales have dropped likewise, for no man can do a business without the stock to sell.

Quality Much Higher.

Though there can be no questioning to the fact that the competition of the ready-to-wear department has cut into the dress goods trade there is no reason for such a heavy curtailment. The fact is, it is the nature of the trade that has changed, and though the yardage sold may be smaller, the total amounts of sales should be equal if not above. This is because the piece goods department is called upon to supply materials of a much higher quality than was the case even a few years ago.

Why some stores have lost so great a proportion of their dress goods trade lies in the lack of appreciation of this change, and the corresponding lack of appreciation of the public.

There is plenty of room left for the dress goods business to grow, quite apart from the field that is held exclusively by ready-to-wear, if it is only developed along proper lines. It is not good policy for the rest of the store. To let this department run down is hurtful to many other departments, for the woman who purchases dress goods is only at the beginning, and of necessity must visit other departments before she has the necessary articles to make up her gown.

During recent years the sales in the fabric department that has not been neglected have shown a material increase. This increase is largely due to the habit the majority of women have been educated into of buying better materials. Dressmakers' charges are so high that it does not pay to have cheap fabrics made up. Another factor in this change is that women only buy piece fabrics for their better gowns and therefore are willing to pay better prices and the woman who goes to the counter in this department is perfectly willing and able to buy expensive materials if only they are good style and up to date. To please these women and to gain their profitable trade, and to induce them to buy in their own town is simply a matter of having the right stock on hand, and the devoting of more time and attention to the new goods and the novelties than to the stocking of staples.

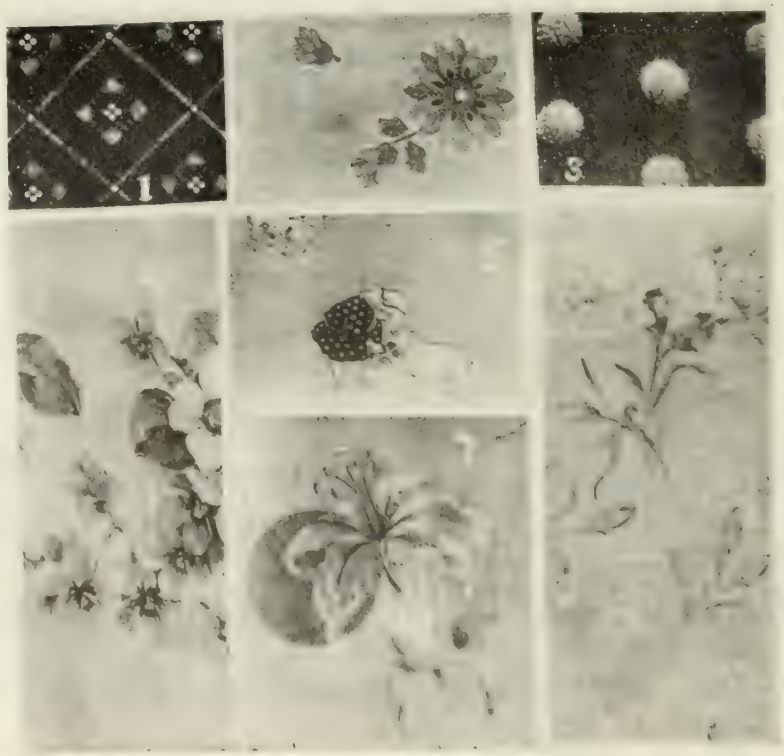
Merchants have got to face the fact that close prices, and good values though important are not the deciding factor with women to-day. It is the question of style that dominates every purchase made in the dress fabric department, just as it also dominates in ready-to-wear. And the clear recognition of this change, and how to meet the buying conditions thereby created forms the big problem the merchant who is building up his dress trade has to solve.

More Dyeing in This Country.

Fortunately this is not a one-man's problem, and important events have a way of transpiring when the time is ripe. Conditions that have long been tolerated often appear as if nothing could change their permanency, and then suddenly as if in pre-arranged concert comes the change, and on looking back we can see very plainly that there has been going on a quiet change for some time.

One sign of a change that promises to be most helpful is that the importing of cloths in the grey and the dyeing an finishing of them in the Dominion is growing. Experimenting has been going on for years, but now the initial difficulties are overcome, and the business is assuming large proportions. Not all colors, and not all cloths perhaps can be dyed and finished at the present time, but the dyeing and the finishing of goods in the grey is past the initial stage and, the problem of having the right colors when wanted which in the past has been such a great one, is in a fair way to be solved.

The old dry goods saying states truly that "goods well bought are



NEW DESIGNS IN FLANNELS

No. 1 and 3. German flannels. No. 2, 4, 6 and 7. New floral designs in flannelettes. No. 5. Child and lamb design in ermine flannel. Shown by Dominion Textile Co., Limited.

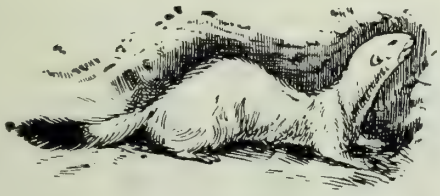
"By these names you know them"

Dominion Textile Co's
New Fall Range of
Famous Fancy Fabrics

¶ The designs, colors, patterns and finish are better and more numerous than ever before.

is now on the
Market

¶ Don't fail to see this big line of "Magog" Samples for Fall 1914.



Erminette Flannel



Rob Roy Checks



Empire Twill

These Three Lines are 10c



Lapland Robes



Deutchland Flannel



Angora Flannel



Monoplane Flannel

Four Big Lines at 11½c

Three Leading Lines at 8c

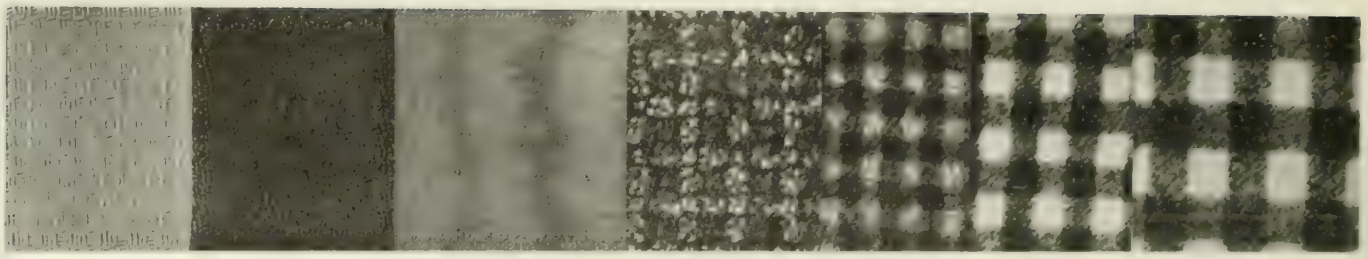
Saxony Flannel
Meleton Suiting
Reversible Saxony

German Flannel

Big Value at 16c

Dominion Textile
Company, Limited
Montreal

"Your Jobber has them"



SAMPLES OF FALL SUITINGS.

1, Honeycomb check; 2, cord velour; 3, wool moire; 4, novelty check; 5, 6 and 7, velour checks in two-tone effects. Shown by W. R. Brock, Montreal.

half sold." but, however well bought are the materials a merchant has in his store, nothing can detract from the importance of proper display and salesmanship. In displaying yard goods particularly in the early season the quality most important in creating a demand for the goods is style suggestion. Many merchants seem to be slow to grasp this point for even when they are showing their new materials they are apt to emphasize value most, in spite of the fact that the element of style is of much greater force, and has more selling power than the element of value. Though of necessity the majority of the drapes only show the materials. Drapes that suggest the new models in gowns should be used, and more use might be made in many stores of photos and illustrations showing the way in which materials are being used.

In this connection it might not be out of the way to say a word about the pattern department. There are many women who use patterns and make up the materials themselves and due to the high cost of the dressmakers' and ladies' tailors' services the number is increasing, as women find it is good economy to do so. This is particularly the case in the smaller centers where life is more leisurely and does not afford the many amusements that are to be had in the large cities. Therefore, it is wise to link up the pattern department with the fabric department, and the showing of appropriate patterns in which to make up the materials ought to be attractive.

Salesmen in many stores might make use of the pattern publications quite freely, and in many cases they would help to make a sale. Customers who make their own dresses as a rule settle the style first and then go after the goods. This being the case in many stores it is helpful to have the pattern books handy for reference in the piece goods department as well.

MEN WEARING WHITE SILK GLOVES.

A few white silk gloves are now being worn on the street by men in New York, but dealers do not expect that they will ever be staple articles of wear

Pile Fabrics Will Be Strong

Paris is Still Producing Pile Novelties—Good Orders Placed for Early Fall Delivery—Chiffons, Erect Pile, and Plush Novelties in High Favor.

THE name of Rodier has come to the front in recent years in connection with novelty fabrics that have received a world-wide acceptance. Advices from Paris show that the majority of the new materials they are showing for Fall are on the order of pile fabrics and that chutedo forms the basic idea for the same. Pale fabric stripes are used on wool grounds, and this promises to be the leading idea in suitings. One of these materials has a voile ground with the stripe in silk ecossais, which is the French name given to stripes in Scotch colorings. This material is designed for waistcoats, and is one of the most attractive of the novelties shown. This material, which Rodier has named "tubline," is shown in a great diversity of color schemes and patterns, and has been very freely ordered.

New ideas are shown also in novelty striped duvetyns, such as tartan plaids, and Roman and ecossais stripes. Another nap fabric is similar to duvetyn, but carries a more plush-like nap, and this material also comes in both solid colors and in numerous novelty effects.

Broken Stripes.

One pattern which has been largely ordered shows broken stripes alternating with squares and dots. Breitschwarz comes in delicate colorings or in fur shades, and cotton velvets in vivid colors and in brocaded patterns are shown in lovely colors for making evening wraps.

Striped velveteens are also introduced. Pekin stripes in wool and silk chutedo are among the new things. One of the most effective of these novelties is formed of serge in navy blue with the stripes in color. These stripes are about $1^1/_4$ in. wide with a three inch interval of serge between. This spacing is considered about right for pleating.

It is said that the American houses are ordering silk tubline, while buyers from England and the French houses are buying this fabric with the tubline stripes in wool.

Blue serge is still a leading fabric and a new soft variety comes in a weave that is called "Kasimyr," a name which carries its own explanation. This material is used as the basis of bands which have a floral pattern woven on the edge in embroidery effect and finished with a woolen fringe. These borders, and borders and galoons of chutedo in exquisite color combinations are shown as the trimmings for gowns and wraps.

The color scheme is limitless, but navy blue is a leader and yellow, particularly in canary shades, is very strongly featured. Greens, reds and light browns are the other leading colors.

Prospects in the Canadian market are very bright for a continuance for another season at least for the vogue for pile fabrics, and re-orders are now being placed for early Fall delivery. Chiffon velvets are in high favor with the trade that can pay the price. The demand comes for the wide widths alone. Erect pile velvets are selling, and besides solid colors many fancies in stripes, printed patterns and plaids, as well as in moire figures, are selling for vests and for other trimming purposes.

Buyers are interested in plushes as they think that they will be wanted for making capes and cape wraps. There is a wide range of novelty plushes showing the various fur effects and these have been successfully tried out by the garment manufacturers both for coats and for trimmings.

Velveteens always sell when pile fabrics are fashionable, as they give the service and much of the effect of the higher-priced silk fabric. The wide widths are the best sellers and though solid colors lead, there is quite a range of moire effects and fancy stripes on the market. Corduroys promise to sell better than last year.

—and remember, they must be in WORRALL'S Fast Dyes.

That's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND
HAVE ADDED VASTLY TO THE BEAUTY
AND UTILITY OF

VELVETEENS

GRAND PRIX
FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J.& J.M. WORRALL Limited MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX
TURIN EXHIBITION, 1911.



View of dress goods department sto re of Charles Ogilvy, Ltd., Ottawa.

Building Up Piece Goods Trade by Display

Successful Methods in Operation in Store of Charles Ogilvy, Limited, Ottawa — Displaying Goods on Ledges, Counters and Tables in Special Divisions—Remnants of Suitings Constantly on Hand—"Giving Away" a Quantity Instead of Reducing Price.

From an interview with Dress Goods buyer of Charles Ogilvy, Ltd., J. Pittaway.

OTTAWA, June 30.—(Special.)—A most satisfactory Spring and early Summer season has been the experience of the dress goods department of Charles Ogilvy, Limited, Rideau Street, Ottawa. The impression one gets on entering is that this department is highly valued, for it is given one of the most honorable positions in the store—the right-hand side, starting from the front.

Glance at the photograph, which along several lines illustrates the methods of this department through its buyer and manager, Mr. Pittaway.

He Believes in Displaying the Goods.

Dress goods under ordinary conditions are about the most difficult line in a dry goods store to display; at least, perhaps, it is more proper to say they are given the least chance to "show off" before the public of any merchandise in the store. Nearly everything else is set out: put in cases; hung up on some kind of support; thrown gracefully or the reverse over the counter. But in the main, dress goods are allowed to repose peacefully in monotonous fashion upon the shelves.

The motto of most dress goods departments is:

"If you don't see what you want, ask for it."

Mr. Pittaway's motto rather is: **"Here's what we have; this is the latest in wash goods; in silk crepes; and you see what we are asking for it. And here are some woolen remnants; you will be interested in looking them over. Up on the ledge you see drapes showing samples of our latest goods, and the price in plain figures."**

Surely a commonsense method of conducting a dress goods department—and colored on one side, and silks just across the aisle—and yet one that is surprisingly little followed by dry goods merchants.

Silk Trimmings.

Out of view of the picture, on the silk counter, it is the custom to have on view continually remnants of silk also, and these are picked up eagerly.

No Remnants in Window.

Tables also are brought into use to assist in getting before women customers the maximum amount of samples of the goods in stock.

A mere reference must suffice at this point on the use of the windows: a distinction. Mr. Pittaway never uses the windows for displaying remnants. These are reserved for the interior. They do not give a very good impression in the window; on the counter with price ticket is their more natural place.

There is one other distinction that should be noted, this time in reference to the illustration: the ledges are used for new goods, but rather the staple lines; the counter drapes go into higher class goods as a rule. The whole top of the ledge is changed at least once a week. They are usually taken down on Thursday, and early Friday morning new drapes are put up. This takes about one and a half hours, and very few people, naturally, are in for business at the start of the day. The manager does not believe in bringing any of his men back at night for this work.

Another time custom: goods on display near the front door, on tables, for example, are changed at least once in three days. The reason for this will be appreciated.

There is another line of silks where counter display scores heavily in sales; that is trimmings. The narrow width trimmings are kept by themselves, and the wide widths also together. The same policy is followed in connection with satins, etc. Mr. Pittaway has found that the display work results in much larger sales than without it, as often a clerk may neglect to pull one that might be suitable when there are a large number on hand.

The dress goods on the shelves are divided according to the more general system, by colors, rather than weaves. Thus there are the blacks here; the navy blues here; Copenhagen blue, reds, browns, tans, etc. The theory of this division, of course, is that as a rule a

Every Nerve Has Been Strained
Every Market Searched
Every Manufacturer Interviewed

THE RESULT is that our effort has been peculiarly rewarded, and merchants throughout the whole of Canada will be able to place on sale an assortment of High-Class

Fall and Winter
Cloakings



equal in Quality, Design and Color Effects to that shown in any country in the world.

While we have made almost extravagant provision, both in assortment and quantities, we would suggest that you see our ranges at the earliest possible moment, with our representatives, while we have the quantities in each line and before the choicest numbers are all taken up, as there will be considerable difficulty in filling orders as the season draws near.

Empire Satin

Do not spoil good cloth with cheap linings. Use Empire Satin, the best Satin Lining in Canada.

Nisbet & Auld, Limited

Montreal **Toronto** **Quebec**

The "Pirle" Finish

(Regd.)

THIS celebrated Finish is a specialty of the well-known dyers, Messrs. Ed. Ripley & Son, Ltd., (branch of the Bradford Dyers' Association, Ltd.). It so permeates every fibre of both warp and weft that it prevents any cloth to which it is applied from marking or cockling with rain.

At the same time it improves the appearance and handle of the cloth and makes it more durable.

Buy only those goods which bear the following stamps:

THE "PIRLE" FINISH

Selvedge Stamp.



Stamped on the end of each piece.

NO GUARANTEE WITHOUT.

PATTERNS showing this FINISH with full particulars, and of the many other different FINISHES, adaptable for all purposes from

The BRADFORD DYERS' ASSOCIATION, Ltd., (Dept 6), 39, Well Street, BRADFORD. 128-129, Cheapside, LONDON.

FABRICS DYED and FINISHED by the Branches of the B.D.A. are sold by leading Merchants throughout the world.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

"PNC" THE FINISH

for LUSTRE, ALPACA *or* MOHAIR TWILLS

GREAT attention has been given to producing a Black Dye and Finish on Lustre, Alpaca and Mohair Twills better than anything previously obtained, and after extensive experimenting over a long period the result is that **the "P.N.C. Finish"** has no equal in the market. Its special points are great brilliancy, clearness of dye, fastness to rubbing, with a greater permanency to the Tailor's Iron than has ever been previously attained.

The Fast Black has also the great advantage of being perspiration proof.

BDA PERMANENT NON-CROCK "~~PNC~~" (Selvedge Stamp)

(Stamped on the end of each piece)

Dye & Finish Guaranteed by Perspiration Proof "PNC" THE FINISH Non Crock and Permanent. The Bradford Dyers' Association Ltd BDA BDA

NO GUARANTEE WITHOUT STAMPS

facsimiles of which are reproduced at side

Fabrics dyed and finished by the B.D.A. are sold by leading merchants throughout the world.

Patterns showing Finishes advertised on this page, and of many others adaptable for all purposes, with full particulars, can be had on application to the Bradford Dyers' Association, Ltd., (Dept. 6), Well Street, Bradford, and 128-129, Cheapside, London, E.C.

"MARQUISE" Finish

for COTTON VENETIANS

COTTON VENETIANS finished by this process are equal in appearance to the finest Silk Satins, and, owing to their thorough mercerisation, never lose their beauty and smartness. For Men's Wear and for Ladies' Jackets, Coats and Capes, they make beautiful Linings, their wearing quality can be thoroughly relied upon, and the Finish is Permanent under the Tailors' Iron and Damp Cloth. Owing to the many advantages of this Finish it is proving a great success and is having a phenomenal run. The goods can be had in Fast Aniline Black or in Colours.

Ask also to see patterns showing finish of
"MARQUISE DE LUXE"
a brighter and softer finish than
"MARQUISE"

No Guarantee Without the Stamps,

facsimiles of which are shown below.

(Selvedge Stamp)

BDA Marquise BDA

(Stamp at end of piece)

"Marquise" Finish BDA BDA DYE & FINISH GUARANTEED BY THE Bradford Dyers' Association Ltd

woman has decided what shade she wants, rather than the material; and the clerk has all the varieties at his fingers' end.

The marks on the goods include the cost price, selling price and name. Where dress goods are put on the sales counter or on tables, the width is marked for the benefit of the customer.

"Giving Away" Goods.

In marking goods that are on sale as remnants another device that has been found helpful is to mark down the real length, say, 1¾ yards, and also a lower figure, say, 1¼. This indicates that the piece will be sold at the regular price, but the customer is charged only for the smaller amount, thus getting ½ yard or whatever the difference is free of charge

Another method being adopted lately in some Canadian stores may be referred to here: Formerly it was the custom when remnants were put on sale to mark them **"4¾ yards 95 cents."** A new way is to mark it: **"4¾ yards at 20 cents."** This tells the customer without figuring it out just what kind of a bargain she is getting, and leaves it at the discretion of the clerk to sell smaller quantities than the whole remnant if it is thought advisable.

Advances in Wool Mean Higher Prices

Shortage in Raw Wool the Reason—Fashions Favor Such Materials as Broadcloth, Serges and Cheviots for Fall—Larger Yardage for Tunics.

THOUGH there has been no plunging, conditions in the wool market have induced buyers to place fairly liberal orders ahead. That they are justified in doing so is shown by the conditions in the wool market. The last series of London wool sales showed an advance of about 5c per lb. over prices that obtained a year ago. Prices on wool materials are hardening and manufacturers are complaining that they are not getting their proper proportion of profit. This means higher prices in the near future, though in all probability their full force will not be felt until prices are made on the Spring line, which will be showing in a few weeks from now.

General Shortage.

Just why raw wool is rising so rapidly in price at a period when trade is not booming is causing some inquiry. The reason seems to lie in a general shortage. Stocks in the hands of the manufacturers all over the world have been allowed to run unusually low, and there they are face to face with a strong and advancing market. Wool production also, it is claimed, has not kept pace with the increased demand, and there is a lowered production in nearly all the wool producing countries. Therefore there is little prospect of raw wool becoming cheaper in the near future.

Buyers at this time of the season are more interested in novelties than in staples, and just what are the leading fabrics it is difficult to state. Broadcloths are coming to the front and will certainly be more of a factor than appeared to be possible at the opening up of the season. Gabardine, serges and soft velours are all selling, and the strong probability is that they will be leading factors. All these materials come in both plain and fancy effects and the combining of plain and fancy in the one garment is an idea that is much favored.

Serges have played a great part in Spring business and apparently are losing none of their selling strength for Fall. One factor that will make them even more popular than ever on this market is that they are being brought over in quantities in the grey and dyed to order.

Cheviots, which may be considered as the heavy-weight equivalent of serges, are selling with very great freedom and the development in this direction points strongly to the favor which the more tailored and simpler type of dress is being received.

Another point that must not be overlooked is the prospect for a larger yardage that is opening up because of the vogue of the long tunic and the inclination towards pleats and longer coats. The increase is about one yard to two yards per gown and suit in 50-inch fabrics.

Sheer Fabrics Favored for 1915

As Sheer Cottons Grow in Favor the Heavier Cotton Fabrics Decline—Both White and Colored Materials Selling.

ORGANDIE is the Summer fabric in Paris, and many of the model houses are bringing out organdie dresses trimmed with lace flounces for Summer. Besides organdie, crepe, linen, and chiffon are also used. Some of these dresses are trimmed with white piquc, and the combining of the very sheer and the heavier dead white fabrics have a quaint Old World look. Many of the skirts are flounced and then the organdie is traced with colored embroidery.

Organdies will certainly be prominent in the collections of wash fabrics for Spring 1915 and will open the way for muslins, batistes, voiles and other sheer plain weaves. These will be high style and the popular crepes will take second place. Tissues, rice cloths and light weight ratines are selling at present and will be included in the leading materials offered for Spring 1915.

Piques in Great Demand.

Piques are in great demand at the present time for wash skirts and for vests and neckwear purposes. The pique wanted is very softly finished and is taken in fine, medium, and heavy cords.

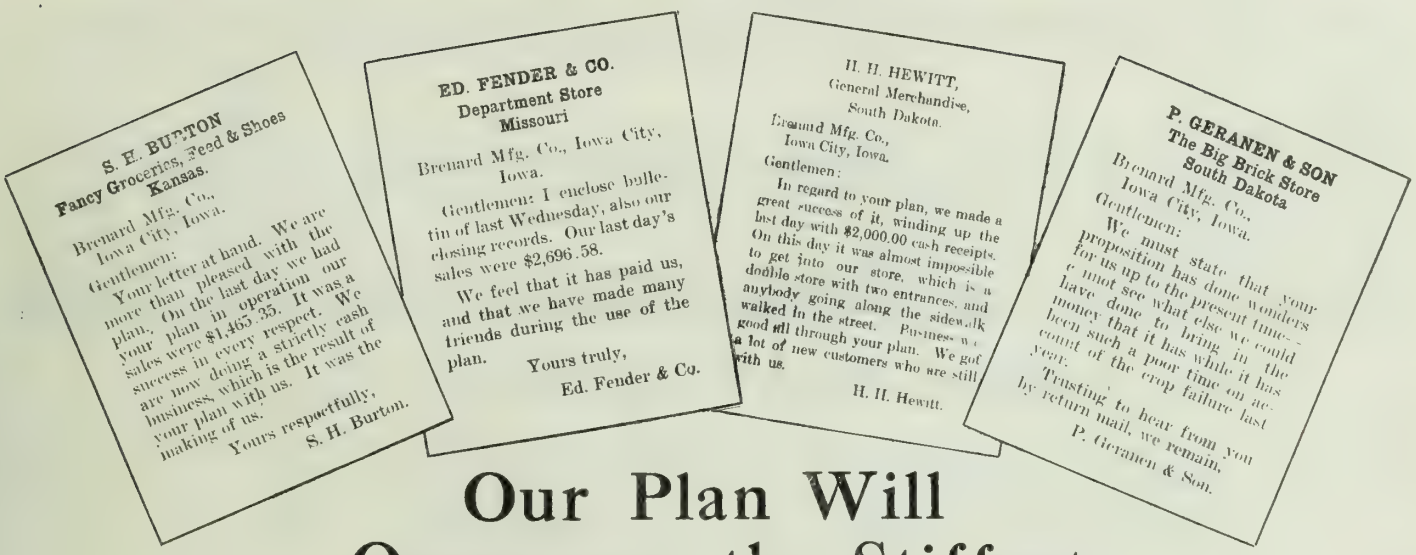
Though there is a movement favoring white making itself felt, colored cottons are in high favor. Striped materials are wanted and are not to be had, as the vogue is growing for the using of a plain and striped fabric in the one garment.

RAINCOAT SHOP FOR WOMEN

Gidding Bros. of New York, in announcing a new raincoat shop for women and children, say:

"There has been a decided change in raincoats for the better, that we have opened a shop just for them, for we are quite sure that all women and little girls will be glad to don the new styles in these very necessary coats.

"Our representative, who has lately returned from Europe, says that the Parisiennes prefer the fine rubberized silk coats, while the Englishwomen are partial to the cravenetted worsteds. And as American women are divided in their opinion, we have assembled both kinds."



S. E. BURTON
Fancy Groceries, Feed & Shoes
Kansas.

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:
Your letter at hand. We are more than pleased with the last day we had your plan in operation. Our sales were $1,465.35. It was a success in every respect. We are now doing a strictly cash business, which is the result of your plan with us. It was the making of us.

Yours respectfully,
S. H. Burton.

ED. FENDER & CO.
Department Store
Missouri

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen: I enclose bulletin of last Wednesday, also our closing records. Our last day's sales were $2,696.58.

We feel that it has paid us, and that we have made many friends during the use of the plan.

Yours truly,
Ed. Fender & Co.

H. H. HEWITT,
General Merchandise,
South Dakota.

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:
In regard to your plan, we made a great success of it, winding up the last day with $2,000.00 cash receipts. On this day it was almost impossible to get into our store, which is a double store with two entrances, and anybody going along the sidewalk walked in the street. Business was good all through your plan. We got a lot of new customers who are still with us.

H. H. Hewitt.

P. GERANEN & SON
The Big Brick Store
South Dakota

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:
We must state that your proposition has done wonders for us up to the present time. I cannot see what else we could have done to bring in the money that it has while it has been such a poor time on account of the crop failure last year.

Trusting to hear from you by return mail, we remain,
P. Geranen & Son.

Our Plan Will Overcome the Stiffest Competition You Ever Had

It is a plan that gets hundreds of people directly interested in your store—it has this army of people hustling for you—it has them urging their friends and neighbors to trade at your store. And it keeps them hustling for you six solid months or more.

With our plan you can make dull Wednesday a bigger day than busy Saturday. You can make the dull summer months among the biggest in the year—and do this without cutting and slashing prices—you can get this big business at regular prices. You can work off slow sellers and old goods for full selling price.

With our mammoth organization we are in a position to give you that service that assures you a bigger business at your regular selling prices.

WANT TO RAISE SOME CASH QUICK?

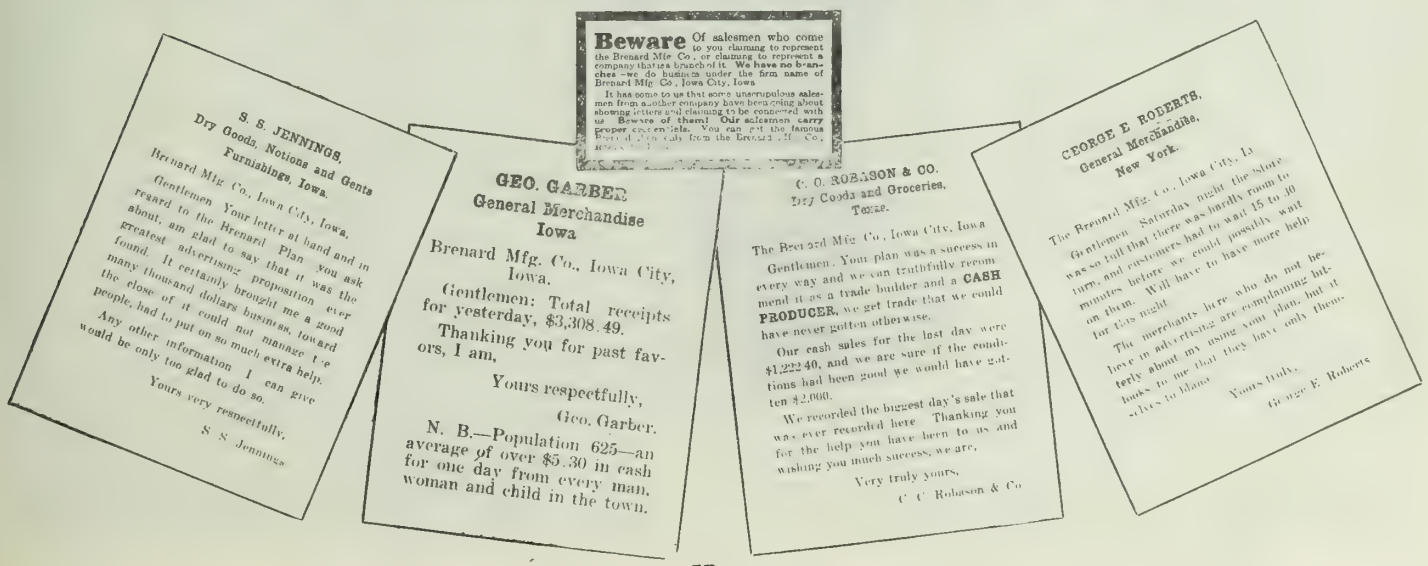
There is one feature of our plan that will get the people of your community to deposit hundreds of dollars with you to be traded out later. We will be glad to explain this feature more fully to you if you will write us in regard to it.

Besides overcoming competition, our plan will collect your monthly accounts, that is, get the cash in your drawer between the first and tenth. Besides collecting your monthly accounts we will be glad to tell you just how it will collect those old accounts that you have practically given up hopes of ever getting.

Upwards of 800 merchants have found the truth of our claims regarding the business-producing plans of the Brenard Co. We will grant you the exclusive use of this plan against competition.

If you desire to use our plan in your town, let us hear from you, as any delay on your part may mean that your competitor will already have secured the exclusive right in your town. For quick action telegraph.

Brenard Manufacturing Co., Iowa City, Iowa



S. S. JENNINGS,
Dry Goods, Notions and Gents Furnishings, Iowa.

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen: Your letter at hand and in regard to the Brenard Plan you ask about, am glad to say that it was the greatest advertising proposition ever found. It certainly brought me a good many thousand dollars business, toward the close of it could not manage the people, had to put on so much extra help.

Any other information I can give would be only too glad to do so.

Yours very respectfully,
S. S. Jennings.

Beware Of salesmen who come to you claiming to represent the Brenard Mfg Co., or claiming to represent a company that is a branch of it. We have no branches—we do business under the firm name of Brenard Mfg Co., Iowa City, Iowa.

It has come to us that some unscrupulous salesmen from another company have been going about showing letters and claiming to be connected with us. Beware of them! Our salesmen carry proper credentials. You can get the famous Brenard Plan only from the Brenard Mfg. Co., Iowa City, Iowa.

GEO. GARBER
General Merchandise
Iowa

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen: Total receipts for yesterday, $3,308.49.

Thanking you for past favors, I am,

Yours respectfully,
Geo. Garber.

N. B.—Population 625—an average of over $5.30 in cash for one day from every man, woman and child in the town.

C. C. ROBINSON & CO.
Dry Goods and Groceries,
Texas.

The Brenard Mfg. Co., Iowa City, Iowa

Gentlemen: Your plan was a success in every way and we can truthfully recommend it as a trade builder and a **CASH PRODUCER**, we get trade that we could have never gotten otherwise.

Our cash sales for the last day were $1,222.40, and we are sure if the conditions had been good we would have gotten $2,000.

We recorded the biggest day's sale that was ever recorded here. Thanking you for the help you have been to us and wishing you much success, we are,

Very truly yours,
C. C. Robinson & Co.

GEORGE E. ROBERTS,
General Merchandise,
New York.

The Brenard Mfg. Co., Iowa City, Ia.

Gentlemen: Saturday night the store was so full that there was hardly room to turn, and customers had to wait 15 to 30 minutes before we could possibly wait on them. We will have to have more help for this night.

The merchants here who do not believe in advertising are complaining bitterly about my using your plans, but it looks to me that they have only themselves to blame.

Yours truly,
George E. Roberts.

FUR DEPARTMENT

Furs Follow Styles in Cloth Models

Cape Effect and Balmacaan Are Ultra Fashionable—Flare is Much Seen on Shorter Coats—Dark Colors Popular—Few Pony Coats Will be Worn—New Neck Pieces on Cape Model—Round Muffs Coming.

THE tendency in fur styles for the coming season, particularly in the ultra-fashionable garments, is to follow the advanced cuts being adopted for cloth coats. In the very latest designs there will be found the cape effect which is now so popular, while the raglan shoulder and the Balmacaan will also be seen. Generally, however, there is a leaning towards the kimono-shaped coat with the large sleeve and the bell-shaped or flared bottom either plain or with ruffles.

More Moderate on Styles.

But in furs, and particularly in the Canadian trade, there is a more moderate demand with regard to styles, and the majority of the models are designed more for service than for style, for the reason that when a big price is paid for a fur coat the majority of people do not want to have to change the cut the following season. For this reason the majority of the models as seen in the Canadian trade will be the seven-eighths and three-quarter lengths, with loose back, moderately large sleeves and the popular shawl collar. On the shorter models the bell flare will be often seen.

Black Very Strong.

Manufacturers report that they find that there is a distinct change in opinion with reference to the use of colors and that this winter will see black very strong. Last season there was an effort to put blue to the front and such oddities as leopard, but blue is not strong at present, and with the high colored skins only small portions will be used, if at all.

Hudson seal will be the favorite, according to a Canadian manufacturer, and there will be a lot of self trimmings used for collars and cuffs. Linings generally will be quiet except in the case of garments for evening wear. There will also be a popularity for some of the rougher furs for pieces, such as stoles, scarfs, shawls and muffs. Bear will be much worn and for misses Sardinian fox and black wolf will be popular.

Persian lamb should be a stronger seller this winter for the reason that it is lower in price and always is a standard favorite in the better trade. Broadtail, which is only slightly heavier than velvet, will be worn in extremely fashionable models where a high-priced garment is wanted.



A popular model of seal with cutaway front and moderate flare to the skirt. The length is good and the cuffs are quite the thing.

Pony is Weak.

One of the former favorites in coat materials which is much weaker this season is the pony, and the manufacturers report that there is a small demand for coats of this material. This is undoubtedly due to the run which there has been on the pony coat and the effect has been the usual change of public opinion.

Round Muffs Coming.

There will be a stronger demand for shoulder pieces for Fall wear and a number of these are spreading out until they are approaching the cape class, waist lengths at the back and the front running far down.

With these muffs of many shapes will be carried. In the trade there is still a noticeable demand for the long flat model with the head paws and tail showing, but opinion is turning again to the old models and the barrel is coming back with a more extreme shape in the round effect.

For serviceable wear one of the strongest sellers will be the muskrat coat cut about fifty inches long with a seven-eighths back and the shawl or notched collar.

Some Fashionable Models.

The advanced styles are showing the influence of the cape effect. There are some designs in which the Balmacaan style is an influence to the effect of raglan shoulders, but this is not expected to have anything like a wide following with manufacturers even in the big fashion centers.

About the last word in luxury is the evening cape of sealskin with a smart Normandy flare collar of ermine. The

ENSORS Limited

6, NEWGATE STREET

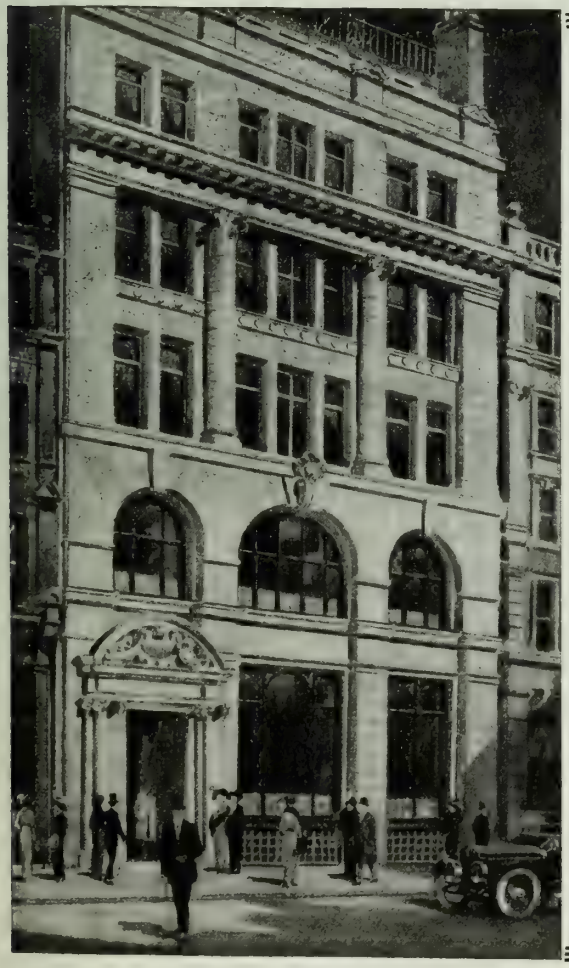
LONDON, ENGLAND

Wholesale Furriers

FUR COATS FUR-LINED COATS

SLEIGH ROBES FOOT SACKS





IF you are visiting Europe for the Fall and require the newest designs in

Fur Models

as well as

Good Selling Lines

you will find no finer range than that shown by us at

14 & 16 Great Portland St.
LONDON, W.

D. F. Cocks & Co., Ltd.

Factories:
Devon House, Great Portland St., and Walthamstowe, N.E.
London, Eng.

cape is made with a deep yoke, below which there is just a suspicion of ease at the back and in front there are slashes through which the hands are passed. This is a distinctly new model and very chic.

Distinctly new and smart also is the cape coat, a garment which can be worn over the elegant gowns of silk and chiffon without crushing the fullness or spoiling the tunic. This model is made with fullness at the bottom and notched collar. It conveys the impression of the simplicity of good style with buttons of black silk and no relief of color or ornament. For evening wear the somberness can be relieved by a gorgeous lining.

The kimono shaping is still very modish with long sleeves cut in one with the coat and some models are finished with turnback cuff. Some of the models with the pronounced flare and the large sleeve hole are finished with a sash of self material tied at the back.

Stunning Afternoon Model.

A stunning coat for afternoon wear is fashioned of seal with a big collar of fitch or other rough fur, that extends over the shoulder a little and down the front in stole effect. Of like material, too, are deep cuffs. This coat is very different from the models of last season. There is a barely perceptible nipping-in at the waist line and a decided ripple below. The length is sufficient for both warmth and style and yet is not long enough to bear the wearer down or to make walking uncomfortable. This is a good coat for the average wearer who likes comfort with good style and who sees in a fur coat something more than for the passing fancy.

The cape and the cape coat are having the effect of bringing in with them the cape neckpiece for early Autumn wear when it is too early for the heavy wraps. With the neckpiece goes a muff of the same material and in some cases a very effective impression can be created by the use of velvet and fur. Many of the capes are short and jaunty with the new Incroyable collar and long revers of ermine. Another cape of ermine has an added effect in the Japanese collar which goes with it. The cape ends at the waistline at the back but extends far down the front.

In the smaller neckpieces nothing is more effective than the pointed fox and in muffs the favor is going back to the barrel shape with many dressers, while there is a new round shape which has a very cozy impression.

FASHIONS IN FURS.

Colors very weak.

Self trimmings returning for collars and cuffs

Sardinian fox and black wolf for misses.

Persian lamb, lower in price, will be very strong.

Pony weaker.

Round muffs returning.

Flaring Tunic Flounce.

A marked feature of some of the new fur coats is the flaring tunic flounce forming a coat suitable for both afternoon and evening wear. It is usually fashioned of seal or pony with self collar. A graceful kimono model with long sleeves, it is ideal for cold weather and it has a fastening right up to the neck. The tunic flounce ripples to a greater length at the back than at the front. Some of the new flounce models are slightly less than the three-quarter length.

HIGH COST OF GARMENTS.

Tunics and Capes Responsible for More Material.

A Cleveland report states that western manufacturers have been wondering just what will be the result of the increased amount of cloth and trimmings required for both suits and topcoats for Fall, as well as the additional labor required in making them. In the topcoats, for instance, the additional cloth needed is considerable, because of the cape or cape effect seen in nearly all of them. Then, there is the work of making the cape, or the cape effect. As one manufacturer put it, there are really two garments instead of one.

In the suits, the long tunic requires the manufacture of two skirts where there was but one last season. And more cloth is required in the skirt proper, because it is wider than it has been heretofore. All these items count in the cost of making. This same manufacturer, however, said no reduction in the price of garments was made when the short coats and very narrow skirts were in vogue, so it would hardly be consistent to make an increase when the tide turns the other way. Yet, he believes the retail merchants hardly appreciate what they are receiving for the money they are paying for garments for the Fall.

SPELLING OUT SALESMANSHIP.

"I have made up a little chart from the word 'Salesmanship' by which I have let each letter represent one of the things that I am asked to talk to you about," said V. L. Price, vice-president of the National Candy Company, St. Louis, in an address delivered recently before the members of the Detroit, Mich., course in salesmanship. Here is the chart:

S—ales Knowledge of Goods.
A—rgument.
L—oyalty.
E—nthusiasm.
S—ystem.
M—ental Attitude.
A—ccessibility.
N—erve.
S—ociability.
H—onesty.
I—ndustry.
P—erseverance.

Fur travellers out Sept. 1st on sorting trip

JOSE FURS ARE NOTED FOR THEIR STYLE AND QUALITY

They will show a complete range of Hudson Bay Sable, Beaver, Ermine, Mink and Fox, etc., in sets, fur trimmed coats and opera cloaks.

We sell quality furs only. Jose values are top-notchers the styles represent the latest creations. A card to-day will insure a call.

R. L. Jose, *fine furs*, 75 Bay Street, Toronto



Within 50 yds. of St. Paul's Cathedral

Fletcher & Smart

25 Carter Lane

London, E.C.

Fur Coats, Small Furs, Cloth Coats, and Coats and Skirts

Please Give Us A Call.

We Make a Special Feature of Producing Practical Garments Suitable for the Canadian Market.

An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.

THE MOULTON MANUFACTURING CO. LIMITED

are the leading house for

Furriers' Trimmings

Frog Ornaments
Tassel Ornaments
Fringes
Muff Hangers
Edging Braids
Buttons, Fancy and Plain
Crocheted Chains
Elastic and Other Cords.

Our own make, of beautiful designs, best materials and first-class workmanship

CRAIG, GOSFORD & ST. LOUIS STS.
MONTREAL

KNITTED GOODS

Light Sweaters in a Popular Style

Models of Silk and Australian Botany Wool for Light Wear—Cut-away Front Creates a Garment for Street Wear—Brushed Surfaces Are Good.

IN the Summer sweater coats the silk garment has had the run of popularity in the high class trade, but a garment to retail at ten or twelve dollars or thereabouts is necessarily confined to a limited demand and with the general trade the favor has fallen to coats knitted of the lighter yarns and among these Australian Botany has been among the foremost. In the majority of garments of this yarn the surface is lightly brushed giving a finer and softer finish.

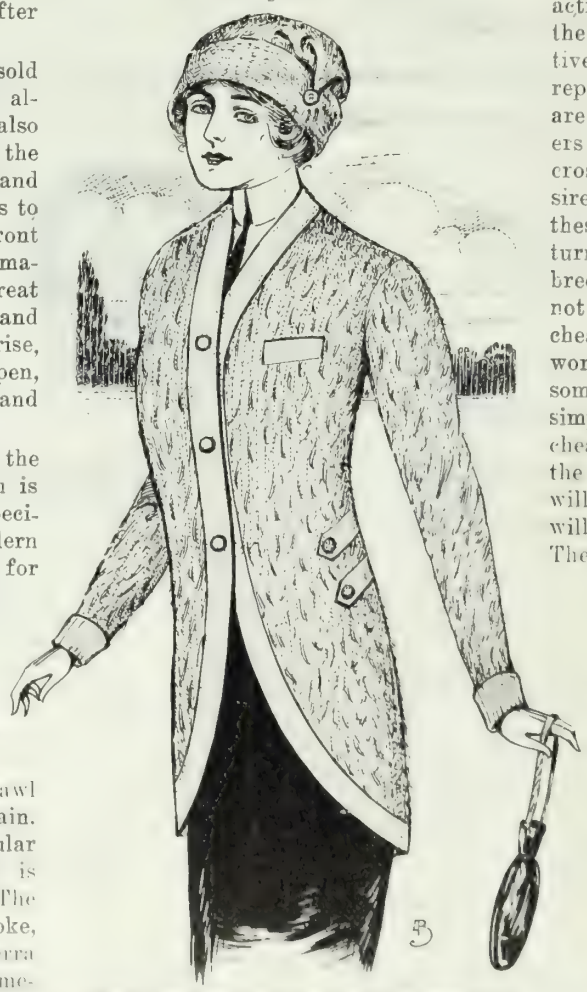
The majority of the silk coats sold have been in the accordeon effect although solid tone materials have also been popular. They are cut with the popular V-shaped neck opening and made with half belt held with buttons to match while the buttons down the front are likewise covered with the same material. These coats come in a great variety of colors, including black and copen, black and Kelly, black and cerise, black and gold, cerise, Kelly, Copen, black, white, grey, kharki, Tango and peacock.

In the same garment there is also the model with the cutaway front which is becoming more and more popular especially as it conforms more to modern styles and therefore is more suitable for street wear.

Many of the models of Australian Botany are in the cut away front style. They have three buttons covered with self material and high pocket, while many have different kinds of half belts at the waist; on some models the shawl collar is worn while others are plain. Some of these coats are very popular from the fact that the light wool is adaptable to wearing under a coat. The colors include Copenhagen, dark smoke, Tango, cerise, peacock, old rose, terra cotta, Kelly green, scarlet, helio, amethyst, white, cadet and Havana.

Nothing could demonstrate more than do these modist coats the great field which there is for the sweater coat made in modern styles, for this light brushed effect gives a finish which at a distance cannot be told from a soft finished cloth material. After seeing these coats one can understand why it is that the sweater is no longer a sports coat exclusively, but is taking its full share of popularity for street wear.

Sketch by Review Artist.



Brush sweater coat and cap to match in all popular colors. Note cutaway front, a feature of the latest designs for lighter weights. Shown by Monarch Knitting Co.

WOOL IS SOARING

THERE appears to be no limit to the demand for fine wool throughout the world, or to the prices that manufacturers will pay to cover immediate and future needs. Since the close of the London sales at top prices of the series the trade has turned its attention to primary markets, and both in Australia and in this country there has been active buying at further advances. In the West demand is almost equally active for all varieties of wool, and direct representatives of leading Eastern mills are now paying prices that cause dealers to hesitate. While merino and fine crossbred wools are most eagerly desired, the scarciety and high prices of these are now causing manufacturers to turn their attention to medium crossbreds. The movement of the latter is not yet large despite their relative cheapness, for the demands of style the world over are for soft finished goods; some are purchasing medium crossbreds simply because they are relatively so cheap, but there is a growing belief that the demand for fabrics "at a price" will make a place for these wools and will advance their value materially. There is little question about the stability of prices of merinos and fine cross-breds so far as the near future is concerned, but there are many dealers who would hesitate to pay current prices for such wools to be delivered in the Fall; at the same time, they recognize that the market may find its balance by a general advance in medium and cross-breds.

—⚙—

At the June Fur Sales in London Lampson sold 2,000,000 musquash. Of these black were up to March prices; southern sorts 10 below, and others 20 below.



The Sport Coat

—Just the thing for motoring, boating, golfing

This lady's sport coat—Model 20-S, is a particularly good seller, being used for every purpose. It is very useful for slipping on for cool days or evenings as well as for boating, golfing or motoring. It is soft and dainty, being made from the best English worsted yarn in white, saxe blue, royal, sky, old rose, scarlet, green, silver grey, fawn and tango.

Price per dozen, $36.00.



The Cutaway Coat

—comfortable, smart
—good for all seasons

Here is a coat that has that smart, snappy style, which appeals to the feminine sex. It has the Angora finish made with belted back, crocheted buttons, shawl collar and one pocket. Shades are: Saxe blue, royal and sky blue, white, old rose, scarlet, green, silver grey, tango and fawn.

Price per dozen, $42.00.

Mail a trial order to-day for half dozen of each of the above numbers. They're live sellers and should be displayed now in your store.

Write to-day.

The Williams-Trow Knitting Company, Limited

STRATFORD, ONTARIO

AGENTS:

J. M Robertson & Co., Toronto
J. B. Trow & Co., - Montreal
Robinson & Ruhl, - Saskatoon
J. N. Nixon - - Vancouver

BENTRO
THE WEAR IS THERE
KNIT

Knit Garments Which Look Like Tweed

Men Are Wearing Golf Suits Made of This Material Throughout —Women Will Wear It in Winter Coats—New Sweater Coat With Woven Two-Tone Effect.

WHEN people are thinking of the golf links, and the Summer resorts with boat trips and cool evenings, there comes a demand for novelties in knitted garments for outdoor wear—nothing suits better for a chilly night than a knitted coat and at the same time there is usually a desire to have something just a little different from what the other people are wearing. Evidence of this may be seen in the big demand which there has been for the silk sweater coat, which was referred to in a recent issue, while there has been sale for men's sweater coats of the very brightest colors.

Some of the imported novelties include very attractive Summer garments. There is a crocheted effect in soft yarn with a wide open stitch which comes in a variety of soft colors with the low cut neck. Even more of a novelty is a double knit material with a two-tone effect. This has the appearance of one garment knitted over the other, the yarn being so handled as to form a very coarse net through which the color of the groundwork can be seen. The color combinations are canary and emerald, canary and blue, gray and white, black and white and a big range of soft colors.

Knitted Golf Suit.

For men there is something new in a knitted golf uniform. It is of stockinet but is so finely knit that at a short distance it has very appearance of tweed, while there is the feature of elasticity which is so necessary in a golfing suit. The suit comes in lovet and gray, with the coat cut in a very smart style, the back being belted in the Norfolk fashion and the four pockets attached with the patch effect. The knickers are of the same material.

This golf uniform has been selling well and seems to be popular with the general demand for clothing which has the English atmosphere. With it the stockings are generally loud which is going still further in the "English" direction.

A Knitted Coat for Fall.

One of the new things for women is a knitted coat which is of fine yarn and with a brushed effect it has all the appearance of tweed. It has the cut-away front and the shawl collar and will be a very light and very warm coat for winter. It comes in lovet and grey effects usually, but can be had also in Paddy green, cerise, crimson and saxe.

A Fancy Hosiery Season.

The prediction is made by a hoisery jobber who is closely in touch with the trade and the fashions that next season is likely to see a return to the fancy hosiery for women. Already checks and ribs are being shown in the American cities and there are also clocks of various designs. This has been a season in which colored hose of solid tones have had a run of popularity and the next turn of the wheel of time promises to bring in the fancy designs again.

As usual the Winter stocks of hosiery are largely cashmere with some heavy woollens. So far as color is concerned there will be more of it worn than usual but few women use anything but black for street wear in the Winter. Silk is now popular in all seasons with the high class trade, and many women wear nothing else. The demand for colored hosiery will largely be confined to silk goods to go with colored dresses for evening wear.



Novel two-tone sweater coat which is made of a fine hard-finished yarn coarsely knit in such a manner that an underlayer of the same material in contrasting color shows through. It comes in a big range of colors, with cap and scarf to match. Shown by Dr. Jaeger's Sanitary Woolen System Co., Limited.

Chamoisette as a glove material is taking well, and while the cream and yellow are still standard, greys and other shades are coming in.

In mufflers there is a tendency towards plain colors rather than the two-tone effects, but this business for Fall has been comparatively weak following the big run a year ago.

Knit caps for boys promise to be good sellers this Winter and Buster Brown knit suits are becoming very popular for the little people's trade; they are warm and serviceable and can be worn by children from two to eight years. In the children's suits the brushed effect is a most popular finish and there is a big range of colors with tan shades and greys very strong.

The knitted underskirt, which was brought out last season, has taken very well in the country trade, according to the dealers, and it gives promise of getting into the class of standard lines; it is light and warm and very serviceable where style is not the first desirability.

HOSIERY CHANGES

THE rapidity of the evolution of the knit goods business and the importance of the manufacturers keeping up with the development of the business was emphasized by President Leippe, of the National Association of Hosiery and Underwear Manufacturers at the Philadelphia convention, when he said:

"I hardly know of an industry that has undergone the changes in a few years that the fine seamless line of hosiery has. It is but a few years that the finest seamless hose was a 204 needle, that jumped to 240 needles. The women's hose had a two-inch welt, and a single 60 heel and toe splicer. The next evolution was a reinforced garter top, the next a four-ply heel and toe, the next a six-inch welt, the next a high spliced heel and double sole, the next an entire silk hose, the next silk boot, the next genuine silk plaited, next a wood fiber silk, next a wood fiber silk plaited, and next a genuine silk and wood fiber mixed. What next? Heaven only knows. A great many manufacturers have spent about all their earnings in buying new machinery so as to keep on the band-wagon, and have introduced systems to lessen the waste, and bring their business up to a high state of efficiency, so as to permit them, if possible, to make only a fair profit upon the capital invested in their business."



L.321

This magnificent number is hand knit and hand finished throughout, and has half belt at back. Made from fine Australian Botany; is one of our most striking lines in V-neck style.

Colors—Same as L.312
Sizes—34 to 42
Price $42.00



L.320

This splendid number is made with half belt across back and is another recent European creation in two-tone silk accordion effect.

Colors Black and Copen, Black and Kelly, Black and Cerise, Black and Gold, Cerise, Kelly, Copen, Black, White, Grey, Khaki, Tango, Peacock.
Sizes 34 to 42
Price —$42.00
Caps to match at $9.00



L.315

This particular garment is made of fine Australian Botany and lightly brushed; very light in weight and is Fashion's favorite abroad for the coming Spring and Summer. Specially adapted for wearing under coat, as well as street wear.

Colors—Same as L.312. Sizes—34 to 42
Price—$27.00
We make the same coat with shawl collar, our L.316, at $30.00

¶We illustrate here, six models selected from our latest creations, which are meeting with great popularity. MONARCH KNIT progress is appreciated by the merchants of Canada. Orders on silk coats and new styles of brushed lines have been pouring in in such large numbers that our output has been taxed to its fullest capacity.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



L.312

This exclusive style is one of the many "MONARCH MASTERPIECES." Made of fine Australian Botany and lightly brushed. Specially designed for street wear.

Colors—Same as L.314 Sizes—34 to 42 Price—$36.00
L.328—Same style as L.312 only made of silk
Colors—Copenhagen, Black, Khaki, Maroon, Myrtle, Kelly, Cerise, Old Rose
Sizes—34 to 42. Price—$42.00 per doz.
Cap to match $6.50 per doz.



L.314

Another model from "MONARCH KNIT" harvest of new ideas. Made from high-grade Australian Botany with new belted effect at waist; lightly brushed.

Colors—Copenhagen, Dark Smoke, Tango, Cerise, Peacock, Old Rose, Terra Cotta, Kelly Green, Scarlet, Helio, Amethyst, White, Cadet, Havana.
Sizes—34 to 42. Price—$39.00



L.318

Made of fine imported silk, knit in accordion effect, half belt at back.

Colors—White, Black, Copenhagen, Old Rose, Tango, Peacock, Kelly, Cerise, also in two-tone effects of Black and Copenhagen, Black and Kelly, Black and Gold, Black and Cerise, Helio and White. Sizes—34 to 42. Price—$60.00 per doz. Caps to match $12.00 per doz. L.320—Same style, colors and sizes as L.318, cheaper quality. Price—$48.00 per doz. Caps to match $9.00 per doz.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

¶Merchants who ordered a few of these lines are now repeating. We would be glad to send samples of our six latest creations as here shown, which will again demonstrate to you that "MONARCH-KNIT" is the home of what Dame Fashion decrees is best in Sweater Coats.



New type of sweater coat that is becoming quite popular.

WATCH YOUR COLORS.

MONTREAL, June 2 (Special).—There has been an unusual demand for silk hose in colors for next Fall, and there is a call for some lines right now that are hard to get. The modern dancing craze is believed to be at the bottom of it all. The style of dancing now in vogue seems to call for a generous display of hosiery and the fair dancers incline toward colors that match their gowns. It is altogether likely that this favor for high colors in hosiery will continue for some time to come and preparations are being made to cope with the demand which it is expected will be at its height by next season. It is figured that by that time the craze will have shifted to the cheaper lines and when this happens the better grade lines will be done. It usually follows that as soon as a style is taken up in cheaper grade materials it drops quickly for the high-grade goods.

From the standpoint of the manufacturer and jobber, this development of trade into colors is not considered very satisfactory. It has been the experience of the jobbers that when colors are in vogue and they stock up heavily on shades that they think will be good, it generally happens that at least one or two shades are not taken and are left on the hands of the jobbers to be disposed of later at a sacrifice and thus to spoil the profit on the entire business of this line. When the people want something, however, the jobbers have to get it for them, and so it is in this case. It would seem to be a wise precaution for retailers as well as wholesalers to watch closely the trend of events and to protect themselves for sudden changes on the part of a fickle public.

Do you prefer

A LATE VACATION?

Do you, like many others, like to go away to the resorts when the Summer humidity has departed from the air; when exercise is not a labor under a sweltering sun; when the evenings are cool and exhiliarating and when you can look forward to a return to your regular mode of life with the summer behind you?

If you do remember that there will be evenings when you will need

A SWEATER COAT.

You will find that it is just as needful and more so than an umbrella or a raincoat.

Let us show you the latest knit coats for men and women—stylish cut garments conforming to up-to-date models and of the popular materials.

Johnston & Company.

SAMPLE AD.

Sweater Coats for Cooler Days

Late Holidavers Need Them for Evening Wear —Time to Think About Displays for the Fall Season Showing Use of Garments for Hunters and Athletic Sports.

AT this time the merchant might well give consideration to his plans for the Fall and Winter sweater campaign, for these are the seasons of the demand in this line, and such are the improvements in manufacture in relation to both design and material that the business should be on a broader basis than ever.

For women there is no longer solid ground for the idea that the sweater coat is a sports garment or only suited for wear under a heavier coat; with such models as are now offered the trade the sweater takes rank as street apparel. Coats made of the new silk material or of light brushed wool with the cutaway front and belted back are very likely to have a wide popularity for street wear for Fall. This is especially true of some of the close-knit, brushed coats which have all the appearance at a short distance of heavy, soft-finished cloth.

For outing wear the popularity of the sweater coat is something that will always continue. When the hottest of the days are over tennis and golf again take their full popularity and the cool evenings make the sweater coat almost a necessity. And so it is at the Summer resorts in the early Fall, when many people prefer to take their vacation; the cool breezes off the water after sunset are very refreshing and invigorating but they are chilly, too, for those clad in Summer apparel if there is not a convenient sweater to wear.

For Hunting and Athletics.

For the hunter there is nothing like a warm, high-neck sweater coat. He can wear it under the hunting coat and get the warmth which the latter lacks, without the impediment of a heavy garment.

Then the season is coming when there is a demand for club sweaters for the Fall and Winter sports. Here is a branch of the business to which dealers should give attention; it is business that can be "caught" by the man with the right ideas. Any of the sweater manufacturers will take special orders for six garments to be made in any style or sizes and in any combinations of color for club purposes.

Appropriate Displays.

For the Fall, sweater displays can be made very effective by the introduction of a few sports "props." A couple of guns or other hunting paraphernalia gives a distinctly Fall appearance to the window, while footballs, etc., also make a good showing and later hockey sticks can be used with effect.

For a window showing ladies' coats for sports wear, golf sticks go well and with a couple of figures wearing attractively cut models little further is needed to give the desired impression.

FRANCE GETS $70,000,000. Costumes, Lingerie, Feathers, Flowers and Hats Each Year.

Feminine attire continues to bulk as one of the largest export lines of France, ready-to-wear, feathers and hats amounting to $70,000,000 annually. In these lines the gains this last year were substantial in all but hats.

A New York report states that American women contribute $10,000,000 of this sum each year. Costumes amount to $2,800,000; millinery, $4,860,000; and lingerie, $1,255,000.

Beaver Brand Knit Goods

make knitted goods handling a pleasure



ROB-ROY

Satisfaction and pleasure go hand in hand with the handling of Beaver Brand knitted goods—satisfaction in knowing that you are giving your customers dollar for dollar value and pleasure in the ease with which sales are made.

Nearly everybody is well acquainted with Beaver Brand knitted coats and accessories and has learned to base judgment of other lines on the standard set by them.

Beaver Brand standard is the highest —values the best.

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba
H. Cook - - - Northern Ontario
W. Easson, C. B. Heath - - - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte, A. Malo - 26 Beardmore Building Montreal

B398



for men, women and young folks

These famous knitted goods, including: coats, sweaters, toques, caps, gloves, mitts, scarfs, mufflers, etc., meet the requirements of the whole household from the tiny child to the parents.

The Beaver Brand range for Fall and Winter 1914-15 is the finest we have ever produced—the values are up to the Beaver Brand usual high standard.

Sort up your stock for a bigger-than-ever Fall business.



SHETLAND

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood, - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba

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A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte, A. Malo - 26 Beardmore Building Montreal

B399

Penmans Balbriggans
Are Foremost In Demand

THIS is the season of the year when light knit fabrics are so much in demand.

Penmans

BALBRIGGANS

are built along the lines which will appeal most strongly to your discriminating trade. Made in:—

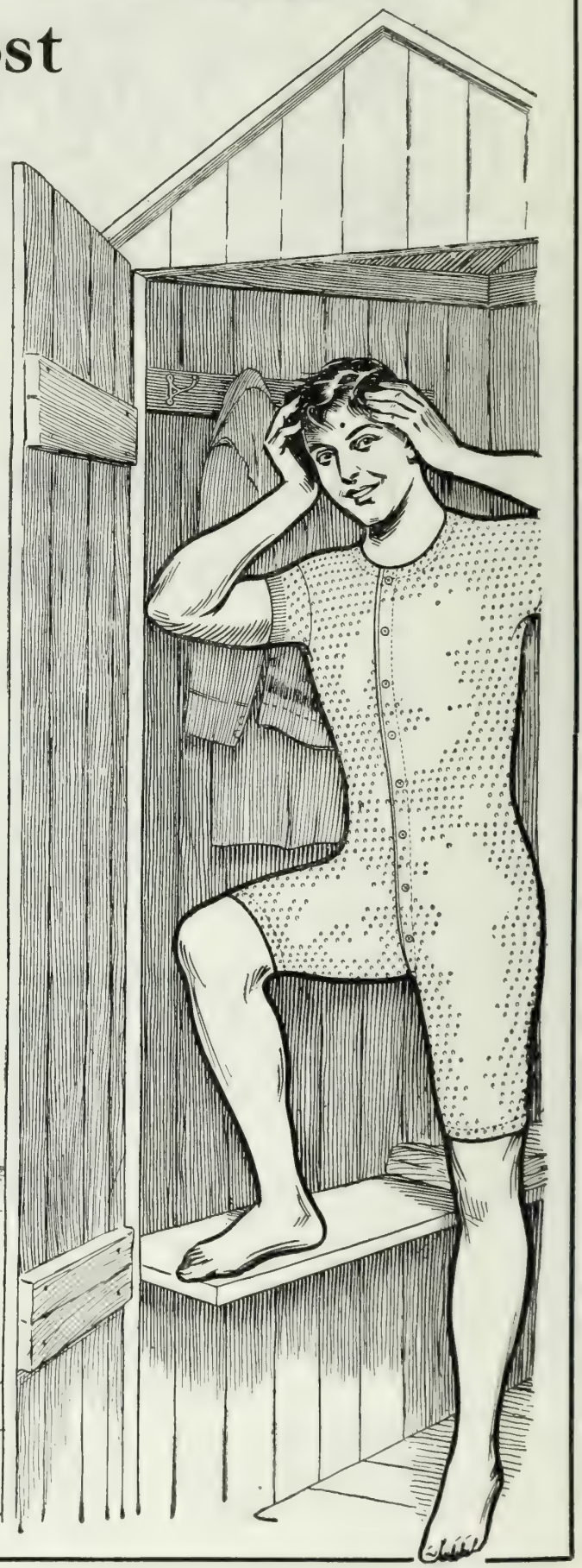
Two-thread Egyptian lines—Nos. 46 and 8.
Mesh Stitches—Nos. 206 and 207.
Porus Knit—Nos. 13 and 16.
Two-thread Combed Egyptian—Nos. 19 and 47.

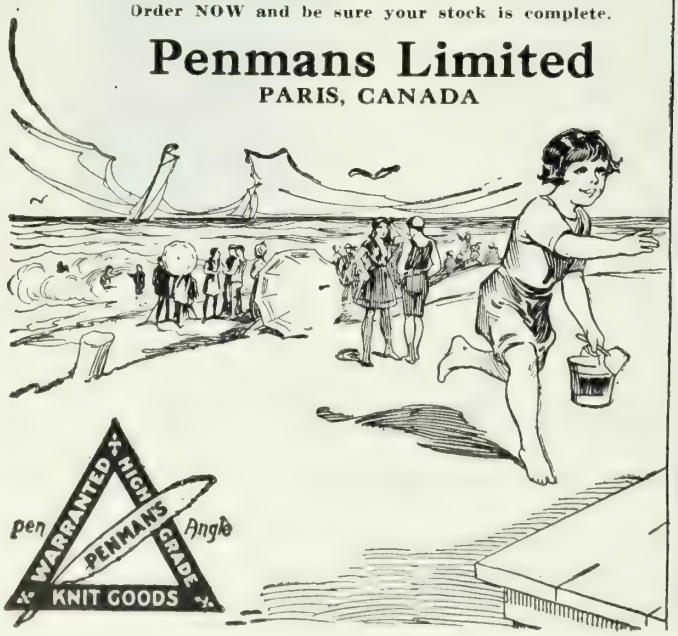
Also many other fabrics—in Two-Piece and Union Suits, Short Sleeve, Knee Length and Athletic.

SPECIAL NOTE All Union Suits have the Patent Cooper & Johnston Closed Crotch Feature.

Order NOW and be sure your stock is complete.

Penmans Limited
PARIS, CANADA





For Steady
SUMMER SALES
Stock
"SILKOLINE"
(Registered)

Hosiery for Men and Women

Made of the most expensive two-ply English Mercerized yarn.

Carefully knitted—Carefully dyed—warranted to retain lustre.

An excellent repeater and a profitable line to handle. Carry big stocks for summer trade.

For Women—Black, Tan and White, one dozen pairs to box.

For Men— Black, Tan and Colors, half-dozen pairs to box.

ORDER EXCLUSIVELY THROUGH YOUR JOBBER

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL and WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

The "New-Mode" Drop Seat Combination

THE NEW-MODE REG'D
PATENT PENDING

Unequalled for comfort, fit and convenience.

The newest idea in a combination garment.



Adapted to all styles of corsets

An Absolutely Closed Suit

All seams elastic and reinforced.

Here is the Combination that solves the problems of Combinations for women, the **"NEW-MODE."** It embodies convenience, fit and comfort to such a degree that it appeals at sight to every woman. It is impossible for this Combination to gape anywhere, and there can be no bunching of material at any part. The section at the back is adjusted after the corset is put on, the seat dropping like ordinary drawers. It combines a full length vest and regular drawers in one garment. The neck is made one button lower than the ordinary high neck, and is also made knee or ankle length, in long or three-quarter sleeves. All seams perfectly flat. The yarn for these garments is specially selected for its fineness. These garments have been thoroughly tried, and every woman who has worn them is enthusiastic in their praise. Made in Combed Sea Island cotton, half, three-quarters, and all wool.

Stock for Fall now. **"NEW-MODE"** Best Closed Crotch Combination made.

MADE BY

Harvey Knitting Co. Limited, Woodstock, Ont.

Humphrey UNSHRINKABLE

Straight Talks *from* Moncton

By Humphreys

Humphrey UNSHRINKABLE

NUMBER FIVE





Facilities that count *for* quality

The Humphrey factory is most modern in every detail, equipped from the engine room to the finishing department with the latest machinery installed at a high initial cost, but facilitating the turning out of perfect goods at the lowest possible cost. With this decided advantage, backed by men of long and practical experience in the best English and American mills, and the employment of expert operators, the reason for Humphreys Unshrinkable Underwear quality is apparent.



The delightfully soft fabric

With the facilities for turning out perfect garments at the lowest possible cost and without loss from seconds (less than 1%) is combined the finest wools produced on Canadian soil—the unshrinkable, long, soft-fibre Maritime wools. These wools do not felt in washing, and produce garments of more than ordinary merit—soft, comfortable, long-wearing garments that appeal to the average Canadian in a way that creates a steady demand.

Write to-day for the Fall and Winter 1914-15 samples.

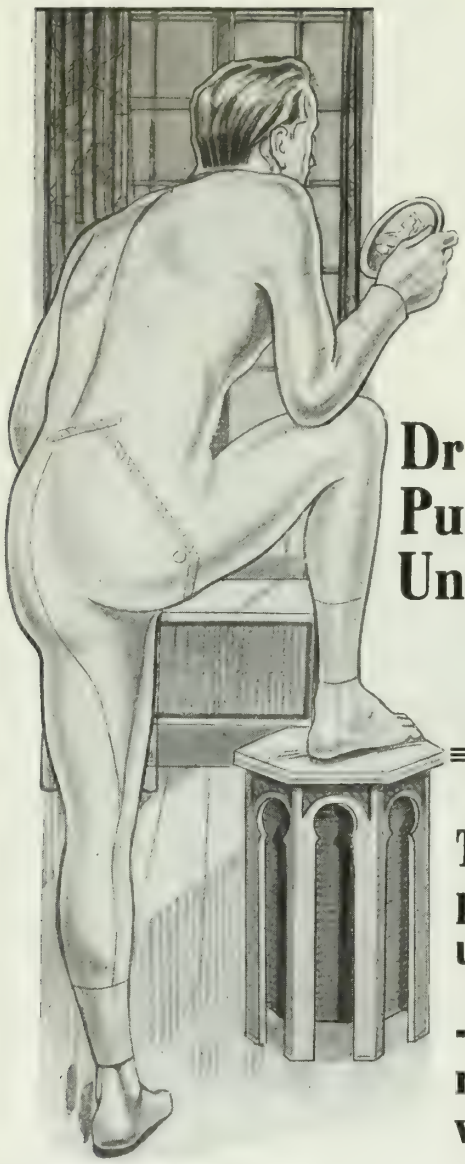
Humphreys Unshrinkable Underwear, Ltd.

MONCTON, N.B.

E. H. Walsh & Co., Toronto, *Selling Agents for Canada*







Dr. Neff's Pure Wool Underwear

The popular underwear --some reasons why

The features embodied in Dr. Neff's Pure Wool Underwear that make it so popular with the merchants and their customers are many. The principal one is the perfect-fitting, one-piece closed crotch that absolutely does not bind or gape when worn. Another —Dr. Neff's Pure Wool Underwear is made of a soft, non-irritating wool fabric that has a most pleasant feeling to the skin. The reinforced seams, the buttons put on for keeps —these are a few of the reasons for Dr. Neff's popularity.

Samples for Fall and Winter sent on request.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

Mr. W. R. Mosey, Toronto, agent for Ontario; J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta; Garneau Limited, Quebec, agents for Quebec and Maritime Provinces; J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon.



Hermsdorf Brilliants

Produced by the "Hermsdizing" process invented by the laboratories that discovered the famous Hermsdorf Fast Black.

HERMSDORF BRILLIANTS are a fine, sheer, lustrous cotton hose with perfectly dyed field from heel to toe—the finish and color being wear and laundry-proof.

HERMSDORF BRILLIANTS possess silk's beauty with cotton's durability. Made for men, women and children.

Stock with **HERMSDORF BRILLIANTS** now. Ask your wholesaler or importer to show you new colors. Names of German manufacturers producing Hermsdorf Brilliants furnished on request.

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony
American Bureau: 235 W. 39th St. New York City

Facts

(Jot them down)

¶ Your customers require wool underwear.

¶ It is up to you to sell them the best value that money can buy.

¶ If you know an underwear that satisfies you on every point you are going to stock and sell it.

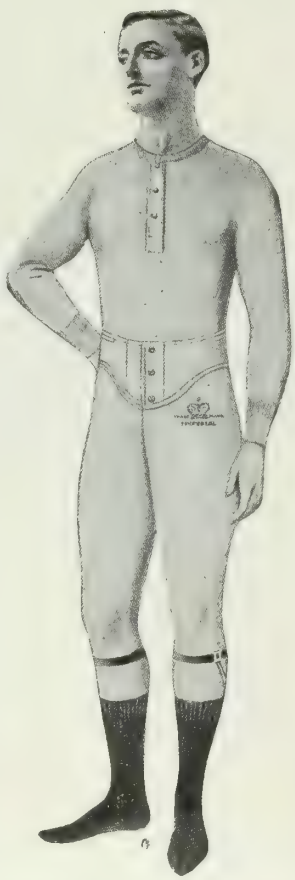
¶ A good underwear sold means satisfied customers and repeat business.

¶ "St. George" Unshrinkable Wool Underwear is the standard of the Canadian trade—known and appreciated from coast to coast—a ready, profitable sales producer.

¶ Your wholesaler will supply you with the Fall samples—it will pay you to write to-day.

IMPERIAL PURE WOOL UNDERWEAR

perfect, popular, profitable



Imperial Pure Wool Underwear has enjoyed a continually growing demand ever since it was first put on the market thirty - four years ago. This has been due to our policy of using nothing but the best worsted yarns knitted by experts into comfortable, shape-retaining, durable undergarments. This is why Imperial is synonymous with complete underwear satisfaction —satisfaction in every feature that goes to make a perfect suit of underwear.

When sorting up for your Fall and Winter trade be sure that each underwear garment you stock bears the Imperial trade-mark. It's a small thing in itself, but it stands for satisfied, come-back customers and bigger business. Worth while, isn't it?

We specialize in **Men's High-Grade Imperial, Men's Natural Wool, Men's Elastic Knit, Men's Double-Thread Balbriggan.**

Your wholesaler will supply you with samples for your Fall and Winter trade on request.

Kingston Hosiery Company, Limited

ESTABLISHED 1880

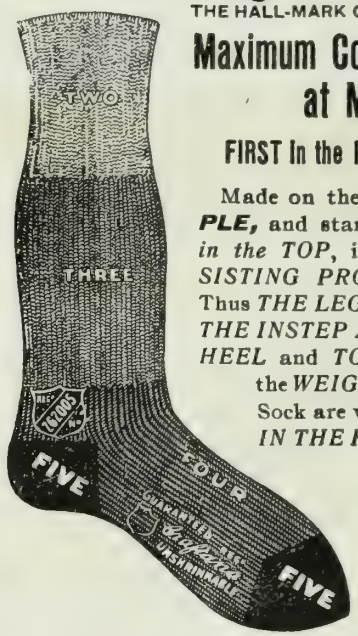
KINGSTON ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

CEETEE UNSHRINKABLE UNDERCLOTHING

Worn by the Best People Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

PURE WOOL ONLY

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

USE "KAYCOSE" Foundation WASHABLE LETTERS FOR HAND EMBROIDERY BRIT. PATENT 21129.

"KAYCOSE"

USE "KAYCOSE" EMBROIDERY WASHABLE Appliqué Letters

Of all Wholesale Warehouses

Ask for Catalogue

KRAUTHEIMER & CO., 20. Edmund Place, LONDON, ENG.

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

JAEGER PURE WOOL
SHIRTS and WAISTS
THE MOST POPULAR "ALL YEAR ROUND" WEAR



WOOL TAFFETA - selling at **$4.50** each

WOOL CREPE - - " " **3.50** "

WOOL ZEPHYR - " " **3.25** "

Collars to match 50c extra.

Made in our own factory from exclusive designs in the smart tailored style that meets the most exact demands. We shall be pleased to send pattern sets on application.



DR. JAEGER'S SANITARY WOOLLEN SYSTEM Co. Limited

HEAD OFFICE and WAREHOUSE, 243 BLEURY ST., MONTREAL

DRESS ACCESSORIES

Frequent Buying Better for Accessories

This Permits of Keeping Stocks Lower and Cleaner—Travelers Calling More Often Than Before—New Styles Always Fresh Before the Customer.

BUYING from hand to mouth has been the most marked feature of the trade in fancy dry goods during the past season. Trade conditions have been difficult, and have not led merchants to buy in quantity. Stocks everywhere have been kept down to a minimum, and goods have not been bought until wanted. Due partly to the effect of the present state of trade, there is a very pronounced tendency to make for the greater permanence of this method of buying, with an increasing number of merchants. This change is forced upon them by the conditions under which they have to do business, and the nature of the demands made upon them by the customers who buy their goods. Women will have the novelties and the new things, and the store stocking them is the one doing the trade. Profits do not come on staples these days, consequently staples are shoved back in any corner, while fancy goods occupy the place of honor on the front of the main floor of the store. In illustration, one big store has just moved its staple department up to the fourth floor, giving the space it once occupied to other departments presumably which pay larger profits.

Merchants are finding that though they pay a little more for their goods when bought in small quantities, they more than make up for this initial difference in the more frequent turnover of their stocks, and, more important still, they do not have the heavy losses on large left-over stocks at the end of the season. Left-over stocks of fancy dry goods are perishable, and must be cleared out, no matter at what sacrifice, and profit cannot be calculated until the stock is clean.

Another factor is that there is no reason why merchants should buy ahead as they did in the days gone by. More houses send travelers to call on them once a month now than twice in the year. To-day houses carrying fancy dry goods are ten to one of the number that existed a few years ago, and their travelers are constantly on the ground with something new. Styles change so frequently nowadays that these constant visits are necessary, and style is the one sure item in selling the goods. For this reason merchants are getting into the way of ordering goods when wanted and replacing the line that is now going out over his counter with something that is new.



Set of soft-finished pique, consisting of swallow collar, vestee belt and pointed cuffs. Shown by Phoenix Novelry Co.

While the system of hand-to-mouth buying means a readjustment of conditions for the manufacturer, and also works for increased uncertainty and a degree of inefficiency in manufacturing, it enables the retailer to carry much smaller stocks and to make a much more rapid turnover of his capital. The consumer also is benefited inasmuch as she has constantly before her a variety of new styles, and she can make a selection all the time from fresh stocks. One feature is that this method of doing business is expensive, but the merchant makes more money, and the consumer pays in the end for the added convenience.

Fall Trimmings

No Great Certainty Until Buyers Are Back From Europe—Fur Trimming the Only Sure Buy.

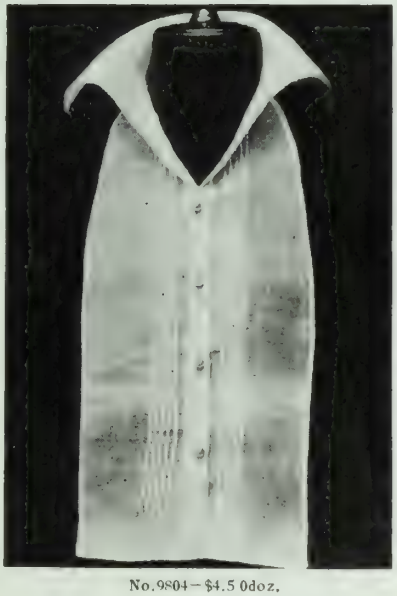
ANTICIPATIONS as to what is new in trimmings are more vague even than those in laces. No one seems to doubt that there will be another good season in fur bands and in fur fancies. Buckles, pendants and ornaments of silk braid fringed with fur and with a touch of brightness given by the use of beads, are showing chiefly in black and white. Fur bandings in all the leading furs, and in some of the new fur fabrics that so closely imitate some kinds of fur, will certainly sell again. There is some attempt being made to revive braids, and if broadcloths take as expected, braids may have a chance, as braid trimmings always seem to go with broadcloths. Bead and spangle bands are also shown, but these seem to be overshadowed by metal effects and by gold and silver cloths. Feather trimmings are showing, and fringes of ostrich flues are new. These ostrich fringes have already been taken up by the manufacturers of neckwear, and organdie collars edged with ostrich fringe have appeared on the New York market.

HALF HOLIDAY IN WEYBURN.

An agreement for a half holiday in Weyburn, Sask., has been signed by the following among others: McKinnon's, Ltd.; Duncan & Russell; The Hub Clothiers, and The Toggery.

CLEVER, PRACTICAL AND SALEABLE STYLES IN LADIES' NECKWEAR

OUR LINE CONTAINS ALL THE NEW AND POPULAR STYLES IN A GREAT DIVERSITY OF PRETTY MATERIALS



No. 9804—$4.50 doz.

WE SPECIALIZE IN THE REPRODUCTION OF THE FINEST IMPORTED NECKWEAR

OUR FRENCH ORGANDIE COLLARS NEED NO BONING AND FIT TO PERFECTION

MANUFACTURED BY

FLETT, LOWNDES & CO., LIMITED

144 Front St. West

TORONTO

Fall Umbrellas Longer and of Larger Size

Two Good Talking Points for the Merchant in the New Models—Silver is Very Popular—Crooks, Owing to Convenience, Are Returning to Favor—Umbrellas for Children.

IT is the long line in everything today, and umbrellas follow the prevailing tendency. The new handles are in long Directoire effect, and those that carry the crook—for the crook is with us again—are also long. It is the practical idea behind the crook as much as the desirability of a change that is bringing the crook handle back. It is the something to hold and yet leave the hand, or part of it, free. This idea has been worked out in a new way in the thumb-crook. This crook is so curved, and the size is just right, to fit the thumb, and the umbrella may be carried in this way, which is a great convenience when parcels are handled as well. Moreover, this crook appeals to the eye as the lines of this handle are particularly graceful. Another graceful crook is the goose-neck. This crook forms a loop just the right size to receive the fingers of the hand. Long, straight handles, and handles with the plaque top, are featured as well as crooks.

A Silver Year.

This is a silver year. Gold handles and handles that are gold-mounted are shown for the benefit of those that want them. It is silver, however, that is fashionable, and that means that it is silver that sells. Tuscan mento and snake-wood handles mounted in silver are good, and in woods there is also ebony and ebonine. Pearl is not inquired for, its place being taken by white ivory, which combines beautifully with silver mounting. Many of the handles are all silver and are handsomely carved and chased. A new type of decoration is the Russian Tula, which is a kind of low relief work. Handles of this kind are very handsome and the patterns are very artistic. Applied silver is new and is much along the lines of silver deposit decorations and patterns. Silver mountings, silver heads and silver plaques and other forms of decoration come as a finish to the handles in all the above-mentioned woods.



FALL UMBRELLA HANDLES.

1—Thumb crook in ebonine tipped with silver. 2—Crook handle in chased silver. 3—Silver handle in Russian Tula. 4—Directoire handle in white ivory and chased silver. 5—Mento wood and silver. 6—Goose-neck crook, mento and applied silver. Shown by Brophey Umbrella Co.

Demand for Larger Sizes.

A new feature that is coming to the front is the demand for larger umbrellas. Instead of the usual 23-inch and 25-inch umbrellas, 25-inch for ladies and 27-inch for men are showing. This innovation started in the States and three sizes have had a very successful introduction there, and the added two inches have been found to be a source of increased service and convenience. Manufacturers hardly encourage the change, as it means extra cost in manufacturing in the aggregate, and not enough on the individual umbrella to enable them to ask an added price. Merchants should include these larger sizes in the Fall order, and make the additional size and consequent convenience a strong talking point.

Children's Umbrellas.

During the past few years manufacturers in many lines have had ample proof that it is profitable to go exclusively after children's trade, and now the umbrella manufacturers are falling into line. Children's parasols have long been sold in numbers, but the new departure is the putting out of children's umbrellas; umbrellas "like pa's and ma's" in miniature for the boys and girls. Merchants who are making good profit out of other lines for children's wear will be interested in these miniature umbrellas, and will see the wisdom of putting in a representative stock of the same. They should form an attractive item for the Christmas trade, for an umbrella of their very own—a smaller edition of the one mother or father owns—would prove a present that would be hailed with delight by the small person who receives it.

STAPLE VEILINGS.

Beauty Spots the Popular Novelties.—Dotted Borders on Simple Meshes Strong.

The present season is seeing a better business than has passed for some time in veilings. The bulk of the business has been done in staple lines, and the novelties that have taken have been confined to the beauty-spot effects and to new shapes that make for neatness when the veil is worn, such as the Mona Lisa, and the veil with the velvet neck-band attached.

In spite of their long run the "beauty" veil is still a big seller and there is a continual procession of novelties in spot ideas. Hexagon meshes are still first favorites, and the newer patterns show very light borders formed of tiny chenille dots. In higher-priced veilings hand-run floral designs on irregular mesh grounds are being taken by the woman who appreciates a handsome veil. In piece goods nearly everything in fine meshes and neat, small patterns is selling.

In extreme styles there is the floating veil with the deep scalloped edge, and the fall or bobby veil, which reaches just below the nose.

Hastie & Bjorhus, Carman, Man., dry goods merchants, have dissolved partnership. Mr. Hastie continuing the business.

RIBBONS RIBBONS RIBBONS

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS

very
fashionable,
you
need them.

We are the only
manufacturers
of Ribbons
in Canada

Fancy
Dresden Ribbons
much in demand

Soft Satins in
all new colors
for Fall season.



We can supply
you
at once.

Black Moires in
all widths.

Black cire or
stove-pipe finish.

Taffeta,
black and
colored.
The largest range
of qualities and
prices in the
trade.

Wash Ribbons and Shoe-Tie Ribbons for Summer

Fancy Moire and striped ribbons, for millinery trade. Black and colored velvets, all widths, for millinery trade.

We are showing for the Fall season a very large range of plain and fancy ribbons, velvet ribbons, etc.

Wait and see our values.

If our traveler is not around when you require ribbons,

write us for samples and prices.

BELDING PAUL CORTICELLI LIMITED

Montreal Toronto Winnipeg Vancouver

Dainty Neckwear and London Caps for Fall

THERE is no question but that women like the present style of neckwear because of the becoming manner in which it outlines the face and throat, and therefore, the neck wear that designers are putting out for Fall still continues to show the flare and the V-front as the most prominent features. Lines are by no means complete, but enough has been seen to fully establish these two points. Designers are also paying more and more attention to the production of neckwear that shows becoming lines and therefore the prospects are bright for a good season. Neckwear is so dainty and so dressy that it centers the attention, and a dress that is passe can be brought up-to-date by the addition of a piece of neckwear. This fact has made for sales in the season now ending, and, as economy has still to be studied, is going to help the neckwear department in the coming Fall. Money may not always be on hand to buy the new gown, but the price of a piece of neckwear is not a big item.



High Back Collar. See next page.

High at Back and Open in Front.

For the Fall the new neckwear promises to be high at the back and open in front, and it will fit close to the neck, and not flare away so much at the back. This is a more comfortable style for cold weather wear, and is also better fitting and more comfortable under the high coat collar. These high flaring collars all have pointed corners, and the extreme points are made of very fine lace in imitation of antique real laces or has a flower or fruit spray in natural colors embroidered on the points. These collars roll over and are wired to keep them in place, and many have in addition a scarf of soft crepe or silk. The two ends pass through a folded knot of the fabric, and this knot is adjustable and can be lowered or raised to any position desired. In addition the scarf often passes through a buckle of the fabric at the back of the neck, and this buckle serves for the double purpose of an ornament and support.

Pique Very Strong.

There is a wide variety of material used in producing these collars. Organdie is still most in favor. Very sheer muslins are used, as well as corded chiffon, cotton chiffon crepe, Georgette crepe, crepe de chine, the new net and tulle laces as well as ribbon and velvet. Though the combinations are rich, there is a certain simplicity about the new neckwear that is graceful and pleasing.

For early Fall pique will be much seen. Pique collars are selling now and designers are preparing many novelties in pique sets. Sets consisting of vestee, belt, collar and cuffs are shown in pique. Pique swallow collars are particularly

For early Fall pique will be much seen. Pique collars are selling well now and designers are preparing many novelties in pique sets. Sets consisting of

vestee, belt, collar and cuffs are shown in pique. Pique swallow collars are particularly good style. A feature in these sets is that some of them do not show lines of machine stitchings. Lawn sets are also seen and these are also minus the stitched edges.

For the heated months designers are putting out flat collars of pique, embroidered batiste, muslin, crepe and organdie. With the new suit vestee, belts or waist coats are to be worn, and the vest of pique will be very smart. Besides plain pique in a variety of ribs, many fancy weaves, or piques with colored floral patterns and colored stripes will be the mode. Vests of satin, cord silk, moire and other novelty silks will appear later.

Boudoir Caps.

Neckwear houses are no longer content to produce just neckwear alone, but feature any selling novelty that comes along that can be produced in the special class of materials they have to stock for neckwear purposes. Boudoir caps come in this class, and the new models are daintier than ever, and promise to be put to a variety of new uses. Very fanciful caps are shown as they will be worn for dancing. Modern dances make it difficult to keep the hair arrangement intact, hence the vogue of the cap. For dancing many of the caps are to be trimmed with gold or silver lace and decorated with clusters of pearl or ivory beads. The Dutch cap is in high favor and some models show pretty cape effects at the back. Very sheer crepe voile, chiffon crepe, chiffon and crepe de chine with fine Valenciennes lace insertions and edges used for trimming are some of the most used materials. Embroidered crepes are also good and as the season opens many cap novelties will be shown.

Striped and Figured Novelties.

Paris is going largely into striped and figured novelties in neckwear. The newest organdie collars are striped, and both striped linen and pique is to the fore. There is much combining of black and white, and black and white liberty satin is used together in the production of vestees, and fancy

Sketch by Review Artist.



Cap of sheer crepe voile and fine Valenciennes lace with curtain cut in points at the back, and bow trimming across the front. Shown by Phoenix Novelty Co.



The designers have our fine fall line of ladies' neckwear novelties nearly completed and ready for our representatives who will be leaving very shortly to present this exclusive range to the Canadian buyers. We believe this to be the finest range we have ever assembled and would like every buyer to see it.

Ladies' Wear, Limited

TORONTO

BRANCHES:
Arts & Crafts Building, Vancouver
Hammond Building, Winnipeg

W. F. GOFORTH
Managing Director

Catching Public at Entrance with Accessories and Fancy Goods



View from entrance of Murphy-Gamble, Ltd., Ottawa, showing elaborate display of neckwear, ribbons and other accessories on right, and fancy goods, on left. Note how high display is carried by series of brass rods as supporters.

collars. Ties and tiny bows with long, flowing ends of crepe or satin are also new. The collars of striped organdie, or the vestee of striped organdie and the collar of the white is the latest Parisian style note. Another idea is the placing of a single flower or a small bouquet just under the flaring point of the collar on the left side. Another novelty is the trimming of white organdie collars with ostrich fringe and banding.

"Ettes" for Fall

Leaders in gloves look like leatherette and chamoisette—Few new lines in sight.

MONTREAL, June 30.—(Special.)—There has been little change in the glove situation. With the advent of warmer weather there has been an improvement in sales of fabric gloves, and these have been selling freely in both long and short, black and white.

Leatherette and chamoisette look like leaders for Fall street wear, though there is also a good demand for kids. Plenty of embroidery on the gloves is still favored, and the vogue for contrasting points continues.

FOR ILLUSTRATION, PAGE 84

High back collar of very transparent cotton crepe chiffon with the points of antique net lace. The tie is of cerise crepe, with adjustable ring of the same, making the V opening of any length. There is a buckle of the crepe supporting and trimming the high back. Shown by R. D. Fairbairn & Co.

White Fancy Ribbons for Fall

Striped Ombres Considered Among the Best—Combination Stripes and Floral Effects—Checkerboard Design in Taffeta.

MONTREAL, June 30 (Special).—There has been an unprecedented demand during the last few weeks for white ribbons. White moires are the first choice but white satins and taffetas have also been going strong. Importers have had considerable trouble in getting enough whites to fill their orders. One importer states that it has been absolutely impossible for them to cope with the demand. Cables have been sent to Europe to the manufacturers to ship whites as fast as they are turned out and though this has been and is being done it does not meet the requirements. The New York market is also about depleted and though a few small lots have been secured there they have been snapped up immediately they arrived.



Novelty neck ties. Shown by W. R. Brock, Montreal.

White Ribbons in Demand.

The warm weather held off so long that when the Summer demand did start it came with a rush, and most of the retailers were caught with low stocks. There has been a pronounced vogue for white ribbons for sashes and girdles and for millinery purposes. Many of the small sailor hats which are now so much worn have bands of plain white satin or taffeta or moire ribbon, with perhaps a bow of the same ribbon, or a sprig of white wheat or white flowers.

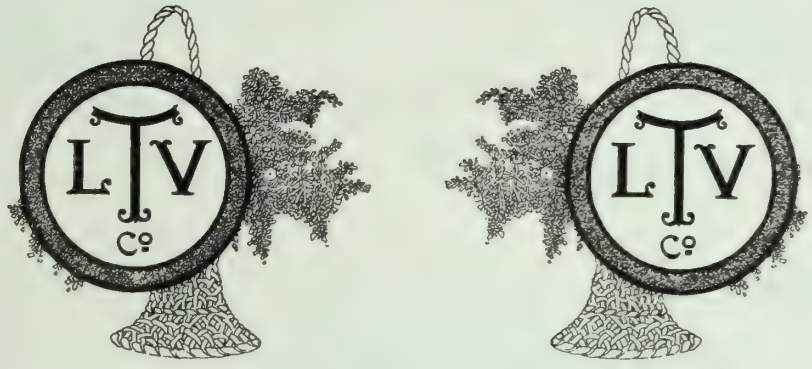
Fancy Designs for Fall.

Samples for Fall are about ready to be sent out and some very attractive designs in wide fancy ribbons are shown. Striped ombres are considered among the best of the collection. They are also shown with combination stripe and floral effect.

(Continued on page 94.)

Autumn Styles

call for



Veiling Novelties
Sheer Laces
Fancy Net Tops
Fur Trimmings and Frogs
Colored Frillings
Gold Laces and Flouncing
Novelties

Mail Orders Promptly Attended To

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

We carry a Complete Stock
and give Quick Deliveries

Voss & Stuffmann, Limited

The Dress Accessories House

Beg to announce that their Travellers will be on their Territory during July with their new range of

Laces
Embroideries
Dress Trimmings
Etc., Etc.

for Spring 1915 Import. Their assortment is replete of the very latest novelties especially selected for the Canadian Trade and values are the best. Inspection of this range is respectfully solicited.

Our stock for the coming Fall trade will be complete early in July and all the most desirable lines will be represented in profusion. A few Lace novelties in light effects are reproduced on the opposing page.

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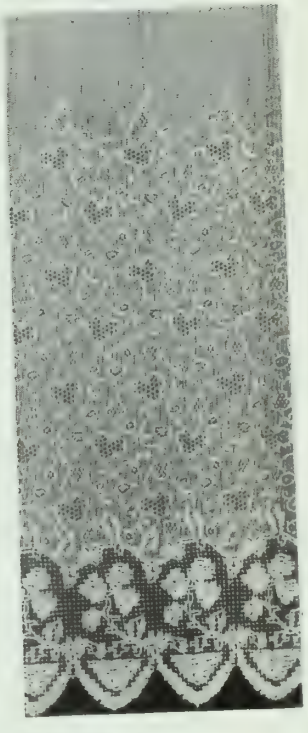
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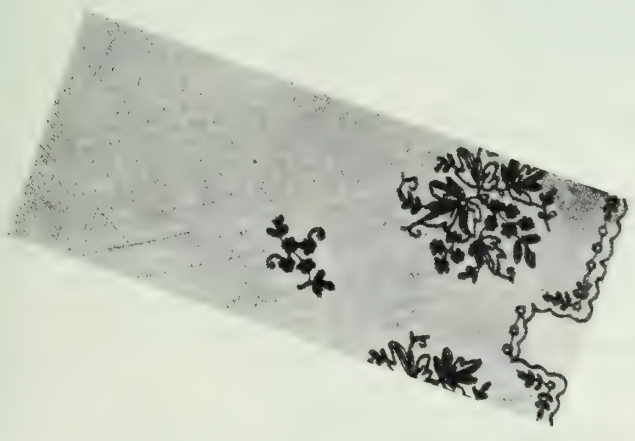














Voss & Stuffmann, Limited
12 ST. HELEN STREET, MONTREAL

R. C. Wickware, Pres.
H. Y. Farr Sec.-Treas.

The Lace Goods Co. Limited
IMPORTERS AND MANUFACTURERS' AGENTS

PHONE
Adelaide 2934

We show most exclusive designs in Handkerchiefs, Curtain Nets, Laces and Embroideries.

Our 1914-15 range of lace and embroidery goods, handkerchiefs, curtain nets, madrasses, etc., is one that is full of interest for live merchants and buyers. Never have we offered such an exclusive showing and at prices that represent the highest values.

When our representative in your district calls on you, don't let him get away without having a thorough look through the line. It will pay you to drop a card to-day asking us to be sure to have him call. We specialize in Laces, Embroideries, Handkerchiefs and Curtain Goods.

See our values in handkerchiefs.

Agents For
Morton, Young & Borland
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Makers of
Curtains, Nets and Madras

The Lace Goods Co. Limited
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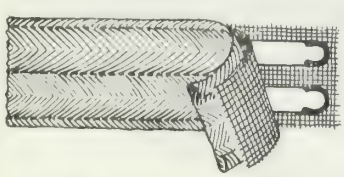
Agents for
OPPERHEIMER & ALDER
St. Gall, Switzerland
Makers of
Embroideries

P. C. CORSETS

gently mould the feminine figure

into the entrancing lines pronounced by Dame Fashion to be "Style Distinctive." Many of the modern corsets mould with a vise-like pressure which can produce nothing but discomfort and ill-health. P. C. Corsets give a full measure of comfort, ease and grace, and an overflowing measure of right-up-to-the second style.

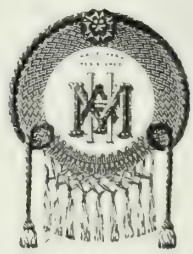




P. C. Corsets, with their rustless, resilient steels encased in **double canvas interlining**, give unparalleled service to the wearer. Look into the P. C. merits by sending for samples. (Express or parcel post prepaid.)

PARISIAN CORSET MANUFACTURING COMPANY, LIMITED
QUEBEC

Trimming Possibilities



For a Merchant to neglect his trimming department because of the opinion that "this is not a trimming season," means that besides having old, unsaleable stock left on his shelves, he will have missed the sale of up-to-date novelties which would have made up for possible losses on the surplus of past purchases in this line.

Write us for samples of the latest creations in Cords, Tassels, Braids, Ornaments, etc. We make them in all colours.

THE
Moulton Mfg. Co., Limited
MONTREAL

Exclusive Laces For The Fall

THESE are exact reproductions of patterns used by Paris and Vienna model houses—net top embroidered in Malines flounces. Each piece is a short length for one gown, with insertion to match.

Give us a call when you are next in the city and inspect our large and unique stock. The visit will amply repay you.

If it is impossible for you to call, let us send you selections on approval.



Gebr. Riegel & Langer

Kings Hall Building
St. Catherine St. W., Montreal, Que.

"Buster Brown" (children's) Umbrellas

will make a hit with the "Busters" and "Marys" of your town



UMBRELLA

If you have not noticed the tendency for parents to provide the children with better umbrellas, you should wire to-day for a trial shipment of "Buster Brown" for boys and girls—smart little umbrellas that retail at from 50c to $2—something entirely new—big sellers for Fall.

We are the exclusive makers of "Buster Brown" umbrellas in Canada, and will supply advertising materials for them with the first order.

Travellers will be out in August with the complete Fall and Christmas range of umbrellas, canes, suspenders, belts, etc.



UMBRELLA

The Brophey Umbrella Company, Limited

Umbrellas, Canes, Suspenders, Belts

266 KING STREET WEST TORONTO

John R. Foster & Co.

LONDON (ENG.)

Established over 50 Years

Manufacturers and Warehousemen of Upholstery Trimmings and Sundries for Curtains, Draperies and Furniture.
Special Features: Novelty, Good Taste, and Good Value.
Borders, Edgings, Laces, Fringes, Gimps, Cords, Buttons, etc. Artistic Embroidery in all styles.

City Warehouse: 44a, GUTTER LANE, E.C.
Factory: 46, 47, 48, FOLEY STREET, W.
AGENTS IN CANADA:
For Ontario and Quebec: Edgar Fenton, 713 Empire Building, Toronto. For the Western and Maritime Provinces: J. B. Henderson & Co., Ltd., 439 King Street West, Toronto

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

DOMINION BUTTON MANUFACTURERS, Limited

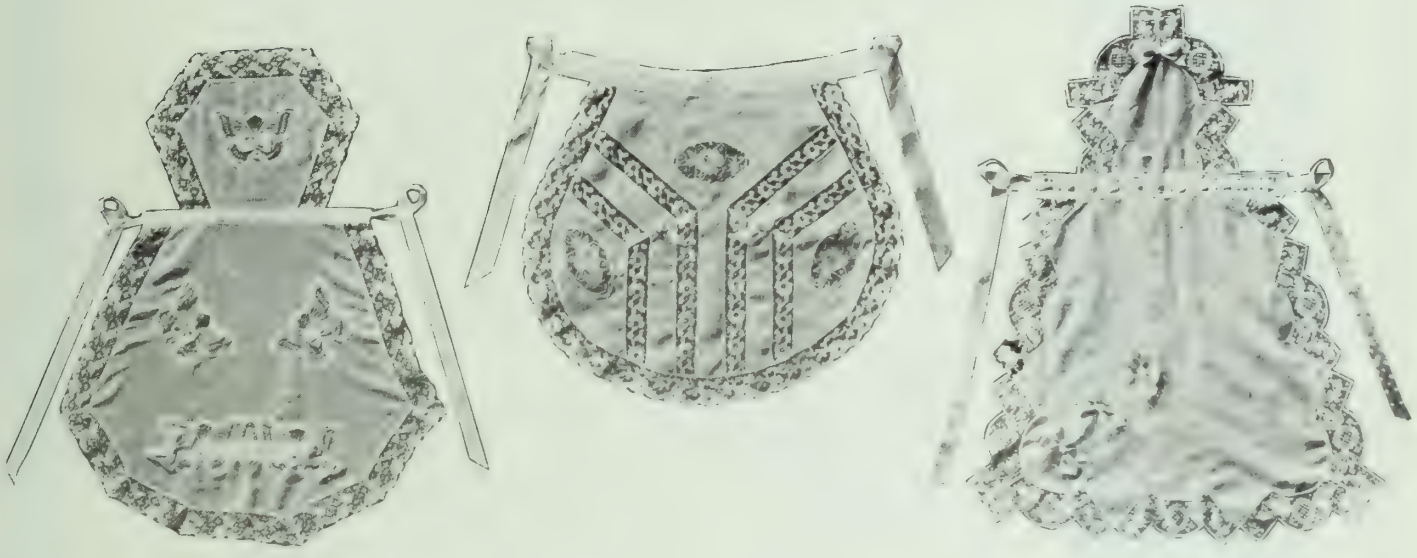
57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons—
Ivory, Horn, Pearl and Pearlette



Dainty Bits *from* Phoenix Fall Showing



THE three dainty tea aprons here shown are representative of our exquisite range—lacy bits that catch the feminine eye, and corral the nimble coin.

The Phoenix range for Fall includes the latest novelties in *neckwear, waists, frillings, tea aprons and boudoir caps* —just the lines that get the call for Fall and Winter, and especially around the Christmas season when useful little gifts are much in demand.

You will always know the Phoenix Novelry goods by the "distinctive buff boxes."

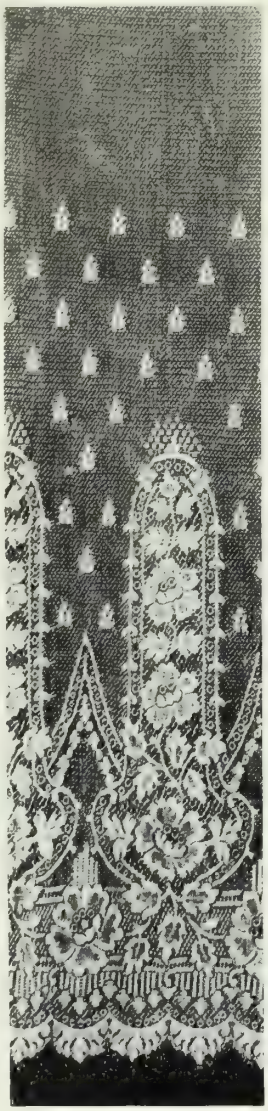
Write to-day for the Fall samples. We cater to your immediate requirements. Drop a card to-day.

PHOENIX NOVELRY CO. Dry goods Novelties Toronto

Phoenix Novelry Company

TORONTO, ONT.

PHOENIX NOVELRY CO. Dry goods Novelties Toronto



Novelty net lace in gold-colored thread. This lace also comes in silver effect. These laces in gold and silver-colored thread are something new. Shown by Novelty Import Co.

Much Lace for Flounces

New Styles Will Increase Demand for Evening Wear—Lace Tunics With Four Yards of Fulness —Less Colored Lace to Be Used.

BUYERS for the novelty dry goods houses are nearly all abroad and it will be well on into July before they return and in the meantime there is an almost complete absence of information respecting the novelties for Fall. There is every confidence expressed as to the position of light laces, and as it is pointed out there is a well-founded idea that Venise will come later. One reason why information is backward is because lace as now used is more for trimming the evening and the dressy gown, and it is not until the end of the Paris season and the showing of Fall gowns by the Paris model houses that evening styles will be definitely settled. It is conceded on all sides that lace frills and lace flounces will be used in great profusion for evening wear, and that the new long tunic is bringing even now a demand for wider flounces. Lace tunics made full and having as many as three and one-half or four yards fulness are seen over tight foundations of taffeta, satin or satin.

Less colored lace is to be used and in its place come Alencon and Chantilly patterns on silk tulle foundations, and a new lace with run in patterns. Very light filets are showing in white and black. For foundations tulle Russe, tulle filet, tulle Alencon, and tulle craquele are all being used. Tulles with Venise borders are also showing.

Conspicuous among the laces most in demand are tinsels and metals. These laces come both in metal and in gold and silver colored thread embroidered with metal and also in colored thread that reproduces in color and effect gold, silver and platinum. These imitation laces are in exact color and are very light and delicate.

Silk nets and tulles are to be used in quantity and nets in this new metal effect are to be good. Silver, it should be stated, is most fashionable.



Roll collar of organdie with revers. The flat collar is of shadow lace pleated in the back and the finish is formed of narrow black velvet with bow in front. Shown by Flett, Lowndes & Co.

WHITE FANCY RIBBONS FOR FALL

(Continued from page 86.)

Moires with floral patterns are also well thought of. There are some novelties in heavy satin, taffetas with satin stripe, large colored checks and brocaded designs. One of the novelties is a large checkerboard design in taffeta with squares about one and a half inches in diameter, the squares of contrasting shades and divided with a narrow satin cross stripe.

Quite a variety of tinsel designs are shown, but though these are said to be in high favor in Paris, it is not thought they will meet with much success over here. The importers are not figuring on them to any extent, but rather incline to the opinion that the striped ombres, striped taffetas, striped moires and fancy floral patterns will be the most sought after.

CRUM'S STANDARD PRINTS

CANADA

has, by long experience, found Crum's Standard Prints to be the best.

The CLOTH is of superior quality, manufactured in up-to-date mills under the most favorable atmospheric conditions.

PARIS DESIGNS

Paris is rightly considered the center of artistic activity. Nowhere else in the world does art as applied to fabric design reach such a pitch of perfection.

The designs for Crum's Prints are specially selected in Paris to please the critical taste of your customer.

Crum's Prints are therefore a combination of good cloth and high-class designs in colors that will not wash out.

They wear well, wash well, and look well, and are suitable for Women's and Children's Overalls and Dresses, Children's Wash Suits and Rompers, and any other uses to which good wash fabric is put.

Order from your jobber, who will supply you with our handsome showcard and leaflets for your counter.

The width is 3½″: the name "CRUM'S STANDARD" is stamped on the selvedge.

CANADA will have CRUM'S PRINTS

Doing City's Best Business in Wall Paper

In Five Years Guelph Dry Goods Firm Have Built Up Big Business—Work at Homes Done as Well—Manager Makes Personal Visits in Case of Many Orders—Linked Up With Other Departments.

ABOUT five years ago the firm of D. E. Macdonald & Bros., Guelph, Ont., opened a wall paper department in connection with their housefurnishings; to-day that department is one of the strong features of the store and is generally credited with doing THE wallpaper business of the city. It is given a large portion of the second floor at the front of the building; it is splendidly lighted, fitted attractively and with up-to-date equipment, and it carries a stock of about ten thousand dollars in papers of all varieties, designs and qualities, with special attention being given to up-to-the-minute effects.

Good for Other Departments.

The Macdonald wallpaper department was started with the idea that wall decoration bears an important relation to the sale of rugs, draperies and other interior furnishings, and experience has shown the importance of the connection in a business way. Each department is found a trade getter for the other; customers buying rugs and draperies are pleased when they can step into the next department and get advice as to harmonious wall decoration, and sales of paper for bedroom decoration are almost sure to lead to a request for cretonnes to match.

Not only is there a relationship of the two departments in the selling end but in the buying as well harmonious interior color schemes play an important part, and tendencies in decoration are closely followed in stocking both departments; this applies more especially of course, to the higher class lines.

(Continued on page 108.)



Wallpaper department of D. E. Macdonald & Bros., Guelph, built up in five years. Note methods of display

STAUNTON READY-CUTS

Friezes, Borders and Trimmers *cut out ready to hang.*

These and an abundance of new and unique features will be seen in the

STAUNTON WALL PAPERS FOR 1915

One of our salesmen will visit you soon, so kindly hold your order till you have inspected his samples.

STAUNTONS LIMITED

Wall Paper Manufacturers

933 YONGE STREET ∴ TORONTO, CAN.

Modernists Change Decorative Ideas of Centuries

Cubists, Futurists and Impressionists Use Daring Color Combinations to Work Out Their Ideals of Beauty in Defiance of the Conventions of Many Generations—A Distinct Departure from Anything That History Gives us in Regard to Decorative Effects.

Written after an interview with F. Screaton, buyer and manager housefurnishings department, Robert Simpson Co., Toronto.

SOLOMON wrote—"There is nothing new under the sun!" But that was a long time ago. How long this man of wisdom went undisputed with regard to this statement we have no record, but any modern wise man who wants to make the remark had better not do so in the presence of any of the scholars of the several classes which go to make the modern school of art—the cubists, the futurists, the impressionists and the post-impressionists. And let it be added right here that he would not likely have to go far for an argument, for the influence of the new school is spreading rapidly—what was at first considered by many as a fad is beginning to have a wide effect. We find this influence in interior decorative schemes, in wall coverings, in draperies, in carpets and rugs and in wearing apparel; in fact, almost wherever color is introduced as an element of value.

Those who founded the new school of art boast that they have discovered the only thing new in decorative ideas in centuries. For years there has been noticeable throughout the world an awakening interest in the importance of suitable home furnishing and home decoration. With the advancement of learning, the growth of culture, and the beginning of artistic achievement in any country, comes the natural desire to the educated person for an improvement in home surroundings. But with all this in our generation, when one desires to express in an artistic way the refinement of their ideas of home life, one has been compelled to follow the decorative ideas of an earlier period, and our efforts along that line have up to the present been merely a reversion to the type of a previous time. Hence we have in the homes of to-day the Louis XV drawing-room, Elizabethan dining-room, Jacobean living-room, Louis XVI reception-room, Sheraton dining-room, Heppelwaite or Adams bedchamber. With the natural impulse for the creation of something different, the world has been waiting for the evolution of just such a decorative art as has been evolved by the futurist, the modernist and the impressionist.

The New Movement.

Really the beginning of this present movement is to be traced to the productions of the Art Nouveau Movement, which attracted such attention in England some 15 years ago. These, being extreme, even if unique, but lacking in decorative merit, only drew a passing notice; but a school of artists and craftsmen in Vienna, under the supervision of Professor Hoffman, took up this idea and perfected it, rounded it out with the genius of craftsmen, and have presented to the world something that is unique, that is different, that is decorative, something that is beautiful in itself, and which in itself appeals to the natural senses we possess, the sense which loves the mass of color in an old-fashioned garden more than the delicate shades of a cultivated rose tree in a millionaire's greenhouse. It appeals to the senses that love virulence, strength, power and beauty, and that admire with the force of character to depart from the conventional and the usual.

Beauty for Beauty's Sake.

Because one has been told from the beginning of the study of decoration, that the fundamental principle of decorating a room is to combine with the strong basic colors on the floor, a lighter wall, a still lighter upper side wall, and a still lighter ceiling, this has been no barrier to Mr. Hoffman or his school of artists in planning their work. They have torn down all the foundations of ordinary decoration, have thrown aside all the preconceived ideas in the blending of colors, and have given us, in a room where the ceiling shows the strongest coloring, where there is a combination of dark red and light blue in the carpet, black and burnt orange in the furniture, helio and yellow in the side wall, a room where there is charm, beauty and novelty, and where, with disregard to all forms, styles and manners of producing decoration there has been evolved the kind of a room that any art lover would delight to live in.

From the Wiener Werkstaette this influence has spread not only throughout Austria, but throughout Europe, and is making itself felt beyond the waters. In France it has taken especially strong, and is being developed by such men as Paul Poiret, the most daring of all designers of women's wearing apparel, who has been responsible for making the fashionable world. Poiret under the name of Martine, his two-year-old daughter, has opened a store in the Rue St. Honore, which has created an intense interest in the furnishing world.



A STRONG FUTURIST INFLUENCE.

In this glimpse of an interior which shows the futurist influence is to be seen a solid color floor covering of dark material and dark furniture. The wall covering is of green, with a futurist design, and the striped covering of the furniture and the design of the floor cushion are from the same school.



A CLUSTER OF CLEVER CONCEPTIONS

In the line of

THE WATSON FOSTER CO.

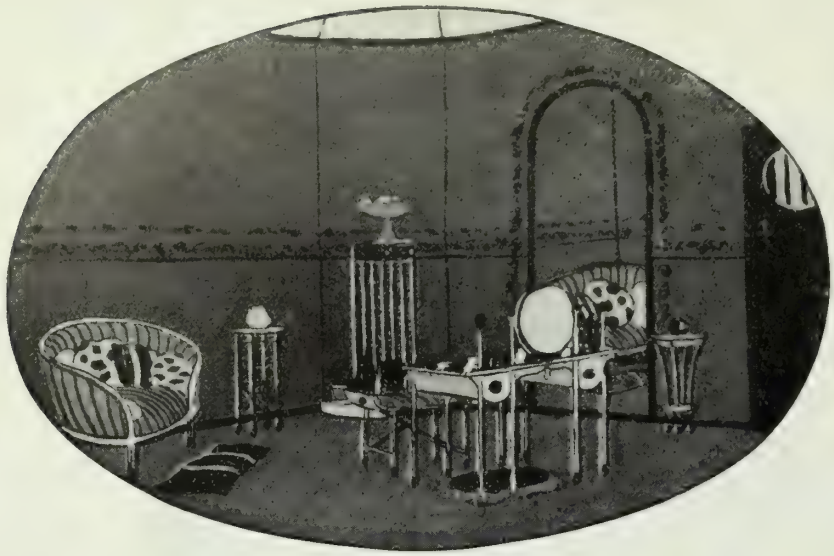
NOW BEFORE THE TRADE

THE THOUGHTFUL BUYER WOULD DO WELL TO SEE THE COMPLETE COLLECTION BEFORE PLACING ANY ORDER FOR

WALL PAPER

Convenient dates arranged upon request :: :: :: :: ::

THE WATSON FOSTER CO. LTD.
Montreal



A MODERN INTERIOR.

In this interior the floor covering is of solid dark color, the walls are of plain gold with a small, dark border relief and a light-colored ceiling. The furniture is distinctly new and emphasizes the use of straight lines. Note the high pedestal and the low vase; also the floor cushions which enter extensively into the modern interior schemes.

Different Branches of New School.

For the benefit of those who are not fully acquainted with the ramifications of the new art—and they will likely form the great bulk of the readers—let us consider the different classes of the school; let us distinguish to some extent at least between the cubists, the futurists, the impressionists and the post-impressionists. Many who are not particularly interested will class them altogether and will probably place the class under a heading which will not be complimentary; but, then, the pioneers in any new movement have always to contend with public opinion, which in this case is more apathy than aversion.

In the first place, let it be made clear that in all the branches of the new art there is a demand for color in quantities, no matter whether it be black, white or any of the rainbow; but they must be colors, and not shades. There have been some colors of bright hue which have been given new names, such as the futurist green and the futurist rose and the carrot, but these colors are only new in their strength. The use of bright colors and in ways that are different are the outstanding features of the new idea.

The cubists favor the straight lines, with large clear-cut intermingled figures; some are plain and others elaborate, but for the most part they follow the straight lines, although occasionally there will be a futurist flower introduced to take the blankness off some of the larger square spaces.

The futurists represent the idea of the massing of color and massing also of design in which the drawings are almost conventional, but there is an absence of anything like fine details.

The impressionists are almost all for color. The idea is to show all that meets the eye at a glance. In some designs there is form displayed of a sort, with the design of a partially conventional leaf or tulip or something of the kind.

The post-impressionists see nothing but color. There is nothing of pattern, and the impression gained is somewhat the same as one would expect to be the effect of an artist standing across the room from the canvas and throwing the color in bunches. Of course, there is an artistic blending of the colors, which is not appreciated at first, and which only comes after at least a partial understanding of the new art—when the eye is trained to forget the conventions of centuries.

Some Decorative Effects.

Illustrations accompanying give some of the interior effects of the new art. In one will be seen some of the newest designs in furniture; note the straight lines and the high pedestal with the low vase. Note also the floor cushions, which are a novel idea, and the latchstring on the square, simple door. The floor covering is in solid color and the walls are in gold, with only a small border decoration.

In the other we see the use of an impressionist wallpaper which is in green. The floor covering is in a solid color and the floor cushion is also shown. The covering of the setee is a futurist stripe effect.

The same ideas may be followed from room to room. If a color is beautiful, it should be shown and not hidden.

Because the idea has been, for example, that a kitchen should be treated with a light ceiling, shaded walls and dark floor is no reason why the reverse should not be tried. A kitchen has been decorated with white tile floor and dark ceiling, and the effect was one of singular beauty.

Use of Black and White.

Some of the most striking modern effects are in making use of black and white. Solid black rugs are used on the floors, with walls in the same colors—although " colors " is hardly the correct word, white being the presence of all and black showing their entire absence—the contrasts being either in stripes or patterns. Then there are black hangings for the windows and curtains of white with a black border, while one may go as far as to include in the color scheme a black and white striped bath robe.

The liberty which is being taken with regard to decorative colors is also extended to the design and treatment of furniture. Black is getting popular, and some designs show sharply contrasting colors in inlays. Then there are novelties where large designs are painted over the ground color, such as futurist designs in white and yellow over purple and red and white over black. Then as to design there is a great range of possibilities, and the new idea is to show beauty in any form in defiance to the conventions and the influence of the different periods and types.

Bewildering Draperies.

In the new draperies there is a bewildering range in which all departments of the new school have their influence, and each seems to vie with the other in daring handling of colors which are colors as distinct from shades. There are patterns in which rose, crimson, bright blue and glaring green will be worked in together in an indefinite impressionist pattern, the whole being on a black background. There are effects of squares and splotches from the post impressionist school, large scrolling patterns without detail from the futurists, and patchworks of highly colored squares of the cubist persuasion, which somehow resemble the quilts that grandmother used to make.

Taken as freakish with their first introduction, the influence of the advanced thought in decorative art is already having a wide influence, and with the modern tendency for departing from the conventional, in which movement women have taken the lead in their apparel, we may well expect to see the work started by Hoffman come in for general recognition on the part of the general public, as it has by the majority of the world's artists.

CANADIAN LINOLEUMS AND OIL CLOTHS

LINOLEUMS FLOOR OIL CLOTHS
TABLE OIL CLOTHS, STAIR OIL CLOTHS
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Designs, Quality and Prices

Our goods are made to suit the requirements of the Canadian climate and trade, and their ever increasing popularity is proof that they give satisfaction.

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SEE OUR SAMPLES

Samples of our goods are in the hands of all Wholesale Dry Goods Jobbers

Manufactured by

The **Dominion Oil Cloth Co.,** Limited

Montreal

Rug Racks Becoming Popular for Display

This Device Enables a Hundred or More to be Exhibited in Small Space, at Saving of Time and Labor and Depreciation in Value of Rugs—A Good Silent Salesman.

THE proper display of rugs and carpets has always been a difficulty in the average dry goods store. The finding of proper space has been the main point, for unfortunately many have thought it is impossible to stow them away into those handy compartments that are provided now for most articles by the development of equipment in stores. There have been many plans experimented on for an easy display of rugs. There is the "old reliable" method of the piles along the floor. This has an advantage in showing the rug flat on the ground, as it is in real life. Where there is a large area available this method is a very practical one, as the various lines or prices, or best of all, sizes, can be arranged systematically along a stretch of floor, and present an attractive appearance. But this presupposes a big space for showing rugs and in most cases this is impossible for the merchant to provide with all the other calls upon him from the rest of his departments.

There are other, though not quite so obvious, disadvantages, appreciable, however, as the writer has found on several occasions by an actual test. When a number of rugs are turned over the space visible is gradually encroached on by the growing pile on top. Moreover, there is always a sympathetic feeling with the frequent manifest weariness of the "operator." The evident effort to "show goods," the increasing weight of the upper layer as the bottom of the pile is approached, unquestionably reacts in many a customer's mind and suggests that he cut short the work of displaying the merchandise.

Few From the Ceiling.

Other forms of display, of course, include suspending the rugs from the ceiling or rods standing out from pillars, winding them around the pillars and so forth. The first practice is all right so far as it goes and with the others mentioned lends a "furnished," home-like appearance to the department that draws customers from other parts of the store and in itself induces sales. It has its limitations, however, in being adapted to the showing of a few rugs only, leaving the great bulk out of sight.

In visits to a number of house-furnishing departments in the past few months an increasing use of steel racks has been noticed. These were mentioned several issues back in connection with the Ritchie Co.'s Belleville store. The device, according to the statements of merchants, is proving one of the most practical and valuable as an aid in selling goods that has yet been brought before the dry goods trade. Most of the jobbers have utilized these racks, so that few retailers are ignorant of their character. From an upright hang a number of arms, often as many as fifty and even more, and to these rugs are attached in twos, the right side hanging out on one side of the arm in each case. These arms move easily this way and that—almost as if a book had been set upright and the pages were turned in succession, revealing at one time the two, one on the left hand, the other on the right. These arms move as readily as leaves, and a whole range of rugs can be looked over by the customer, if the clerk is busy, as the arms move by a simple pressure on the rug itself.

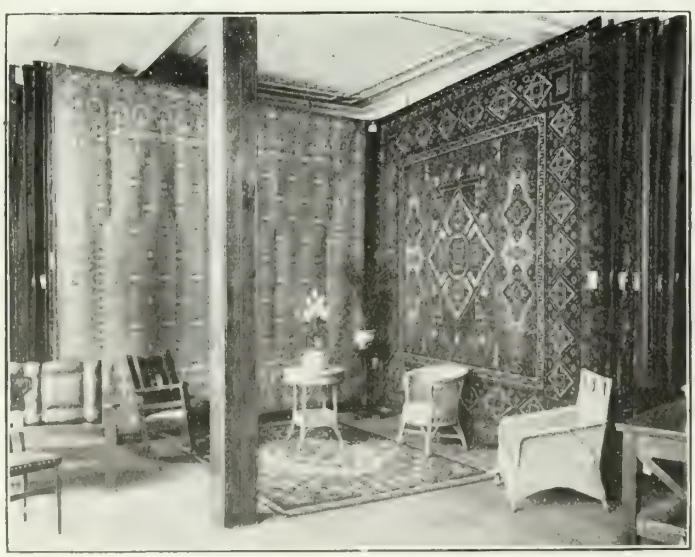
Not only can a large number be seen without trouble and quickly, but they are in as advantageous a position for being scanned as the top rug of any pile on the floor. The whole rug is in sight and a little attention to lighting will enable the clerk to throw a good strong light on the surface of the rug.

Using Reflectors.

Sometimes this is done by means of reflectors on incandescent lights, so that the medium illumination of the ordinary house-furnishings department can be improved at the spot where it is most needed. This device has also been tried in a number of stores and the result has been a gratifying increase in sales.

This rack arrangement has a number of other advantages. It takes up little room, for although when goods are being shown the arms are drawn out the width of the rugs; when not under inspection they can be moved back against the wall and occupy simply the total thickness of the rugs, when not under inspection they can ber of rugs on the floor would exhaust the floor space of most departments.

Another idea that will occur to the merchant is the protection to the rugs themselves. Even the general public marvel at times at the seeming wanton carelessness of merchants who have their floors strewn with rugs which must be stepped on if the customer is to advance in any direction. Hundreds of dusty or muddy feet will be planted on these rugs out on display every day and it will not be long before they will have a shop-worn appearance, and come under that unpopular heading, "Depreciation."



THE "20TH CENTURY" RUG RACKS SAVE LABOR, MAKE QUICK SALES, PAY PERPETUAL DIVIDENDS

¶ Constructed of Steel.

¶ In use in almost every town and city in Canada.

¶ We have 6 years' experience in Rug Rack construction.

¶ There are no second-hand rug racks for sale, because the machines have paid for themselves, and are now paying perpetual dividends to the owners.

¶ They save a great deal of labor. It is a pleasure to show your stock of rugs 10, 20 or even 30 times a day on our racks.

¶ We guarantee satisfaction, the "20TH CENTURY" RUG RACK being constructed wholly of steel, there is nothing to warp, twist or crack.

Illustration shows a large Rug Rack in Vernon & Company's, Truro, N.S., holding 120 rugs 3 x 3, 3 x 3½, 3 x 4, and 3½ x 4. Racks are made with a capacity of 12 Rugs and upward.

Ask for catalog and prices.

Steel Furnishing Co., Limited
New Glasgow, N. S.

The FULL VALUE Mark
in Grass Floor Coverings

When a woman goes into a grocery store to buy a pound of tea or sugar or butter, she expects to get 16 ounces—that's *Full Value.*

The same woman when buying grass floor coverings expects and is entitled to receive *Full Value.* That's why she invariably asks for and insists upon CREX.

One of the largest department stores in this country recently announced in the leading newspapers of their city:

"In the opinion of many good judges, CREX is the best grass rug for wear on the market."

"A 9x12 rug (CREX) will weigh five to six pounds more than other grass rugs of the same size."

This is a striking example of the position CREX holds with leading dealers as the BEST SELLER for profit and satisfied customers.

Write for color catalogs and advertising matter.

CREX CARPET COMPANY
212 FIFTH AVENUE, NEW YORK

Your Protection



All New Feathers
THE
TORONTO FEATHER & DOWN CO.
LIMITED
TORONTO, ONT.

Grade .....
Size .....
Price .....
Order No. .....
Guarantee on other side.

GUARANTEE

The feathers in this pillow are all new and have never been used before. They are absolutely clean and sanitary.

Your Protection

CAN you assure every one of your customers that the pillows you sell them contain nothing but new feathers? Old feathers will sometimes brighten up with renovating so that they will come near deceiving an expert, **BUT** the difference shows up in the wear, and only **your** customer knows about that. Can you afford to take the risk, especially when you can buy **guaranteed** pillows at the **same price?** Remember, too, that old feathers carry disease germs to an alarming extent.

Every one of our pillows bears the above guarantee. The price is no higher. Let us know what you use, and we will send sample order on approval.

The Toronto Feather & Down Co., Limited

35 BRITAIN ST. "Where the reliable goods come from" TORONTO, CAN.

Eastern Agent: MR. J. F. SUMPTION
403 Unity Building, Alexander St., Montreal, Que.

Printed Patterns in 30-inch Papers for 1915

Manufacturers Follow Up Popularity for Oatmeals and Ingrains With Papers to Compete With Import Business in 1915—A Futurist Note of Black—Blue Has a Showing—Patterns Printed in Wash Colors so as Not to Obliterate the Vari-Colored Weave of the Paper.

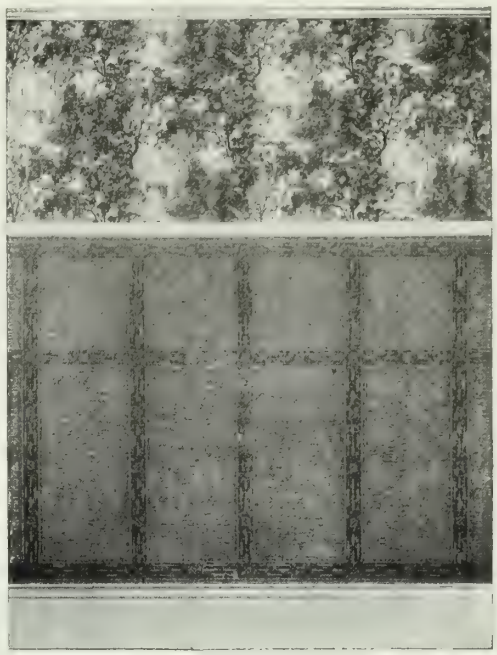
WHILE the new line of wallpapers which is now being shown for next year's business shows a continuance of the tendency towards quiet effects—and in some cases an emphasis of it—there are some warmer designs for the living-rooms usually in tones of browns, mauves and greys, with foliage and forest effects; while for those who have felt the influence of the futurist school of art there is a note in some of the designs which will harmonize with their ideas.

This futurist note is the introduction of black in a number of patterns. To those who have not developed ideas along this line of decorative thought, the use of black would give the impression of a sombre effect, but when it is used in proper proportions with other colors, there is a remarkable alertness and snap to the color scheme which cannot fail to make an immediate impression. However, the introduction of the futurist note is yet little more than a prediction of what may be looked for in the coming season.

As has been predicted, the new papers show an effort to use the difficult blue. Strong shades are being introduced for the dining and living-rooms, but it is a color that requires very careful handling, and can generally be used to best advantage in a room with a southern exposure. There is also a new pumpkin shade for halls and stairways.

One of the outstanding features of the new line is the introduction of printed thirty-inch papers. This is the result of the impression created on the manufacturers by the great popularity of the ingrain and oatmeal papers, for it is figured that a share of this popularity was due to the greater width. In the introduction of these papers also there is an effort to educate people to the use of better class wall coverings, in which they should have the co-operation of the retailers who stand to make larger profits.

With the printed papers in the thirty-inch width there are wide cut-out borders which will be an added factor in enabling dealers handling the new line to place them in competition with the high-priced importations from Japan and other countries, which have the frieze stamped on the border paper so as to cover the entire wall above the plate rail or moulding with a single piece. The combination of the cut-out borders with the wide papers will give an appearance that will compare favorably with the importations and should appeal to the trade where a good paper is wanted at a moderate price. With the use of strappings and base runners there is a great range of possibilities for the new width.



From new Spring lines of Stauntons, Limited.



Sample of 1915 lines of wallpaper of Watson, Foster Co., Limited.

In the thirty-inch papers there are cable net and rubble designs embossed in high relief, the material being a heavy fibre stock, which carries the embossing very effectively. There are a large and excellent range of original weave effects and all-over patterns, some of which are adapted for use on both walls and ceilings, with an exquisite range of high-class hand-printed decorations to match. The cable net and rubble designs are also introduced in the Itaglio oatmeals in a large variety of beautiful shades that are richer and more effective than the plain oatmeals. Trimmers to match are used.

There are also the plain stippled oatmeals, with exquisite renderings in transparent colors, which allow the texture of the goods to show through the pigment. With these new specialties are an appropriate range of hangings, together with rear cuts and trimmers. Heavy hide leathers are shown in lacquer finish and embossed to reproduce the actual grain of the leather. These are in rich plain goods with frieze to match or printed in appropriate patterns.

Some New Foliage Designs.

The stippled oatmeals were brought out last season, and found favor by their beautiful shades and exquisite effect of the vari-colored fibre which forms the surface. This year printed designs have been introduced. In printing the patterns, care has been taken not to obliterate the charm which lies in the vari-colored fibre of the ground. Wash colors are used, which allow the fibre to show right through. Delightful effects are obtained. There are new patterns in foliage design, with just a suggestion of bright colors in the flowers scattered here and there amongst the

large leaves. Then there is a self-toned conventional pattern which forms a stripe, with a dash of brilliant tone in the dividing lines of the pattern.

Woven and All-over Effects

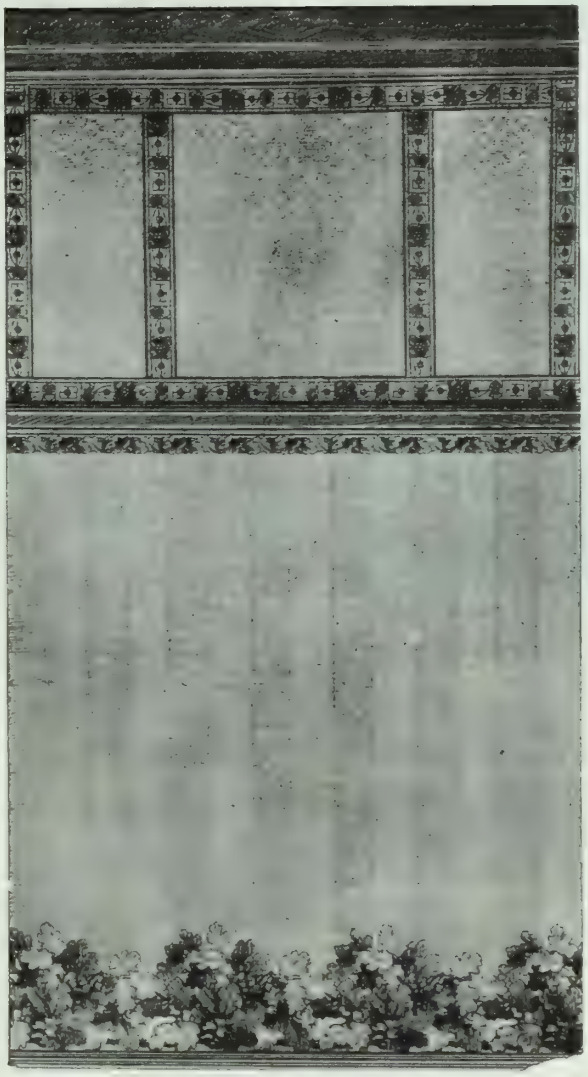
The new Mattines, which stand out in the thirty-inch goods, should be met with keen admiration and create big sales. They are in original weave and all-over patterns and in a variety of aesthetic colorings. These are very attractive and eminently practical, and are shown with matching hand-painted trimmers in a splendid variety of high-class designs and colorings.

New 21-inch Parlor Paper.

For the housekeeper who is troubled with that Springtime problem of what to put on the parlor walls one manufacturer has made a special effort. This is a new line with all original designs. There is a rainbow of colorings in attractive and appropriate hues. The patterns, 21 inches wide, are pressed out in high relief on extra heavy special stock, the texture of the silken fabrics which they resemble being accurately reproduced. This is a line which compares favorably with the imported goods, and is one which retailers should try to press as encouraging the higher artistic idea in wall covering.

For the bedroom and the reception-room there will be dainty effects in cretonnes, chintz, dimity and muslin designs, with striped backgrounds in soft colorings. Some very formal conventional designs with woven effects are shown also in colors, and some in which a silvery shimmer predominates. For the dining-room there are tapestry effects. These are treated with a new oil over-printing process, which closely reproduces the actual weave of the fabric. So finely executed is the workmanship that it is hard to realize that one is not beholding the warp and woof of the actual fabric.

With such papers for the bedroom and living-rooms, cretonne hangings can be effectively shown, and dealers who have tried the combination have found it very satisfactory as a business bringer. Even a larger range of cretonnes is being shown, which give perfect harmony with the wallpaper, and at once give the customer an idea of the relative effect of one on the other. Dealers will do well to give prominence to cretonnes for window decorations where the draping of the soft material is very effective in setting off the wallpaper—showing the actual appearance of the paper will often turn a doubtful prospect into a purchaser.



From 1915 lines of Colin McArthur & Co.

DEARDEN'S MONOGRAM QUILTS

Made by Jonathan Dearden & Co., Limited

11-13 Bridgewater Place, Manchester. Mills at Bolton, Lancashire

Quilt orders are being placed—are you getting them?

Are you looking out for the special order quilt business of such institutions as asylums, hospitals, boarding schools, hotels, railway and steamship companies, etc.? This is business which requires no investment, and produces good profits. Send us an estimate of your town's requirements, and we will submit samples and prices.

R. H. COSBIE, Limited

30 Wellington St. W. **Toronto**

Irish Linen Agency



VACUUM CLEANER DEMONSTRATION DEPARTMENT.
This view shows entrance to booth and display of cleaners of various types. Samples of hardwood flooring on wall at right. Inset is sign over entrance.

Demonstrate Vacuum Cleaners in a Window

This Method Used by Montreal Store as Well as in the Housefurnishing Department and in Private Homes—Doing up a Room Thoroughly Often Assures a Sale.

By a Staff Correspondent.

14 Vacuum Cleaners Sold in Single Day

WE have sold as many as fourteen vacuum cleaners in one day," remarked the manager of the department in Henry Morgan & Co.'s store, Montreal, in discussing with a representative of The Dry Goods Review, the methods by which the machines are placed in the homes of the Montreal people.

"It is necessary to give a practical demonstration of the working of the machines in order to get people really interested. On many occasions when I have been unable to close a sale here in the store I have taken a machine under my arm, jumped on a car, and have gone to the home of the customer and cleaned up an entire room in order to show just what the cleaner would do. Usually a demonstration in the store is sufficient, but if I think it would be more convincing to show it in practical use in the home, I send a man with a machine or go myself, and thoroughly clean one room in the house. We take along all the attachments and not only clean the carpet or rug, but also go over the walls and hangings, the pictures and chairs, etc. This generally results in closing the sale."

Section for Demonstrations.

Morgan's have quite a large section of their carpet and housefurnishings department devoted to showing vacuum cleaners. An inclosure of about 25 or 30 feet square is provided with three large rugs on the floor and various makes of vacuum cleaners and carpet sweepers are close by. Chairs are conveniently placed so that customers may watch the demonstrations in comfort. Electric sockets are located so that the electric machines may be quickly connected and their utility explained. Some half dozen different makes are carried in stock and the prices range from $35 up to $150 for portables and from $300 to $1,000 for stationary machines. The hand machines which also are carried are, of course, much cheaper. All the attachments for the machines are shown in a special fixture for that purpose.

Prefer Higher Priced Machines

"We always recommend an electric machine in preference to a hand machine, as we believe them more satisfactory. Of course, we will sell the hand machine if the customer wishes it, but we endeavor to point out the advantages of the higher priced machines; how they save labor, the small expense of operating and the general all-round satisfaction they give. As I stated before, we show them first what the machine will do, how easy it is to work it and the way in which it collects the dirt. As regards the stationary machines we have our own men to install them and we do quite a business in these as well.

Operate Machine in Window.

"Occasionally we have a window display and show the machines in the window, operated by one of the employees, and it always draws a crowd. The demonstration right here in the department is the most satisfactory, though, for we can explain the working and the adaptability of the machine personally and create greater interest."

When a window is used for displaying the cleaners, its use is charged against the department, the same applies to newspaper space in advertising, the charge for the space taken up is placed on the department.

In addition to the newspaper advertising, the companies manufacturing the

(Continued on page 108.)

Curtains and Draperies

Old World Tapestry Patterns in Subdued Colorings New—Large Flower and Bird Patterns—Printed Bedroom Sets Shown in Willow-plate Patterns — Curtain and Valenciennes Draped All Ready to Put Up, Among the Novelties.

THERE is a range of attractive and exclusive furnishing fabrics on the market. To commence with, the range of tapestries is very large, and there are styles to suit every taste and prices to fit all pockets. In expensive silk tapestries the feature this season is the wonderful way in which antique designs in old-world colorings have been reproduced. This feature also extends over into the cotton tapestries, and beautiful and artistic patterns in soft subdued colors from the most important part of the new range. A new tapestry that has been brought out reproduces the effect of silk tapestry at a very much cheaper price. This tapestry has a linen weft, and comes in a range of sixteenth and seventeenth century designs in beautiful colorings. Well worth seeing also are the new designs in shadow damarks, poplins, and rep for curtains and furniture covering. Some of these lines are highly mercerized, and have all the appearance of silk. There are also many ribbed and damask patterned cloths in art colorings, many of which are guaranteed fast color. Cotton velours are a big feature, and this cloth comes in a big range of colors and in six or eight different qualities.

Casement cloths that are absolutely color fast and which will withstand the rays of the sun come in plain cloths and in handsome bordered novelties.

There is an increasing call for chintzes, cretonnes, shadow cloths, etc., and as each season comes round the designs increase and multiply. It is almost impossible to put in words the beauty of the color effect and patterns. Many are taken from the East and show lovely bird and flower designs. Others come in Indian and Persian all-over designs, and again the fruit patterns seen in many old tapestries are reproduced. Nearly all the patterns are all-over designs, and there are very few striped or medallion patterns showing, though striped backgrounds with an over pattern of birds and flowers are shown with the stripes carried out in black and grey, black and white, or black and mauve.

In this connection attention should be drawn to the increasing favor with which the Viennese black and white patterns, combined with very rich and brilliant shades of blue, purple, green, orange, red and yellow shades, are being regarded. This is a new feature that has been taken up by some of the leading stores—notably by Wanamaker, in New York, and the Robert Simpson Co., Toronto. Many visitors to the last Toronto Exhibition will remember the black and white bedroom the latter firm had on exhibition, and which excited so much comment. This firm has two rooms fitted up on their drapery floor for showing these new art effects and report that the vogue is spreading.

Bedroom sets printed on plain or patterned reps, consisting of bedspread, curtains, bureau cover, and table cover are new. The latest idea shows these covers printed in Chinese blues, in willow plate and old Chinese patterns. Block printed patterns in colors are also good. There are many novelties in printed scrims, etc., and curtain and valance sets ready to put up are showing in a big range of designs.

We want a live merchant in your town

to handle the new vacuum cleaner



The "BABY" Invincible



—a machine that is so small, light in weight, and compact in construction that a woman can pick it up as shown, and carry it anywhere in her home—so efficient that it does the work of any large high-priced machine; costs less than ½c an hour for electricity while in operation, and sells retail at only $40. The "Baby" Invincible has a vacuum of 60 cubic feet per minute, removes dust, moths, etc., from every nook and corner, no matter how tightly the carpet or upholstering is fastened down. It serves as a vacuum cleaner or blower, cleans carpets, draperies, upholstered furniture, clothes, etc.

Send for a "Baby Invincible" to-day, try it out, compare it with any other machine at any price. If it does not do work that other machines will not do, send it back at our expense.

We make the statement, and the "Baby Invincible" backs us up. You'll want the agency if you try this machine out. Write now.

The Invincible Renovator Mfg. Co. Ltd.
81 PETER STREET, TORONTO, ONT.

The Time Is At Hand To Place Your Millinery Orders
FOR FALL

If you have purchased from us heretofore you know that our styles, our values, and our prices are right.

We make Hats and Shapes of every description and sell them to you at maker's prices.

Write at once for sample order and quotations, it will mean larger profits for your millinery department.

When in Montreal do not fail to visit us.

MONTREAL HAT AND FRAME COMPANY
300 ST. JAMES STREET MONTREAL

DOING CITY'S BEST BUSINESS IN WALLPAPER.

(Continued from page 96.)

That the people appreciate being able to get the new effects in the decoration of their homes is the experience of the department, according to Mr. Harris, the manager. He makes it a point **to keep closely in touch with the market and with styles, and to give personal attention to every order of importance.**

Makes Visit to House.

Mr. Harris states that he is very often called upon in an advisory capacity in home decoration. In such an event he goes to the house and makes a survey of the apartment. The shape of the room, the setting of the windows, the height of the ceiling, the use for which the room is intended, the amount of light admitted are all taken into consideration and advice given accordingly. Panels must be used in accordance with the shape of the apartment and the location of windows and doors; panels do not look well where the wall is too much broken up. Plain or figured are advised usually in accordance with the use of the room and the condition of the walls; rough walls are betrayed by a paper without pattern. For the reception room or the bedroom light delicate effects are advised; for the halls and living rooms, and for other rooms in which there is heavy furniture, darker walls in heavier design are recommended. The advice as to the use of borders, drop ceilings, light or heavy friezes, dados, etc., depends largely upon the height of the ceiling and the size of the room.

Making Art Count.

There is in the art of decoration something which appeals to almost every man or woman who wishes to make the house a home. It is a subject upon which many people are ignorant, but they are quick to see and appreciate the force of proper suggestions. Sometimes suggestions can be made so subtly that the customer will think they have been evolved in his or her own mind. There is a certain artistic sense in nearly every person which only requires a little cultivation; with a good line of wallpaper samples and with proper facilities for their display, it is not hard to illustrate the suggestions made and to show what is artistic and what is not artistic in the effects produced.

One Good Room Leads to Another.

In many cases it has been the experience that one artistically furnished and decorated room in a house leads to further business. People are not slow to see the effects of proper handling of decorations and a properly furnished home must first be harmonious. Naturally it has been found that the source of the ideas for the one room will be made the fountain head for further ideas. This means further orders, not only in the wallpaper department, but in the housefurnishings proper, where the other fittings can be secured to harmonize; and thus the head of the wallpaper department has become an influence in business that is not directly in his field, and this has been found to apply also to the influence of the furnishings department on the wallpaper section, although in a less degree.

Paperhanging Done Too.

In the Macdonald wallpaper department everything possible is done to assist the house furnisher. This not only applies to a selection of materials, but a step further is taken in that the store sends out men to do the work. The arrangement for having the work done can be made at the same time as the order is given for the paper, and this is a great convenience; the trouble in the rush season for the householder to get in touch with a paper hanger need not be referred to. Paper is not only put on in this way, but old paper is removed and the whole thing covered by one price quotation. Thus, suggestions can be given, materials selected, arrangements made for the work all at one time, and an immediate estimate of the total cost given.

Racks for Color Effects.

The Macdonald department is fitted with convenient racks for the display of color effects; plain or pattern papers can be shown side by side and border panel and other effects introduced. On the walls between windows are large swinging panel brackets where a large number of samples can be effectively displayed and the whole swung close to the wall when not in use in such a manner as to take up very little space.

DEMONSTRATE VACUUM CLEANERS IN A WINDOW.

(Continued from page 106.)

various makes of machine supply booklets describing the various uses to which they can be put. These booklets furnish splendid selling points for the wideawake salesman.

The invention of the vacuum cleaner is the result of a world-wide demand for a method by which the homes, churches, schools, business houses and other institutions can be made wholly free from the dangers and discomfort of dust and dirt.

The ordinary methods of cleaning with broom and sweeper fail to give you the freedom from dust and dirt and the security from disease germs that modern civilization demands.

Real cleanliness cannot be obtained by merely removing the visible dirt. Most of the work, worry and disease is caused by light, impalpable dust, which floats in the air and accumulates on, under and behind the furnishings.

The only solution of the problem is a XXX vacuum cleaner. You will buy a XXX to insure the perfect cleanliness of your furnishings just as you have a bath-tub to main personal cleanliness.

MILLINERY

Novelties in Feather Fancies for Fall

Burnt Effects the Latest—Many New Lines in White, Hackle and Coque—Velvet Flowers in Paris—Indian Head-Dress Effect Not Yet Over—Whisper of Larger Hats.

THOUGH Paris is launching velvet flowers for Fall, a great season is promised in feather novelties. The really smart Parisienne and the smart woman the world over has only as yet half-heartedly adopted flowers. Flowers have sold to the popular trade during the Summer that is past, but the woman who follows the behests of fashion closely, the woman who buys a new hat for every occasion has used them on one or two models and then has gone to feathers. Feeling that they had the suffrages of the women who count behind them, the feather manufacturers are bringing out many novelties for the coming season in fancy feather effects.

In Paris, and in markets where they may be lawfully sold, osprey and paradise reign supreme. Taking the place of these handsome and expensive mounts even in Paris are the fancy effects produced in burnt ostrich. And not only is ostrich plumage so treated, but other feathers are submitted to this process.

Ostrich novelties are again strong, and such colors as navy, crow blue, various shades of green and tete de negre lead. Black also is more than usually popular, though there are signs that the all white hat may be worn this Winter.

There are shower pom-poms with aigrettes rising from the center, and there are bands of feathers which are burned to the tip and left to fall over in graceful effect. Groups of burned plumes are used in the making up of high mounts, some of which show a single burnt feather standing up like a quill, while others curl about the crown of the hat. Wings are fringed with these burnt feathers, and pom-poms of clipped ostrich, peacock or other plumage, have fan-like erect mounts standing erect from their center. There is a tendency to use four of these mounts placed at regular intervals around the crown and rising erect above it or curling over it.



A NEW FALL MODEL.

Phipps hat of black Lyons velvet with the brim bound with grosgrain ribbon and trimmed with a double crown band of passementerie and a tree fancy of uncurled ostrich.

Dimensions: Height of crown, 3 in.; circumference, 29 in.; width of brim, including roll, 5 in., at sides, 4½ in.

The muff is barrel-shaped, and is finished with a frill of satin. The heart-shaped bag and the neckpiece are all trimmed to match.

—From photograph taken for The Review.

The Indian headdress effect is not done with, and this season it is formed of ostrich plumes in graduating sizes. Bands of small tips are also used and go right around the crown. Burnt ostrich showers are new and these come in many combinations of color.

Vulture plumage is treated in many ways and is much used for imitation aigrettes, and in the form of quills and bands. Coque will be fashionable. Shower effects with clipped quills rising from the center are very smart.

Many of the new toques are entirely made of white hackle. This hackle is very lustrous and forms an exceedingly good imitation of short paradise feathers. White peacock is strong in moderate-priced feather lines.

Quantities of Wings.

Quantities of wings are seen. Wings with bands of bright colors in bagadere stripe effect are new, and so are the white wings tipped with color. White wings are used one lying flat and another placed straight up. Groups or many wings are used in half rosette fashion, and wings are placed seemingly anyhow on the crown of a hat with the points sticking out at all sorts of angles. The use of bird-like flights of small birds has led up to the using of birds themselves. In Paris they are preparing models trimmed with humming birds, small parrots and yellow canaries. These birds are made to appear as life-like as possible, and are grouped to look as if they had just alighted on the hat.

Wihsper of Larger Hats

There is no question about the position of the fabric hat. Paris has taken up the hat of black

(Continued on page 138.)

WHAT NEW YORK SAYS

The "Black Peril" threatened.

Lively demand for hats in fur shades, and fabrics imitating fur will occupy a most prominent position.

In conjunction with these will be velvets, soft crepes, silks and various kinds of fancy fabrics.

Sailor shape very strong, with elegant trimmings.

New version of plateau, rising at back in suggestion of cornucopia.

Small hats in satin development.

Advance Ideas of on Fall Styles

Demand for Black Millinery Increasing Steadily —Fabrics in Imitation of Fur Will be Prominent for 1915—Sailor Hats With Exquisite Trimmings.

By Special Correspondent

NEW YORK, June 27.—From all sources there are reports of a steadily increasing demand for black millinery. Not that the popularity of brilliant colors is over—these are as frequently seen as ever in dresses, wraps and especially in parasols—but, at least as far as millinery is concerned, their very popularity has been the cause of a decided reaction, exclusive dressers preferring black to any color, especially for dress wear.

In Paris the invasion of the "black peril" is not only anticipated, but has developed into an established fact, as the recently imported vanguard of early Fall millinery styles prove. **Out of ten Paris pattern hats at least eight show the sombre black tone predominating,** with only an occasional touch of white or a color (introduced in the garniture or the facing) to break the monotony and to enliven the ensemble.

Without a doubt this revived interest in black hats will culminate in another fad for black and white combinations, as black and white always have been, and in all probability always will be, inseparable the one from the other. However, it is not likely that color will be banished completely from our headgear in the coming season. **On the contrary, before the close of the year, we may have another vogue for colored millinery to record,** though the tints employed will, of course, be deeper, richer and more subdued in heavy Winter materials than they have been in the light straws, soft silks and ribbons employed in developing Milady's Summer hat.

The enormous popularity that is predicted to fur hats and fur garnitures will also have its influence on Winter millinery, resulting in a lively demand for hats in fur shades reproductions of the tones seen in the pelts of the seal, the red and blue fox, the skunk, beaver, mole and chinchilla.

And from this statement it is but a step to the statement of another unmistakable fact: **fabrics imitating fur will occupy a most prominent position in the millinery styles of late 1914 and early** 1915. And as contrasts are in for another season of public favor, **soft crepes, velvets, silks and various kinds of fancy fabrics will be employed in conjunction with the new pile fabrics imitating furs**

AS concerns the preferred hat shapes—as far as can be stated at this writing, the sailor shape in its countless variations will be an important factor. The sailor hat, as the present season has conclusively proven, is no longer the unassuming, strictly tailored affair that it was in previous seasons. It can be made so elaborate and can be trimmed and treated so as to compete in elegance with the most pretentious portrait hat—and this is precisely the type of sailor that figures most prominently in the early Fall showings of millinery. While the outlines of the shapes are guiltless of any extravagance whatever, the trimmings are ofttimes so exquisite and so cleverly arranged on the foundation as to lend the finished hat the decided appearance of a picture hat; hence, the French term "canotier portrait" is really excellently chosen, expressing just exactly what the new dressy sailor shapes mean to imply.

The plateau hat, the "dark horse" of the season just past, appears in a new version—**a shape following the outline of the wearer's head in front and rising in a narrow rolled effect at the back, almost suggesting a cornucopia.** But this style—one of the few eccentric ones among the advance designs—is too extreme and too trying to wear ever to become a general favorite.

Small hats with prominent crowns and either straight or rolled brims are shown in great numbers, in velvet, plush, **and, above all, satin development.** These are decidedly reminiscent of the styles worn in the sixties and early seventies of the past century, and seem to have been inspired by the new long-waisted basque dresses suggesting the early Victorian and Second Empire epochs. A Crozet design on this order is made of black velvet, showing a bowl-crown and an amazon brim notched in the centre front and trimmed with a small tailleur bow of moire ribbon and a quadruple quill motif of jet.

New York Expert in Millinery

Enormous Quantity of Toque and Turban Styles —Plateau Suggestive of a Cornucopia—Narrow Long Wings Will be Strong—Vogue for Ribbons Shows no Slackening.

of The Review in New York.

WHAT NEW YORK SAYS

Toque and turban styles suggesting classical helmet.

Youthful style of little round toques, with collapsible crown and close turned up brim.

Chemically treated ostrich as substitute for aigrettes.

Black plumes proving best sellers.

Steady demand for narrow, long wings.

Lovely novelties in velvet blossoms.

Big demand for ribbons in plain moire, satin and faille weaves.

More pretentious of outline is a portrait hat in mousquetaire style, an authentic Georgette design, made of black Lyons velvet and faced with dull black faille silk. The broad brim is depressed in the centre front and held in this position by the stem of an immensely long, but remarkably flat uncurled ostrich plume, deep black like the velvet, but flecked with casual touches of the new greenish yellow "serin" (canary. shade. This plume is laid flatly across the top of the round crown and falls over the back of the brim, where it is fastened with a strap of silver ribbon.

Toque and turban styles are shown in such enormous variety as to make an adequate description practically impossible. **The smartest are doubtless those suggesting the ancient, classical helmet and the soft-crowned little round toques copied from the historical Louis XII beret.** This latter style, which is particularly suitable for youthful wearers, is shown in countless adaptations, developed of velvet with silk or satin crown covering, or of plush or brocade with contrasting brim facing and trimming. The crown in these toques is generally either entirely collapsible, or else finished with a soft top, while the brim, which is turned up closely against the crown, is, as a rule, notched either in the centre front, or else at both sides, and usually filled in at these points with a few sprays of aigrette, real or imitation, a little fan or cockade of ribbon, a flower, or any other desired trimming motif.

The tricorne is again making its appearance, and, as always, it pleases by the jauntiness of its lines and the many opportunities for utilizing unique trimming ideas which it permits of. In compliance with the latest decree from Paris, these shapes as, in fact, all other designs, are given added smartness and style by fancy brim bindings, such as shallow Vandyck points or scollops made of cleverly folded ribbon, narrow box—or knife-pleated ruches of ribbon or fancy braid, or the very "dernier cri" brim bindings of swansdown or real marabou.

OSTRICH, it appears, is destined to rank extremely prominently among Fall garnitures, being resorted to with great frequency by the foreign as well as American millinery authorities. Burnt, scorched and glycerine ostrich trimming **(the chemically treated plumage whose stripped flues imitate numidi to perfection, and oftimes makes a very splendid substitute for aigrettes)** has met with such general success, as to now rank among the trimming accessories most in demand. French head plumes are also promising extremely well, and are so handsome and rich-looking this season as to merit a great vogue. As usual, black plumes are proving the best sellers, corbeau blue, niggerhead brown, Russian green and bronze and olive tones following next. There are charming shower pom-pons of ostrich with touffes of stripped fronds or real aigrettes rising from the center, thick, graceful panache effects and lovely band trimmings all competing for popular favor, and all of them sure of finding their share of it in the coming season.

No abatement is noticeable in the demand for narrow, long wings, quills and kindred plumage effects, and delightful novelties are introduced in color blends as well as combinations of plumage in this particular line.

Among the floral offerings slated for Fall and Winter are lovely novelties in velvet blossoms; pansies, begonias, anemones and other flat effects are more in demand than the cup- and chou-like favorites of the Spring season. Entire bands formed by flat flowers are introduced on smart toques and high-crowned little hats of velvet and satin and produce such exceedingly effective garnitures as to be certain of great success.

Ribbon, too, is assured of being greatly in vogue; the plain moire, satin and faille weaves in wide widths and solid colors are thought of more highly than fancy effects at the moment, probably as a consequence of the new tendencies to greater simplicity.

READY-TO-WEAR

A Pleasing Variety Marks the Spring Suit

The Long Tunic is the Most Prominent Fashion Feature, Though Some Fear its Sudden Popularity—The Popular Length of the Coat is from 26 to 28 Inches, but Some Very Long Coats Are Also Showing—Length Decided Mainly by Style of Skirt.

THE suits now showing for Fall come in a number of varied styles, and buying is a problem that needs extra careful handling. The garment trade is getting away from the imputation that all garments have a family likeness, and, as the manufacturer puts it, "We are showing a little of everything'.' With this condition ruling, is is up to the buyer to select carefully, for by the time he has a fair selection of the new styles he will have a fair-sized order made out. This year the buyer will have to make a particular good selection, as he cannot afford to leave any of the new styles out of his advance fashion display.

From 26 to 28 Inches Long.

The coat of the Fall suit varies very much in length, but about 26 or 28 inches is the accepted length in popular priced garments. In novelty suits the jacket may be any length up to 45 inches, which goes to show that the trade has at last broken away from the fixed length of coat for any special season. The coat length is the one best suited to the style of the suits. This is a good thing for both merchant and manufacturer, as it eliminates not just the set look, but one of the reasons that put many suits on the bargain table in days gone by. The length of the coat this season is governed by the way the skirt is made. When the tunic is very long, the short coat or the coat short in front and with the long ripple or postilion is much used. This style of coat is also seen with skirts cut with a very moderate circular flare or flare composed of pleats. The extremely long coat is used with the plain skirt, and these coats are cut full in the skirt, and in many instances they fall in ripples over the lighter underskirt.

Collars High at Back.

Collars vary almost as much as coat lengths, but as a rule they are high at the back and roll over, leaving a slight opening at the neck in front. Military collars are seen on many suits, and are expected to be one of the predominating features later.

The newest models show the small arm size with the long close-fitting sleeve set in and with the cuffs trimmed to match the collar. This is too radical an innovation for many buyers and many forms of raglan and set-in effects that are more fitting, but not quite so severe as the style outlined above are showing.



Suit showing long tunic and flaring underskirt. The coat is short in front, showing a vest of fancy velvet, and the military collar matches. The back has long, slightly flaring postilion. Material, fancy cheviot.

Wild Statements as to Widths.

The skirt is the important feature this Fall, and many are the ideas about widths. On all sides wider skirts are conceded, but there are many wild statements appearing as to the wider modes. Skirts as wide as 3½ yards are said to have appeared in Paris, but it is safe to say that nothing of this kind will be duplicated on this market. Just a reasonable width promises to be the seller, as women of all ranks favor the narrow skirt. The new dances are quoted as setting the pace for wider skirts, and buyers are advised to study the illustration showing Mrs. Vernon Castle in one of her recent gowns, as the skirt is an eminently practical width.

Some Afraid of Long Tunic.

The long tunic is generally accepted at the present time, but many manufacturers are afraid that it has become too suddenly popular to run right through the Fall and Winter season. Be this as it may, it is the leading feature in early Fall styles. There are many forms of these long Russian tunics. Some reach all round, while others are open up the front; some are box-pleated or side-pleated, and some have a panel in front. The tunic shirred on to the waistline is also used, and some have a yoke which helps to give the fitted effect that seems to be coming in.

(Continued on page 122.)

Silk and Serge Dresses

FALL 1914

SALEABLE, PROFITABLE STYLES

See our complete Fall line before placing your order. A card will bring our salesman.





Values Unsurpassed
Popular Prices

Silk Dresses, Serge Dresses
Silk Blouses, Flannel Blouses
Novelty Blouses

Montreal Representative
L. E. AUGER, Room 8, SOMMER BLDG.

Star Whitewear Mfg. Company

BERLIN, ONTARIO

Good Orders for Separate Skirts

The Russian Tunic the Leading Style at Present —Flare Skirts Coming — Pleatings and Box-Pleating Used — New Models Bell-Shaped — Length as Desired.

MANUFACTURERS of separate skirts have had a good season in the Spring and are bringing out their Fall models with extra confidence and assurance. They are not striving so much for advance orders but, are producing all the new noveties as they come along, and are taking good sized orders for present delivery. The Russian tunic is the style idea for the early season and buyers are ordering long tunic models in a big variety of styles. The tunic of plain material over a straight narrow or flaring underskirt of check, plaid or of the fashionable Roman stripe is immensely popular. Long, plain tunics over side pleated or box pleated skirts and the skirts plain are shown varied in every possible manner. Accordian pleatings are well to the fore, and many tunics finish with a pleated frill above the waist, below which is a crush girdle with bow and ends at the back. Simple skirts which button up the front and straight cut skirts with pockets on the hips are shown.

The very newest models are bell-shaped, following the outline of the figure and flaring at the foot of the skirt. These skirts follow the lines of the figure, showing the shaping of the hips and narrowing at the knee below which they flare. This flare is produced in many ways. Sometimes a circular flounce is set into the skirt, or circular pieces are set in at the sides. Groups of pleats are also used to give the same effect. Many of these skirts have a simulated tunic made by stitching bias bands on to the skirt above the flare. Bretelles, jumper ideas and vestee effects with straps over the shoulders and attached to a wide belt form a new feature designed to bring waist and skirt into harmony.

The list of materials is a long one and a feature this year is the many smart skirts that are made of Canadian-made cloth. Canadian manufacturers are showing Roman stripes in soft woolens and novelty weaves in worsteds with the plain materials to match. The Roman stripe is used for the whole skirt or is combined with the plain cloth in the form of a narrow flare striped skirt. Serges, poplins, novelty weaves and worsteds in checks and stripes are the leading skirt materials.

Silks Only in Blacks.

Silk skirts are being shown, but manufacturers are only putting out silks in black. Some taffeta models are shown but skirts for the most part come in satins and bengalines. Fashion says that the skirt is to be very short this Fall, but this is a matter for each individual buyer to decide. In the larger centers where fashion strikes first, buyers are ordering the higher-priced models with the hem only basted up, so that the final turning can be any length which the customers desires.

Low Top Corset Best Seller

Models That Are Higher and More Shaped Are Showing — Radical Fashion Shows Dip in at Waist—Dancing Corsets and Brassieres to Wear With Them Should be Featured.

THE low top corset has made a great selling success, and will be, it is expected, the best selling corset for Fall also. There is a fashion movement making for the higher bustline, and models with higher tops are appearing in the high-grade corset lines. This corset is intended to be worn with the new basque waists and besides having the top higher, some of the models show a disposition towards a slight nip in at the waist. Whether this corset development along this line progresses or not depends entirely upon the future fashions and upon the reception it receives. One thing is certain, it will not be a big seller in the coming season. Its importance comes from the fact that it forms the thin edge of the wedge of a radical change.

For Better-Priced Models.

Every effort is being put forth by department heads to educate women into buying the better-priced models. This attitude is a real necessity if the department is to pay, for women are demanding all the extra features, such as the extremely low top with its expensive finishes, the long skirt and the slight boning, and all the fashion features that appear on the better-priced models in popular-priced makes.

The majority of low corsets come with elastic girdle tops and elastic is let into the skirt of the corset both to give more spring and to keep the skirt closer to the figure when standing. Corsets are very flexible, and the lightest boning is demanded. The bones are short and the apron is relied upon to keep the flesh in place lower down. This is comparatively an easy matter, as when the waist is large the flesh is not forced down into ridges below. Steels in front are a little curved in some models and serve to support the abdomen while the apron is laced down to the extremity of the corset.

A feature of the selling this season is the added favor given to models that lace in front. This type of corset is better liked than formerly and is favored even for young girls.

Very Low for Dancing.

Corsets for dancing are cut very low and must be worn with a brassiere. There are proper brassieres prepared for dancing and also for the different types of figures, and salespeople should make themselves familiar with these models and be able to explain all these points. Dancing brassieres are cut very low and with very narrow shoulder straps, and they come in such materials as silk, tricot, crepe de chine and allover lace and embroidery. For wearing under sheer waists there are many models made of allover embroideries, lace, etc. And for useful wear there are brassieres made of firm cotton trimmed with embroidery or lace. Some of these are of the cross-over pattern, while others hook up the center front with lacing adjustments or rubber bands at the sides.

AFTERNOON GLOVES.

As regards gloves for afternoon outdoor wear, says The Glovers' Review, some of the latest are lined with pastel tinted suede, the idea being applied to long mousquetaire gloves made in pale mastic kid. In one case a delicate blue was chosen, the top of the glove being rolled over so that the lining could be plainly seen. In another, shell pink suede was used to line gloves of pearl gray, and the effect in both cases was very good and artistic. In society, silver gray gloves have been worn in preference to white kid or suede, and even pale gold shades have been seen. Silver gray and pearly gray, however, are still much worn. To quote the ladies, "they go well with anything." For white gowns, however, white gloves are, of course, the only handwear possible.



A Triumph in Popular-Priced WAISTS



Year after year studying how to create novelty styles. Planning now to do still better work. Prepare for a bigger and better Fall season by having our fast sellers.

Style F751

Handsome chiffon waist with net vest effect, organdie collar and cuffs embroidered on edges with silk. Colors: Black, Navy, Tan, Maise, Sky-pink, White and Grey.

$36 Doz.



Style 763

Pretty chiffon waists, deep yoke back and front with knife pleating, making natty effects. Sleeves are finished with lace and net and fancy buttons. Colors: Black, Navy, Tan, Maise, Sky-pink, White and Grey.

$36 Doz.

Style 753

Messaline silk waists with drop shoulder, collar and cuffs, knife-pleated and hemstitched. Colors: Black, Navy, Brown, Copenhagen, Reseda, Rose and White.

$36 Doz.

R. D. Fairbairn Co., Limited

107 Simcoe St., - - TORONTO

How Montreal Store Solved Alterations Problem

Taken Out of Hands of Clerks in Ready-to-Wear Department and Prices Fixed by Fitter—Scale of Charges Posted up for Customers—Amount Announced at First is Final in Scroggie Store.

By a Staff Correspondent.

MONTREAL, June 29.—The question of how to charge for alterations in the ready-to-wear department has always been a vexed problem, and many different ways for dealing with it have been tried out. Some of them have appeared successful, while in other cases the results have not been as satisfactory as the originators of the ideas hoped for.

It is the practice of some merchants to put a price on the garments which will cover the expense of alterations in a general way. For instance, if a dress or a coat is sold at $20, that price includes the cost of any alteration necessary. Possibly $2 or $3 is added to the selling price in marking them, to provide for this service. When this method is adopted the salesclerk can quote the price as inclusive of fitting and altering.

Another store which charges extra for the fitting and altering can quote a selling price of $17 or $18 for the same class of garment, and to many buyers this would appear to be cheaper. It might not occur to the buyer to figure on the cost of alterations at the time of buying, so that often this latter method would tend to get the order.

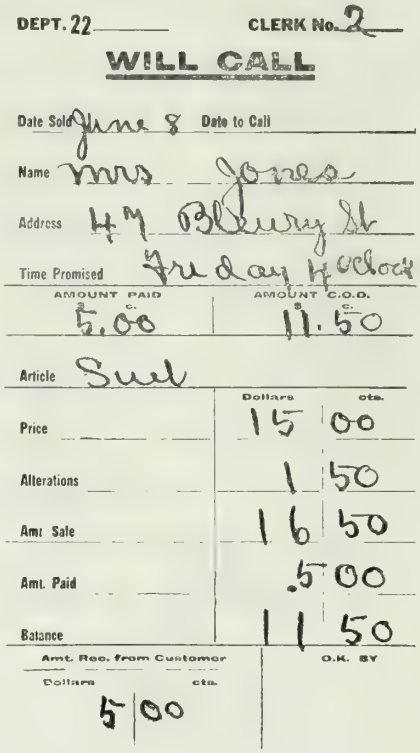
W. H. Scroggie, Limited, Montreal, have a schedule of fixed charges for alterations and their method seems to work out very satisfactorily. A representative of The Review discussed the question with Mr. McQuarrie, buyer for their ready-to-wear department, and he was enthusiastic about their system.

Lot of Trouble Under Old Way.

"We always had a lot of trouble and dissatisfaction until we adopted our present method," he said. "We have a lady in charge of our alteration department, and she has complete control of that end of the work. She has her own rooms here, adjoining the ready-to-wear department, and conducts it as a separate department altogether. She is charged up with her percentage of rent, light and heat, etc.; employs her own help, and makes her own profit. The charges are fixed for alterations, but otherwise she is practically independent.

Clerks Do Not Fix Price.

"We do not allow our saleswomen to give a price for alterations to a customer. That is left to the alteration department. We have fitting rooms at one side, where customers can try on garments, and if alterations are needed the saleswoman sends for one of the fitters from that department. At present there are four fitters, but the number is regulated by the lady in charge, according to season and as to whether we are very busy or not.


DEPT. 22 CLERK No. 2

WILL CALL

Date Sold June 8 Date to Call

Name Mrs Jones

Address 47 Bleury St

Time Promised Friday 4 o'clock

AMOUNT PAID c.	AMOUNT C.O.D. c.
5.00	11.50

Article Suit

	Dollars	cts.
Price	15	00
Alterations	1	50
Amt Sale	16	50
Amt. Paid	5	00
Balance	11	50

Amt. Rec. from Customer — Dollars 5 | cts. 00 — O.K. BY

Sample of card attached to suit.

"The cost of alteration quoted by the fitter is final. The saleswomen have no say in the matter. The price quoted by the fitter is noted by the saleswoman on an alteration card, and this is sent with the garment to the alteration department." One of these cards is reproduced herewith. It represents the sale of a suit to Mrs. Jones, for which the price is $15. Added to this is the cost of alterations, which amount to $1.50, or making the total cost of the suit $16.50. In this case the customer paid $5 and the balance, $11.50, is C.O.D.

Schedule of Prices.

The complete schedule of prices charged in this department is as follows:

Skirt, straight bottom	.50
„ round corners	.75
„ band	.50
„ sides and bottom	.75
Coat, padding	.50
„ shorten sleeves, plain	.25
„ shorten sleeves, with cuff made on coat	.50
General alterations on coat, from $1.00 to	$2.00
Shorten coat	.50
Alterations on dress, from $1.00 to	$2.50
Raincoat, shorten bottom	.50
„ shorten sleeves	.50

Eliminates Guesswork.

One advantage of this system is that it eliminates guesswork. The fitter is an expert dressmaker. She knows her business and she knows the schedule of charges. The customer realizes that she is getting expert service, and is not trusting to the haphazard advice of a saleswoman, who, though she may be a good saleswoman, would probably not have much knowledge of how a garment should be altered to fit properly.

Mr. McQuarrie thinks it is a good idea to have the list of charges for alterations tacked up in the fitting-rooms. This enables the customer to see just what the charges are, and it does away with any possibility of a feeling that the price is being made to fit the person. Everyone is charged alike, and the price list shows the customer that she is being quoted the regulation charge for the work required. This does away with any chance of the customer thinking that the charge may be arrived at on the "how-much-will-she-stand" basis.

As a rule, two or three days' time are required for making the alterations, though it may be done more quickly in special cases. A good deal also depends on the amount of work needed.

Display of the Garments.

For displaying the garments this department is equipped with a number of glass-fronted full-length display cases, circular and long display racks and tables. The latter are used mostly for the cheaper grades of waists and house dresses. The finer garments are kept in the cases, away from dust, and the cheaper grades are hung on the racks. The latter method, while having much in its favor, has its drawbacks, according to Mr. McQuarrie. A large number of garments can be shown in small space, and they may be easily examined by customers, but they are more easily soiled than if they were under cover. To keep them in boxes does not allow of them being on display, besides making more work and taking more time in showing. A number of wax figures and forms are used for showing some of the more striking models.

A. STEDALL, Limited

Wholesale and Export
Mantle & Costume Manufacturers

2 Cannon St., London, England

invite Canadian Buyers visiting Europe
to call and inspect their

New Season's Range
of
Novelties for the Fall

in

Coats and Skirts
Tailor-Made Coats
Wraps, Capes
Mantles
Fur Coats
Etc.



Exclusive designs in Fashionable three-quarter Coats.



Extraordinary Value in Seal Coney, Musquash and Pony Skin Coats.

A. Stedall, Ltd. (established over 50 years), is one of the largest companies in the United Kingdom, manufacturing High-Class Ladies' Garments. Employ a large staff of experienced designers and cutters and have many factories for the exclusive production of these goods.

No Travellers or Agents.

Wholesale and Export Warehouse:

2 Cannon St., London, Eng.

Makers are Capitalizing the Dancing Craze

Dancing is Going to Mean Large Sales of Merchandise—A Dancing Tournament at Opening Time Should Create Interest and Lead to Many Sales.

NOT so very long ago it used to be the millinery opening that was the most important event in the beginning of the store's showing of styles and fashions for the new season. But of late years the ready-to-wear department has aimed to fill this place until it has become the leader. It is the fashion parade that is the greatest attraction, because the woman can see the articles of dress as actually worn. Even in the smaller cities the mannequin has appeared, and the opening days of the season have become a function. One big store has not even confined this feature to the opening period, but when there has been any high novelty to show has organized a mannequin parade in the department. The girls, it must be stated, come from the department and are trained by the trimmer with the aid of a professor of dancing.

They are always a little bit ahead of us in the big country to the south; of course, they are older and their cities larger. Last Spring many of them seized upon the new dances as a means of giving added interest to their fashion parades and openings.

It is wonderful to find the number of people who are interested in the new dances, such as the "One Step," the "Hesitation," the "Maxixe," the Castle Walk. The Vernon Castles filled Massey Hall in Toronto twice in one day on their recent tour. The wide-awake department store executive is always ready to hitch his merchandise waggon to such a star as this popular fad.

Corsets for Dancing.

In making a feature of the new dances the merchant gains an opportunity to bring pretty nearly every important department in his store to popular notice. To begin with, the usual corset is too confining, and therefore there are models put out by the majority of manufacturers specially for dancing wear. This feature alone is worth while to the merchant who is endeavoring to induce his customers to buy better priced corsets. It is well known that the extra comfort and the extra wear given by a higher priced corset is always so much appreciated when once tried that women seldom again try the low priced models. As the dancing corset is not low priced, the inference is that its sale will serve to introduce the better priced model.

Because of the great frankness with which the woman who dances shows them, pumps and stockings that are more than ordinarily elaborate are worn, and there is special lingerie, and petticoats designed for the dance. Dress accessories, such as the Castle caps, and new pins and hair ornaments form a fruitful field for future sales, and last, but not least, there comes the dancing dress and the elaborate wrap to go with it.

Afternoons As Well.

People are not content to dance in the evening alone, but afternoon dances and teas are held in both tea-rooms and in private houses. In short, there is never an excuse wanting for an opportunity to dance. This means an immense impetus to the sale of dressy afternoon gowns and evening frocks as well as handsome wraps and evening coats. Therefore it will be seen that the dancing craze presents a big opportunity to nearly every department in the store and one that is well worth capitalizing.

Nearly every store of any size has gone in for a fashion parade showing elaborate gowns, suits, coats, etc., illustrative of the modes of the new season. Therefore both the store and its customers are ripe for something new. When so many departments promise to benefit, there is every inducement to spend money in giving your customers a chance to see the new dances at the same time that you are showing your new merchandise.

Preparing for Fashion Parade.

If you have a fashion parade, you have to put up a platform or have to rope off part of some department for the display. Stores that have lunch-rooms usually utilize them for the fashion show, as it takes place in the middle of the morning or of the afternoon, just at the periods of time when customers are fewest. Therefore it would entail only a little extra expense to engage two dancing experts for the occasion. The experts should show a programme of the new dances, and, besides, a dancing competition should be organized. The contest should be extensively advertised. For the first prize a cup is usually given, while various articles of dress out of stock can be made to do duty for the extra prizes. The experts and heads of departments should be judges, or the votes of the audience can be taken, and the experts give the casting vote. The dancing period should be limited at each

(Continued on page 122)



MRS. VERNON CASTLE.

The new dances are often advanced as a cause why skirts should be wider. This photo shows Mrs. Vernon Castle in one of her recent gowns, and shows the width of skirt that she considers right for a dancing gown. Published by special permission in The Review.

THE
Regina Cloak Manufacturing Co.
1060 ST. LAWRENCE BLVD.
Montreal

NOT in name only are these garments **"Perfection,"** but in style of cut and fabric, quality and workmanship.

"Perfection" coats and suits appeal strongly to the fashionably gowned trade--they're smart in appearance, and are in excellent taste.

It is well worth putting yourself out to give early and careful inspection to the full Fall range now in the hands of our travelers.

Our Motto---Prompt Service.

"Perfection Garments"
Fashionable Suits and Coats
For Fall

Sketch by Review Artist.



Dress of navy blue face cloth with circular flounce applied to the skirt to simulate a long tunic. The sleeves are set in and the waist is given a bolero effect by button-trimmed tabs. The vest is of metal brocaded cord silk. The vest is net and the collar is blue and gold. The frill is of lace. Shown by R. D. Fairbairn & Co.

Sketch by Review Artist.



Skirt with new long tunic of novelty cloth in solid color, and narrow underskirt of dull-toned Roman stripe. Shown by Livingstone & Scott.


K
K
Kenyon
Weatherproofs
Stylish
Dependable
Durable
Something More Than A Raincoat
There is a "Chic" about a Kenyon Weatherproof that identifies it instantly. Whether you pay $3.00 or $30.00, there is a 5th Ave., New York, appearance to the garment that appeals.
Remember, hardly an individual in Canada does not know the Kenyon label, which has been advertised for many years.
C. Kenyon Company
Fifth Avenue Building, 23d St. and 5th Ave.
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NEW YORK
Boston

Pay Special Attention to School Outfits

Early August the Time to Push the Children's Department—Flares and Frills on Children's Dresses—Capes on the Latest Coats—For the Small Girl.

CHILDREN go back to school early in September, and mid-August should see the children's section busy with the outfitting of the young folk for their Fall term in school. The holiday period means that extra wear and tear falls on the wardrobe and that either a new outfit has to be purchased or the old one has to receive material additions. Therefore the store should be ready to show children's wear for Fall soon after the month of August opens. Window displays and advertising matter should be planned, and the stock should be in good shape.

Cape Is the Novelty.

As in women's lines, the cape is the novelty, and many of the later coats have the cape attached. This style of coat is always very much liked for small people as it affords more protection from the weather, and at the same time is one that is very becoming to the slight childish figure. Many children wear cotton frocks all the year round now. Often both home and school are steam heated, and the cotton frock is plenty warm enough. Moreover, because it can be washed at frequent intervals, it is more practical and more sanitary than the dress of woolen material. This means that the heavy outer coat must be worn, hence cape coats are sure to be favored.

Many of the new designs in dresses for children's wear show the introduction of flounces and flare effects. The middy cut so that the blouse flares slightly and with a skirt of a decided flare is along the lines of the latest fashion ideas. The blouse is of navy serge or other plain cloth and the skirt, cuffs and collar are of check or stripe to match. A smart little dress of serge cut straight like a coat had as a finish two narrow ruffles forming a very short skirt. These ruffles were rounded in front and overlapped. The neck was finished with a collar of embroidered crepe and cuffs of the same finished the sleeve.

For the Small Girl.

For the small girl a smart, straight model is prepared in serge, linene or gingham. It consists of two straight pieces cut with a wide armhole and sewed down for a few inches under the sleeve and buttoned down on each side the rest of the way, making ironing a very easy matter. Stitched to the side is a belt which buttons over in the middle of the back. The collar is cape-like and is of either lawn or pique, and the cuffs match. When the dress is of serge the collar and cuffs are embroidered and are detachable from the dress.

Party models come in soft wool crepes and when for very dressy occasions are of net. The dresses of crepe have fancy collars to match the dress with touches of hand embroidery.

Sketch by Review Artist.



Girl's middy dress of plain and plaid. The middy is of heavy soft serge in navy blue and the collar, cuffs and skirt are of tan and blue plaid. The special feature of the dress is the flare to both skirt and blouse. Shown by Home & Watts.

A net dress consists of three ruffles; a narrow one set on to a slip and a very deep one reaching from the shoulders, while another full one encircles the round neck in bertha fashion, and forms the sleeves. A bow of colored ribbon is placed to the side of the front on this frill.

MAKERS ARE CAPITALIZING THE DANCING CRAZE.

(Continued from page 118)

function, and the process of elimination should go on at each parade until it culminates in the selecting of the winning couple at the last parade. These parades are usually held on two succeeding days: that would mean that there would be four dancing periods, one each morning and one each afternoon.

This is just an outline of the scheme as it has been used, and of course could be amplified or modified to suit individual stores and circumstances. In some places the parade and dance tournament have been held in a public hall or one of the theatres, while other stores have used an upper floor.

The holding of a dance tournament should make a large addition to the sales, as gowns and other accessories would be wanted for the occasion. This feature would offset in some measure the additional cost. The interest would certainly be intense, for every one is eager to see the dances that have been so much talked of in pulpit and in press.

Picture of Mrs. Vernon Castle.

The Review in this number shows a very charming picture of Mrs. Vernon Castle in an afternoon suit of velvet and fur, with the skirt under the long slashed tunic of net and lace. This idea was featured strongly in many of the dresses worn by the lady members of the Castle organization when in Toronto recently and promises to be a feature of many of the dancing gowns of taffeta or satin and lace.

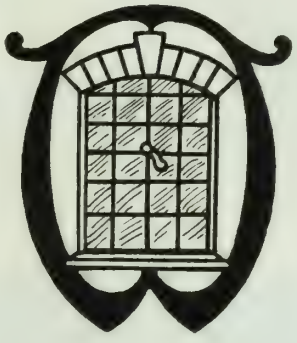
A PLEASING VARIETY MARKS THE SPRING SUIT.

(Continued from page 112.)

Serges in Blue and Black.

Serges in blue and black promise to be among the best sellers. There was a very heavy demand for serge this Spring, and following this lead, buyers are favoring serves in their early orders. Gabardines, Ottomans, Bedfords, ribelines, velour-finished broadcloths, Cheviots, mixtures, corduroys and fancies are in the list of materials used.

Many suits will show the combination of plain cloths and Roman stripes. Roman striped silks, moire, metal brocades and fur and fur fabrics are used for collars and facings. Olive and odd-shaped buttons are extensively used.



European Importations

The most appealing and exclusive styles in Fall evening gowns, day frocks, model blouses and tailored hats.

These were procured in Europe's creation centres and represent the most attractive and unique fashions that have ever been brought to this country.

Almost every capital in Europe has contributed its quota to this remarkable collection of original designs.

If you are in town, call and see this unusually interesting stock. There is not an article that will not immediately impress you with the care and judgment that has been exercised in the matter of selection.

If you prefer us to send you some of these goods on approval, we will gladly do so at our own expense.

Gebr. Riegel & Langer

King's Hall Building, St. Catherine St. W., Montreal

Sketch by Review Artist.



A FALL MODEL.

Waist of canary yellow crepe de chine with the long sleeve set in so as to give a yoke effect. The sleeve is gathered into a white moire cuff and finished with a frill of very sheer white crepe banded with yellow. The collar is of white moire, and the vest is of white crepe with band of yellow edged on each side with flat Venise lace. Shown by Ladies' Wear, Ltd.



A PARIS CAPE.

Satin cape with flaring collar and frilled cape on shoulder. This cape is held on the shoulders by cross-over bands of satin. Drawn for The Review in Paris.

Waists and Underwear For Immediate Delivery





Waists

Crepes, Voiles, Muslins, assorted styles and a full range of prices

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Corset Covers, Princess Slips, etc.

Sort-up Your Stock

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Allen Manufacturing Co., Ltd.

103-5-7 Simcoe Street, Toronto

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Long Tunics the Leading Feature for Fall

In Advance Showings of Dresses More Fulled Waists a Possibility —Dancing Frocks of Lace, Net and Silk Materials Promise to Sell—Circular Flaring Flounce to Complete Skirts.

THE long tunic is the dominant feature of the new dresses for early Fall trade, which are now being shown by the trade. This style is taking, but because so many buyers have seized on this style and had it reproduced in Summer dresses in order to stimulate sales by showing something that is totally new, there is a feeling that long tunics will have to give way to some newer style when once the early season is past.

The season that is passing has seen novelty ideas and new styles succeed each other in quick succession, doubtless because trade has needed the stimulation of something new.

More Fitting Waist.

There is a tendency even in popular-priced dresses to make the waist more fitting and decidedly less loose and blousey. The set-in sleeve is here. As yet, the arm size is moderately large, but the tendency is towards narrower shoulders and the smaller arm size and the long fitting sleeve. The new idea is the semi-fitted basque with the old-fashioned side seams at the back and darts in front, only it is cut so that it adapts itself to wearing over the low corset and the wrinkling of the cloth at the waist is accepted as the vogue.

These semi-fitted dresses are showing in serge, broadcloth, crepe, satin cloth and novelty fabrics. Dresses in the style of 1880, button straight down the front to seven or eight inches below the waist line. A sash finishes the bodice and there is a long, flaring tunic, and the narrow underskirt of the plain skirt is of striped material. The very wide girdle which comes well over the bust and is drawn tight at the waist-line indicating the curve of the figure, also gives the new outline and some of the new surplice bodices are drawn quite close to the figure, extending the ends round to the back and finishing there in bow and ends. Accomplished in whatever way may be this form-fitting idea is the novelty for the Fall season.

Circular Flaring Flounce.

As far as the early season goes, it is to be the long tunic in its many forms. Some tunics are straight cut in front and circular at the back, while others follow the cut of a two-piece skirt. Many tunics are formed of a deep circular or gathered flounce acording to the nature of the material used for the dress, put on so that the top portion of the skirt forms a deep yoke and the lower part a narrow underskirt under the flaring simulated tunic. Many of the skirts are being cut with a flare at the bottom or are completed with a circular flaring flounce starting under the tunic. Long box-pleated and accordian pleated tunics over a plain underskirt are shown, and there are plain tunics and pleated skirts and skirts with both tunic and underskirt.

The popularity of the new dances is going both to influence styles in the coming season and bring money into the dress section. All the Summer resorts and large hotels are making preparations for featuring dances, and dancing will be all the rage again in the coming Winter. This means that there will be a big demand for fancy dresses for afternoon wear and also for dressy dancing frocks. The recent White House bride had the majority of her gowns and dresses cut with special reference to their being used as dancing gowns.

Butterfly waists are ashimmer with rhinestones, and worn with flounced skirts of lace or net. Long-waisted Moyenage bodices end in long lace tunics or three tiered skirts. Long lace tunics above an underskirt of pleated soft silk or chiffon indicate the wealth of ideas and the beauty of the materials that are being put into the dancing dresses for the coming season.

MESSALINES AND CREPES.

THE fact that fashion is again favoring more tailored styles is bringing the suit into prominence, and when suits are worn the separate waist comes of necessity into wear as the completing garment. There promises to be a very large representation of cotton waists in Fall lines. Though the colored linen waist has dropped out considerably now that the season for selling white waists has come round, plain tailored linen waists almost like shirts, and more dressy semi-tailored models are showing for Fall wear.

These come in the new colorings and many of them are touched up with collars, cuffs and vests of silk. Many of the heavier cottons are retained, and these come in colors as well as white while, others show dots and stripes of color.

Silk waists in simple effects will be very popular, with messalines the big sellers in popular-priced waists an,d with crepe de chine and kindred crepes the leaders in better-priced waists. In Novelty silks, poplins and cord silks with the dull finish stand first.

The new waists blouse less than those now worn, and though the tendency is in favor of the narrower arm-hole and the set-in sleeve, many models come with the kimona cut and with the wide armhole and the sleeve set in



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

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PHOENIX
43 LEONARD ST. NEW YORK

Sole Selling Agent for
PERFECTION MFG. CO.
Vanity Cases and Metal Novelties
NEW YORK

Fall line *of* Dresses, etc.

will be shown in our sample rooms at the Prince George Hotel, Toronto

From Aug. 1st to Sept. 15th

For the convenience of the many ready-to-wear buyers who visit Toronto during this period we have made arrangements to show our complete range of Fall samples, including silk and net waists, silk and net dresses, kimonos, and Galt fleece robes at the Prince George Hotel, Toronto,—within a few minutes' walk from the Union Station, corner King and York Sts.

Call and see the range whether you intend to buy or not—it is most interesting from both the style and value viewpoint.

Martin & Smith Company, Limited

350 Sorauren Ave., Toronto

Announcement To The TRADE

Our Fall line of Kimonos are ready for your inspection. Travellers are on the road and will call on you at an early date.

Kassab Kimonos Look Well, Sell Well, Wear Well.

A Nice Xmas Gift In A Nice Box —a Kimono.

Silk and Delaine Kimonos will be ready for Xmas Trade.

Write To-day for Samples.

Kassab Kimono Mfg. Co.
14 St. Helen St., Montreal



FOR more than 30 years the name "FERRIS" has been known to American women to stand for quality, style and ease. To-day the whole world has swung round to the Ferris ideal—style with flexibility.

Ferris Good Sense Corset Waists

FERRIS GOOD SENSE REG U S PAT

This label is on every genuine Ferris Waist

are recognized as the best in style, quality and workmanship, and are made in over 100 styles to suit every demand.

Write for Illustrated Ferris Catalog

The popular styles should be in every corset department.
The genuine Ferris Waists are made only by

THE FERRIS BROS. CO.
48-50-52 East 21st Street, NEW YORK

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Spring 1915

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WOOL SERGES
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We Carry Full Ranges and Up-to-Date Stocks In All Departments

Representative in Western Canada

MR. F. McGREGOR

600 Welton Building, Vancouver, B. C.

A VISIT TO US WHEN IN LONDON WILL BE TO YOUR INTEREST.
PROMPT AND CAREFUL ATTENTION GIVEN TO ALL MAIL ORDERS.

Good Season Expected in Belts and Girdles

Many Styles in Patent Leather Shown—Vestee Belts Selling in Many Fabrics—Tunic Girdles of Lace and Silk the Latest—Numerous Bead Novelties for Fall—Moire Bags Big Sellers.

JUST about as busy a section as there is in the store is the belt and girdle section. The idea of the belt of polished or patent leather caught on very rapidly, due, no doubt, to the excellent preparation provided by the cire ribbons that is—the ribbons finished with glycerine and looking as though they had had a coating of stove polish. Belts have been made of this ribbon, but the belt selling now is made of patent leather with a high polish. The belts worn up to the present time have been of the wide crush variety with huge looped bows of the same leather hiding the fastening, and these belts are worn according to the wearer's fancy with the bow either at the back or front. The first belts put on the market were very wide, but the latter comers are narrower and there is some call opening up for belts about three inches wide to wear with Summer cotton dresses. The crush belt of moderate dimensions is, however, most in demand and best in style.

Silk Girdles Over the Hips.

Silk girdles that are wide enough to come down over the hips of Roman stripe or bayadere silks are very much worn. Manufacturers are making the most of the present demand and are putting out attractive samples in every conceivable style and made in plain flowered, plaid and striped taffetas. Many of these girdles are really tunics and are finding a ready sale as they transform a plain straight last season's dress into one reflecting the present tunic mode. The latest of these tunic girdles are made of wide Oriental net flouncing made with a shirring or pleating of silk around the waist line and fastening under a butterfly bow. One of these girdles instantly transforms a plain silk or crepe dress into a gown sufficiently smart for dancing.

Waistcoat girdles have been spoken of before and their vogue is not only increasing, but it promises to run into the Fall and Winter season as many of the new coats are made so as to show the bottom part of a vest.

At present models in soft pique are the best sellers but these vestee girdles are showing in kid, suede, cord silks, stripes, metal brocades and a host of other novelty fabrics.

Pleated Silk for Slender Figure.

Another style of girdle that is good in New York, but which is only suitable for the very slender figure is made of pleated silk. These girdles are quite wide and finish on either edge with a narrow quilling. They are very tailor-made in effect, and the fastening is hidden under the pleats without any bow or other ornamentation.

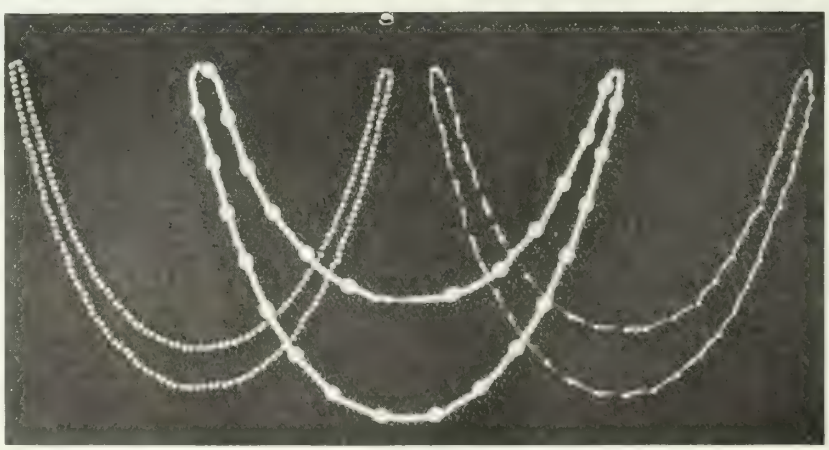
Other girdles are made of soft satin and are boned at intervals. They are very wide and are worn as low as possible over the hips. Some are fastened invisibly, while others have bows or rosettes of the material.

The featuring of many ideas in bags still continues, and therefore there can be said to be no predominating line. Fabrics, however, seem to be better liked than leather bags, but both are selling. The newest fabric bags are made of striped moire silk, and the leading idea seems to be to put as many fittings as possible into a bag. The oval shape is the leader, but the pannier shape is liked because a bag in this style in roomy and holds a number of articles. The pannier bag illustrated shows this idea, for besides the mirror which is attached to the frame by a leather strap there is a flat coin purse in a side pocket and an inner frame closing an inner compartment. This bag comes in moire in two colors and the lining matches the frill.

Beaded Bags.

Beaded bags are shown in very elaborate designs and in a variety of styles. There are pannier shapes and shapes with the metal frame and all of them have the mirror, the change purse and other vanity fittings.

A new kind of beaded bag is made of ivory or ebony beads about the size of a pea. These beads are threaded on interlaced cords and are finished with a beaded fringe. Nearly all bead bags have the fringe finish, and the frames are carved and set with cameos or precious stones.



BEAD NECK CHAINS

No. 1—Clouded amber and amethyst. No. 2—Ivory large round beads alternating with smaller beads. No. 3—Long beads of clear amber alternating with beads of pearl. Shown by European Novelty Co.

Are you supplying the bead demand *of* your town?



Black chain in dull and jet, to retail at popular price.

THE popularity of bead necklaces and chains is growing every day, as is evidenced by the continual rush of mail orders.

If you are not getting your share of this business you should look over your stock and sort it up with some snappy lines. Beads are good and will stay good indefinitely, so why not make the best of this vogue while it's on?

For $15.00

We will send prepaid 3 dozen necklaces, 20 different patterns, in the following colors: amber, green, red, blue, tango, white, etc., in plain colors and in combinations.

18	to retail at 50c.	$9.00
6	" 75c.	4.50
6	" $1.00	6.00
6	" $1.25	7.50
		$27.00

Cost you $15.00
Less 5% .75

$14.25

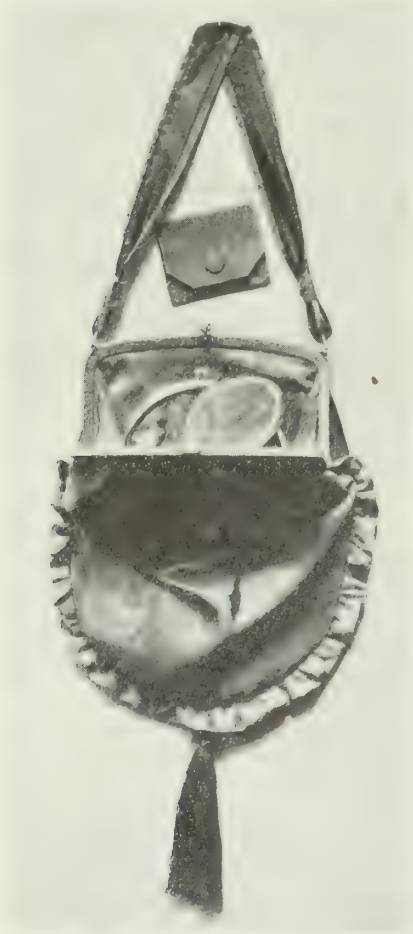
Profit nearly 100 per cent.

WRITE TO-DAY

Orders shipped same day as received. "WE HAVE THE GOODS"

The Ideal Hair Goods Company LIMITED

77 York St., -:- Toronto



MOIRE BAG.

The body is black moire and frill and edge of strap band comes in colors, with the lining matching. The mirror is attached, and there is an inner compartment and also coin purse and pocket for the same. Shown by Flett, Lowndes & Co., Ltd.

Fairly large sizes are the ones liked in pannier bags, and the new weave that allows for expansion when the bag is filled is the best seller. All bags now are made with the chain fastened to each side of the frame. Either very fine mesh or mesh connected with small diamond or trefoil or four foil plates are most favored. Some of these latter bags have some of these plates gold washed and arranged so that they form stripes. Many chain bags in the finer mess bags are enameled black. Small coin purses and children's bags are showing at prices that should make them big sellers for the Fall and for the holiday trade. Bags are finished with metal tassels and rows of small metal pendants.

A DOLLAR-DUTY SLOGAN.

H. Hastie, dry goods merchant, Carman, Man., after his name in his ads, uses the phrase, "Where Your Dollar Does Its Duty."

Boom in Art Needlework

Business the Whole Year, With Fall as Best Selling Period—Classes Held in Many Stores—Stamped Articles—Fancy Embroidered Bags—Ribbonsene Work.

THE fancy departments are the backbone of the dry goods business, and one of the most profitable of all is the art needlework department. This department is one of the very few that does not call for a first floor location, and where business can be better done on an upper floor. This is because so many departments hold classes, and teach the new stitches to all customers wishing to learn, and also because more room can be had for display purposes. Business in this department has grown with great rapidity in recent years. Only a few years ago the selling season was almost entirely confined to the last few months of the year —now there is plenty of business in a rightly-conducted repartment in every months of the year. There are novelties appearing right along,—added to the inducements that all departments give from time to time, either in the way of clearing out broken lines, or in the way of lines bought at special prices from the jobbers or manufacturers.

Very few stores hold classes all the year round, but at certain seasons which vary somewhat according to local conditions, these classes draw much trade into the department. As a rule, classes can be run to advantage right through the Fall months, as many women begin their Christmas fancy work just as soon as the vacation season is over.

Of recent years sales have been increasing in this department, as it is catering more closely to the needs of the woman who likes fancy needlework of some description to work at while in the country or sitting on the veranda of the Summer home.

The Summer demand runs largely to stamped articles for children's and personal wear and for articles for household use, and there is a never-ending demand for effective patterns that do not tax the patience of the worker or her powers too far.

Bootees Stamped on Feet.

The art needlework houses are busy with extra novelties that always appear at this season. Among the many attractive new things may be mentioned bootees stamped upon felt and embroidered in satin and lazy-daisy stitch. The edges are button-holed and the bootees are fastened in front with three pearl buttons as well as a little strap around the ankle. This buttoning right up the front is for convenience in laundering.

Many novelties are showing in fancy bags. Some are developed in moire in black and colors embroidered in small flower sprays in satin stitch. Some are embroidered in colored silks mixed with small coral and silver or gold beads. Crewel wools in old-fashioned shades used for embroidery bags make a newer finish than either beads or silks.

Luncheon Sets.

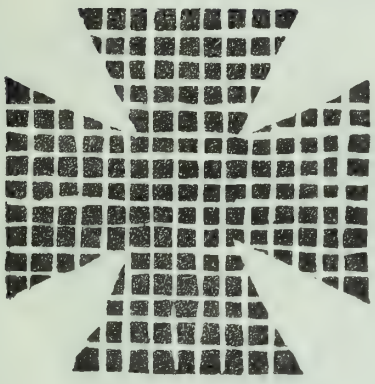
Luncheon sets are good sellers and the newest are embroidered in blue. The patterns are taken from the chinaware imported from the East into Europe in the eighteenth century. The willow-plate is one of the most familiar of these designs, but others show baskets of fruit, birds, etc. Satin stitch and outline stitches are the ones most used and all edges are buttonholed. A set usually consists of a centrepiece 28 in. in diameter, and four sizes of doileys, six of each size.

Cross-stitch patterns continue very popular, as the work is so simple and the effect when the colors are well chosen is exceedingly good. Manufacturers are going more and more to old samples for patterns, and roses and other old-fashioned flowers and trellis work in black is often used for the background. Some of the newest patterns have the background worked, against which the pattern stands out in white space. These new designs are very effective and are very easy to work.

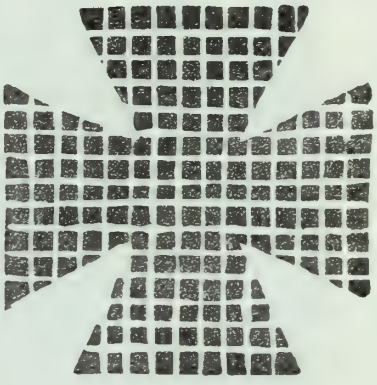
Filet embroidery or ribbonsene work is increasingly popular, and the chief reason is that it is easy to do, and quite large pieces can be worked with but little trauble. The foundation for this work is filet mesh, and the pattern is worked in narrow ribbon-like silk braid, which comes in a big variety of pastel colors. The filet mesh can be obtained in square, oblong or oval medallions and can be worked up into a variety or useful articles for decorating the home, such as bed-spreads, bureau scarfs, pin-cushion covers and cushion tops. These medallions are often joined together with bands of Cluny lace, and are further adorned with bows of ribbon.

The newer cushion tops come in floral patterns now, and the majority of them are worked in wood silk, though silk and mercerized cotton are also used. Fuchias, roses, clover and daisies form the patterns most favored.

Kleinert's



GEM



Dress Shields

are guaranteed against damage to the gown through any fault of the Shield.

Of *every million* GEM Dress Shields we sell, *less than three* are found faulty under the guarantee.

Three in a million seems to us a pretty good average.

I. B. Kleinert Rubber Company,
721-723-725-727 Broadway, New York
TORONTO, CANADA



View of Toy Department of Bryson & Graham, Ottawa.

Profitable Toy Department All the Year

Bryson & Graham's, in Ottawa, Have Succeeded in Reversing Custom of Most Stores—Dolls' Hospital One of its Greatest Attractions—Advertise at Least Once a Week—New Goods All the Time.

From an interview with J. Moreau, the Manager.

OTTAWA, June 26.—Many a visitor to the store of Bryson & Graham, in this city, gives a look of surprise in wandering through that twenty-in-one store in coming upon a toy department in full operation in the Summer month of June. Not only open, but doing business, and a wonderful business at that. Doing the most profitable business in the store, the investment considered. Doing, as a man who ought to know told The Review—and he does not live in Ottawa—doing the best business in the capital of any toy department in Canada.

The secret, if such it is, lies in a fact that is advertised in every notice of the department: **"Toys all the year round."**

Why Only at Christmas?

The manager, a young man full of his subject, J. Moreau, has mastered the secret of most unusually successful departments. He projects himself into the position of prospective patrons. Why should a child get a ball, or doll, or other kind of toy only at Christmas? Is it only once a year the juvenile fancy turns to thoughts of these? Will there be no sales in January, March, June, August even?

A little experimenting proved the fallacy of the negative position. Hence, to-day that toy shop upstairs is selling dolls and dolls' clothes, velocipedes, balls, dolls' carriages, picture books, toys of various kinds, even to teddy bears and cute little dogs. So well known is the Bryson & Graham toy department that inquiries in other dry goods stores are frequently met with the reply: "You can get it at Bryson & Graham's." Surely a good form of publicity for the toy department.

If you scan the picture of the department as it appears here you will notice show cases all along the right-hand side; the tops of these cases filled; not only filled shelves, but toys suspended from the shelving, and baskets and pennants hanging from the ceiling; while dolls' carriages, with here and there a big doll inviting purchase, reclines inside or on top. You will notice the first principle of salesmanship strongly exemplified: the display of goods.

At the left-hand, at the back, are toys also, velocipedes, etc.; while at the left side is a music department. If there is any criticism it would be that the department is too crowded; too little room for display of goods; too little space for trying out those tricycles, dolls, carriages, etc. The firm realize this fully, but what a tribute to a department of Toys All the Year Round! Not many in Canada would have this to say.

Dolls' Hospital Best Drawing Card.

The Review asked Mr. Moreau what one factor had proved the strongest inducement with the public to patronize this department in what most people consider "off" sesons.

The Dolls' Hospital

This sounded interesting, and the explanation equally so.

ORIGINAL

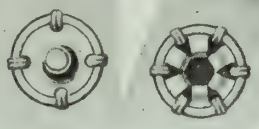
DE LONG HOOK AND EYE

See that **hump?**

TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



World's Flattest Fastener

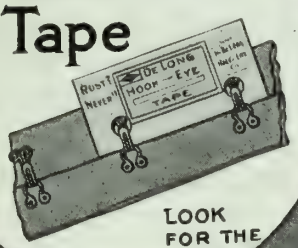
DE LONG SAFETY PINS



Strong Easy-Working

Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub

HOOK AND EYE

Bless that **Nub!**

TRADE MARK REG U.S. PAT. OFF.



In stocking Notions, don't forget that "every woman can afford the best in the little things of dress".

DE LONG MANUFACTURES

— standards in their line — will make your notion counter famous for quality and reliability.

THE DE LONG HOOK AND EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario

"Yes, a dolls' hospital, and there is the nurse." He pointed to one of the girl clerks.

"We started by keeping it open one month in the year; then two; then all Fall, and now it goes steadily," explained the manager.

"The idea simply is that we repair all 'injuries' of dolls, from broken legs or arms or bodies, or put-out eyes or torn-off hair. The children come to us with their dollies in this shape, and we repair them at a good profit."

Very Little Trouble.

"But doesn't it become a nuisance doing repair work?"

"No, it is very little trouble. You see if a leg is broken, in most cases now it is a kind where it is jointed at the knee or thigh, and we keep on hand a large stock of surplus arms, legs, even eyes and hair. Ordinarily under these circumstances there is very little glueing or regular 'repair' work to do.

$6.50 for $3.02.

"This replacing of parts is very profitable. For instance, a child broke her doll's head; we sent for another, costing us $3.02, and we charged $6.50 for it."

The "Dolls' Hospital" is advertised in the papers, and made further prominent by window displays. In one there was a reproduction of a hospital, doctor, ambulance, dolls, etc., that was an enticing study for hundreds of girls.

"We try to get something new all the time," Mr. Moreau continued, in speaking of retaining interest in the department. "We advertise once or twice a week. One time it will be floating toys, and we demonstrate them by a big bath or some kind of vessel filled with water in our department here. To-day we are featuring $1 dolls"—as will be seen in the illustration. There they are, standing up or sitting down on top of the show case, ticketed with the $1 mark.

"We are constantly on the look out for novelties, and if they are interesting they will be bought, no matter what the time of year."

Supplementaries.

"You have a few other lines here—fancy baskets, and so on. What part do they play?"

"They are here to supplement—to fill in the time of the clerks, and keep the department busy all the time, whenever, as must be the case in all departments, there comes a lull in regular lines. We have pennants, baskets, woodenware, and so forth. Then at the left there is a music department with a piano, also a profitable section."

Stock Always Clean.

There is another advantage in the all-the year operation of this department: it involves a much smaller percentage of loss. Games and toys are disposed of during the intervening months, so that there is little stock on hand when the buying for the big Christmas rush starts. Toys are not there long enough to become out of date, nor is there the damage from packing away and unpacking and other handling.

"There's good profit in toys," remarked Mr. Moreau in conclusion, "and that after all is the great thing."



NOVELTIES IN TOYS THIS FALL.

Some interesting new lines are shown here. The upper left-hand one is for drawing; in the next the animals can be moved on cords; the lower left-hand one represents a train made up of a score of parts fitting in; while in the next animals can be set up in slits in the landscape. Shown by Raphael Tuck & Sons.

Some Novelties in Toys

Practical Models Brought Out in Animals, Engines, Autos, Etc., as Aids to Drawing or Studying Parts—Mechanical Moving Pictures.

A NUMBER of novelties are being shown in toy books, mechanical cardboard puzzles and toys, picture building and drawing outfits. These are lines that are being stocked to a larger extent by dry goods and department stores every year. They are moderate priced, are not easily broken or soiled, and are most attractively gotten up.

Among the new features in this line for the coming season is a package entitled, "Pictures, and How to Make Them." This is an attractive box containing eighteen perfect models of animals, birds, etc., to guide the young artist in drawing. The outfit also has colored and outline pictures as examples and half a dozen sheets of drawing paper and a pencil. As a gift for children it should be what is claimed for it, interesting, educational and entertaining.

See-Saws is a series of new mechanical models of toys, in which all the favorites from nurseryland are pictured in cut-out cardboard. By pulling a string the see-saws are put in actual operation. There are five of the models in each box.

Panorama Books.

Panorama books are another decided novelty. These books open out in panoramic effect and cut-out figures are provided which are inserted in numbered places in different parts of the scenery, giving a realistic effect and no end of pleasure to the children. The cut-out figures are contained in a cardboard envelope attached to the back cover.



A glimpse of the music department adjoining the toys in Bryson, Graham store.

Our Canadian Friends

are asked to kindly note that our representative

Mr. S. H. Tomes

will be in Canada on *July* 12 and will visit the leading centers with our latest samples of

Boot and Shoe Laces
Hurculace and St. George specialties, etc.

Hose Supporters and Garters
"Sphere," "Man and Horse," etc., etc., for Ladies' and Men's wear.

Insoles
Long wools and cork reversibles.

Mending Wools
"St. George" skeined and carded, etc.

Name Goods
Name Labels, Coat Hangers, Shirt Labels, etc., etc.

Beltings, Bindings, etc.
"Crusoe" glace and cotton webbings.

Elastics
Loom and Garter Webs, Braids and Cords.

Shoe Findings
Linings, Loopings, Name Loops, etc.

Addresses: Hotel Chateau Frontenac, Quebec
Windsor Hotel - - - - Montreal
King Edward Hotel - - Toronto
where appointments can be arranged.

Faire Bros. & Co., Limited

Manufacturers

Leicester - - - England

Cannot Meet Demand for Bead Novelties

Lively Sale is Prospect for Fall—Strength Lies in Completing Color Effects — Switches, Rolls, etc., Will be Good Again — Business in Ear-rings Booming.

ACTIVE preparations are being made for supplying the demand that will come for bead chains and necklets as soon as the Fall season opens. The houses dealing in bead novelties have been totally unable to meet the demand for desirable lines. Stocks are depleted now, and all the sellers are picked out, but the market is not satisfied yet with bead neck chains, and the opening up of the Fall season will see a lively sale in progress. The strength of the necklet craze lies in the color effect, and the fact that at very little expense a note of high or completing color can be given to any toilette. Moreover, the craze is profitable, and manufacturers will keep it alive by showing new combinations and novelties. Jet, jet and amber, amber and pearl, ivory, ivory and jet, amber and amethyst, jade, jade and jet, coral and coral and amber, jet or ivory are all good. All manner of novelty shapes are shown, and many necklet ideas as well as the long chains are showing.

Increased Sale for Hair Goods.

Though women have largely gone back to the simple forms of dressing the hair for the heated season, there is a lovely and growing demand for artificial hair, and, judging from the coiffures Paris is showing, with the Fall will come an increased sale for switches, rolls and other forms. The hair continues to be dressed in a pompadour piled high at the back and meeting the long roll or puff made from the rest of the hair. The most important point in hair adornment lies in the fact that no matter in what fashion the hair is dressed, pins glittering with rhinestones are used as ornaments. These pins take many new shapes, and many of them have the head of white metal wrought into numberless fancy shapes. The general setting consists of rhinestones, but other mock jewels are used as well.

Barrettes Are Smaller.

There is talk of high-pierced Spanish and 1830 combs and of head-dresses fashioned from bands of tulle, and in Paris some very eccentric feather effects are seen, bu nothing of this kind has reached the popular trade as yet. Barrettes are selling, but those wanted are much smaller than in the beginning of the season, and among the new things are shell pins hinged at the top, so that they may be turned in the direction where the effect is best. Big shell pins are showing with jointed heads and with the head or pin studded with rhinestones. The heads come on hinges, and they turn in any direction and at any angle from the prongs of the pin. These pins can be thrust into the hair, and the head can then be twisted in any direction that has the best effect.

Business in ear-rings is booming, and "everyone" is wearing Victorian drip or large rings. Drops come first, and some of the drips showing are fully 3 inches long. Jet ear-rings come first, but for Fall many beautiful novelties in sterling silver and genuine onyx, jet and rhinestones, rhinestones and amber, and rhinestones and pearl.

Black and white combinations are very much favored, and everything points to black and white as high style. Drops and hoops in varying sizes and effects are about all there is to it in ear-rings at the present moment.

—⚙—

NOVELTIES IN FEATHER FANCIES FOR FALL.

(Continued from page 109.)

velvet, and now though Mid-summer has hardly arrived, the black velvet hat is the one worn everywhere. The hats are larger, and it is expected that low-crowned broad-brimmed sailor models will leap into favor. Brims vary with the changing ideas of the designers, but the whisper that is going around says that hats are to be larger. Small shapes look better with the present type of dress, but that may change also. The sailor type is strong, and while the low crown is universal, the brim outline is often changed. Elongated side lines are the latest, and clusters of paradise or other fancy feather effects curl gracefully over at the back. As ostrich is particularly well suited to this form of trimming, there is little doubt as to its great popularity for Fall, for trimming the dress hat. Vulture in many forms, especially the burned quills, forms a very effective trimming for the many types of sailors showing. Some hats dispense with high mounts, and are trimmed with just a single white rose or gardenia posed flat on the right side of the brim in front.

Rose and Stem in Silver.

Among the few models that have been shown as yet is a moderately large black velvet hat with low flat crown and with the flat brim raised by a bandeau on the left side, and with a rose and foilage as the sole trimming. This rose and its stem and foliage in all in silver.

Many turbans and polo shapes are showing in velvet. These follow the lines of the smaller hats and are not so new as the sailors for undoubtedly the most radical ideas so far comes in the wide brimmed sailors with the coques breast showers and the high knife quills used as the trimming.

Many white taffeta hats are preparing for early Fall and these are nearly all combined with navy blue. If the hat is white the facing is navy and there is a wreath of navy blue daisies and white leaves around the crown. When the hat is navy the facing is white and the daisies are white with blue leaves.

Sailors at Decided Angle

The new sailors are worn at a very decided angle and come down decidedly over one eye. The crowns often follow this slant and are higher on one side than the other.

Paris is talking about Second Empire styles and predictions are made that bell skirts are on the way. If bell skirts are accepted, the bell shape will be introduced again in millinery, and the drooping graceful shepherdess style will follow.

Already lampshade models of velvet and tulle or lace are shown and this is pointing in the same direction.



FALL MODEL.

Velvet toque with large white wing trimming.

A CERTAINTY for the Coming Fall and 1915

WIDE MILITARY BRAID

All the Latest Up-to-date Novelties

Pay us a visit before going to the Continent

HENRY WARDEN, BRAID AND TRIMMING MANUFACTURER
11, OAT LANE, LONDON, E.C.

VASSAR EMBROIDERY HOOPS

THE ADJUSTABLE "HOOP OF QUALITY"

The inner hoop is fashioned from seasoned maple, lathe turned and highly polished, the outer is made of highly polished **rustproof** metal, fastened with a strong coiled spring, which **cannot tear the fabric.** That's why the **Vassar is the only hoop that will instantly adjust itself to any thickness of fabric and hold it securely.** And it's a better hoop to sell for ten cents than most others at any price. Made 4, 5, 6, 7, and 8 inches in diameter, also oval 3x6, 4x9, and 6x12.

MILLIONS OF WOMEN ARE USING THE VASSAR

ARE YOU SELLING THEM? YOU CAN TRY THEM AT OUR RISK BY SAYING THE WORD

IT CANNOT TEAR THE FABRIC
IT CANNOT SLIP
IT CANNOT GET OUT OF ORDER

The THOS. P. TAYLOR CO.
MAKERS OF THE VASSAR HOOP SINCE 1890
BRIDGEPORT, CONN., U.S.A.
487 Broadway, New York
67 Chauncy St., Boston, Mass.





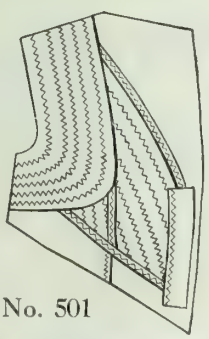
WE are specialists in buttons and can supply all your needs. Buttons of every description carried in stock and we show the biggest variety of Glass, Crochet, Celluloid, and all other lines. Large range of Cloth Covered, made in our factory.

If our representative has not yet shown you our line, send for samples.

"Always Something New"

A. Weyerstall & Co.

Head Office **TORONTO** 145 Wellington St. W.
Branches **Montreal** **Winnipeg**



No. 501

No. 501—A handy foundation which will appeal to the home dressmaker. Well constructed, best materials.

Everlast Coat Foundations

Other merchants from coast to coast are finding that these "coat-making simplifiers" are boosting the sales of their dress fabrics, trimmings, lining, etc. Why not **you** get in line with this quick-selling profit-booster by getting in a stock of them in time for the fall dress-making. Made in various styles to suit every requirement.

Toronto Pad Company, Limited
333 ADELAIDE ST. W. TORONTO

Western Representative: J. W. Leathorn, Pacific Mercantile Agencies, Vancouver, B.C.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST.,
E.C.

MILLS: St. ALBANS
and REDBOURN,
HERTS

J. MAYGROVE & CO. Limited

MANUFACTURERS OF
SILK THREADS, SUITABLE FOR
WEAVING, KNITTING and EMBROIDERY

also Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists
MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES
ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE
F. A. TURNER, 52 Bay Street, TORONTO

"SLIPPON"
COIFFURE FASHIONS

Patent

Reg'd Copyright



13 Nets to the Dozen

13 Nets to the Dozen

The "Slippon" is a cap-shaped hair net which adjusts itself to the present style of coiffure.

NO PINS NO WORRY

Made in two sizes.

Good 15c and 25c lines. For first parcel value $50.

Goods Sent Parcels Post, Carriage Free

BURNET & TEMPLE, Ld.

LONDON **ENGLAND**

Sole Agent in Toronto
R. W. R. COWIE, 77 York Street

To Pirates:—
This envelope is copyright, design registered, and net patented.

SEMPER PARATUS

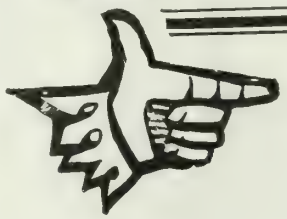
PHOENIX



WE are the originators of this handsome Mesh Bag—made in all sizes.

M. SCHREIBER & SON, 521 B'way, New York

Canadian Selling Agents
WALTER G. BRETZFIELD
43 Leonard Street New York



A few weeks *of* mail instruction under our practical card writing teach e will enable you to add hundreds *of* dollars to your annual earning capacity and make you reasonably independent.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS., TORONTO **Mention this paper**
Write to-day for Prospectus and full information.

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario

"In All the World, No Other Line Like This"

Some of the New Imported Ideas

Rite Baby Feeding Plates (keep food hot).
Rite Baby Soap (Floating).
Rite Baby (Ball Bearing) Pins.
Rite Stork Maisonettes.
Rite Baby-Raspberry Confection (for constipation).
Rite Nursery Baskets.
Rite Baby Refrigerator with Basket.
Rite Baby Nursery Bottles.
Rite Baby Basinettes.

Baby Baskets in new and original shapes and sizes.

Stork Party Favors that are new and different.



"Rite" Baby Maisonette

New and Original Ideas in

Rite Baby Rattles.
Rite Baby Toilet Sets.
Rite Baby Stationery.
Rite Baby Record Books.
Rite Baby Coat Hangers.
Rite Baby Teething Rings.
Rite Nursery Toys.
Rite Baby Play Yards.
Rite Nursery Chairs.
Rite Baby Rubber Toys.
Rite Musical Cushions.

Another Important Feature this Year.

Wonderful Mechanical Pieces for Department Displays.

The Latest From Europe

Our special representative who has been in Germany, Austria, Italy, Holland, England and France for the past two months, has secured the

American Rights for Many Brand New Novelties

which are now on exhibition in the RITE Showrooms.

This European collection, big as it is, forms but a small part of our entire line of

5000 New Rite Originalities

—practical, amusing, instructive and sanitary.

And many other specialties of the sort for which the name RITE is famous.

An early visit to our showrooms will make your department the most popular in your city.

If you are not coming to New York, let us send you one of our $25, $50 or $75 Sample Assortments.

See Rite "Baby Toodles"



Full Line Ready July First



"Rite" Specialty Co.

35-39 West 36th Street Bet. Fifth and Sixth Avenues **NEW YORK**

New Party Cases

We are doing the Party Case business of the country.

We keep adding styles continuously —novel, practical, high class, to be profitably retailed at moderate prices.

We show

NEW BELTS

Newest of the new—*to retail from 50c up.*
We know what's wanted and how to make it RIGHT—and—
If it's popular it's here.



VESTEE Belts in Patent Leather, Enamel Cloth, White, Black and Colored Kid, White Pique, Moiré Pekin Stripes and Fancy Brocades.

NOTE OUR NEW SALES-ROOM

383 FIFTH AVENUE, NEW YORK.
(Between 35th and 36th Streets)
for your next New York visit.

P. W. LAMBERT & CO.

Makers of Fashionable Fabric and Leather Novelties.

Office and Factory
64-66 Lispenard Street, New York

Baby Novelties

Hundreds of Articles that Sell at Sight, at Popular Prices.

The Kind You Do Not See Elsewhere



Write for a
Special $25, $35 or $50 Selection
To retail at 25c to $1.00.
Mail orders filled immediately.

Our Fall line will be ready for inspection July 1st. Call and inspect this attractive line when in New York.

You Need The Bailey Line for the increase of your business.

Bailey & Bailey

Importers and Manufacturers
INFANTS' NOVELTIES
Bailey Building
27 East 22nd Street, New York

SEMPER PARATUS

PHOENIX

Walter Bechstein

43 LEONARD ST. NEW YORK

SPECIAL lines designed to meet the wants of the Canadian market in Belts, Bags, Hair Ornaments, Fancy Goods, Jewelry and Holiday Goods.

BRITAINS BEST

"DREADNOUGHT"

COSTUME SERGES

Stylish and Durable

Best in All Weathers

ALL WOOL SPECIAL FINISH

Always Smart

SUPERIOR TEXTURE

Stamped "DREADNOUGHT" every Yard.

Always Fashionable

Wholesale Agents for Canada : J. B. Henderson & Co., Ltd.
439 King Street West, Toronto

Manufacturers and Merchants

We are makers of a great variety of cloths and linings, especially adapted for the Canadian trade.

Do Not Fail to send for our samples and quotations They Interest You

Specialties

BAG LININGS AND TRUNK COVERINGS
GLOVE LININGS AND CANVAS GLOVE CLOTHS
SHIRT CLOTH AND OVERALL LININGS
CLOTHIERS' LININGS
CAP AND HAT LININGS
HORSE BLANKET LININGS
BOOT AND SHOE LININGS
UPHOLSTERY, etc., etc.

Representative for ONTARIO
C. M. Lindsay,
88 Wellington St. West
TORONTO

John Pattison & Company
Atkinson St.
MANCHESTER
England

Representative for QUEBEC
Cumming & Fraser
84 St. Francois Xavier St.
MONTREAL

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

FOOTWEAR DEPT.

Fewer Widths and More Long and Narrow Sizes

Successful Theory of A. E. Rea Shoe Department That Pleases Customers and Keeps Stocks Down—Making a Specialty of $4 Lines—Displays on Bargain Days—Trunks and Valises a Good Adjunct.

From an interview with R. Coles, buyer and manager for Shoe Department, A. E. Rae, Limited, Ottawa.

"THE main thing is to make the people pleased and to fit them properly."

This is the principle on which R. Coles is working in the shoe department of the A. E. Rea Co., Ltd., Ottawa, a good idea of which can be secured from the accompanying illustration. As will be seen, there are two main divisions, women's and men's. The children's are kept near the former, with boys' shoes near the men's. When this growing department is enlarged, the infants' and children's will be together by themselves, the ideal triple division, according to the manager.

"Fit them properly."

Mr. Coles, who had a long experience in several United States cities and in Hamilton before accepting his Ottawa position, takes a different view of the fitting question than many other sellers. He holds strongly to a theory that a shoe department should not sell **short, wide** shoes. They should be **long and narrow.**

"Why? Because the latter are more comfortable. When you are walking the shoe goes forward with you."

Never Ask The Size.

Mr. Coles carries this so far as to give a customer a size of ½, 1, 1½, or even 2 larger than he or she is accustomed to.

"**Never ask the size a customer wears,**" he advises. "**Just measure her foot and don't tell her what size you are giving her,** unless she asks. If you give them shoes that fit them, you make friends and they are sure to come back. It is particularly necessary to measure women's feet, as they are apt to mention a smaller size than really fits them. But don't contradict them. Get what you think will fit them and they never mention the size."

This "long and narrow" plan works out in another way, favoring a smaller stock. The buyer-manager does not believe in carrying an extensive line of widths. At the most he carries only one or two pairs and runs into C, D, and E.

"I prefer to carry a greater number of sizes rather than the greater number of widths," he says.

Division of Stock.

He makes his great run on stocking up between 3½ and 6½ in his women's shoes. His division of his stock runs roughly thus:—

Sizes.	Per cent.
1-3	5
3½-6½	90
Over 6½	5

"Many stocks, he added, "are divided more like this:

Sizes.	Per cent.
1-3	80
Over 3	20

Running strong on medium sizes is the guiding policy in buying. Mr. Coles would prefer to lose a sale in an odd width than to stock up indiscriminately with a few of each just for the sake of having no "blanks." His medium size theory he hit off by an apt remark:—"**You've never seen a 5½ or 6½ double E on the bargain counter.**"

"This long and slender policy is particularly advisable in the case of children," added the buyer-manager.

"When a customer comes in, never ask her size. Just say 'Please be seated,' and take off her shoe and put the stick along it and make it a couple of sizes larger."

Loading Up Sales Counters.

The head of this department, like other successful shoe men, believes in keeping his store cleaned up by sales. As the photograph shows, there is a line of show cases across the whole length of the department. The tops of all of these are utilized on a sale day. But this is only half the battery of display appliances: across the aisle are five sets of cabinets stocked with shoes and there are "bargain" lots on top of all of these. The price of the piled-up goods is marked plainly and prominently. Liberal cuts are made in the price of slow sellers.

When there is no special sale on the department assumes a more gala appearance. Some of the showcases, and at times all, are used for the display of the finer class of goods and on the tops are only a few shoes, with a bouquet of flowers here and there, which adds an appreciated touch to the whole appearance of things.

A $4 Line For Men.

An experiment is being carried on, especially in the men's department, of running strong on a popular priced line of shoes. A $4 line has been chosen and specially good values are offered in a large number of styles. The $4 men's shoe is played up in the newspaper ad and by signs in the department, and the demand for this priced shoe is increasing steadily. The firm, of course, sell many of other prices, but this is the big feature. Samples of these $4 shoes cover the top of all the shelves along one inner aisle.

Handy For Cartons.

A study of the illustration shows a handy feature of the equipment rows of shelves for each layer of cartons. This arrangement is being adopted in a number of stores lately. Ordinarily, of course, the cartons are piled one on the

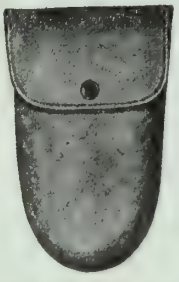
Footgluv

Custom-Made Folding Slipper for Home and Travel
COOL - COMFORTABLE - DRESSY



MARY JANE FOOTGLUV

Made in all colors of embossed leathers, soft kid and morocco; in standard sizes, 2 to 7, without carrying cases, silk lined, price $18.00 per dozen.



Footgluv Encased



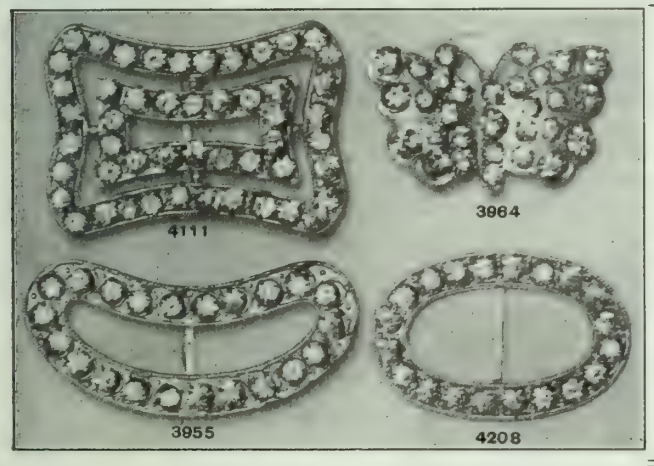
FOOTGLUV

Made in Russia calf, soft kid, morocco, satin and silk, silk lined, and furnished with carrying cases of same material; made in standard sizes; women's 2 to 7; men's 7 to 12. Prices from $13.20 to $27.00 per dozen.

They are year 'round sellers and profit producers of from 50 to 75%.

Samples Sent Prepaid

The Sultana Mfg. Co., 319 Findlay St., Cincinnati, Ohio



The Latest Shoe Novelties

Send for an assortment from our stock of Shoe Buckles ranging in price to retail from 25c to $1.50 a pair.

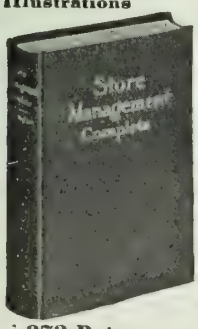
Rhinestones, Plain Black or White and Cut Steel are the fad, and will be the big factors in this country for Fall and Winter. We illustrate four of our Rhinestone Buckles which are always in stock.

If you want to increase your Buckle trade, write to

The Smith-D'Entremont Co., Ltd.
1475 Queen Street W. TORONTO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

SEMPER PARATUS

PHOENIX

Walter G. Bretzfield

43 LEONARD ST. NEW YORK

ANYTHING new you see and want in Fancy Goods write for samples—we are direct Selling Agents for American Manufacturers in Canada.

Walter G. Bretzfield, — New York



View of shoe department of A. E. Rea, Limited, Ottawa, adjoining ready-to-wear section.

other, and a whole row often has to be pulled out to get the one wanted.

What Lines Are Good.

The views of Mr. Coles on shoe styles will be of interest as he gave them to The Review:

"Suedes are very good; tans, of course, are dead, although a variation of these, mahogany, are selling fairly well for men.

"One long drawn-out last for ladies will be the best, in my opinion.

"The kidney heel is dead, and will be replaced by the Spanish Cuban, a pretty, neater heel, and much better, as it does not catch on the dress and wear it out. Moreover, no rubber fits right on the kidney heel.

"For tops, black cravenettes are best; drab are fairly good, with gaiter effect. Grey ooze quarters are good in Gaby effect."

Trunks and Valises.

Trunks and valises are an important adjunct of the shoe section. They are displayed on the tops of ledges, and a special place is found for them on the broad stairway leading to the depart ment. As many as fourteen trunks have been sold in a single day and the turnovers are very rapid.

"**There should be a turnover six times a year in shoes and twelve times in trunks and valises,**" **Mr. Coles holds.**

The shoe department adjoins the ready-to-wear, and the two play into each other with mutual advantage.

STYLE NOTES.

Pumps are worn almost exclusively this season. For street wear the modified colonial styles, with the short-pointed tongue made of patent colt or kid, is the staple shoe. Patent shoes are not the exclusive wear, for there are many women who decline to wear patent leathers in the summer season because they heat the feet. Therefore many styles in patent colt and kid are duplicated in dull finished leathers.

Street shoes have buckles covered with the leather or of black celluloid, and the favored form of heel is the new Louis Cuban. This heel has a very graceful curve given, which places the base of the heel forward, so that it supports the arch and gives perfect poise and comfort. Shoes for dressy wear come in numerous combinations of patent leathers, with fabric, buck, suede, etc. As a rule, only the vamp is of leather, the rest of the shoe being of fabric. The fabric or leather used for the quarter often matches the gown, or is of fawn, grey or white. The cut of pumps and slippers has been wonderfully improved since dancing became the vogue; not only is the shoe better fitting, but various devices have been adopted to keep the top of the shoe from stretching. A new feature is the very general use of straps, which further help to keep the shoe snug to the foot.

The shoe buckle is a big item, and pages of paper could be covered giving the descriptions of various shoe buckles. Besides buckles, cabouchons or button ornaments are used as a finish to many straps. Buckles come in gold and silver, rhinestones, black or white celluloid, and when the shoe is of bronze kid the buckles match.

The position of the white shoe has been much debated. White for summer wear is coming again into favor, and, according to the costuming at the Woodbine race track, the white shoe is invariably worn by the smartly dressed woman with the white gown.

A UNQIUE SUIT.

A UNIQUE suit was recently brought against the Regal Shoe Company at Pittsburgh, Pa., for a new pair of shoes or refund of money, and the decision has been given in favor of the company.

That the shoes did not repel water and that he had got his feet wet by dampness entering the inseam at the shank, was the grounds upon which the action was brought by C. H. Jones, who made his purchase in October last year and who returned the shoes to the Regal Shoe store on November 10th.

Mr. Jones was politely reminded that the company did not guarantee these shoes to repel water but that oil would be applied to the parts exposed to the dampness.

Babies' Cacks

"The Roman" brand of British Baby Boots

in all materials, Kid, Felt, Silk, Canvas, etc.

Come Cheaper than Canadian or American Made Goods

A FALL NOVELTY

Insist on "The Roman" Brand



(Design reg'd)

Insist on "The Roman" Brand

Babies' "Gaiter Boot"

A Combined Babies' Cack and O'Knee Gaiter, Sizes 1 x 6

Montreal:
Pollack Bros. & Co.
Read Bldg.
45 St. Alexander St.

R. A. Romain & Coy., Ltd.

48-50 Peartree Street, London, E.C. (England)

Cables: Defiance, London, Eng.; A.B.C. 5th Edition

Toronto:
Pollack Bros. & Co.
64 Wellington St. W.



A. Winkler & Co.

5, Charterhouse Buildings, Aldersgate,

London, E.C.

and at Vienna (Austria)

London and Continental Smart Footwear in medium and best grades.



Make Sewrounds in all materials for Evening and Outdoor wear.

Louis XV Heels a Specialty.

Leading Lines in Satin Shoes—all colours with Hose to match in All Silk, Silk Anklet and Mercerised Lisle.

Slides and Ornaments in great variety.

Illustrated Catalogue of Stock Lines sent on application.

Our New York Fashion Letter

Button Styles Basis of All Models—Combination Effects, Matching or Contrasting With Costume — Smartness Secured by Ornaments on Low Shoes — Long, Narrow, Slender Lines in Vamp and Heel—Broader Heels.

NEW York, June 29—(Special to The Review)—The basic lines of the present footwear modes are founded on the button effects that maintain their effective smartness through all the types that are worn for day or evening. Thus one finds the boot for morning with the tailored suit, the dressy, dainty affair for the afternoon frock and the evening sandal all in some phase of the buttoned mode. This vogue of buttoned boots, by the way, extends to the footwear of men and children as well as women.

Consistent with the buttoned styles are the strap sandals, scores of them, mostly with buttons or simulated buttons, holding close to the foot much better than the ordinary pump. One of the newest and most convenient modes of holding some of these sandals to the feet is by means of a broad strap fitted with a snap-fastener that catches at the side under a broad ornamental tab.

Novelty of effect is the latest mode in footwear, due without a doubt to the craze for dancing that has made us conscious of our feet. Women have become as particular of their feet as of their frocks.

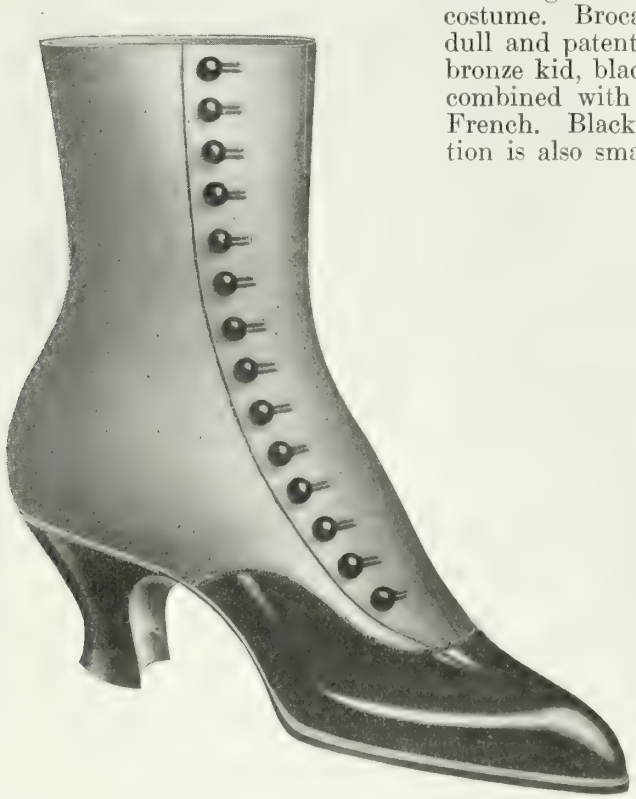
MATCHING OR CONTRASTING.

Chief of these is the combination effect—two materials in one model, matching or contrasting with the costume. Brocades and cloths, with dull and patent leather, gray kid, bronze kid, black and colored suede, combined with a chic that is most French. Black and white combination is also smart once more.

Novelty and variety and unusual smartness are also produced by the many little ornaments that are added to low shoes for day and evening, a mode that makes possible a change of buckle or pompon on one shoe for variety's sake.

Long, narrow, slender lines in vamp and heel are the most desired effects for smartness. Louis heels and the modified Louis or the Cuban Louis are preferred and these heels are now built so broad at the base, without losing their beauty, that no objections can be made to them on hygienic grounds. Medium, short vamps and medium round toes have an equal style value in many parts of the country.

This is a season of seasons for Colonials. They are shown in numerous striking effects in the arrangement of tongue, buckles, strappings and overlays, and are accepted as the smart thing for afternoon wear.



Nothing can be smarter for a dressy boot than this combination of patent leather and brown silk brocade, in the button style which is the accepted sort for all but outing wear. The fashionable slender line is maintained in the Louis heel and the lengthened toe, while a mock welt and brown pearl buttons add daintiness and style.



The Castle pump is the name given to this smart combination of shiny leather and silk brocade. The novelty feature is the strap, finished at the side with a buckle and with the most convenient device of a snap fastener underneath the tab. This snap fastening and the shape of the pump render it the best possible sort for the modern tango. Under the strap is an elastic that holds to the foot.



This illustration serves a double purpose, showing below the men's shoe section of the MacMillan store, and above the unique location of the women's department on the mezzanine floor.

Coupons for Free Shines with $3.00 Shoe

MacMillan Store of Saskatoon Issues Five With Each—Showcase on Mezzanine Floor Leads to Department — Systematic Divisions According to Styles, Price, etc.

By a Staff Correspondent.

SASKATOON June 26.—(Special).—Many shoe departments in department stores have a sameness. There are fixtures, with cartons or stock boxes, fitting-stools and settees, and the customary show cases containing shoes and findings. There are shoe departments with individuality, however, and there are managers here and there who have ideas all their own. Among these is the shoe department of F. R. MacMillan, Saskatoon.

Showcase at Entrance to Mezzanine.

Mezzanine floors, as everybody knows, are the rendezvous for women, and the management of this store struck a happy idea when they located the ladies' shoe department in a place where women congregate. It is not in the way, being at the left of the stairs, and a person heading for the mezzanine floor may avoid it by keeping straight on; but at the top of the stairs is a showcase containing children's and women's footwear. This is no ordinary display. It is a lightning arrester to women; it pulls them up quickly, and causes them to exclaim, "What cute shoes!" and looking around, they see the department. The showcase carries "le dernier cri" in footwear, and the writer states on the authority of the department manager that it is a silent salesman in truth, many a lady turning the corner with a request that some of those shoes be tried on her children.

There is something particularly pleasing in being able to select your shoes away up on this floor, and to look down at the giddy multitude beneath. It is quiet, and isolated, and private.

Coupons for Free Shines.

There is another feature here that deserves mention—a ladies' shoe shine, placed in a position where those outside of the department cannot see it. With each pair of $3 shoes or over, coupons are given away for five free shines. This brings the better-class trade to the store. A person who buys a $3 shoe will rarely use her coupons. When she returns to the store for another pair, she invariably exclaims: "Oh, I've got some of those coupons in the house, but never used them." The better class shoe makes a permanent business for the shoe shine. An expert shiner is employed, and a charge of 10c made. No tips are permitted. The coupons bring people into the department, and this invariably means further business.

Directly underneath this section is the men's department, situated on the ground floor. A stock system is used here and upstairs which is somewhat new. Each type of shoe has its section in the fixtures. A start is made with tans, followed by patents, kids, calf, and then all specials, buttons coming before laces in every instance, and the lowest priced preceding the better ones. The shelving is fifteen cartons high, and the small sizes are at the bottom. The top shelves are used for reserve stock. Thus it is simple to get at stock, and new help can be shown how it is laid out in a few minutes, whereas they usually get fearfully confused.

Call Them All Manhattan.

A great point of contention in shoe stores is whether brand stuff should be labeled on cartons, or whether the firm's name should be used. In the MacMillan store the name "Manhattan Shoe" is adopted for uniformity. This makes it more easy to discard a line which does not sell.

Showcases, lighted from within, are used considerably, one being devoted to findings, which is a very profitable end of the shoe trade. The floors are carpeted in green, and look very inviting.

Window Trim of Shoes Contributed by a Former Canadian



The illustration shows a shoe display installed by Wm. J. Wright, a former Canadian trimmer and now display manager for the Niagara Dry Goods Co., Niagara Falls, N.Y. The background of this window is of Circassian walnut veneer finished off with plaster paris ornaments in old ivory.

The main decorative feature, which shows plainly in the photograph, consisted of two pilasters covered with onyx paper in front of which were placed papier mache figures supporting a large decorative design sawed from Upson board and painted a light green tint. On each side of this design were two papier mache cupids, and a large garland of American Beauty roses ran from one to the other. Between the pilasters a large scenic painting was placed. This was done in soft spring shades. The floor was covered with a striped oatmeal fabric which showed every pair of shoes distinctly.

The shoes were shown on regular shoe fixtures of square brass, finished in French gray; also on glass shelves and pedestals. Several pairs of women's hose were used throughout the display these being in all the newest shades.

A sitting figure was used to give life to the display which is so often lacking in most shoe displays.

The arrangements of the shoes are very clear and hardly need an explanation.

This display brought results not only to the shoe department but to other departments whose merchandise was used only as an accessory.



A SHORT STORY

The *"Onyx"* Story is a Story of Unbroken Success—

It has ever held a Dominant and Commanding Position in the Field of *Hosiery* Accomplishment—

It is a Beacon Light leading to the Harbor of Success Countless Thousands of Hosiery Departments—

A Bulwark of Strength to the New Buyer—

A Source of Unfailing Inspiration to the Experienced Operator who gladly avails himself of its Manifold Advantages and Efficient Service.

¶ The full benefit of our accumulated experience is yours to command without stint. Our splendid Wholesale Building is a Temple consecrated to the Earnest Seeker of Honest Hosiery Values.

Boston Office:
31 Bedford Street

Philadelphia Office:
1033 Chestnut Street

Chicago Office:
The Lytton Building

San Francisco Office:
Bankers' Investment Building

Lord & Taylor

Wholesale *New York*

EQUIPMENT & DISPLAY

Here's the First Draft for C.W.T.A. Convention

Executive Have Arranged for Experts on Draping, Card Writing and Advertising—Stereopticon Views of Some of Best Windows in America—Demonstration of Alabastine—Prizes Presented at Banquet.

AT a meeting of the executive of the Canadian Window Trimmers' Association the last of June arrangements were pretty well completed for the third annual convention, which will be held in Toronto on Tuesday, Wednesday and Thursday, August 11, 12 and 13 next. The three days will be filled with a worth-while programme, and window trimmers, ad. men and card writers would do well to make their plans at once. The proprietors will find it to their advantage to allow these men a three days' trip to this convention, for it will pay you abundantly for the time and expense involved. The experts who have been secured will give demonstrations along lines that everyone who wants to keep abreast of the styles in draping and the new ideas in window trimming generally, as well as card writing and advertising, will find it profitable to study.

Among those who have been secured are A. E. Hurst and C. J. Nowak, the former an authority on advertising, the latter on drafting. It is Mr. Nowak's services that The Review has secured for this next year, and all readers will become familiar with his work through The Review in the coming months.

Messrs. Eddie Burns and H. C. McDonald, two of the best known Canadian window trimmers will also give demonstrations that will be of value to everyone that is fortunate enough to attend.

A new department this year will be a demonstration in men's furnishings and in the use of alabastine.

Below appears a letter from the secretary, Mr. Thompson, which reviews the items on the programme, and urges members to have their entries in in time.

The copies of the constitution will be distributed about the middle of July.

Secretary's Call

BOYS do not forget the convention. It will be worth while. It is up to you to make it a huge success. Be there yourself and bring your competitors with you.

Our programme will be far ahead of previous conventions, every hour is occupied from 9 Tuesday to 11 o'clock Thursday evening. It has taken considerable time and expense to induce the prominent trimmers, cardwriters and admen of America, to visit us and demonstrate the new and up-to-date features in their particular lines for Fall.

We naturally expect the members of our association to co-operate and back us up by their attendance. As is well known now full form draping is absolutely necessary to every up-to-date store. A man capable of handling goods in this way is of the greatest value.

Mr. Nowak, Mr. Hurst, Mr. Burns

Now, boys, the chance is given you to see the demonstrations of new Fall drapes by such experts as Mr. Nowak of New York, and our own expert, Eddie Burns of Toronto. You will surely gain some knowledge worth having if you see these men.

We hope to have an expert in airbrush and ordinary brush and pen work; also two or three men of well-known ability on advertising, such as Mr. Hurst, who is recognized as an able exponent of advertising in all its forms.

Uses of Alabastine.

Besides all this we have something new, that is rapidly coming to the front

(Continued on page 160.)

PROVISIONAL PROGRAM.

TUESDAY, AUGUST 11.

10 a.m.—Address of welcome. President's address and report of secretary-treasurer. Announcement of prize winners.
2 p.m.—Address on window trimming with stereoptican views by Mr. Hurst or Mr. Koeber. Demonstration on use of fixtures.

WEDNESDAY, AUG. 12.

10 a.m.—General business; nomination of officers. Demonstration.
1.30 p.m.—3 p.m.—Demonstration on draping of dress goods by C. J. Nowak.
3 p.m.—4.30 p.m.—Demonstration on use of alabastine.
4.30 p.m.—5 p.m.—Election of officers.
7.30 p.m.—Banquet and presentation of prizes.

THURSDAY, AUG. 13.

10 a.m.—11 a.m.—Demonstrations by Canadian window trimmers, including one on trims of men's furnishings.
11 a.m.—12 noon.—Card-writing demonstration.
2 p.m.—Drive around city and visits to stores.

Make the best possible use *of* your store space



The Walker-Bin All-Glass Case

Have you ever figured out what each square foot of floor space costs you? When you allow a corner to go to waste it is not only the cost of rental per square foot you lose, but the loss of extra business that you could get by utilizing this space for display purposes.

Display space is at a premium in live stores—don't waste it, but make it bring its share of business.

Sketch out a rough plan of the section of the store you would like advice on, enclose it with the coupon below and our service department is yours. Send it to-day.

Walker-Bin & Store Fixture Company, Limited

Manufacturers and Designers of MODERN STORE FIXTURES

BERLIN, ONTARIO



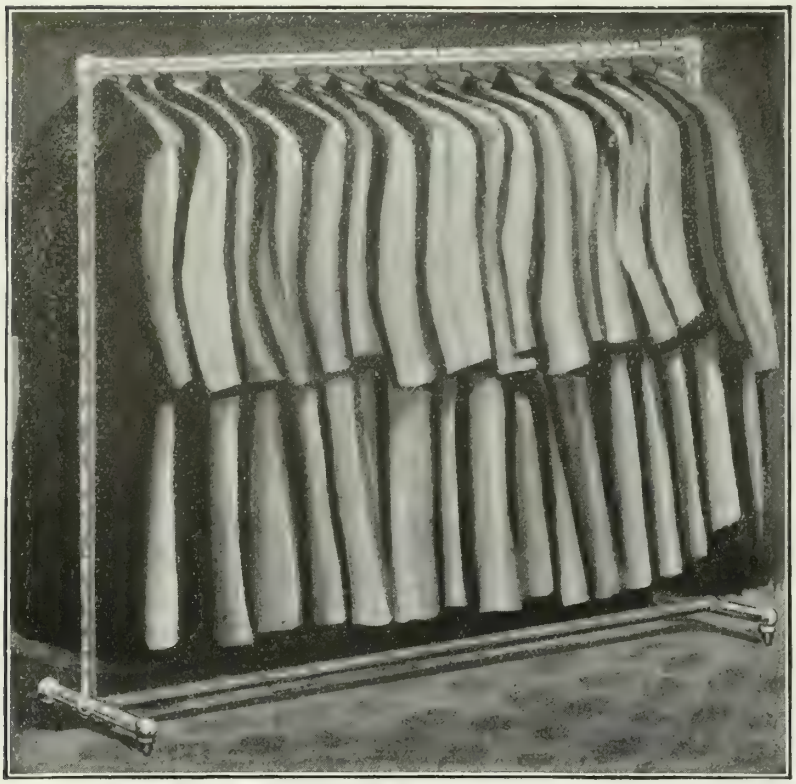
Walker-Bin & Store Fixture
Company, Limited,
Berlin, Ont.

We would like you to offer a suggestion for the utilizing of a space, size.....in our .....department. Enclosed find rough plan showing location. We understand that we are under no obligation to you in any way for this service.

Name .....

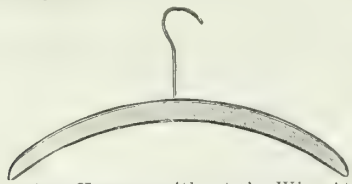
Address .....

Taylor-made Double and Single Bar SUIT and COAT RACKS

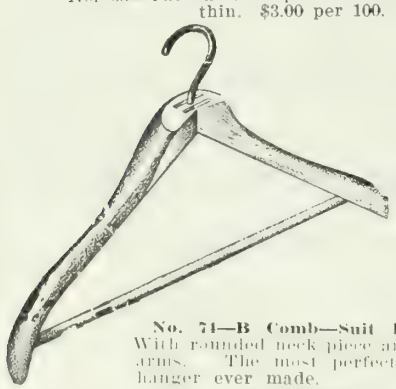


Model D, 5 feet 9 inches high.
Made of 1¼-inch polished steel tubing, gilt fittings, ball socket rollers.

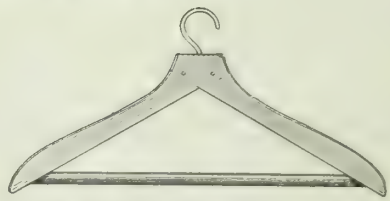
6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00
Made 1½-inch oxidized tubing.	
6 feet long, 2 posts	$10.00
8 feet long, 3 posts	11.00
10 feet long, 3 posts	12.00



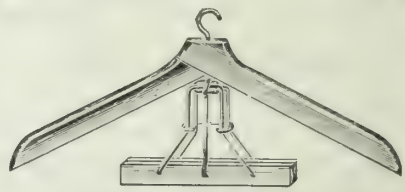
No. 31—Coat Hanger, without the Wire Attachment, smooth wax finish, $2.75 per 100.
No. 63—The same shape as No. 31, only very thin. $3.00 per 100.



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.



No. 33IB—Combination Suit Hanger, inserted trouser bar	$7.50 per 100
No. 33—Same without bar	6.50 per 100
No. 33IB Boys', 15 inches wide	7.50 per 100
No. 39B Overcoat Hanger, with inserted bar for extra size suits	8.50 per 100
No. 39—Same without bar	7.50 per 100



No. 600—Combination Coat and Skirt Hanger, $12.00 per 100. Get a sample—it costs only a postal card.



No. 92—Combination Coat and Skirt Hanger, with wire attachment for Skirt, $6.00 per 100.

Double-Bar Suit and Cloak Racks



Made of Polished Steel Tubing, no paint, no rust.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Made of Oxidized Steel Tubing
$2.50 extra to above prices.

Write for new Catalogue No. 96.

The use of Sun-Fast Plush will give your windows a most beautiful effect—any shade, $1.25 yard.

MAIL ORDERS PROMPTLY FILLED

The Taylor rack and hanger system has revolutionized the method and manner of hanging clothing.

The Taylor Manufacturing Company, HAMILTON CANADA

DESCRIPTIONS AND PRICES OF FIXTURES USED IN TRIM BELOW

UNIT No. 77.

1 Papier Mache Hose Form	$ 1.35
1 24-in. Hat Stand	.85
1 Adjustable Tilting Kite-shaped Shirt Stand	1.75
1 18-in. Collar Stand	.85
1 Diamond Slab	1.50
1 No. 200 Pedestal, 12 in. high	2.25
Total	$ 8.55

UNIT No. 78.

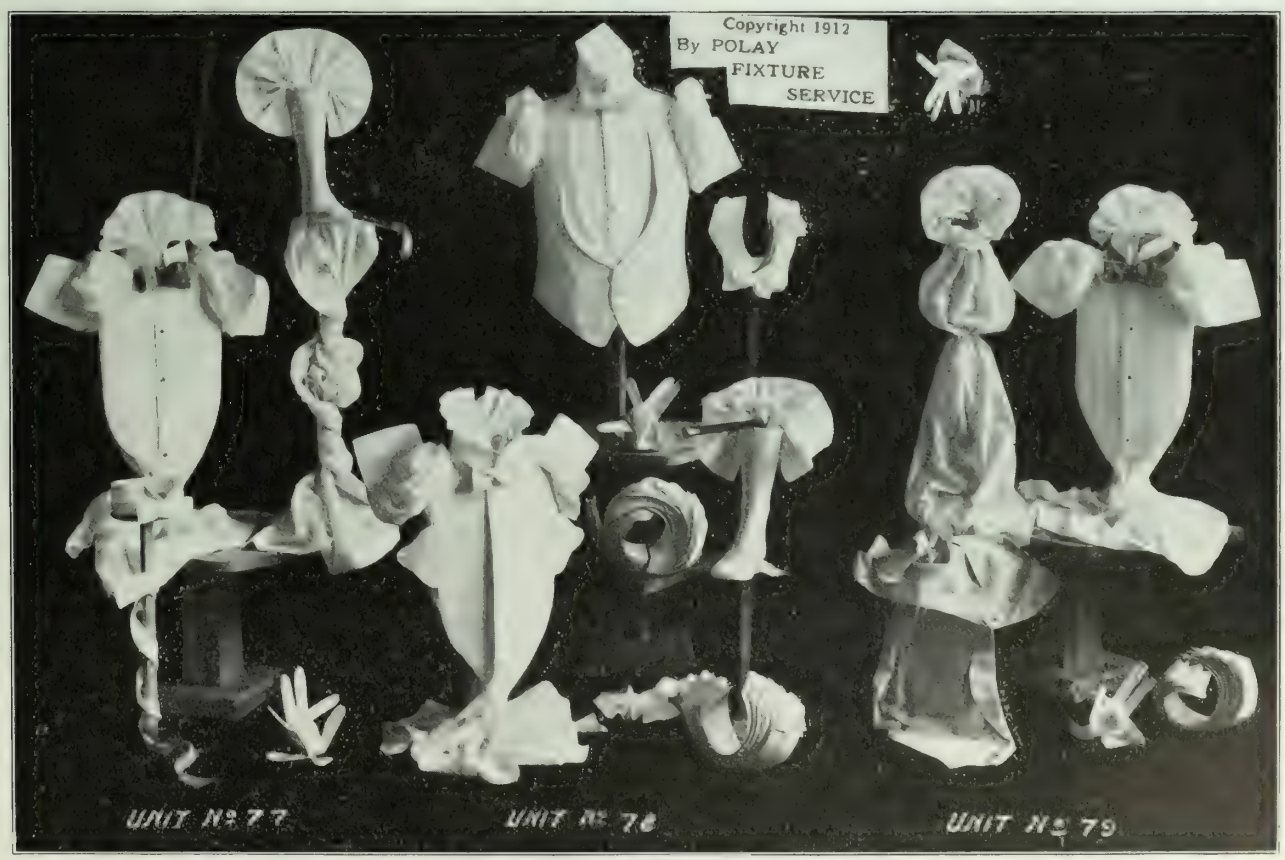
1 Adjustable Vest Form	$ 5.50
1 12-in. Collar Stand	.85
1 Diamond Slab	1.50
1 No. 200 Pedestal, 18-in. high	2.60
1 Elbow Extension	.50
1 Half Diamond Slab	.85
1 12-in. Collar Stand	.85
1 Hose Form	1.35
1 12-in. Hat Stand	.85
1 Adjustable Tilting Kite-shaped Shirt Stand	1.75
Total	$16.60

UNIT No. 79.

1 Cane Holder	$ 0.50
1 Adjustable Tilting Kite-shaped Shirt Stand	1.75
1 Diamond Slab	1.50
1 No. 200 Pedestal, 12 in. high	2.25
1 12-in. T-Stand	.85
Total	$ 6.85



RICH DISPLAYS EDUCATE YOUR TRADE TO PAY HIGHER PRICES



The Taylor Manufacturing Company, HAMILTON CANADA

Full Form Draping as a Selling Factor

This is Only Effective Means for Introducing the Styles—Good Effect Not Only Temporarily, but for Future — Some Drapes Made.

Written specially for The Review by C. J. Nowak.

BUSINESS methods of yesterday can hardly do to increase sales, when evolution has been so pronounced in all lines of merchandising, and the methods of our grandfathers of doing business will fall short. Still many merchants expect results under these conditions without considering the fact that times have changed, in our very mode of living, acting and thinking.

The merchant who would keep business forging ahead must take the road of least resistance and adopt Efficiency, Co-operation and Concentration in all their phases, to increase sales and profits.

One vital question of the day is, "Why haven't my dress goods sales, fabrics, trimmings and accessories increased?" Many answers have been offered for a solution, but what has the merchant himself really done to remedy the evil where it exists?

One merchant puts the blame on the ready-to-wear section, another on styles; another on the fact that the younger generation are not so domesticated as in the past. Other merchants blame politics and our general mode of daily life. Still the merchant himself has seldom taken his own attitude into consideration.

Selling methods perhaps are more to blame than any other reason why sales have not increased in the above-mentioned sections. Modernization may be evident throughout the store otherwise, but selling methods of the past are at a standstill.

LOCATION MIGHT BE IMPROVED.

Of course, the conditions may not be the same in all stores. No doubt each establishment will need a treatment specially suited to its requirement. A thorough analysis is necessary, and then the application of the proper treatment. A merchant may point with pride to his interior display of yard goods, patterns, trimmings, his intelligent sales-force, etc., and will admit that more sales would be welcome. But, selling methods lie not only in personality and merchandise, but in Relative Relation as to Location. The store plans must be perfect before greater results can be accomplished.

After linking the yard goods, trimmings, patterns and notions into close proximity and perfecting the salesmanship in these departments,—having an organized system of teamwork—the merchant will have progressed a step. The advertising next must be in perfect harmony with the working of these departments, and next, and of greatest importance is the position that the display manager assumes by adding the finishing touch of style in the show window by means of "Full Form Draping," using materials from the above-mentioned sections. The display manager must be a versatile person, being the pivot around which the entire store moves. He must be familiar with styles and fashions and an authority on color harmony. He must know merchandise, he must study the weather, personality, and be a captain who can plan his campaigns without a flaw.

Advertising alone will not bring the desired results, something more tangible is necessary. The magic word "Style" must be added. The moment this is brought to the notice of the public we have attention.

FULL FORM DRAPING TO INTRODUCE STYLES.

Full Form Draping is the means of introducing the styles and the sales will start to increase the moment all things are equal and put into motion.

The accompanying illustrations show how the display manager can portray the styles by full form draping without cutting the merchandise. Ideas for this work can be had in the pattern section, materials and trimmings from their respective departments and with proper advertising and show cards these departments will again come into their own.

The display manager can secure many dainty effects by using inexpensive materials. Two of the illustrations show what can be done in this respect.

Figure No. 1 was draped from 18c. cotton material.

Figure No. 2 was draped from 12½c. cotton material.

Full form draping not only will sell the merchandise at the time, but will leave an impression in the customer's mind that your store is the store of style, and this will mean the best sort of publicity.

Perfect harmony, co-operation and concentration are necessary between the management, display and advertising manager. Working along the lines above mentioned this cannot but result in greater profit for the store that is up and doing. *Yours very truly,*

C. J. Nowak

Illustrations of Full Form Draping



DRAPED FIGURES Nos. 1 and 2 AND DRAPE 3 BELOW.





DESCRIPTIONS OF THE DRAPES.

Drapes No. 1 *and* 2 *were arranged by using a* 7*-yd. length of cotton material for the skirt. This was applied around the form in full graceful tunic effect. The waist was arranged by using a* 5*-yd. length. The ends each cover a short length cardboard sleeve. The material remaining is folded, which forms an end, and two such ends are brought over each shoulder and the ends arranged around the waistline. Appropriate trimmings are applied that give the proper finish.*

Drape No. 3 *shows a novelty silk drape executed over a stand that has a* 9x9 *top which stands* 5½ *ft. high. A* 5*-yd. length of novelty pattern silk is arranged over the stand plainly to base and puffed. A* 20*-yd. length of plain silk is arranged as shown.*



THIS

OR

THIS





If it is your intention to install a new Store Front merely for the sake of remodeling, and in the end have just such a Front as your neighbors' or possibly a style like your present Front, you might as well give up the idea and put your money out at 3%. In order to make the investment pay profits you must individualize.

Your Store Front investment will pay but very little interest if it does not place your Store in a position by itself—if it does not make it individual. This year there will be thousands of new Fronts erected and those that pay profits will be the ones that make sales—the ones that will pull more people inside. And those are the individual kind, not the "ordinary" kind so often decided upon.

When you think of buying a new Store Front just place yourself in the same position as you would if you were to hire a new salesman. You wouldn't hire any man that comes along until you had satisfied yourself of his fitness for the business — unless you knew he could *make money* for you. You wouldn't hire him if you thought he could sell only enough to pay his salary. Every dollar you pay out in salary, rental, delivery, etc., should pay you a few cents net profit—so why consider a Store Front in a less business-like manner?

Just base your calculations on the experiences of thousands of other retailers who have adopted KAWNEER STORE FRONTS and are making money on their investments. Pick out any of them. Probably some of your neighboring retailers are facing the people with KAWNEER FRONTS. Just step in and ask them what they think. Ask them if they would buy KAWNEER STORE FRONTS again. Find out how long it took their KAWNEER STORE FRONTS to "pay out"—also what percentage of their total business they accredit to their Fronts. In fact, ask every question you can think of—then you will write us for "Boosting Business No. 21"—it's an authentic book on Store Fronts.

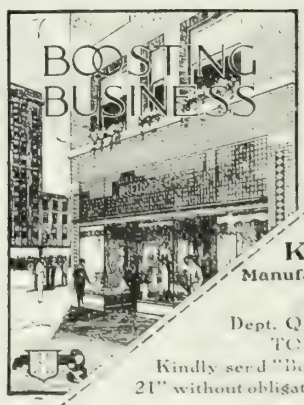
Kawneer
STORE FRONTS

It will pay you to investigate. See "Boosting Business No. 21"—look at the photographs of many of the most successful big and little Store Fronts in the country. Find out what other Merchants have done to make money in this way.

During your entire business career your will build only one or two Store Fronts—it is a big thing to you so why not take advantage of our experience in working with thousands of Merchants in the construction of Store Fronts that pay profits? Just this coupon for "Boosting Business No. 21" will bring it to you without obligation.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1193 Bathurst Street
TORONTO, ONT.



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q. 1793 Bathurst St.
TORONTO, ONT.

Kindly send "Boosting Business No. 21" without obligation

Name . . . . . .

Street and No. . . . . .

City or Town . . . . . .

Business . . . . . .

FIRE NOTICE

D. & P. Factory visited by fire

Business again under operation

The fire which broke out in our factory a couple of weeks ago did considerable damage to the building and equipment, temporarily stopping the production of the famous D. & P. Display Forms. We have now, however, succeeded in getting our plant back into normal condition again and can guarantee the same satisfaction in every detail that has made D. & P. Forms synonymous with the very best to be had in display forms.



The same careful attention in making each D. & P. form as life-like and as near perfect as possible is still our aim. The pure mineral wax molded into a beautiful face with dignified, intelligent features; the real hair done up in the latest coiffure; and the gentle poise of the head all tend to lend each D. & P. form a human touch that is most alluring. And the figures are absolutely in keeping with the latest styles—the narrow hips and skirt conform accurately with the dresses now being worn.

D. & P. forms can show your goods off to the best possible advantage. Why not give them a trial?

Illustrated catalogue giving prices and full information sent on request, postpaid. Write for it to-day.

DALE and PEARSALL

106 FRONT ST. E. TORONTO

Advertising and Cards for July Sale

Make Big Cuts on Some Lines and Make the Public Know It—Use Big Price Figures in Advertisements, Circulars and on Cards and Show Former Price—The Time for Clearing Summer Goods.

NOW it is for the July sale—and a sale by any other name during the same month should be made just as effective.

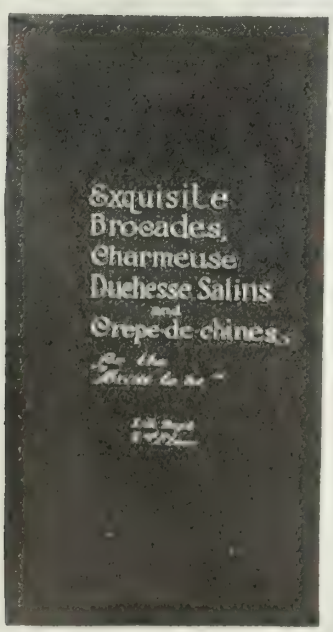
In speaking of the July sale, or the Mid-summer sale, or the semi-annual sale, or the mid-year clearance sale (which all amount to one and the same thing), let the first emphasis be laid upon the question of "price." To make any sale a success there must be "sale" prices. Customers are coming to know goods for what they are worth, and real bargains must be given to attract attention, especially with business conditions in general as they have been for some time. Enterprising merchants have found that the best method is to make cuts—and big cuts, if they are only made on a comparatively few lines—and to put these lines before the public if it is necessary to do extra buying to fill them out. One real bargain will bring a customer to the store when several small cuts will prove no attraction. It is often better to cut the heart out of one line and then sell other staple lines at original prices or pretty close to that figure.

Then after deciding upon the prices and the lines which are to be made the leaders in the sale, the next step is to people; hurl them at the housekeeper prices first. In the newspaper advertising the special lines should have clear and full descriptions, which do not need to be in large type, for in good sale news there is not much need for display—and the same applies to circulars when they are used—but the price should be brought out strongly; it should be one of the first things seen; if it is attractive the description will be read. When the proportions of the price cut makes it advisable, the former price of the article or goods should be given in small bold type, but not so prominently displayed, of course, as the sale figure.

Large Figured Cards.

Sale cards should be on the same principle as the advertising, and should emphasize particularly the leading lines. These cards do not need to be elaborate. In connection with this article are shown those used by the Eaton Company and the Simpson Company, Toronto, which give an idea of what the big stores do. These cards are printed with the name of the sale, and this will generally be found to be the better course; the printing costs little, and gives the cards a uniform appearance. Little lettering is required. In some cases it may be advisable to give the name of the line of goods, but usually it will be sufficient to get on the price, and get it on large. Where the cut is a substantial one the former price should be given in less prominent fashion.





Dainty cards for dainty fabrics. The first, white lettering on black ground; the second, white with black shading on brown ground. Work of R. T. D. Edwards.



Cards for special occasions. The top one is being used by Eatons—white on blue ground—the bottom one by Simpson's for their June, July sales—in blue. The center one was prepared for the Ad. Club Convention.

HERE'S THE FIRST DRAFT FOR C. W. T A. CONVENTION.

(Continued from page 152.)

in the art of decorating, namely alabastine and its uses in the store window. An expert man from the Alabastine Company will demonstrate the uses of this valuable material for backgrounds, etc.

Another valuable items on the programme will be the stereopticon views of up-to-date window displays and backgrounds either by Jerome A. Koeber of Philadelphia, or Mr. Hurst, of New York.

Can you beat this programme? We have tried to meet every wish of the members. Now, show your appreciation and be there. We extend a hearty invitation to everyone, either merchant or trimmer, whether member or not, to visit us

Send in your photos at once, or not later than July 15th. As it takes some time to get medals struck in time for convention we cannot extend the time limit later. So take particular note of this and be on time. Those members who have not yet paid their subscriptions kindly forward with photos, showcards or advertisements.

Boost the C.W.T.A. Convention
Be there yourself.

Hoping to see you all.

Your Secretary,

F. J. Thompson.

Good Fixtures Always Reflect In The Trim



No. 1075 E—Waist Form
We have them in all styles and at prices from $3.00 up to $6.50.

We grant you the fact that you are not making a display of fixtures and that the selling of the goods is the object in displaying them. This is the real object we have in mind in offering Clatworthy fixtures—they do not detract from the appearance of the goods, but blend so harmoniously that their presence only adds to the general effect and enhances the display, greatly increasing its real selling value.

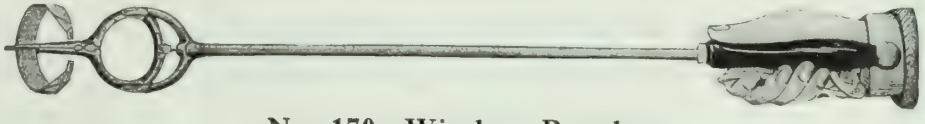
Poor fixtures, **if shown,** reflect disastrously in the trim and **if not shown** to some extent place an insurmountable obstacle in the path of the window trimmer in doing justice to the goods. To show goods artistically and effectively the fixtures must be shown to some degree; so why not use fixtures that harmonize?

Clatworthy fixtures help the trimmer to make selling displays.

Our Catalogue is Free. **Don't hesitate to ask for one, a post card will bring it**



Eiffel Tie Stands, in six sizes and weights. (See our illustrated catalogue.)



No. 170—Window Reacher

The most satisfactory Reacher on the market. We make them in our own factory and can guarantee them.

4 ft. long, each	.....	$3.00
5 " " "	.....	3.25
6 " " "	.....	3.50



No. 347

Our card-holder department is very complete—We illustrate here only two of the best selling lines—No. 347—size 7x11, with adjustable standard, price per doz. - - - $18.00

No. 771½ Ticket Stands—"Thousands in use all over Canada." Price per doz... **$5.50**

NOTE—We make good lines of Card Holders from **$2.25 per doz. up**



No. 771½

CLATWORTHY and SON, Limited

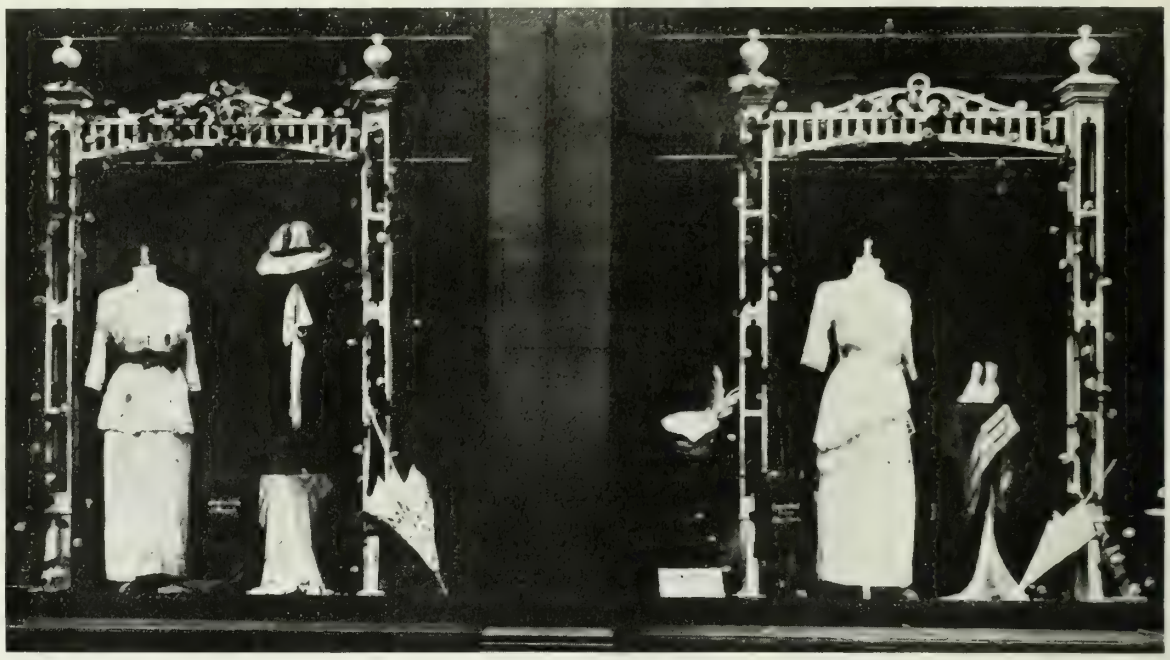
"The largest makers of Display Fixtures in Canada"

161 KING ST. WEST

TORONTO

Established 1896 **Incorporated 1908**

Power of Suggestion in Unit Displays



USING the show windows to present a harmonious grouping of feminine apparel and accessories, suggesting the proper or appropriate combinations for a complete outfit, is one of the features of the window display policy of the John Murphy Co., Ltd., Montreal.

The Murphy store is situated on the corner of St. Catherine street west and Metcalf streets, with about 150 feet of window space on each street. The front windows, where there is a steady traffic, are usually occupied with special displays on which price tickets are prominently placed. A number of the windows on the Metcalf street side are made use of almost invariably for a series of trims in which the "unit" idea is carried out most successfully. For instance in a recent series there were shown complete "head-to-foot" outfits in which gowns were arrayed on wax models, and hats, gloves, hose, parasol, shoes and handbag, etc., to correspond were shown.

R. M. Beauchamp, display manager at Murphy's, states that these window trims have been very successful and customers frequently come into the store and ask to be shown some article that has been featured in these displays. A trim of this kind, besides showing costumes in an attractive setting, affords a splendid opportunity to feature other departments in the store. If it is a Summer costume, white shoes may be prominently displayed as one of the accessories that go with such a costume, or a new style of parasol or handbag, perhaps one or two hats, or a bead necklace, or fancy collar or tie, in fact anything that enters into the feminine wardrobe may be shown in conjunction with other lines that harmonize.

Another adaptation of the same idea that Mr. Beauchamp practices is to have a showing of some seasonable line of dress goods, or silks, fancy cottons, etc., draped in attractive fashion, with drapings of appropriate dress trimmings, and the accessories for the complete costume arrayed therewith. This idea has been worked out recently with cotton ratines, in various color combinations. A black and white effect was also shown very attractively.

In speaking of the designing of artistic windows with fancy backgrounds, Mr. Beauchamp told The Review that he did not think they were as good from a selling standpoint as the window displays in which goods were attractively presented with price cards attached. These windows might not be so interesting from an art viewpoint but they certainly sold more goods and that after all was the main object of business to-day.

It was sufficient, in his opinion, to have special artistic windows two or three times in the year, at opening seasons. He had always found that the heads of departments were always glad to have such windows taken out so that they could get some special display with price tickets put in.

The window displays in Murphy's are changed on an average every day and a half, many of them are changed every day. The window trimming staff consisting of Mr. Beauchamp and two assistants, usually start work about 6 o'clock in the morning and they can take out and re-trim practically the entire battery of windows before 10 o'clock, and most of them will be ready when the store opens at 8.30. Mr. Beauchamp is strongly of the opinion that in order to get the most good from windows the displays should be changed as often as possible and so give the people something new to look at all the time.



YOU SHOULD SEND FOR THIS CATALOG



Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

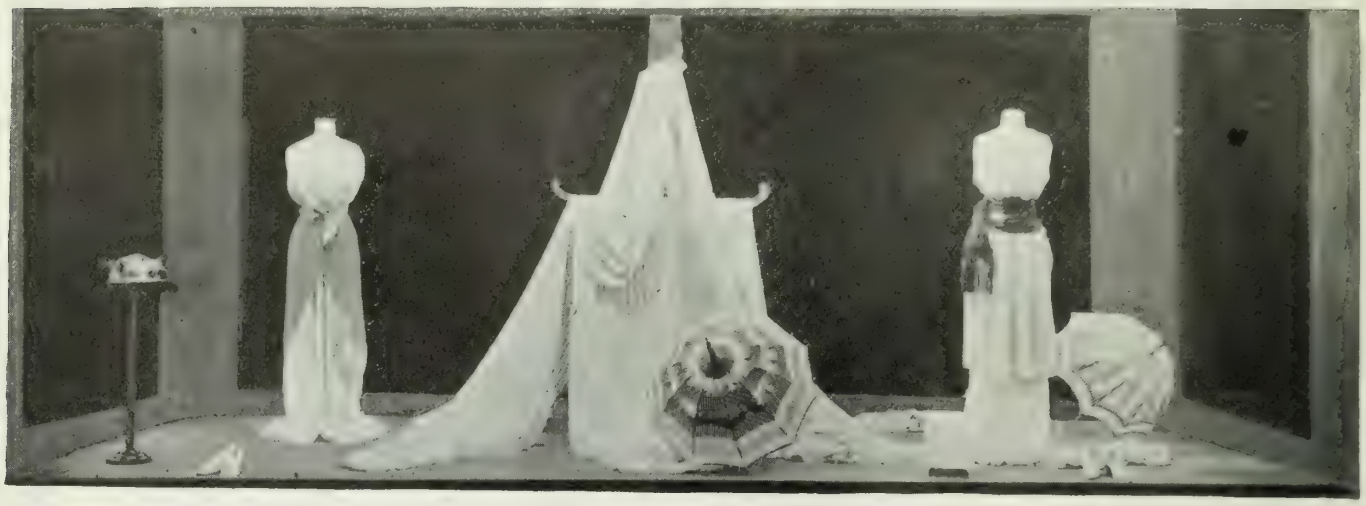
THE OSCAR ONKEN CO.

No. 383 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

With Plain Backgrounds Merchandise Stands Out More Clearly



View of Gimbel's, New York. Background consisted of mir rors only, which have been painted out in picture to avoid reflections.

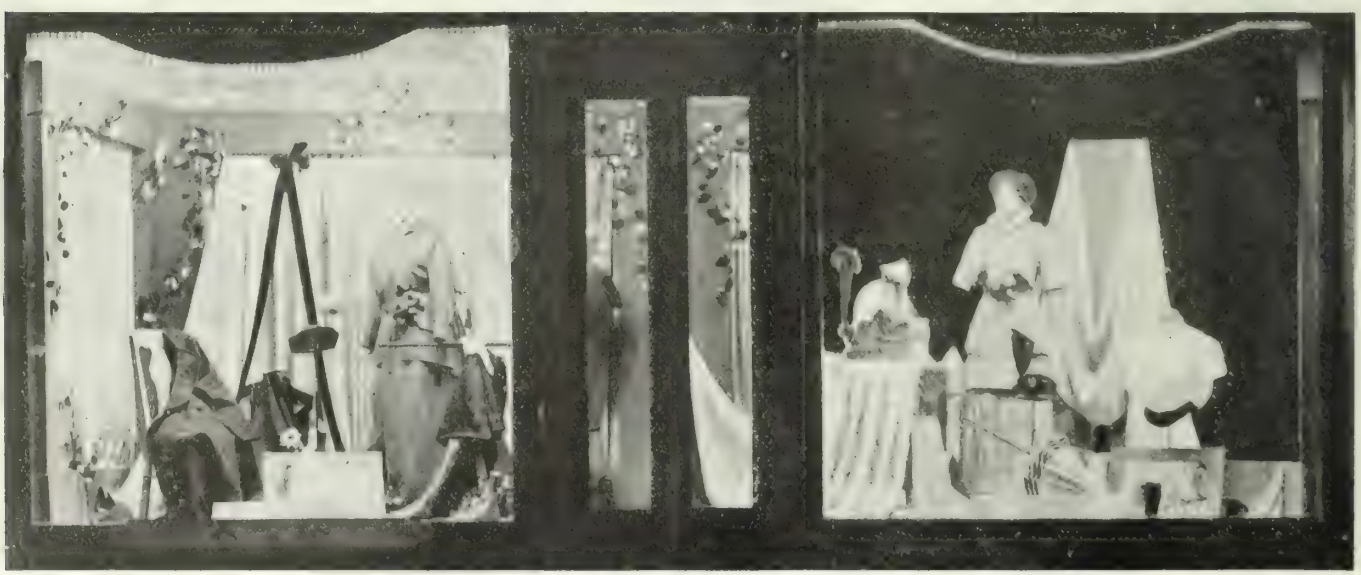
IT was just by accident that the two windows illustrated came to hand just about the same time, for they bring out quite clearly a point The Review has been trying to drive home for years. The Review is sometimes criticised for showing window displays put in large and "high-class" stores. Windows of this kind, it is sometimes said, are away above the heads of others, they have not the proper windows in the first place, nor the materials for either background or drapes.

When it is the object to improve the work of the man who is attempting to climb in any line, you do not point to the work of the man of the same grade, you bid him look up and copy the men at the head of his profession so that he may advance.

The large window shows a Summer display put in for Gimbels', New York. The background consists of mirrors simply and massively framed. In the illustration these mirrors have been painted out because they were full of reflections, just how full any trimmer who has seen New York streets at night will understand. Besides these mirrors not a flower, not a leaf of foliage was added to take the attention of the beautiful drapes. All the force of the decorator has been given to the arrangement of these drapes and to the careful placing of them in the window and there is as much feeling for "line" expressed in this display as in many a fine picture. The main lines are horizontal and vertical but these are opposed and broken by the curved lines of the open parasols.

The other display, from Brandon, shows two windows. As received, the backgrounds of both windows were alike but in order to show how the use of the pleated drapery detracts from the display value of the windows the background of one of them has been painted out. The artist has carried this painting rather further than was intended, for there is no fault to be found with the framework supporting the full curtains or with the use of the floral decorations. Had plain panels been used instead of the curtains just how much the display would have gained in dignity and value all trimmers must feel. In the untouched window the merchandise does not show up well—all you see is a confused mass of similar lines. This is all the more to be deplored because the draping and general arrangement of the merchandise is well done and is much too good to be lost by reason of the faulty choice of a background.

In the illustration, the drapes, etc., seem to be crowded together, but this appears to be the fault of the point from which the photograph was taken in the effort to include both windows. Had simple panels been used instead of drapery in planning the background these windows would have gained 100% in display value. And all that was needed would have been the wooden frames and only a small portion of the material that was used for these curtains.



Two window trims by Jack K. Bedford, of Doig, Rankin & Robertson, Brandon, Man. In the right hand window the background has been painted out, bringing trim into stronger relief.

A New Page in Parcel Carrier History

Presenting the newest and most improved Parcel Carrier

Thirty-four years of store service experience—
Searching tests to prove its efficiency
The work of a force of skilled engineers—

A reputation for providing the greatest benefit for the merchant at the lowest possible cost—
—stand back of the Lamson No. 9 Parcel Carrier just placed on the market.

Ten features that should recommend the new No. 9 Parcel Carrier to you:

1 **Operating Possibilities**—Only carrier of its type that can be successfully operated on low level lines or on a slightly up or down grade.

2 Oilless Bearings—**Thorough tests prove the superiority of oilless bearings over ball bearings. No oiling required. Removes danger of dripping oil or grease. Enables car to carry heavier loads, run more easily with less friction and over greater distances than possible with any other carrier.**

3 **No Obstructions**—All objectionable obstructions at wrapper's station eliminated, leaving space free for wrapper or cashier to work.

4 **Speedy Operation**—All baskets, no matter what the length of the line, are released rapidly and easily.

5 **Friction Stop**—Enables car to be operated without rebound or shock at station delivery

6 **Location of Stations**—Special anchorage permits placing of stations exactly where desired, under lights, rotundas, etc., without ceiling connections.

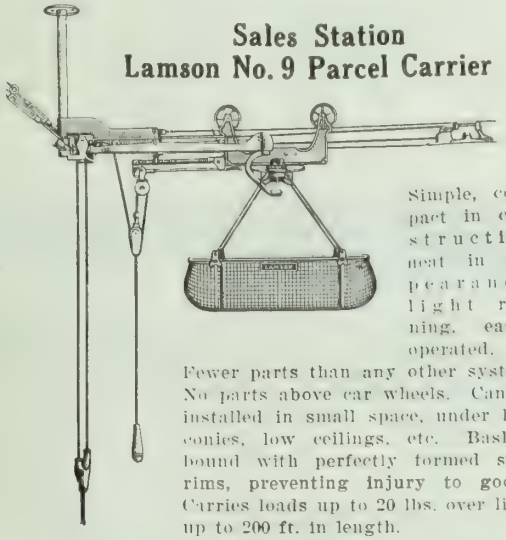
7 **Low Maintenance**—Installed with less trouble and maintained with less expense than any other system.

8 **Durability**—Simplicity of design and high-grade workmanship throughout, should make this system last a business lifetime.

9 **Safety Devices**—Every possible safety device used, insuring against falling baskets, broken wires, etc.

10 **Efficient Service**—The one object in view has been to quicken store service, eliminate trouble and reduce expense of operating a parcel carrier system. Entire construction assures these results.

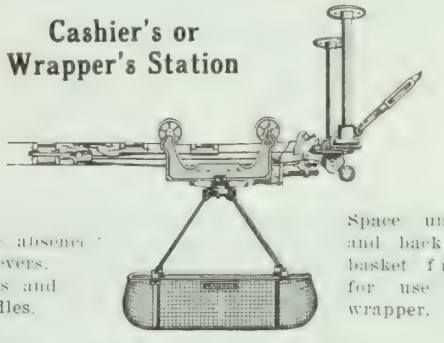
Sales Station
Lamson No. 9 Parcel Carrier



Simple, compact in construction, neat in appearance, light running, easily operated.

Fewer parts than any other system. No parts above car wheels. Can be installed in small space, under balconies, low ceilings, etc. Baskets bound with perfectly formed steel rims, preventing injury to goods. Carries loads up to 20 lbs. over lines up to 200 ft. in length.

Cashier's or
Wrapper's Station



Note absence of levers, cords and handles.

Space under and back of basket free for use of wrapper.

Built neat and strong, with all parts below car wheels. Rebound of car and swaying of basket **made impossible.** Basket is released and sent rapidly over line by slight pull on ball shown in picture. More baskets can be operated within a given space than is possible with any other equipment.

You owe it to yourself and your business to investigate how our new No. 9 Parcel Carrier will improve the service of your store, reduce operating expense and help you please your trade.

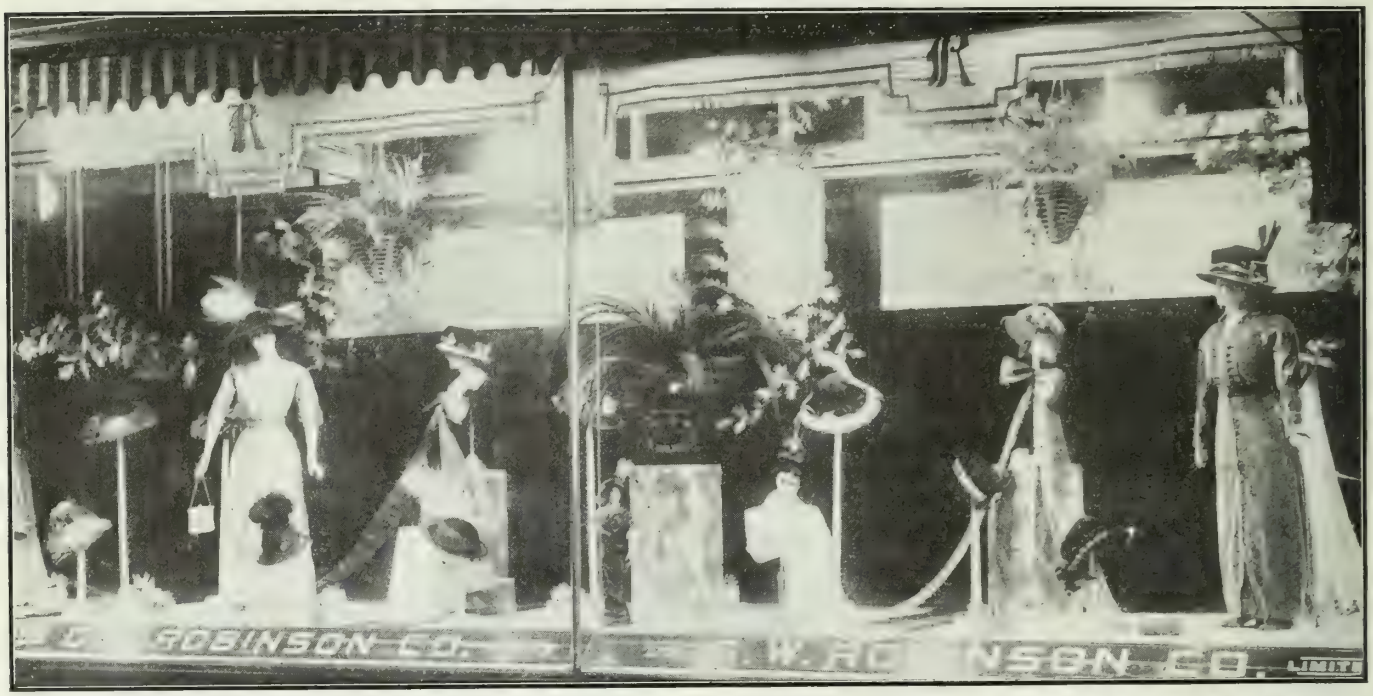
For further information send for new No. 9 bulletin or see our nearest representative.

The Lamson Company, Boston, U.S.A.

Representatives in all principal cities

TORONTO OFFICE—126 Wellington St. W.

Fall Opening Windows--Millinery and Ready-to-Wear



Both the excellent trims reproduced on this page are the work of W. G. Moir, for the G. W. Robinson Co., Limited, of Hamilton, and contain useful hints for the coming Fall, no matter what size your window is. The window above is 24 feet in length by 8 feet deep. In describing it for The Review, Mr. Moir writes: Color scheme: autumn foliage. The three panels in background are autumn scenes in water color, with clusters of autumn sprays overhanging the paintings. Three onyx pillars were used as pedestals, the central one holding a large jardiniere with oneca plant. Two hanging baskets will be seen filled with autumn ferns and smilax. Millinery stands are all pure white. Floor of window is felt, in buff shade.



This ready-to-wear opening display is well balanced, not too crowded, and shows an attractive use of accessories. The color scheme and use of autumn foliage was similar, although owing to the larger figures the jardiniere could not be used. The scenic panels in both windows are a strong feature, with the onyx pillars in autumn shades.

WHAT HAPPENED TO A GOWN DISPLAYED ON A RICHARDSON FORM

NOTE:

Natural hair

Finest wax

Charming features and pose

Medium hips

No wire skirt to show where garment is tight

Solid invisible base

Stands on Rubbers

Total—
Every point
Right



47C—$30.00
With Short Wax Hands
For Suits, $27.00

Mrs. Davison-St. Clair stopped to gain a better view of a gown on display in one of Canada's leading stores. This beautiful, late creation made doubly attractive by the natural-to-life wax form on which it was displayed seemed to unconsciously hold her and arouse desires of possession.

Once in the department with the gown tried on, the sale came easy, for the form had already more than done its share.

The graceful poise of the head, the real hair, the dignified womanly expression and the easy life-like pose of the figure of the Richardson wax form *creates the desire to possess.*"

Show your gowns and suits right, on the right kind of forms. They will do the rest.

PLACE YOUR ORDER NOW FOR FALL and avoid expensive delay later.

Manufacturers of Gowns
1914-15

Orders now being booked for new Canvas Forms. The very latest New York models will be ready for you July 20th and after.



A. S. Richardson & Co., 99 ONTARIO ST. TORONTO

The oldest and still the best Wax Figure Mfrs. in Canada

S C H A C K ' S
New Fall Flower Book

28 Pages, 21x24 inches—Over 400 Illustrations.

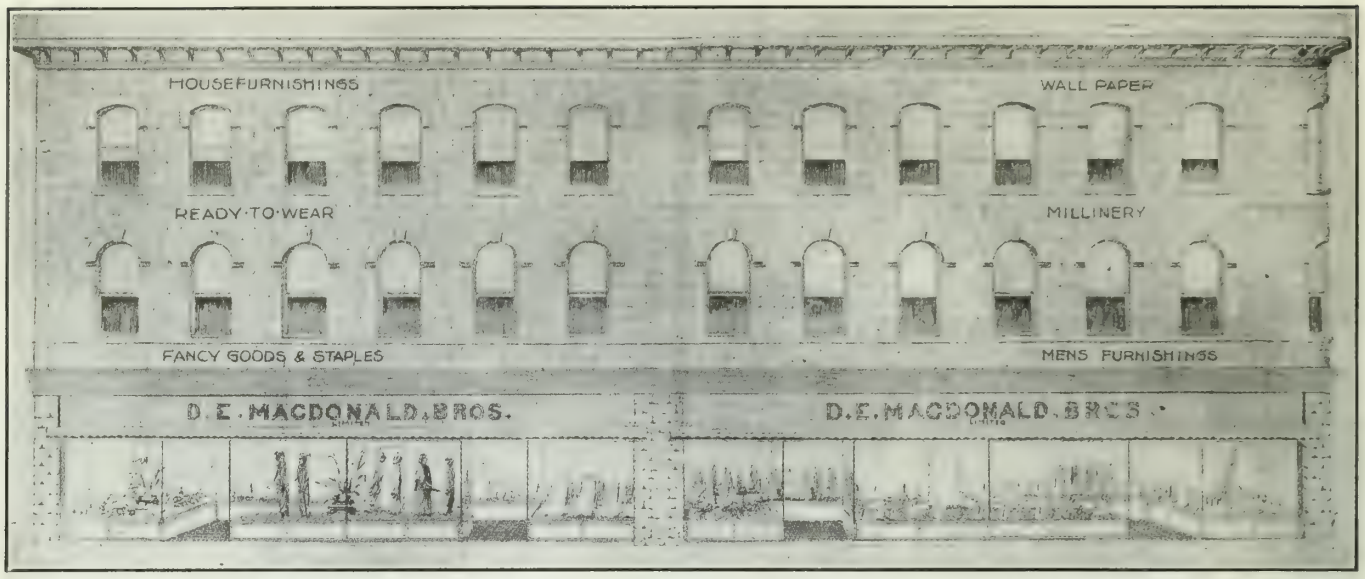
The Greatest Book Ever Issued by a Manufacturer of Artificial Flowers

This book on window and store decoration is by far the best we have ever published. It is filled from cover to cover with new and attractive ideas for Fall decorating. For months the artists in our special designing department have been busy creating the new decorative schemes that appear in this book, and which will appear later in the windows of good stores all over the country.

All of the suggestions offered in this valuable book are practical. Every one of them has been actually carried out to the smallest detail in the windows of our display room. By following the simple directions given in Schack's Fall Flower Book, you can get the same beautiful effects in your own windows at a small cost.

Send for this valuable book. It will be worth many hundred dollars to you. It is **free** for the asking.

Schack Artificial Flower Co.
1739-41 MILWAUKEE AVE. CHICAGO, Ill.



This is an architect's drawing of the new Island front of D. E. Macdonald & Bros., Guelph. The firm is taking in two stores and a bank on the right, doubling the frontage, and by the arrangement of show windows increasing the available window display from 50 to 212 feet. At present there are two entrances in the 50-foot space on the left half, with four windows.

Two Island Fronts Transform Guelph Store

Beautiful Exterior Changes Covering Whole Block, Providing Display Space of 180 Feet When Two Adjoining Stores and Bank Are Taken in—Men's Furnishings Given Half Window Space.

IF you visit Guelph in a few months you will ask, "Why, what's this handsome looking place? What a magnificent stretch of window frontage! What a privilege for the man who dresses it, and what a work!"

You will be looking at the new front of D. E. Macdonald & Bros., occupying a full block. The entrances there will be two- will be hidden behind glass fronts, "islands," as they are called, and you will see an arrangement of windows that is becoming frequent amongst the better class stores in England, but still rare in Canada, and even the United States. The architect's drawing as reproduced here, will give some idea of the splendid facilities for display that are being provided. (May we add in strict confidence and out of hearing of the architect, what the advertising manager, our old friend Chris. Meadows, told the architect on looking into the windows on the right: "You'd never get a job as a window dresser." For the "interiors" of those drawn windows would never make him eligible for C. W. T. A. membership. He did rather better on the left half, however.)

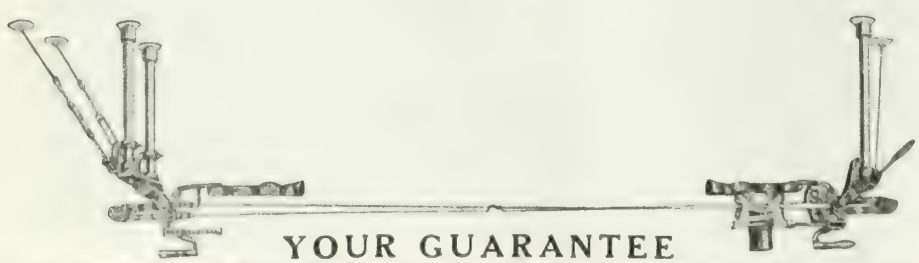
Buying Two Stores and Bank.

But, as the business managers say, to get back to "brass tacks." Those who have visited Guelph — there are two well-known institutions there, outside altogether of some fine dry goods stores—will remember the Macdonald store as it stands to-day, having a frontage only to the center stone wall. The half on the right is now occupied by two other stores and a bank. More than that, the half space is dissected further by two entrances, with windows on each side so that some idea of the great advance under future plans can be conceived.

From 50 to 180 Feet Display.

The total length of the Macdonald building will be 100 feet, but the ingenious arrangements of windows will increase the display frontage to 180 feet, nearly double, and compared with a 50-foot frontage at present. As can be seen the island fronts run across the entrances to the store which are opposite the centers of these. These island fronts are entirely of glass, showing from the rear as well as the front, and are 20 and 22 feet wide respectively, and four feet deep, and are in reality two huge show cases. Prism glass will be used above with the firm name idented on it. A tiled effect is seen in the entrance. One large 50-foot awning

(Continued on page 173.)



YOUR GUARANTEE

Install **GIPE-HAZARD CARRIERS**—use them ten days—put them to every test—and if they do not give quicker, better and more satisfactory store service than any other system, they may be returned at our expense. Fair enough, isn't it? ¶Investigate our modern Electric Cable Cash Carrier and Pneumatic Dispatch Tubes. ¶**Send for our new Catalog G.**

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario Street, Toronto, Canada

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

This NEW CATALOGUE is worth it's weight in Gold

64 Pages of beautiful WINDOW TRIMS

FREE to Retail Merchants



THIS great big, brand-new 64-page catalog should be in the hands of EVERY wide-awake, progressive merchant in Canada. It contains 64 pages of surprisingly new and beautiful window trims. It shows every Canadian merchant how to make his windows sell more goods and pay bigger returns. We have spent a good deal of money on this book. It represents the brains and ability of the world's foremost fixture designer, D. A. POLAY. It's the merchant's bible. The gateway that opens the doors to a bigger business. A request for catalogue on your letter-head will bring it by next mail. **Sold in Canada** by B. Hyams, 68 Brown Block, Edmonton, Alta. Other Salesrooms—Montreal, Winnipeg, Saskatoon, St. John, N.B.

If You intend remodeling your windows, store front or interior, by all means get in touch with us. We will show you how to have the smartest looking store in your town and our advice is FREE. We have outfitted hundreds of the finest stores in Canada and U.S. We can and will help you. Just write us. Address 920 Fulton St.

POLAY FIXTURE SERVICE **Chicago, U.S.A.**



Modern Delivery

The MOTOKART is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MOTOKART can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service—MOTOKART delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00



THE MOTOKART COMPANY

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

MAT BOARD—SHOW CARD BOARD

SPECIAL—Now ready for distribution, our new sample folder, showing dozens of new live colors, tints and veneers; in fact, numerous attractive air-brush and show card boards.

Large numbers of Canadian window trimmers are customers now.

WRITE US AT ONCE FOR SAMPLES AND NET PRICES.

NATIONAL CARD, MAT & BOARD CO.

MANUFACTURERS

216-218 Superior St. West, - - - - - Chicago, Ill.

Wax Figures

We are showing the latest, most up-to-date and practical cloak and suit models for your window displays.

Our display forms and fixtures are unequalled for their high quality and splendid value.

Our wax work is beautiful as well as durable.

Send for catalog.

Hall, Borchert Dress Form Company, Limited

Makers of the Famous Hall, Borchert Adjustable Forms

41 Lombard St. - TORONTO

Our new colored catalog is yours for the asking

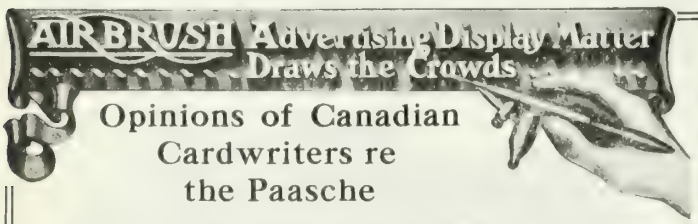
We are the largest manufacturers of artificial flowers, plants and vines, window decorations, papier mache novelties, electric-lighted flower bushes, and are **headquarters for carnival and parade goods.** Our new colored catalog showing the full line for Fall 1914 will be mailed upon request to any merchant or head window trimmer.

Write to-day.

THE Botanical Decorating Co'y

Incorporated

504 S. Fifth Ave. Chicago, Ill.



Opinions of Canadian Cardwriters re the Paasche

Appreciates Clever Little Tool.

Some months ago I bought one of your "F"-2 Models and I just want to let you know that I appreciate it. I was a stranger to the air brush, but I soon got on to it. It is certainly a clever little tool. Very truly yours,

ARTHUR D. YEARDYE

211 Eugenie St., Norwood Grove, Man., Can.

O.K.'s and Praises It.

I wish to extend my congratulations and deepest praise of your air brush. It's O.K. in every way. Respectfully,

S. LA FEITS.

Shenard Bldg., Lethbridge, Alta., Can.

A PAASCHE AIR-BRUSH OUTFIT WILL PAY BIG RETURNS ON THE INVESTMENT

For Illuminating and Shading signs, show cards, etc.

Stenciling and Decorating window backgrounds.

Coloring artificial flowers.

Bronzing, Lacquering, Gilding and Refinishing old fixtures, making them look like new, and numerous other purposes.

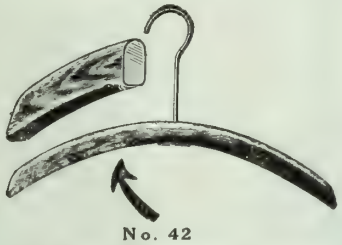
Write now for latest circular

Paasche Air Brush Co.

MANUFACTURERS 7B S. Clinton St., Chicago, Ill.

PALMENBERG
NEW YORK

'TIS A PERFECT HANGER FOR COATS, CAPES, SUITS, etc.



No. 42

Arrow points to rounded under-edge.

Made of hard wood, well seasoned, evenly finished. Firm, smooth contact, no friction.

No jersey cloth or other cloth wrapping required.

Under-edge of hanger is rounded, no sharp edge to cut sleeve lining or tender fabrics.

Write for particulars or samples.

J. R. PALMENBERG'S SONS

Established 1852

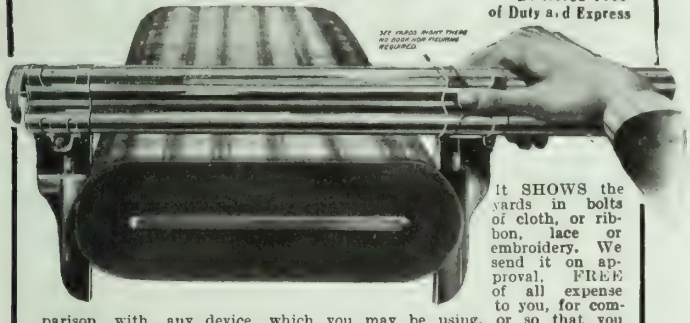
710 Broadway, New York

Factory: 89 and 91 West 3rd St., New York

Boston Salesrooms
30 Kingston St., 110 Bedford St.

Baltimore Salesroom
10 & 12 Hopkins Place

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

The Short Route to Efficiency in

Show Card Writing



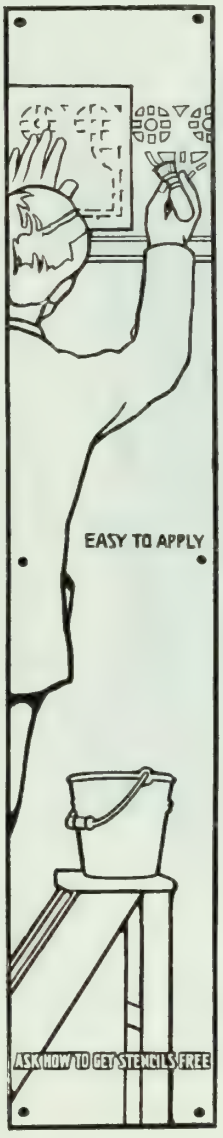
Our new single stroke course is the most practical and original method that has ever been offered to the ambitious man who desires to increase his earning power.

This revised course is under the personal supervision of Mr. J. G. Bissell, the well known authority on colors, brushes and card writing. Our methods will enable the student to earn money from the start. Send for specimens and complete information.

Economist Training School,
231-235-239-243 West 39th Street, New York City

Alabastine

FOR THE WINDOW TRIMMER



THE window deck is your stage. The play must have proper settings. The background is what you depend on to give character and reflect your ideas. Many trimmers are using Alabastine, because it is a powder that mixes immediately in cold water and is perfectly adapted to quickly produce all effects desired in the Window Trimmer's Art, such as plain white or tinted backgrounds, scenery, posters, lettering, stone, marble, plastic ornament, stencil work, screens, etc., on cloth, paper, iron, burlap, wood or any material.

An Expert

on this work will give a demonstration before the Canadian Window Trimmers' Association in Toronto, August 11th-14th.

The Alabastine Company Limited

39 Willow St., Paris, Ont.

Cash for Baled Waste Paper

Highest price paid if you use a **Climax Steel Baler.** You will also decrease your fire risk, save valuable room and keep your premises clean.

Start now turning waste into profit



CLIMAX STEEL PAPER BALER.

Made in Canada—No duty to pay—You save $15.00—An ordinary boy can operate it.

Tear off and mail to-day.

Climax Good Roads Machinery Company, Limited

Hamilton **Ontario**

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME .....

ADDRESS .....

THIRTY DAYS' FREE TRIAL

Buckingham Sunflower Rack

for hanging, displaying

and preserving skirts and petticoats.

The rack is the best silent salesman.



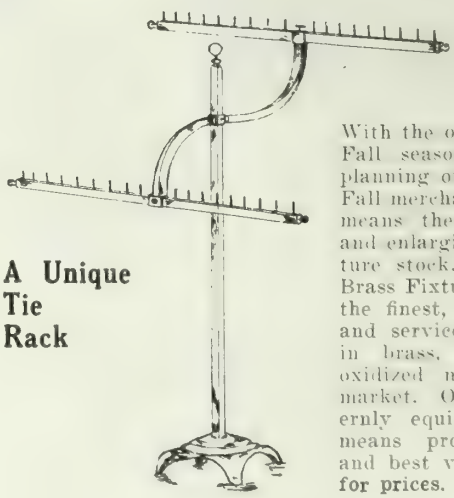
Saves space, beautifies your department, price $16.50 less 3-10 or 2-30, F.O.B. Chicago. Write for particulars.

BUCKINGHAM RAE CO.

4168 So. Halsted Street, CHICAGO, ILL.

New Factory In Full Swing

making the finest range of fixtures we've ever shown



A Unique Tie Rack

With the opening of the Fall season comes the planning of displays for Fall merchandising. This means the replenishing and enlarging of the fixture stock. Toronto Brass Fixtures represent the finest, most artistic and serviceable fixtures in brass, nickel and oxidized metal on the market. Our new, modernly equipped factory means prompt service and best values. **Write for prices.**

Toronto Brass Mfg. Co.

364-370 Richmond St. West, Toronto

Do Your Windows Pay on the Investment?

Merchants Pay Fifty Per Cent. of Rent for Frontage—The Return Should Come Through the Windows—Make Your Display Stand Out on the Street.

GO into any town or city and ask the price of property on the main business street, and then walk around the block and find out the price of the property which is directly to the rear and facing on the back street. In many cases there will be a difference of one hundred per cent. in the prices and usually it is more.

Did you, Mr. Merchant, ever consider wherein lies the difference in the values? It is, of course, the frontage. It is largely for the narrow strip of property on the street line that you are paying the difference in rent or in which you have a big share of your investment, if you happen to be so fortunate as to be the owner.

Get it Out of Frontage.

This is something worth thinking about. If it is the frontage which represents the big difference in value you should take steps to get the value out of the rent or investment. The point is window display.

If you are paying at the rate of one hundred or five hundred or a thousand dollars more per foot for your store property than the property on the back street, and if you are not making the best of your window display, you are wasting that money; this is a business proposition.

$3,000 Rent; Window, $1,500.

We have heard the statement made that if a store is worth $3,000 a year rental the window could be rented for half that amount. It sounds like a very reasonable statement. Then if 50 per cent. of your rent is paid for the windows it would be good business to get the worth out of those windows.

Nowadays there is as much competition between windows as there is between prices. The merchant who wants business should see that his windows are attracting a fair percentage of the passers-by. If they do not stand out from the others an advantage is being lost.

Twice a Week Better.

Windows should be dressed at least once a week, and twice a week is much better. In the first place, novelty is to be considered, for it is novelty that will

(Continued on page 199.)

TWO ISLAND FRONTS.

(Continued from page 168.)

suffices for each section. The name plate of the firm will be set up on the center wall in copper. "The Lion"—a sign of many years—will disappear.

For these windows a special new set of fixtures will be secured. It is the intention to use the left half for dry goods proper, and give the whole of the right side up to men's furnishings and clothing. Indeed this is part of a plan for an extensive men's wear section, occupying one-half the entire ground floor. At present this section is situated at the rear.

SHOW CASES

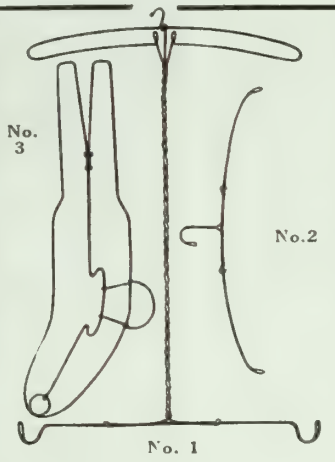
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

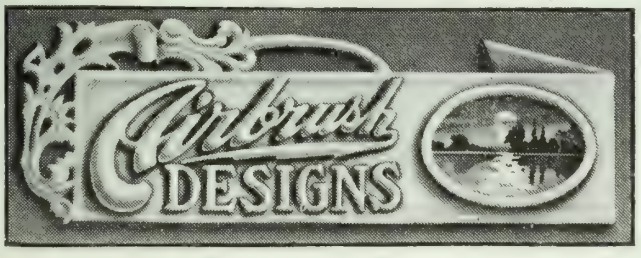


Unique Wire Specialties

We illustrate here three wire specialties which will appeal to the garment manufacturer and merchant. No. 1 is the wardrobe hanger, strong, neat and serviceable, $15.00 per 100; No. 2, waist hanger, $5.00 per 100; No. 3, hose stretcher, $20.00 per 100. The latter is a rapid counter seller, being used by the housewife for the proper drying of hosiery.

Place your order now.

Ferrier Wire Goods Co.
613 King St. West
TORONTO



GOOD RESULTS

require the use of correct stencils. We are Specialists in designing stencils for Show Cards and Window Decorations. We'll send you SIX READY-TO-CUT Stencils for Fall cards, for $2.75 prepaid. A sketch in colors with each design.

L. O. Butcher & Bro. 673 W. Madison St., Chicago, Ill.

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

Ad Men United on Policy of Absolute Truth

Associated Ad. Clubs of the World Decide on Local Emblems—Practical Addresses on Retail Advertising—Should Defects of Seconds be Pointed Out?

BY the adoption of the report on next page, which was made by the committee of the executive appointed to deal with the subject, the Associated Ad. Clubs of the World took another important step towards placing advertising on a higher plane and establishing confidence with the public. This was one of the most important things done by the big convention of Ad Clubs for 1914, which was held in Toronto during the week commencing June 20th, when thousands of advertising experts from all parts of the continent and from foreign countries as well, assembled to discuss subjects of importance in the world of publicity. At this convention the change of the name of the organization to embrace practically all countries was a step significant of the advance of the movement for the establishment of the advertising profession on a broader more substantial and more responsible basis.

The Truth Emblem typifies what the organization stands for; it is the key to the method by which it is proposed to cleanse the untruth and misrepresentation from advertising as a whole and put commercial and mercantile publicity on a stronger footing with the public. The emblem had been previously adopted and it remained for the convention of 1914 to decide upon the method by which its use should be controlled.

It will be noted that the report puts the responsibility for the licensing of the emblem with each local club, and it will be for the vigilance committee of that club to see that the principles behind its use are not violated. Where there is a violation the right to use the emblem will be cancelled and this is considered as being sufficient incentive for respect of the principles which it represents. Advertisers who undertake the use of the emplem will be required to sign pledges in writing that they will observe the advertising practice ethics as set down by the National Association.

The truth sentiment in regard to advertising was a dominant note throughout a number of the session of the convention of Ad men and it was emphatically evident that among the members there was a strong feeling that for the future the outstanding feature of the campaigns of all responsible concerns will be the endeavor to secure the public confidence.

STANDARDS OF PRACTICE.

The following are the "Standards of Practice" adopted by the Retail Department of Advertising at the annual convention of the Associated Advertising Clubs of America held at Toronto last week:

Each head of a retail enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:

1. *To consider, first, the interests of his customers.*
2. *To insist on the courteous treatment of every visitor.*
3. *To permit no misrepresentation.*
4. *To discontinue careless, slurring or offensive statements on the part of salespeople.*
5. *To avoid misrepresentation or careless indifference in advertising.*
6. *To see that comparison values in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.*
7. *To avoid the use of such expressions as "Were $10," "Value $10," Elsewhere $10," "Made to Sell at $10," "The $10 Kind," etc., where their use would give a misleading impression to the reader.*
8. *To resent strenuously—to the point of withdrawal, if necessary—the "make-up" of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.*
9. *To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character, and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.*
10. *To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in expressing editorial opinion there: that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in its columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.*

F. A. BLACK,
Boston.
MANLY M. GILLAM,
New York.

Truth for Retailers.

That there was no new thing to say about advertising unless there was a new ideal or clearer understanding of truth was the manner in which C. L. Brittain, of the Kline Cloak & Suit Co., Kansas City, Me., introduced an address in which he brought forward strong arguments of both a practical and theoretical nature for advertising in which the buying public can at all times pin their faith.

"We may talk about these things for years and study them for scores of years," he said, and the one basic law will remain unchanged. All we can hope to learn of advertising or of any new or old science will have to be learned from its fundamental truth or principle.

"As it is in all kinds of advertising, honesty is beginning to be recognized as the most important factor in the retail campaign. You can all remember when advertising was looked upon as trickery and the common expression that 'It is just some sort of an advertising scheme.' Thousands and thousands of dollars are now being spent for the purpose of gaining the confidence of the advertising public.

Must Know the Goods.

"Some business men think that if the ad pulls the crowd and the selling force gets the money its a good ad and a fine combination that is as deeply as many think—just to get the money. True we advertise to get the money—no question about that, but men steal horses to get the horses.

"As advertising men we need to know the truth about what we are advertising—the whole truth and nothing but the truth; a lawyer needs to know the truth about his case in order to win. We need to be honest both in advertising and selling. Advertising is not just white space, type, pictures, etc. Advertising is business and a strong business-building factor. In order to accomplish the greatest good in the shortest time and maintain the confidence of the buying public we must know something about merchandise. We must know when it is right. We must know the truth about it. We must know the good about it. We must tell it in a plain and honest but enthusiastic sort of way that will not only pull trade but prove to be a lasting advertisement.

"It is just as impossible to write a

Truth Emblem Issued by Local Clubs Only

The Following Were the Recommendations of a Special Committee Appointed to Deal with the Use of the Truth Emblem, all of Which Were Passed by the Associated Ad Clubs of the World:

(1) That no action be taken to license the association's seal or emblem to national advertisers.

(2) That the association adopt another and different form of local seal for the identification of documents and similar coroporate things.

(3) That the use of the "Truth" emblem be licensed upon the following conditions to the local clubs affiliated to the association to be licensed by them to local advertisers:—

(a) The "Truth" emblem shall be used by the local clubs in its present form, except that in each case the local club shall substitute its own name for the name of the national association on the upper periphery of the seal, who shall print the word "Guaranteed" on the lower periphery of the seal. Any other symbol or work similar but not identical will be considered an infringement of the property right of the National Association

(b) The local club shall place the licensing of the "Truth" emblem in the hands of its vigilance committee.

(c) The "Truth" emblem shall be licensed by the local clubs only to advertisers who will pledge themselves in writing to the observance of such code of advertising practice ethics as may be prepared by the National Association.

(d) All licenses shall be in writing and shall be revocative.

(e) Licenses for every "Truth" emblem shall be charged to the advertiser by the local club. and,

(f) Twenty-five per cent. of the gross amount of license fees collected by the local clubs for the use of the "Truth" emblem shall be remitted to the National Association.

truthful but business-pulling advertisement if the merchandise is not right as it is to write a truthful news story about something that never happened. We should see that our merchandise is right.

Not for One Sale Alone.

"I wouldn't give much for the advertising that only made a first sale and didn't leave the customer in a fit condition of good feeling toward the store to come back; it ought to do more than that—it ought to make them want to bring a friend. And it will if the advertisement is properly merchandised and the values are honest."

Mr. Brittain gave some strong illustrations backed up by his own personal experience. As advertising writer in a men's store he had put out a line of copy, which he felt should be bringing results; but it was not. So he made a trip himself into the store and asked to see $2 cravats which he was advertising at $1.65. He found $1.50 cravats which had been marked up to $2, and then marked down again. He found identifying buttons being cut off standard $17 suits which were then marked up to $25, and then reduced as a bargain to $18.50. It was no wonder that this advertising did not pull. He left that ship before it sank.

Selling Advertises.

"We must understand and know advertising and selling to be one and the same thing. We must remember that advertising sells and selling advertises. We must know that the real advertisement is not in the printed word but in the effect of the sale on the customer. A dissatisfied customer advertises—but in the wrong way.

The speaker looked for a new era in business for with the introduction of honesty, science and system, were given a chance and where science and system governed advertising and selling there would be less failure and more prosperity.

Condemning the Deceivers.

Deceptive advertising received a blow straight from the shoulder in the paper of A. J. Harding, which referred to truthful and untruthful advertising and embraced the ideas of the members of the vigilance committee in this connection. He asked if it was deceptive for a merchant to sell silk hose that are seconds and sortings at 19c., when he knew that if they were perfect goods the selling price would be $1? Was it fair to the purchaser to permit him to buy advertised bargains (?) without making him acquainted with such defects? Was a merchant guilty of false advertising when he knew he was selling damaged goods to an innocent purchaser, as perfect?

"He is" was the answer of Mr. Harding. "Now let us go back to the beginning of the sale. The wholesaler offers the merchant a special lot of goods at a sacrifice in price. He buys the lot and knows the faults before he places them on sale. But he offers them at a sacrifice, without one word of explanation to his purchaser. What would happen to the wholesaler or jobber if when he sold the lot to the merchant nothing was said about the defects and he simply featured the low price without a word as to quality. He would lose the confidence of the merchant just as the merchant loses the confidence of his patrons. He makes the sale but it is poor business in the end.

Mr. Harding asked the retailer to give the public the same consideration as he expected himself. Almost any kind of advertising would bring results but the point was whether this advertising strengthened the link between the seller and the buyer. The advertiser who deceived in his advertisements was largely deceiving himself in the end.

"There is nothing magical about writing honest advertisements? You must co-operate with and be a silent partner of public opinion. Confidence is a plant of slow growth. If it is abused by false or questionable advertising it withers and dies of exposure. If it is planted in a dependable place and that place is known for its straight-forward dealing and the reliability of its advertising, it thrives, grows and spreads out.

Kennedy & Co., Parry Sound, through increase of business, have engaged P. W. Harrison, for two years with the Robert Simpson Co.

A Single Ad that Was Worth $10,000

Series of Henry Morgan & Co., Montreal, Impressing "The Store With the Christmas Spirit"—Remarkable "Re-adjustment Sale" Based on Length of Time Goods Remain in Store.

First of Series on "The Best Pulling Ad. I Ever Wrote."

MONTREAL, June 30 (Special).—The various types of newspaper advertising adopted by Henry Morgan & Co., Montreal, afford an interesting study for the merchant who is seeking ideas that will help to make his selling plans more effective and more convincing to the public. One thing the Morgan ads always do, they impress the reader with their absolute sincerity and truthfulness. There is a dignity about them, too, that lifts them above many of the more blatant forms of sale announcements.

Theodore G. Morgan, a member of the firm, is in charge of the advertising department, and he is an ardent exponent of the principle of truthfulness and honesty in advertising. As a member of the educational committee of the Associated Advertising Clubs of America and as president of the Montreal Publicity Association, he takes an active interest and keeps closely in touch with every movement that tends for the betterment of advertising.

A representative of Dry Goods Review discussed with Mr. Morgan some of the different styles of advertisements they have been using and the results obtained.

"Store With Christmas Spirit."

Perhaps one of the most important series of ads inaugurated by Mr. Morgan was the Christmas series which appeared in 1912, and which it is proposed to make a regular feature each holiday season. The illustration shown herewith is a reproduction of the first of these announcements in which was featured the slogan: "The store with the Christmas spirit." This ad was run in the daily papers of Montreal on Nov. 18th, 1912. It was three columns wide and full page in length. The design was drawn in rough form by Mr. Morgan and submitted to the artist for execution. The idea was to convey the store from its main approach on a wintry evening just at dusk, and to convey the spirit of Christmas shopping. It was the first of a consecutive series of advertisements featuring the Christmas spirit, **and Mr. Morgan states that it was easily worth $10,000 to them in the additional business it brought them.**

The appeal of this advertising was all to the imagination, and though he does not claim that this is a form of advertising that could be profitably practised at all times, it was good for the purpose for which it was intended, to focus attention on the Morgan store as the store of "The Christmas spirit," at a time when people were more or less imbued with the spirit of buying and giving.

THIS AD WAS



WORTH $10,000.

Business Editorial.

Another type of advertising that has been a feature with them has been the business editorial. This is used occasionally to emphasize some great truth or to set forth a principle. Its selling value is not directly traceable, but it drives home in telling effect some important points.

As an indication of the way such ads as this impress the thinking business man, it might be mentioned that **two big business houses in Montreal made one of these editorial ads the theme of discussion at their business conferences.** If it so impressed these business men that they took it up with their salesmen in conference, it must have merit behind it for getting business and creating confidence in the house that uttered it.

Appeals to Reason.

An advertisement, such as the one in which a display of shirts is pictured, is aimed to appeal to the reason of the business man. It is a high class ad, of a type that has built up a big trade in this department. It is attractive, it is distinctive, and it sounds reasonable. The use of exclusive designs in cuts and borders, and distinctive type faces, is considered an important feature in contributing to the success of this advertising.

"Scientific Readjustment."

One of the more recent forms of advertising, and one that so far as known is original with the Morgan house, is the "Scientific Readjustment Sale." This has been a phenomenal success and is a weekly feature now. It was inaugurated about two months ago, and Mr. Morgan states that it required six weeks work to prepare for the first announcement. Every week now the firm, in a full page advertisement in the daily papers, announces this Friday sale. The idea is that a close record is kept of all stock, in every department, by the merchandizing experts, and automatically all goods that have been in stock for a longer period than the merchandizing men think is necessary or advisable are marked down to half price or less. This differs from the ordinary mark-down sale inasmuch as the buyer of the department is not the man with the "say," **but either with or without his approval the merchandizing man says this or that must be sold and his orders "go."**

Public Appreciate It.

The big feature back of this plan is that the purpose is to readjust the stock.



Actual photographic reproduction.

MAKERS OF MEN'S FINE SHIRTS

AND IMPORTERS OF MEN'S FINE DRESS ACCESSORIES

French Kid Gloves. Silks. English Scarfs. Half Hose. English Made Collars.

French Cambrics. Scotch Zephyrs. Underwear.

Our Men's Full Dress Shirts are made in our own Factory of finest Four-ply Linen and Specially imported French Pique. These Shirts have just those distinguishing features that men look for —$1.50 to $3.00.

SHIRTS MADE TO ORDER IN NEW SPRING PATTERNS

HENRY MORGAN & CO. LIMITED

THE ANNEX

A HIGH-CLASS AD.

Attractive and distinctive, carrying an appeal to the reason. Note exclusive designs in cuts, borders and type faces.

HENRY MORGAN & CO. LIMITED

Some Men Have Said That Our Prices Are High, But Are They?

We ask men to give these facts consideration then judge for themselves.

Quality always commands a higher price, because quality represents an increased effort, more skilled labor, better material. But a higher price does not mean that the price is high.

A higher price simply means that more skilled effort (effort that commands a higher wage) better material and finer workmanship, have contributed toward making the price of the finished article higher.

We carry both medium and higher priced lines of Apparel and Dress Accessories for men.

But we wish to state emphatically that our prices are not high.

To bear out this statement we ask men to judge by comparison.

Every man, for instance, can readily compare the value of a dollar glove.

We ask men to examine for themselves the value given in our dollar gloves. We ask men to examine the fine quality of the leather that gives them their pliability and the perfect even stitching that assures extended wear.

Whether gloves be purchased at $1.00, $1.50 or $3.00 a pair there is the same value given for value received.

This same principle applies to Shirts, Hosiery, Footwear, or whatever the article may be.

Take, as another example, our Men's Suits. We have a splendid range in Men's Light Tweed Spring Suits at $16.50. There is an intrinsic value in these suits that only a great store can give at $16.50.

Every man trying on one of these suits will be readily convinced of the merit of this value. In like measure he will be convinced of the merit of our values in Suits at $20.00, $25.00 and $35.00.

There is the knowledge of years of careful merchandising back of every line and every price.

We will be more than glad to show why our prices are not high, when the very factors that contribute toward making high prices are taken into consideration.

We do not consider a suit at $16.50 high, neither do we consider one high at $35.00 if full consideration is given to the expert painstaking workmanship that has gone into that suit.

To every line of merchandise in this store does this apply.

The price of quality is an increased expenditure.

The quality represented in a Packard Car causes its price to be more than that of a Ford. Yet both represent good values.

If any man therefore has the impression that our prices are high—we ask him to examine our lines.

MEN'S SECTION—MAIN FLOOR ANNEX.

A BUSINESS EDITORIAL.

Type of ad. that was made theme of discussion at business conference of two big business houses. Selling value not directly traceable, but creates confidence.

It is not looked on by the firm as a bargain page. It is first and foremost a scientific adjustment of stock and, secondly, it permits an offering of unusual values in merchandize. The public apparently appreciate the purpose of these sales as explained in the initial announcements, for it was made plain that the sales represent the result of scientific research and the purpose to reduce stocks by selling any goods which have been in the shelves or on the floors a longer time than seems reasonable to dispose of them. This style of advertising Mr. Morgan classifies as a logical appeal to the reason of the people, and that they have responded so liberally is a proof of its success.

It is worthy of mention that the Christmas ad here shown was exhibited at the Baltimore convention of the Associated Ad Clubs of America last year, and though there were no prizes offered, the exhibit of Mr. Morgan **won special mention** from the judges.

When and How to Advertise

Important addresses Before the Ad. Club Convention—Advertising as a Tonic and as a Food —Run It Every Day—Arguments for Appropriation on a Percentage Basis.

THERE was much information of interest for the retail advertiser in several of the addresses delivered before the retail advertising section of the Ad Club's convention at Toronto; practical hints which will be found to be of every interest to the comparatively small retailer—such as the advantages of a fixed or a percentage appropriation, and how it should be fixed, advertising regularly and for sales and regularity in publicity, etc.

Advertise in Season.

Some important points in connection with the handling of the retail advertising in relation to the season and to its application were embraced in the paper by W. S. Hamburger of the Hochschild Kohn Co., Baltimore, Md. He replied to the question "Should most money be spent in or out of season?" by taking the stand "That the best time to go fishing is when the fish are biting hardest. The advertising which pays best, dollar for dollar, is the advertising which mentions the merchandise that the people want at the time those people want it. All of which does not mean that the advertising manager should close up his office and take a two months vacation in the dull season. His effort then should be to secure merchandise offerings of such a nature that they will make advertising copy that will lift his store out of the hot weather dullness.

Mr. Hamburger advanced three reasons, and three only, for the advertising of any article at any time — its novelty; its timeliness; its cheapness—meaning its good value, and not necessarily its low price.

"What I am trying to bring out is this—that in season, if the above tests are applied to an article and if it passes them, it is eligible for advertising. Out of season, test No. 3—that of cheapness is practically the only one that is worth while to apply.

This brings me on to the next phase of the subject—that use of advertising as a food tonic. Advertising is primarily a food. Given a successful department, advertising of regular merchandise at regular prices, persistently kept up, with an occasional sale of real bargains, will build for that department a clientele whose faithfulness is only limited by the service which that department gives them. The advertising of regular merchandise is the food — the bargain sale advertising is the tonic. And a healthy department, like a healthy individual, needs a reasonable amount of food at fairly regular intervals, and only an occasional dose of tonic.

"But, taking a department which has been mismanaged or allowed to run down for several years and the problem changes. The first thing we want to do for the patient is to bring him back to life—after that comes the problem of keeping him alive. The problem is more difficult than the establishment of a new department—because while with a new department we start with zero, with a run-down department we start with a minus quantity.

"On a pinch I believe an advertising manager is justified in asking a successful department to step aside and utilizing the space thus gained to print tonic advertising for one of the weaker departments—even if the advertising does not bring in the volume of business that an ad. for the stronger department would bring. Seeing beyond dollars and cents the store cannot be thoroughly sound and healthy as long as there is one weak department in it."

CRUM'S STANDARD PRINTS

CANADA

has, by long experience, found Crum's Standard Prints to be the best.

The CLOTH is of superior quality, manufactured in up-to-date mills under the most favorable atmospheric conditions.

PARIS DESIGNS

Paris is rightly considered the center of artistic activity. Nowhere else in the world does art as applied to fabric design reach such a pitch of perfection.

The designs for Crum's Prints are specially selected in Paris to please the critical taste of your customer.

Crum's Prints are therefore a combination of good cloth and high-class designs in colors that will not wash out.

They wear well, wash well, and look well, and are suitable for Women's and Children's Overalls and Dresses, Children's Wash Suits and Rompers, and any other uses to which good wash fabric is put.

Order from your jobber, who will supply you with our handsome showcard and leaflets for your counter.

The width is 31″/2″: the name "CRUM'S STANDARD" is stamped on the selvedge.

CANADA will have CRUM'S PRINTS

N.B.—This advertisement appears on Page 95, but is inserted again on account of typographical error in last paragraph, which read 3½" instead of 31″/2″.

Hitchcock, Williams & Co.



Manufacturers of

Gowns, Coats and Skirts, Capes, Millinery

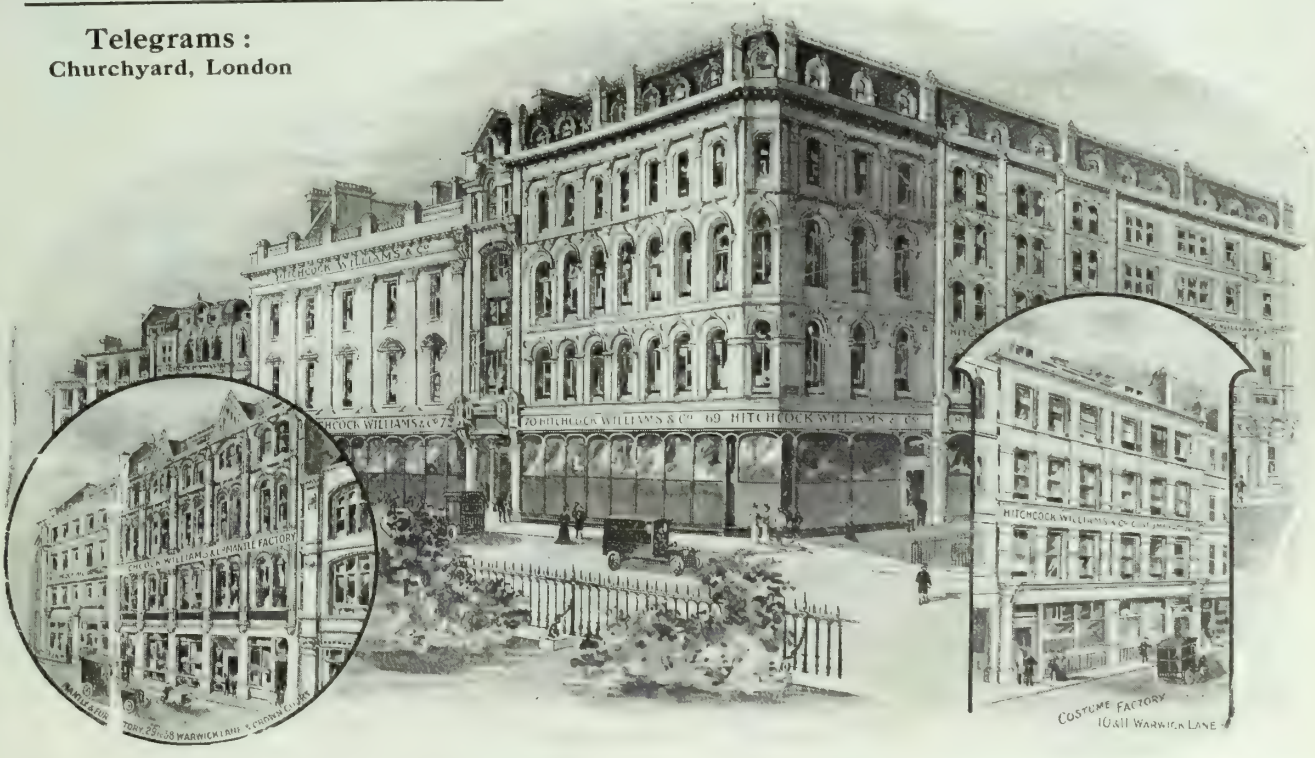
Specialists in Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams :
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

MEN'S WEAR SECTION

How Borden, Laurier and Other Leaders Dress

Premier Prefers Dark-Colored Morning Suit to Jacket—Sir Wilfrid's Best-Known Dress Feature is Tall Grey Hat — Few "Toppers" Seen in the House—Who the "Beau Brummels" Are at Ottawa.

By a Special Correspondent.

OTTAWA, June 30—(Special)—When Sir George E. Foster, Minister of Trade and Commerce, appeared in the House of Commons a few weeks ago, dressed in a light gray suit, popularly known as an "ice cream" suit, the members of the House sat up and took notice, to use a common expression, and a few of the members even made some humorous comment on the floor of the House about that suit, for the simple reason that it was very unusual to see Sir George wearing anything else but clothes of a dark color. Since then he has not worn that "ice cream" suit, and, it is said, he is not likely to depart from his usual dark gray or black morning suits for some time to come.

THE LEADERS OF FASHION.

If Mr. W. Barton Northrup, M.P., for East Hastings, or Hon. Robert Rogers, Minister of Public Works, or Mr. R. B. Bennett, member for Calgary, or Sir Wilfrid Laurier, Hon. Rodolphe Lemieux, M.P., for Rouville, Que., or Mr. A. Claude Macdonell, member for South Toronto, had appeared in the House attired in the lightest and most fashionable of garments, it is pretty safe to predict that not a word of comment would have been heard, for these gentlemen are recognized as leaders of fashion amongst the parliamentarians at Ottawa.

The "Beau Brummel" of the House of Commons is Mr. Northrup, with Mr. Bennett, of Calgary, a close second, while Hon. Mr. Rogers is justly entitled to be listed as the best dressed man in the Cabinet.

Premier Borden is more often seen in a dark-colored mourning coat than in a jacket suit. He is always neatly dressed, so, too, is Hon. George E. Perley, Minister without portfolio, and named as the next High Commissioner for Canada. In the Summer time the Premier favors for street wear a light gray jacket suit with a light gray, soft hat. It is in evening clothes that Sir Robert Borden looks particularly well.

SIR WILFRID'S TALL, STIFF HAT.

Sir Wilfrid Laurier is always exceptionally well dressed. When he attended the conference of Premiers from all parts of the British Empire held in London a few years ago, the English papers were unanimous in declaring that he was the most immaculate and best dressed Premier there. He always appears in the House of Commons in a morning coat, usually of very dark gray during the Fall and Winter. In the Spring and Summer he wears the same kind of suit in tweeds of light color set off with a tall gray hat, so popular with the Duke of Connaught. During the time Parliament is in session, Sir Wilfrid rarely wears a high silk hat, except, of course, on some special occasion. A Christy stiff or a soft fedora are his favorites for ordinary wear.

DARK MORNING COATS.

To return to Mr. Northrup, Hon. Mr. Rogers and the other members mentioned in an earlier paragraph, who the critics agree are always so carefully and immaculately garbed that they could compare favorably with any of the best dressed men to be seen daily on Bond Street, the recognized center of fashion in men's clothes: they all incline to morning coats of dark material of the latest cut, and perfectly made as to fit, etc. Mr. Northrup usualy wears a four-in-hand tie with a straight collar. The others prefer the wing collar with the four-in-hand tie; and all incline to the Christy stiff or fedora for a headpiece.

MOST WEAR TWEED JACKETS.

If there is anything more than another that speaks for the democracy of Canada's parliamentarians, it is their dress. Let anyone go into the galleries of the House of Commons when the 221 members are in their seats, and he will see a body of very ordinarily dressed men, for the most part. It is safe to say that fully 200 of the members wear ordinary tweed jacket suits in and out of the House, except when they attend some special dinner when they don the conventional attire for such an event. On the whole the administrators of Canadian affairs cannot be called "well dressed."

The majority of the members of the Cabinet indeed are lovers of the jacket suit for almost all and sundry occasions. Even when they went to Rideau Hall to take the oath of office nearly three years ago, not more than half a dozen donned a frock or morning coat or wore a silk hat.

So seldom is a silk hat seen in the House of Commons that one would almost think there is a particular aversion to such a style of head piece. This, however, many people regard as an indication of the fact that the real democratic spirit prevails amongst the members.

The Cooper "Windless" Cap

Can be adjusted to three distinct sizes



It sticks to the head like glue!

The Cooper cap is so constructed that the snug manner in which it fits the head removes all chances of a sudden gust of wind blowing it off the head. With each Cooper "Windless" you get a cap that automatically adjusts itself to three distinct sizes. Consider the advantages you derive from this.

1. The reduction of your cap stock by two-thirds.
2. Takes up one-third of space formerly devoted to caps.
3. Same amount of business with one-third capital.
4. Or three times the business with the same capital.

Is this not as sane and profitable a proposition as could be made?

"Cooper" caps have made a name for themselves from coast to coast. The Cooper trade-mark inside a cap means something—it stands for the latest styles, best materials and expert workmanship.

Other merchants are finding the Cooper "Windless" one of their best selling lines. Why not get in line with this profit-booster?

Write for samples and prices to-day.

THE COOPER CAP COMPANY

260 SPADINA AVE., TORONTO

An Unusual Combination of Premier and Opposition Leader



From left to right: Hon. Martin Burrell; Hon. W. T. White, Sir Robert L. Borden, Sir Wilfrid Laurier, Sir George E. Foster.

With the exception of Sir Wilfrid whose distinguished appearance is well set off by his gray suit cut in the morning style and silver gray top hat, the figures emphasize what has been said about the democracy of dress at the capital. Four of the five are wearing ordinary sack or jacket suits, and it will be noted that they are cut with ample, if not exaggerated shoulders. Mr. Burrell and Mr. White are in gray; Sir Robert Borden has a dark sack coat with dark gray worsted trousers, and the somberness of Sir George Foster's usual attire is only relieved by his white vest. We find in the hats of all but Sir Wilfrid little tendency to follow the dictates of fashion, as it is popularly known at the present time. It will also be noted that only Mr. Burrell of the five is wearing trousers which have a cuff. Three of the party are wearing vestettes which set off the cravats, and the latter are four-in-hands with the exception of that of the former premier, the shades quite evidently being quiet. Canes are popular on Capital Hill, and the Premier, the only one of the party carrying gloves, evidently believes in being fore-armed, from the fact that he carries an umbrella.—See page 180.

"Smile and Hustle"--A Men's Store Slogan

Clerks Are Impressed With Importance of Treating Customers Pleasantly—Catchy Cards With Pithy Mottoes Throughout the Store—Store Manager Says There Are Direct Results.

TO look casually at the range of cards displayed in the Oak Hall clothing store, Toronto, one would get the impression that the establishment was operated by the aforesaid S. & H. The introduction of this slogan and its use in the place where the firm name might be looked for is only one of the novel methods of using mottoes adopted by J. C. Coombes, the manager of the store.

The Oak Hall store is a store of mottoes. They are to be found on cards throughout and they are bright and to the point. Mr. Coombes is not only a writer of mottoes, but a believer in them; he practices as he preaches.

"Do you get results from that motto?" he was asked, the reference being to "Smile & Hustle."

"We certainly do," was the confident reply. "There is money in smiles and there is money lost in grouches."

Mr. Coombes explained that he drove home the smile and hustle idea with his clerks; that he talked to a clerk when he came into the store to take up his employment, and watched to see that what he said had effect. Personally, the writer can vouch for the effect of the "smile" talk, for it was a marked feature of the reception he received from two of the clerks to whom he spoke. As to the "hustle," he can only say that there was not enough of it to interfere with courtesy. Mr. Coombes satisfies himself as to the hustle part of the slogan and that is all that is required.

Mottoes have been features of the interior decoration of Oak Hall stores for years. Mr. Coombes states that he originated the well-known expression "Come on in," and was the first to use it. "As visitor or customer you are always welcome here," is one which was used in a prominent place in a new store opened in a Western Ontario city, and it brought in a man who remarked that he had been attracted by the display of a friendly spirit—he bought a suit.

A unique method has been adopted in

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years



This mark stamped on the back of the cloth in



Overalls, Jumpers, Shirts, etc.



is the bond we give the dealer and his customers that the material is the *genuine* STIFEL INDIGO, the world's standard for over 75 years.

STIFEL INDIGO is easy to wash and iron---nothing can equal it for service and satisfaction.

Insist upon seeing the mark which protects you and your customers from imitations.



Cloth manufactured by

J. L. Stifel & Son

Indigo Dyers & Printers

Wheeling, W. Va.

NEW YORK . . 260-262 Church St.
CHICAGO . . .223 W. Jackson Blvd.
SAN FRANCISCO, Postal Telegraph Bldg.
TORONTO . . . 14 Manchester Bldg.



this store for the display of the many cards. They are placed in frames and the frames attached to the mirrors which form squares around the pillars. These frames have three flat points of contact and the attachment to the glass is made by the use of double gummed stickers; they can also be attached to the windows in the same way. The effect is that two cards can be placed back to back in each frame and both displayed while the reflection in the mirror naturally attracts additional attention.

Smile Idea Contagious.

The "Smile & Hustle" cards have been followed up by a display of new mottoes each closing with the same idea —such as "And we go on smiling." "Then you will smile," etc.? It is hard to go through a store filled with a display of such cards without feeling that the smile idea is contagious—one cannot look the word in the face even without feeling some effect.

New Pyjamas are Made Without Buttons

"Middy" Garment Which Pulls Over the Head Like a Sweater—Another New Idea is the Combination Night Suit Which is a One-Piece Garment—Plain High Colors Used in Fabrics.

AN expression now made use of by the man who sells clothing and furnishings for men is that styles change over night; and now we are facing a change in over-night styles —in other words, the designer has been busy with the pyjama.

The accompanying description gives an idea of what the makers are doing with the robe of the night. The coat of the new garment is cut on the sack model. It is made like a tube, and the only way to get into it is through the bottom, sweater fashion. The neck is cut large after the middy style, so much worn by girls during the Summer season.

No Buttons to Get Out of Order.

To many men, and bachelors in particular, the new garment will appeal on account of the fact that there are no buttons or other fastenings to get out of order. The buttons of the pyjama have been one of the weak points of the garment with men. There have been a number of attempts to get around the difficulty, and a couple of years ago a garment was brought out which had loops and knots in addition to the buttons. This did not meet with much success.

The new idea is now being worked into the lines of Canadian manufacturers, and it is being picked up by the high-class trade, but it is too early yet to say what reception it may meet with on the part of the public. As usual, with most changes of the kind it will probably take time to bring the new garment into anything like general use, but it has its strong points—ask any bachelor.

A Combination Night Suit.

Even a step further than this has been taken by the designers. Garments are made on this combination principle, giving the night apparel in one piece. This idea has its advantages, for it is at the waist line that the difficulty lies with the pyjama. The adjustment of the waist string is difficult in relation to comfort, although this has been obviated to some extent by the use of woven cord, which has a certain amount of flexibility.

In connection with the pyjama combination there is reported to be some difficulty in regard to getting a proper



New type of neglige shirt with adjustable collar.

size. It is a garment which must necessarily be worn large, as without the telescope at the waist line there is need for allowance for free movement during the hours of rest; a small garment will be likely to bind.

Plain Colored Materials.

There is a considerable range of fabrics being made into sleeping garments, but for the most part sheer materials in solid colors are favored, although crepe is being used to effect in some lines. Novelties are heard of, including everything between white and black and figures of frogs and other weird designs are being used in extreme cases. For a Winter garment for the man who travels and must move far from his own comfortable bed, heavy flannelette with a very soft finish is being used.

Correct Posture Clothes

Manufacturing firm quick to take advantage of a new movement.

A CORRECT posture league which is concerned particularly with the sitting and standing postures of children in schools and of workers in factories, shops, offices and elsewhere, has been organized in New York. It is a national institution and connected with it are United States Commissioner of Education Claxton and a large number of men and women prominent in health endeavor throughout the country.

Acting on the right posture idea one of the large American clothing manufacturers has put out a line of right-posture clothing, for which the claim is made that it is made with a device in the coat that it patented and intended to make right the posture of growing boys.

The idea is a novel one and the manner in which it has been taken up by this manufacturer is an indication of how rapidly modern business men take advtantage of anything that is likely to appeal to the public.

STORE'S BENEFIT ASSOCIATION.

At the annual meeting of the Smallman Benefit Association of London, Ont., officers for the ensuing year were elected as follows:—President, C. R. Walker; vice-president, W. A. McCutcheon; secretary, Miss F. Kordes; assistant secretary, Miss Gladys Phillips; treasurer, Miss M. Laughlin; auditors, T. Elliott and H. Marshall.

Ryan Gloves



are backed by a steel-clad guarantee

——a guarantee that safeguards you and your patrons and ensures you the repeat business of your glove-buying customers.

Ryan Gloves are made in all styles—for street or the heaviest wear, and of all kinds of good leathers.

Write for information

The Robert Ryan Company

THREE RIVERS, QUE.



Send for our approval basis shipment and

Point out to your customers the one-piece reinforcement which doubles the life of

Carhartt's Gloves

They're the heavy gloves for heavy wear—made in all styles to suit the requirements of every class of trade from the shovel handler to the railroad man.

And every pair bears the famous car and heart trade-mark along with the union label, both of which speak volumes to the working man. The Carhartt trade-mark is an absolute "satisfaction or money back" guarantee. Giving your customers the glove with the one-piece reinforcement at the greatest point of wear, is almost the same as handing them two pair of the best quality gloves, for this extra piece of leather doubles the life of Carhartt gloves. Every glove is double-sewed with the best quality waxed thread, made with or without welted seams.

We make everything in overall uniforms, corduroy pants, and heavy gloves. Let us send you an assortment of **gloves** and **overalls** on sixty days' approval. If they are not what you require, send them back collect.

The exclusive agency for Carhartt goods may be open to you in your town. Write to-day and find out.

Hamilton Carhartt, Manufacturer, Ltd.

TORONTO VANCOUVER

"My Pals and I like Carhartt's Overalls

because they're easy to get into, don't burst when we stoop over, and wear longer than any others." This is the statement of a grimy-faced laborer who appreciates anything that gives him real value for his money.



Can you afford to overlook Carhartt's Overalls

when they present the opportunities that they do. Overalls are used by a vast proportion of the male population of your town. They are now carried by the autoist for cases of emergency. They are used by all railroad men, teamsters, and laborers, and Carhartt's are the favorites because of their roomy cut, well-sewed seams, reinforcements, safety watch pocket and self-adjusting suspenders. They give absolute comfort and freedom of action.

Get the agency for your town

Perhaps we have no exclusive agency in your town, write and see. Send for our approval assortment. If in sixty days it has proven its value to you, keep it. If you prefer to send part or all back at our expense you may do so.

It costs nothing to try Carhartt's out. Send a postal to-day.

Note—The shipment consists of **Carhartt's Overall Uniforms** and **Gloves.**

Hamilton Carhartt Manufacturer, Ltd.

TORONTO, VANCOUVER

Crown Tailoring
Special Order Service

is proof against dissatisfied customers because it is the perfected result of years of experience. The proof of this statement lies in the fact that we have hundreds of satisfied agents throughout Canada who are making excellent profits from our service and who have proven it to be a credit to the good name of their store.

Our system is simplicity itself, and with it any merchant can conduct a successful tailoring business without the investment of capital. The outfit we supply you with is self-explanatory, and we deliver the goods from three to four days after we have received your order.

If you are in wrong with your customers

because of the poor satisfaction some other service has given you, or if you are trying to do business without a tailoring service,

It will pay you to write immediately for full particulars



The Crown Tailoring Co. Ltd.

Corner College and Euclid Ave.

Toronto

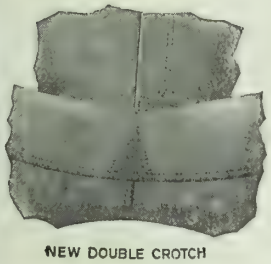


The OVERALL FAST WITH MAIL 16 FEATURES OVERALLS

AGENCIES WANTED EVERYWHERE

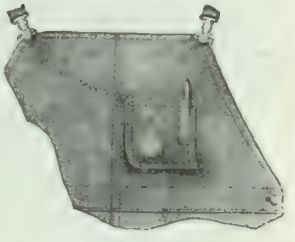


THE EXCLUSIVE "FAST MAIL" FEATURES



NEW DOUBLE CROTCH

No. 1 Two hip pockets doubled.
No. 2 Two front pockets doubled.
No. 3 Drawer supporter.
No. 4 Continuous side facing. See illustration above.
No. 5 Continuous fly.
No. 6 Dodshon Crotch.
No. 7 Back band reinforced.
No. 8 Close-fitting waist adjustment.
No. 9 Three buttons on side.
No. 10 Comb, rule and pencil pocket.
No. 11 Gravity bib pocket.
No. 12 Hip pockets sewn into side seams.
No. 13 Force balance thick.
No. 14 Clingtight suspenders.
No. 15 All seams double stitched.
No. 16 Adjustable band collar and scratch - proof sleeve buttons.



BIB POCKET



DRAWER SUPPORTER

Write to-day for samples

Absolutely and Positively Guaranteed



BUTTON ON BACK

DODSHON OVERALL COMPANY LIMITED
Windsor, Ont.

B 444

JAY

THE JAY FINISH
TRADE MARK
UNSHRINKABLE

UNSHRINKABLE WOOL UNDER-WEAR

Made of the finest wool obtainable, and manufactured in England under perfect conditions. Your customers can rely upon the utmost satisfaction if they wear JAY. You and they will be fully protected if each garment bears the above trade-mark.

Send enquiries to the wholesale agents:

I. & R. MORLEY, - G. BRETTLE & CO.
LONDON, ENG.



He Takes No Chances

The man who works aloft has nerves of steel. His eye is clear, his hand is steady and his grip is sure. Upon the sureness of that grip his safety depends and he takes no chances. The gloves he wears grip his support with vise-like tenacity. He wears the kind that look like silk, that feel like kid, but that wear like iron—"Asbestol."

Feel Like Silk
Look Like Kid
Wear Like Iron

ASBESTOL
REG IN U.S.PAT OFF
EISENDRATH'S CELEBRATED HORSE HIDE

Most men who work where the strain on the hands is great, know "Asbestol" Glove merit. Dealers not already handling "Asbestol" Gloves and Mittens will do well to see their jobber or address

Eisendrath Glove Co.

2001 Elston Ave. Chicago, Ill.

Write for a free copy of "Action," the Eisendrath House Organ



Travelers are out with "Star Brand" fall range *of* Neckwear

¶ And neckwear it is—really smart styles that are "plumb full" of trade-pulling power—the kind that is never identified with shelf-warmers.

¶ To-day our representatives are showing in all parts of Canada the finest range of neckwear we have ever produced. This is our Fall range, included in which is our Real Bengaline Neckwear—newest styles, most correct shades for the coming season.

¶ The latest novelties are much in evidence throughout the "Star Brand" Fall showing. It will pay you to see these as early as possible. Write to-day to make sure the Star Brand man will call.

¶ See the **"Star Brand" range of shirts** for Fall. It is a winner of the first order—snappy patterns, exclusive shades, perfect fit.

Van Allen Company, Limited

Hamilton, Can.

Popular-priced Boys' Wash Suits and Blouses

STAPLES *NOVELTIES*

OUR Spring 1915 lines will outshine anything shown heretofore to the Canadian Buyers.

It will pay you to hold over your order until our representative calls in the near future.

Should you wish us to rush you a trial shipment or samples we will do so upon request

The Goldstein novelties will bring customers to your store—will please both the boys and their elders.

Don't Miss The Line.

A. Goldstein & Company

18 WHITE ST. NEW YORK CITY

KANTKRACK Coated Linen Collars

Men in every walk of life wear and appreciate KANTKRACK Collars

These wonderful labor and money-saving collars serve all men alike and satisfy every demand with their wide range of styles. Made of fine waterproof coated linen, **KANTKRACK** collars have the appearance of the best plain linen collar, but without its laundry bill. The reinforced buttonholes and slit-over back buttonhole ensures comfort and long wear.



Made in Canada **"One grade only, and that the best"** **Sold direct to the trade only**

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

Advertise Your Store *with* Natty Woven Labels

If your goods are giving your customers satisfaction, it is to your advantage to keep reminding them of the place where they can get good, honest value for their money.

Nothing will do this better than your name woven in a natty silk or cotton label placed inside each garment. And you can have this effective advertising at a very trifling cost.

Write to-day for samples and prices.

We specialize on skein dyeing Artificial Silk and Hosiery Yarn.

Narrow Fabric Weaving and Dyeing
LIMITED
Galt, - Ontario

We do not sell the consumer

Hanah BRAND

Some of our lines are:

Waiters' coats, cooks' coats, barbers' coats, porters' coats, butchers' frocks, bar vests, surgeons' gowns, dentists' coats. Duck trousers, boys' bloomers, aprons, working shirts, dusters, boys' scout suits.

Our white duck clothing comes to you wrapped in **individual dust-proof packages** —thus eliminating loss from soiling. It is always fresh from our finishing rooms when your customer gets the garment. Write for samples and prices. **We specialize on mail orders.**

Write for Catalog and Samples.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto



"DEACON" OUTING SHIRTS *for* Men *and* Boys

June and July are the best selling months for Outing Shirts. If your stock is not complete, we are well prepared to fill your orders at once. Made in all styles and to sell at popular prices.

Pongees, Percales, Silks, Silkette, Chambrays, Madras, Silk Stripes, Light Ceylon Flannels, Ducks, Oxfords, Cashmerettes, Khakis, Drills, Sateens, etc. Send for samples.

The Deacon Shirt Co.

Belleville Ontario



Light Your Window—Not the Sidewalk



Here is a side view of a show window in which the light is focused exclusively *on the merchandise.*

No light is thrown on the sidewalk; therefore, none is wasted. There are no glaring bulbs to blind the spectators; neither are there any dark shadows to mar the beauty of the goods.

This is the kind of illumination you get when your windows are equipped with the

FRINK AND J-M LINOLITE
Systems of Lighting

The clear, steady light produced by these systems is the nearest approach to daylight known in the commercial world. Yet in spite of its great illuminating power, it lends tone and effectiveness.

These systems consist of a series of tubular incandescent lamps about a foot long and 1 inch in diameter, set in powerful reflectors. When desired, reflectors are made for standard base lamps.

Over 30,000 merchants are now using the Frink and J-M Linolite Systems. Besides getting better illumination than they formerly had, these merchants are actually saving money on current consumption; and it didn't cost them very much to remodel their lighting system.

Write our nearest branch to-day for Booklet No. 410.

JOHNS-MANVILLE SERVICE COVERS THE CONTINENT

THE CANADIAN H. W. JOHNS-MANVILLE CO. Limited

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Manufacturers of Show-Case, Show Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER 2094

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

LADIES' AND CHILDREN'S
COMBINATIONS, SPENCERS AND BODICES

THE ASHFORD UNDERWEAR COMPANY, LTD.
ASHFORD, KENT, ENGLAND

Manufacturers of Ladies' and Children's plain knitted Merino, Cotton and Cashmere plated Underwear for Summer or Winter wear.
Will be glad to forward special sets of samples for comparison to Canadian Wholesale Dry Goods Stores.

Terms:—Carriage Paid, Duty Free, 2½% Monthly Cash. Special Discount allowed on Samples if kept.

Wholesale Only Supplied.

CHILPRUFE for CHILDREN

THERE is an excellent opening in Canada for the range of Children's Pure Wool Garments which are sold under the name 'Chilprufe for Children.' They are made from the highest grade pure wool yarn.

We placed "Chilprufe" upon the English market to meet the need for a complete range of reliable Children's garments in all sizes from infancy upwards, and its success was immediate.

Ladies were quick to recognize the splendid quality of the material and they soon found that the cut of the entire range of garments met every requirement perfectly.

We have had to increase our Mills and Machinery each year to cope with the trade, which has grown in leaps and bounds.

We tell you what happened here because we believe there is a similar field in Canada for the firms who grasp it now.

We are prepared to fix up a few Agencies and to make special patterns which may be necessary for the Canadian Market.

Write us for our new list. It is well illustrated and shows the complete range of garments and sizes.

CHILPRUFE MILLS, LEICESTER, ENGLAND
SHIPPING OFFICE, 20, CHEAPSIDE, LONDON, E.C





Selling Point No. 6

The Even Balance
NON-WARPED

A waterproof collar that is out of balance by improper making, or is warped, is an ill-fitting affair.

Challenge Collars

or any of the six grades of Arlington Collars are made to balance perfectly and being given great care in manufacture never warp, but retain their proper poise and perfect fit.

The Challenge collars cost $2 dozen, and come in a great many of the best styles; have the appearance of regular linen goods. Other grades from 70c to $1.80 dozen. *Samples on request.*

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



AMONG DRY GOODS MEN IN CANADA

H. R. Bean, Carlstadt, Alta., general merchant, is dead.

The Royal Waterproof Co., Montreal, has been registered.

A. G. Foster, Smith's Falls, merchant tailor, died last month.

Luery Bros., Wooler, Ont., dry goods merchants, were burned out.

Norman C. Ryan, Guelph, has sailed on his semi-annual buying trip.

A. Mady, Ottawa, has commenced business as a dry goods merchant.

Harris Paperneck Tailoring Co., Toronto, had $12,000 damage by fire.

J. A. Frain, general merchant Holbrook, has sold out to R. E. Highes.

Watt and Hay, Lacombe, Alta., clothing merchants, suffered loss by fire.

The Glove Tailoring Co., of Toronto, have opened a branch in Peterborough.

F. Adelman, Kamsack, Sask., general merchant, has sold out to A. H. Satten.

J. H. Masson, Rupert, Que., has succeeded G. S. Nesbitt, general merchant.

Saad and Asslay Brothers, Montreal, have been registered as dry goods jobbers.

J. C. Warren, Innisfail, Alta., has bought the branch general store of Wm. Hodge.

R. P. Eades, Enfield, Sask., has bought the stock of J. F. Byce, general marchant.

Schroeder, Bros., Calder, Sask., have succeeded J. E. Narsson, general merchant.

The Charles T. Cooper department store company has been registered in Montreal.

W. Hodge, Raven, Sask., general merchant, has been succeeded by J. E. Warren.

J. G. Davidson, Toronto, will open a ladies' ready-to-wear branch in St. Thomas.

Lyons Tailoring Co., St. Catharines, will erect a new building where Dever's store now stands.

N. C. McLean, Sr., of the firm of McLean Brothers, general merchants, died at Hubbards, Sask.

B. Kortosk, Montreal, of the firm of E. H. Kortosk, wholesale business, died the last week in June.

R. H. Dowler, London, Ont., was made a happy husband the last week of June, taking unto himself a bride in the person of Miss Margaret Katharine Peart.

Scotland Woolen Mills, Toronto, were granted a permit for a warehouse and factory on Simcoe Street.

T. A. James, Atlin, B.C, men's furnisher, was among those who suffered loss in the recent fire there.

A. R. Norris, North Bay, formerly a tailor in Haileybury, died last month. He was well known as a curler.

R. F. Robertson, Montreal, for thirty-five years with J. S. Evans, wholesale clothiers, died in June, in his 42nd year.

William W. Larmour, Toronto, for many years engaged in the tailoring business, passed away at the age of 69.

Alexander Ritchie Morris, Cobalt, a merchant tailor, who had resided in Nipissing district for forty years, died the middle of June.

R. H. Crowder, London, a traveler for Greene, Swift & Co., clothing manufacturers, and formerly in business in Wingham, is dead.

Brock & Paterson, Ltd., St. John, N B., wholesalers in millinery and ladies' supplies, are planning a five-story building, with floor space of 30,000 feet.

ITEMS OF PERSONAL INTEREST.

Fire damaged the general store and stock of David Leury, Wooler, Ont.

The general store of D. Whipps, Tompkins, Sask., was burned out.

The death occurred recently of J. O. Wismer, general merchant, of Humberstone, Ont.

Fire did considerable damage to the general store and stock of O. Haney, Hammond, Ont.

The death occurred of J. W. Whitman, of the firm of Whitman & Co., general merchants, Emerson, Man.

The death occurred at Perth of W. A. Mieghen, of the firm of Arthur Meighen & Brothers, general merchants.

The dry goods firm of Jacques and Beshwaty, Montreal, has been dissolved, Geo. Beshwaty continuing the business.

The dry goods firm of James Brophy & Son, Montreal, has been dissolved and the business is being continued under the same style by Samuel Hird.

EARLY CLOSING IN LINDSAY

A notice in the Lindsay papers reads: "The following dry goods and clothing merchants have decided to close their respective places of business daily at 5 p.m. (Saturday's excepted), commencing June 15th, continuing until September 1st, 1911:—Messrs. J. Sutcliffe & Sons, M. J. Carter, O'Longhlin & McIntyre, Ed. C. Armstrong, J. Houser, Dundas & Flavelles, Claxton & Co., B. J. Gough."

POIRET AGAINST PIRACY.

Paul Poiret Threatens to Form Combine and Prevent Photographs Coming Over.

In an interview recently Paul Poiret, the French creator of fashions, said:

"Unless something is done to stop the pirating of fashions, there will be no great dressmakers left in Paris in ten years. I am taking steps to form a committee of members of the chief dressmaking houses of Paris. I do not want the number to be large—about seven houses in all. We shall direct our action toward putting an end to the abuse whereby at present almost every idea which we evolve and every new model which we create are seized on and reproduced by inefficient copiers, who caricature and degrade them.

"We shall try to prevent photographers from selling pictures of new fashions which are taken at the races and elsewhere to obscure dressmakers who attempt to imitate them. We want to prevent the newspapers from bringing out fashion supplements in which our exclusive ideas are scattered broadcast to the world.

"Against copiers we shall take concerted action. I have a list of sixty dressmakers in Paris who are in the habit of reproducing our models. Some of them obtain orders from houses that deal also with us. These customers buy a new model from us and then send it to the copier with an order for a dozen more like it. Those customers we shall exclude from our books.

$100,000 TO FIGHT DISHONESTY.

The Canadian Credit Men's Association has approved a fund of $100,000 to prosecute wilful crime on the part of traders.

PICNIC OF CAIRNS' STORE.

The employees of J. F. Cairns, Saskatoon, held a picnic the latter part of June, in which nearly 500 took part. Sports were held, including a football game.

Factors that Urge Confidence in Future Business

Crops in West in Fine Shape and Yield of Wheat Promises to be Highest on Record—Agriculture Being Placed on More Stable Basis—Good Reports From Mortgage Situation.

A BIRD'E-EYE view of the business outlook from the present standpoint brings up several factors which give stability to the situation and chief among these is the very satisfactory reports which are being received regarding the Western crops. Business men are far-sighted enough generally to see that the present depression is something in the nature of the tonic which the small boy is given after his Christmas dinner—unpleasant in itself, but a great benefit where there is optimism as to the future; and there are no authorities either business, industrial or financial who can foresee anything but a great development ahead of Canada. Carried on by that prosperity which was largely created by the influx of immigration there has been in Canada over-production and over-consumption. When this was brought home there was naturally a reaction; to reach a normal condition business had to drop below what the normal should be. Merchants have not only reduced orders to the demands but they have devoted themselves to clearing shelves which were overstocked and they are now in a position to buy again when the occasion arises. This point was illustrated recently in the sugar market. Although there had been the lowest prices of years prevailing and definite indications that prices would advance, when the advance came stocks were low and yet the buying on the different advances made was the most active in many years. The orders came when business warranted them.



Our most important infant taking its nourishment well; coming along nicely; healthy and thriving.

Crop Prospects Very Bright.

But to return to the crops. Latest reports from the West show that the favorable rains have continued; that the growth is now from fifteen to twenty inches high, and there is no danger from drouth. Hail has done little harm, and the estimates are for one of the biggest, if not the biggest, yields that the prairies have known, and this over an acreage which is close to two million acres more than in 1913.

If anything unfavorable about the crop outlook could be stated it would be with regard to the price, which is declining heavily on good reports from the West, and on the assurance of the biggest crop in the United States that has been harvested. In Ontario the wheat crop outlook is not very good and only about a 60 per cent. yield is looked for, but the crop is not a heavy one in this province now.

New Trend in Agriculture.

Besides the crop prospects encouragement comes from the West in the new trend of agricultural opinion there. The pause in the progress of the country has given the farmers a chance to study the advice which the agricultural authorities have been hurling at them for several years—arguments to show conclusively that the future of the country cannot be built on grain raising alone. Already we see the effect. Western Canada which a year or so ago imported pork products heavily is now a heavy exporter to the east and the west. Butter is no longer sent to the prairies, and in fact large shipments are made from western creameries to the coast, while we have heard of the idea of shipping western eggs for eastern consumption. These are the echoes which indicate the new call in the West, and it means much for the future of that country, for economically it has been proven a fallacy to pay the transportation charges on low grade grain to the world's markets when it would be fed to stock with a much better margin of profit.

Close Checking-up on Credits.

There are many favorable indications to be found that financial institutions are well prepared to face the situation for the close checking-up on credits for the past year or so has had its effect. We hear such favorable statements as that of W. R. Arnold, president of the Dominion Trust Company, to the effect

(Continued on page 199.)

DEVICES of OTHER DRY GOODS MERCHANTS



WHAT IS SELLING, WHAT IS NOT

THE buyer in the ready-to-wear department of the Hudson's Bay Co., Calgary, has an interesting method of noting which manufacturer's goods are selling and which are not. When the stock arrives early in the season, each invoice is entered up in a stock book, under each manufacturer's name. When a garment is sold, the inspector in the bundle department takes off the ticket, compares it with the sales-check, and retains it. These are sent to the buyer, whose assistant credits sales to the various manufacturers in his stock book. He makes use of this book when making purchases for the next season. "After all," says Mr. Lennon, the buyer referred to, "this is the final test:—Have the goods been sold at a profit? If a garment has not been selling, it is a loss to the department. With a system like this, I know which manufacturer's goods are still hanging in the cases, without going to find out."

HANDLING 240 PATTERNS IN 3 MINUTES

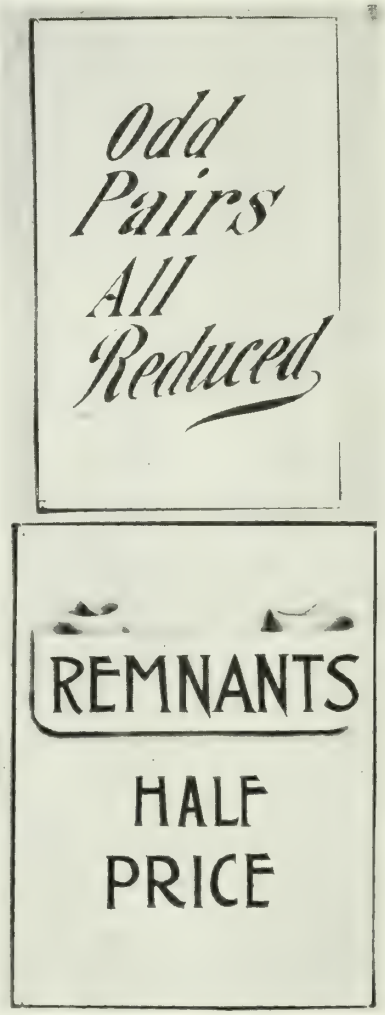
HENRY Morgan & Co., Montreal, have a method of showing linoleums that has much to commend it. Instead of laying out a number of heavy rolls for inspection, they have a fixture in their carpet department that occupies about 20 feet in length, about three feet in width and about 8 feet in height. The base of this fixture contains a series of hinged boards about 4 feet high by about three feet in width. Each board has a strip of linoleum or oilcloth tacked on either side. In this way all the patterns can be shown in a few minutes. The manager of the department says he can show their entire range of some 240 patterns and qualities in three or four minutes, or just as quickly as the customers can look at them.

These hinged boards or panels are arranged on the same principle as the rug racks, now so largely used in carpet departments. Morgan's have these rug racks for showing their carpet squares and the method is just as effective for exhibiting linoleums. A large space is not needed. It is only necessary to have the boards large enough to show the pattern of the goods. One board serves for two samples and placed on hinges they can be put close together and they fold back one against the other taking up very little room.

If a customer picks out a particular pattern and desires to see it in the larger piece, it is an easy matter to get the roll and show it on the floor. The samples on the boards, however, obviate the necessity of showing a lot of heavy rolls and it is also a much quicker way for the buyer to make a selection and to see the full range without trouble or a feeling that too much time is being taken.

The boards, in this case, are arranged so that they can be readily removed or there is space for adding a large number more, if new patterns are added. The price, width and number, is shown on each sample. Above the linoleum racks, in the same fixture, samples of hardwood flooring and other lines are shown. The fixtures serve as a division wall between a section for demonstrating vacuum cleaners and a portion of the carpet department. In the same section, samples of outdoor shades and blinds, etc., are shown on the walls in such a way that the purchaser may see just how they would appear in use.

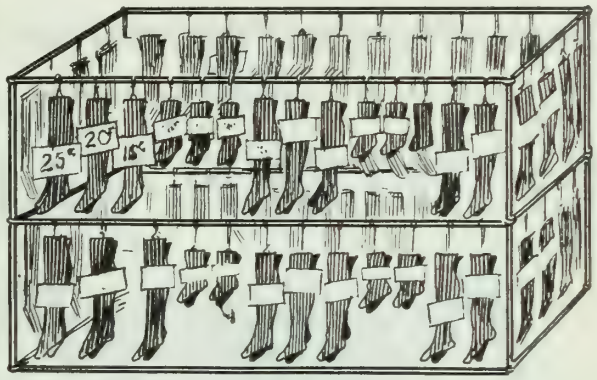
BOXES FOR REMNANTS



This is a type of card seen in different parts of the store of John Laidlaw & Son, Kingston. These stand up in small uniform packages of oak, specially built for remnant sales. These are set up on the ends of counters, or tables, and besides being more noticeable, keep the pieces of goods in tidy condition.

A DOUBLE PRICE CARD

OFTEN when price tickets are placed on goods on the counter the face is turned directly away from the clerk and she is unable to see the price. Of course she may be expected to familiarize herself with every special notice and sales-lots, but if she does not, she is obliged to keep the customer waiting while she goes out in front or else turns the card around to see, in each case leaving a poor impression on the customer. L. N. Poulin & Co., Ottawa, have adopted the simple device of repeating the wording on the **back** of the card that is on the front so that the clerk will read it at once on being asked a question. One card read "**Bals, 25 cents,**" and the same words were written on the back of the card as well, in this case "Bals" being in red ink. The card was turned directly out so that the customer could not see the double sign.



A simple stand similar to this is used in the Robert Wright store, of Brockville, whereby scores of different sizes of hosiery, for women and children are displayed, with half a dozen of one size in each "package," and price marked on it. This is handy for the public, and saves considerable space.

FACTORS THAT URGE CONFIDENCE IN FUTURE BUSINESS.

(Continued from page 197.)

that during nine years of active loaning business in Western Canada between Winnipeg and Vancouver they had not foreclosed a mortgage, and further that loaning companies had been doing their business on a conservative basis. There are also hopeful signs in that mortgage companies and others controlling very large sums of money loaned on mortgage security, all state that payments are being well met and that arrears are in as good shape as at any time during the past five years. Canadian people are evidently working harder and spending less.

The appearance of the mid-year offerings of bonds at the end of June was accompanied by the statement from Ames & Co., expressing the conviction that investors will witness a gradual increase in the price of municipal debentures, and that there will be a condition approximating to that which was prevalent a few years ago when municipal securities were selling on a yield basis of 4 to 4½ per cent.

C.N.R. Finances Will Help.

The settlement of the C.N.R. finances by the Government at Ottawa has had a favorable effect upon business sentiment in relation to the railroads and more constructive work should now be carried out.

Altogether there is nothing in the situation to warrant any alarm. We have been developing so rapidly that we are developing growing pains; like the youth who grows very tall we must now wait until we expand to the proportions which that growth warrants.

DO YOUR WINDOWS PAY?

(Continued from page 173.)

attract attention; but too much should not be sacrificed to novelty; that is, a window should not merely attract attention without attracting that attention to goods which are sold in the store.

Fixtures are very important, and in every up-to-date store there should be a storeroom for storing fixtures which are used in the windows. A collection of such fixtures soon accumulates, and the work of the window dresser is greatly facilitated by the aid of such equipment.

Window dressing is a very important factor in the modern retail business, and should be studied in relation to the particular lines of goods handled in the store. The handling of the display means all the difference between a paying investment in plate glass and property frontage and an expenditure which is close to a dead loss.

MOTOR TRUCK DRAWS TRADE.

In its next issue The Review will contain a story of the use of a motor truck by an Ottawa store, whose use directly drew orders from a new section of the city.

FASHION SHOW FOR TORONTO.

Arrangements are being made for a fashion show in Toronto for Exhibition week, August 31 to September 5, to include exhibits of women's and men's clothing, furs, boots and shoes, accessories, etc. Invitations will be sent out to the retail trade to visit the huge Arena, where the show will be held. Mannequins will display goods. The show will be along the lines of those in New York, Cleveland, etc., and the general public will not be admitted

POLITENESS.

Sales clerks doubtless have read and heeded the new signs posted about the building: "Did you say 'thank you' to every customer you waited upon today?" says Mandel Brothers' Store News.

The best social usage in matters of etiquette is none too good for retail selling. No matter how much one knows of merchandise, without an observance of the spirit and the best forms of politeness one's salesmanship is seriously impaired.

Here are other axioms that likewise will be of assistance to the younger salespeople in selling, and in acquiring a personal following of customers:

Correct Forms of Address.

"Madam, may I interest you in ——?"

"Are you receiving attention, Madam?"

Customers appreciate being addressed by name, as, "Good morning, Mrs. Jones"; "Good afternoon, Miss Brown."

Young people strongly appreciate respectful service. By according it, sales clerks may make excellent friends and permanent customers.

Sell to others as you would have others sell to you.

Successful sales clerks are enthusiastically interested in their merchandise, and in their customers' wishes. That's why they're successful.

Boosts Other Sections.

The "booster" tells his customer of sales in other departments. It would be highly profitable for every sales clerk if every sales clerk were a "booster."

The wise sales clerk knows that little extra courtesies are big factors in making permanent customers.

Sales clerks who read the store's ads. are fitting themselves for better positions.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES



The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August 11, 12 and 13, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Acton Pub. Co.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 15th, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 15th, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

ENLARGING WATERHOUSE PLANT.

Enlargements are being planned to the plant of Thomas Waterhouse & Co., manufacturers of all kinds of knit goods, at Ingersoll, Ont. Knitting machines have already been purchased which will be used for the manufacture of a new line of fine goods. The plant has been running full time despite the general quiet condition of the market, and the report is that they are behind with their orders at present.

RECOVERED FROM FIRE.

The fire in the plant where D. & P. forms are manufactured in Toronto did considerable damage to the building and equipment. Manufacturing operations were stopped temporarily, but the plant is now back to normal condition and the company is in a position to guarantee the same satisfaction which their forms have given in the past. The figures are in keeping with the latest styles, with the narrow hips and skirt conforming to the last word in dresses, while the well-moulded features and real hair give a very lifelike effect.

ARTIFICIAL FLOWERS AND VINES.

To fill the wide demand which there is for artificial flowers and vines for decorative purposes throughout store interiors and in the windows, Clatworthy & Son, Limited, Toronto, have put in a complete line of Fall and Christmas decorations in the shape of vines of all kinds, sprays of Autumn leaves, roses, chrysanthemums, holly vines and sprays. This is the well-known line manufactured by the Botanical Decorating Co., of Chicago. These goods can be seen at the show rooms, 161 King St. West, or catalogue will be sent by mail. Buyers are thus given an opportunity of saving time, and the trouble of getting their shipments through the customs office.

A NEW SELLING PLAN.

Many of the leading dry goods merchants all over Canada are very favorably disposed toward the new selling plan adopted by the C. Turnbull Co. of Galt for their Infants' "M" Bands.

The new selling plan has several advantages for the merchant.

In the first place, they are now put up in attractive boxes containing three garments.

These boxes retail for $1 a piece, giving the dealer a profit of over 60 per cent.

It also increases his actual cash profit. Instead of selling one garment for 25 cents, he now sells three for $1, making a dollar sale instead of a smaller sale.

These boxes are so attractive that they can be laid on the counter and will in most cases sell themselves.

Many merchants do not realize the big margin of profit and the comparatively large income that can be obtained from these kind of specialties which bring in a considerable amount of money and yet do not increase his overhead expenses, thus increasing his percentage of profit on his year's business.

HANGER FOR DELICATE FABRICS.

For delicate garments where a sharp edge might fray the fabric, lace, etc., J. R. Palmenberg's Sons, 710 Broadway, New York, have brought out a hanger with the under edge rounded. No cloth wrapping is thus required. This hanger is made of hard wood, well seasoned, and has a smooth contact, and is fitted with Palmenberg's well-known undercup which prevents the wire of the hook from working through.

LORD & TAYLOR.

This company is in no way involved with the H. B. Claflin Company. The company has on hand ample funds for its present requirements and a group of banks has arranged, upon verification of the figures supplied by the company, to provide funds, if any be needed, to continue the business as heretofore.

The undersigned have been chosen to represent the banks above referred to: Gates W. McGarrah, president, the Mechanics & Metals National Bank; Stephen Baker, president, Bank of the Manhattan Company; Howard C. Smith, Hathaway, Smith, Folds & Co.

New York, June 25, 1914.

"THE KNACK OF SELLING."

The System Magazine, Wabash Avenue and Madison Avenue, Chicago, have issued an excellent set of booklets on the topic of salesmanship under the title "The Knack of Selling.". They summarize in a very attractive and informing way some of the best principles of salesmanship. The books are entitled "Mapping Out the Canvass," "Managing the Interview," "How and When to Close," "Finding and Correcting Your Weak Points," "Getting In to See a Prospect," "Acquiring the Art of Mixing." The books are written in an attractive and readable style, while numerous illustrations from the experience of successful salesmen increase the value of the set. To many salesmen some of the individual suggestions will be easily worth the cost of the whole set of books, which is $5. The books are convenient in size and shape to carry in the pocket for utilization in spare time.

NEW DESIGNS IN PARIAN WARE.

"Parian" is the name chosen for the well-known line of illuminating glassware sold by the H. W. Johns-Manville Co. It was selected because of the close resemblance of the material to beautiful Parian marble. The glass, even when unlighted, is highly attractive.

Parian ware absorbs a minimum amount of light. The excellent diffusion results in a peculiar soft radiance that is very pleasing.

Because of its characteristics Parian ware is being adopted extensively by stores, offices, churches, theatres, public buildings, auditoriums, for residences, and especially in those edifices where harmony and beauty are considerations.

Period designs have been artistically produced and there are now ready, Louis XV., Grecian, Empire, Dresden, Elizabethan, Venetian, etc. These are offered as bowls, hemispheres, spheres, wall lights, pendants, showers, and reflector shades.

The colors offered afford a wide choice and include many delicate pastel shades, such as old rose, old ivory, ecru, verde, rose verde, Gold verde, old gold, gold, Etruscan, brown, etc. Other tints of this Parian ware can be ordered to match special furnishings.

SERPENTINE CREPE.

We are pleased to inform our readers that the Fall and Winter patterns of this world-famous cotton crepe are now in the hands of leading Canadian jobbers, and represent in design and coloring the latest fashion styles.

The Pacific Mills have been making "serpentine crepe" for a quarter century, and are certainly to be congratulated on their ability to produce fabrics of such great beauty and worth, and which can be sold at very moderate prices.

In spite of the nearly uniform business depression, we are informed that the Pacific Mills are running full capacity, with steadily-increasing demand for their famous products.

Canadian retailers will do well to always ask for "Pacific" products, which can be found at all leading jobbers.

NEW LINE OF BUTTONS.

Cotton buttons that are washable, rust-proof and unbreakable are a recent production. The frames of these buttons are made of aluminium, are covered with fine cotton cloth, with the regulation holes to sew through, and come in all popular sizes.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto,
Allen Mfg. Co.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto,

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Guelph Carpet Mills, Guelph, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto,

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.
Waldes & Co., Prague, Austria.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Rose Mfg. Co., 18 W. 20th St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.
Livingston & Scott, Toronto, Ont.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl. Aldersgate St., London, E.C., Eng.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal. Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hat Bands (Fancy).
Travers, Ltd., Ottawa, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

Hats, Straw.
Crown Hat Co., Galt.

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Individual Names on Tape.
Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.
Colonial Weaving Co., Peterborough, Ont.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal
McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester, Eng.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Canada Veiling Co., 84 Wellington W., Toronto

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Leather Novelties.
Walter G. Bretzfield, 43 Leonard St. New York, N.Y.

Men's Furnishings.
Burnet & Temple, Ltd., London, Eng.
John M. Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
John Heathcoat & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sons Co., Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Motor Vehicles.
MotoKart Co., 1790 Broadway, New York.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal,

Oil Cloths.
The Dominion Oil Cloth Co., Montreal,
Jno. M. Garland, Son & Co., Ottawa, Ont

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Paper Balers.
Climax Good Roads Mach. Co., Hamilton, Ont.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal, Que.

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Sanitary Belts.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto Ont.

Scarf Pin Guard.
Geo. H. Lees & Co., Ltd., Hamilton, Ont

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St. Toronto, Ont.

Safety Pins.
DeLong Hook & Eye Co., St. Marys, Ont

Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
The Clayson Co., 280 College St., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

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The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, JULY 1, 1914 No. 13

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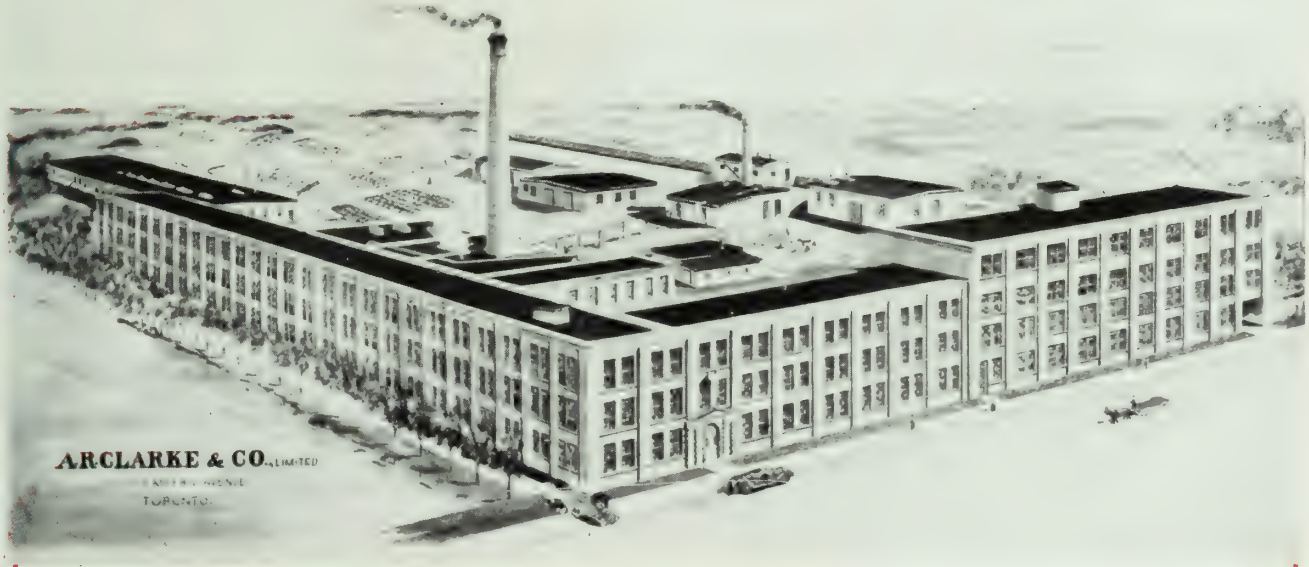
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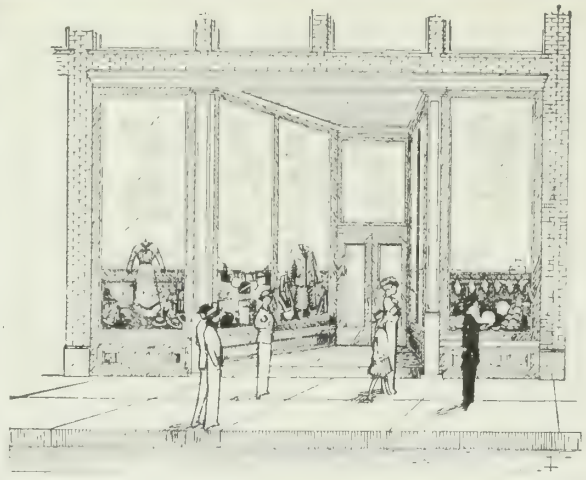
DRY GOODS REVIEW

VOL. XXVI. No. 14.

PUBLISHED SEMI-MONTHLY



July 15th, 1914





Reducing the Ultimate Cost of Store Fronts

In the first place, every buyer of a Store Front must consider that Store Fronts only prove profitable to the degree of the net profits they produce.

There are two costs connected with every Store Front —initial and ultimate. The initial cost of the kind of Store Front your grandfather put in (also in use today by many) was low very low, comparatively speaking, but the ultimate cost was relatively as high—simply because the Front was not made to *make* sales. The ultimate cost was high because your grandfather lost enough *possible* business to have paid for several good Store Fronts.

Civic or personal pride isn't the motive that keeps "punching" you to look into Store Fronts—it's your business instinct, for it is an absolute fact that sales are the outcome of showing a thing *well* and to the greatest possible number of people.

May be you haven't been in business many years—it makes no difference, you've paid for a KAWNEER STORE FRONT just the same, still you are making only the net profits an inefficient Store Front is capable of producing. Perhaps your Front is only five years old—mere newness does not determine efficiency. You may put up a new Store Front today but if it is not strictly 1914 and adequate to enable you to properly display what you have for sale, it will not be a profitable investment. Every person that passes your Store Front uninterested could be made to help pay for a KAWNEER STORE FRONT for you.

And a KAWNEER STORE FRONT is just what you need too. It was originally designed, and has been developed for eight years, with you, Mr. Merchant, in mind. It is built to fill *your* requirements, and the power to make sales is shown in practically every city or town you may go into. There are more than 30,000 KAWNEER STORE FRONTS helping Merchants—and they are scattered throughout this entire country.

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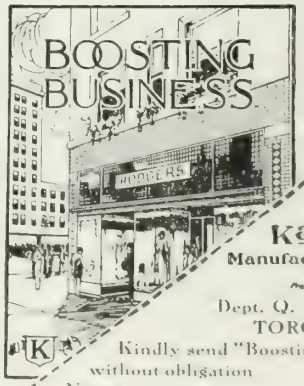
About the best way to tell you about KAWNEER STORE FRONTS in a few words is to quote a Merchant who is making money behind one. He says, "My KAWNEER STORE FRONT is a copper construction that costs nothing to keep going and pays a big interest on what it originally cost."

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Dry Goods Review

VOL. XXVI. JULY 15, 1914 No. 14

Men and Women Who Punch the Clock no more

List of Year's Promotions Hung Up Beside Time in Hudson's Bay Co.'s Calgary Store—Dinner and One Hour in Morning for Overtime—No "My Dear" to Customers—For Those Who Are in Financial Trouble—Special Courtesy to Brides.

By C. W. Byers, in Second of Series on Rules for Employees.

CALGARY, July 11.—(Special).—One day early this Summer I was standing in the corridor along which the 700 employees of the Hudson's Bay Co. of this city pass on their way to punch the clock, when I saw hanging on the wall a list of names, within a frame. I stopped to examine it, and found that it was a list of successful men and women who, by hard work and ability had merited promotion. Although not a member of the staff, it held an inspiration for me as well.

As I stood there, employees surged past me, men, women and children, each punching their time. Overlooking them was this list of names—of men and women who had ceased to punch clocks. How democratic and mechanical it all looked, and more so when I understood that each person was making out his or her own time sheet, for each punch on the clock is recorded on an envelope, and it all depends on these punches how much money the envelope contains at the week-end. I could see clever salesmen rubbing shoulders with bundle girls and messengers, all reaching out to punch the clock.

Pass for Night Work.

The timekeeper at the wicket (a young man to whom much deference is shown), told me some interesting facts concerning the operation of this end of a big Western store. Here's an interesting point: Any employee wishing to return to the store at night much secure a pass. He does not receive any pay for this overtime, beyond money for his dinner. In consideration of his night work, he is permitted to leave the store at five instead of six o'clock. The pass is handed to the doorman when he leaves at night, who records the time spent inside. It is then sent to the superintendent's office and filed.

Here's the point. When a man fails to register at the proper hour in a morning it is necessary for him to report to the superintendent. The latter glances at the overtime slips on file. If he be a young man who has put in extra time for the company, not a word is said. A naturally sleepy man might hear something further regarding the incident.

Female Employees Leave First.

While the Hudson's Bay Co. is more than considerate to its employees, they have specific rules which must be kept to the letter. There are several interesting regulations, which might be put into force in smaller stores, and there are some, of course, which would be impracticable. To begin with, hats, umbrellas, hand bags, or lunch, are not allowed inside the store. They must be kept in the cloak rooms located in the basement. Employees register by 8.20 a.m., and are in their sections by 8.25 a.m. All dust-covers are removed and stock ready for business by half past eight. Female employees leave the store five minutes ahead of male employees in every case.

Dress of the Girls.

The Hudson's Bay Co. controls the deportment and dress of employees. It might be thought that once out of the store a man would be at liberty to go and to do what he pleased. Such is not the case. Respectable associations and good habits outside of business are expected. Girls are warned to avoid conspicuous display of hairdressing and jewelry inside the store. They must be attired in black or dark blue skirt at all seasons, and from May to October in tailored shirtwaists, of black or white, white with black ties preferred. From October to May black dresses are de rigour. It looks rigorous indeed, but the neatness resulting is surprising.

The company urges its sales people to create a store and shopping acquaintance with regular customers, remembering their names, the quality and price of goods they are in the habit of buying, thus being able to serve them with greater satisfaction. This

(Continued on page 4.)

PROMOTION BULLETIN —— WHO IS NEXT?
(List of Promotions Gazetted Within Twelve months

NAME	FROM	TO
A.E Doorman	Manager Lethbridge	Gen Mgr., Edmonton
F W. Hann	Doorman, Calgary	Store Supt. Edmonton
A W. Kaiser	Manager Macleod	Staff Supt. Calgary
M Kirtley	Sales Clerk, Calgary	Mgress Nestle Dept. Nelson
N.N Smith	Engineer Sample Room, Calgary	Mgr. Yorkton
G.O. Nelson	Sales Clerk, Calgary	Mgr. Lethbridge, Vancouver
A J Mason	Sales Clerk, Calgary	Mgr. Carpets, Vancouver
Miss Nelson	restaurant, Calgary	Mgress Restaurant, Edmonton
M Olson	Sales clerk, Calgary	Mgr. Carpets Edmonton
E. V. Pugsley	Asst. Adv. Mgr. Calgary	Adv. Mgr Edmonton
J. Sharp	Carpet asst, Lethbridge	Carpet Asst., Calgary
J. Smith	Mgr. Yorkton	Mgr. Lethbridge
J. Walker	Salesman Calgary	Mgr. Any Dept., Edmonton
C. S. Finch	Salesman Calgary	Asst Floorman Calgary

Notice posted up beside the Time Clock.

Some Problems of the Small Retailer

Buy in Advance Only One-Third of Your Needs—Use Your Nerve in Taking Necessary Losses at Once—See That Overhead Expenses Are Added to Cost Price—Never Change Windows at Shopping Times.

By Harry R. Young, Columbus, O., at Ad. Club Convention.

HARRY R. YOUNG, advertising manager of the Columbus Dispatch, Columbus, O., opened his paper before the Ad. Clubs convention, by quoting the statement of Bradstreets that there were more merchants who failed because of incompetency than because of lack of capital—a statement which he believed was considered correct by every business man who had given much thought to the subject.

"Incompetency in retailing covers a multitude of sins but the worst is generally conceded to be that of over-buying. Statistics prove that many failures during 1913 in the United States and Canada were due to this fault.

"Months before the selling season starts, many injudicious merchants are presuaded by the smooth, experienced salesman into believing that his particular line of goods is going to sell like hot cakes. Frequently the merchant feels that he is induced to place an order on account of other relations with the firm.

"Frequently the styles in wearing apparel and novelties change in color, cut or shape before the retail season is fully opened. By this time the manufacturer has sprung something new, hence the retailer, in order to keep his stock up-to-date and hold the trade, is forced to heavily re-order, and is also compelled to sacrifice the greater part of his earlier purchases at a loss, in order to secure the money necessary for the second purchase.

"If the retailer of changeable styles would take his previous year's business as a basis when buying for the season and order no more than one-third of his needs, then later on as styles change, buy as his sales require, he will find at the end of the season that he has operated at a profit.

Frequent Turnovers.

"Every stock should be turned at retail from three to twelve times a year (according to the stability of the merchandise). In specifying retail trade it means if the merchant has an average stock through the season of $10,000 at retail selling price, then he should do, if his stock calls for a four times a year turn—a $40,000 business.

Take Necessary Losses.

"Even when the injudicious retailers discover that they have purchased unwisely, they are slow, or sometimes lack the nerve, to take what sooner or later must become a necessary loss. The successful retailers, big and small, act quickly in turning stock, thereby getting the cash to buy what the trade is demanding.

"Another big financial error many small retailers make is their failure to take cash discounts. Few realize what a high price they pay for the privilege of taking full time on their invoices. For instance 1 per cent. in 10 days on a 30-day bill means 12 per cent. per annum. Example: Invoice $1,000, 30 days net, 1 per cent. cash in 10 days. If the merchant pays in 10 days he received 10 cash discount which in effect is the interest the wholesale house pays him for the use of the $1,000 for the twenty days unexpired time. This is at the rate of 18 per cent. per annum.

"The value of discounting one's bills does not only lie in the amount thus saved. The prestige which comes with gaining a reputation as a firm who discount their bills is worth a great deal.

First Cost Not Whole Cost.

"Some retailers neglect to figure selling or overhead expenses on top of the first cost. Example: If a retailer is doing a gross business of $50,000 a year at an expense of $10,000, then he is doing business at a cost of 20 per cent. of his gross sales. If he pays $1 a yard for goods, he must sell at $1.25 to recover his net cost and the retailer who figures otherwise is a loser.

"I know a lot of small retailers who are laboring under the false impression that they must personally do so-called chores about the store, work which a ten-dollar-a-week clerk might be instructed to do. These merchants had far better be taxing their brains, estimating with care possible sales, making sure that expenses are reasonable and generally looking to a profit-making stock turn.

Importance of Show Window.

"I have known retailers to let window displays stand from one to four weeks until the goods become dusty and fly-specked. The retailer who is neglecting his windows should stop and do a little figuring and he will discover that he would not agree to pay $3,000 for $10,000 storeroom without windows, and consequently he must be paying about $7,000 a year for his display—it is commercial suicide to neglect this.

"Again, many retailers change their show window displays during the busiest hours of the day, when the streets are crowded with shoppers, while the rightly conducted store engages experienced window trimmers to make these changes over night, having the displays ready for business in the morning. Changing show window displays during shopping hours is much like taking the highest-priced salespeople off duty when the store is full of customers.

Watch Trade Papers.

"Of course I realize that many stores are not large enough to justify the engaging of an experienced window trimmer. In these cases, I would suggest the proprietor or manager giving this work personal attention. If he watches the trade papers in his particular line, he will secure many valuable ideas of how to display successfully his merchandise.

Advertising Important.

"Out of 11,143 small retailers in the United States who closed their doors in 1913, it is claimed over half of them did not realize the necessity of proper advertising and many of those who did were at times careless in the preparation of their copy, and they scattered their appropriation by going into every publication, program or scheme presented, thus destroying the possible and profitable effects.

"Some small retailers advertise just because their competitors do—considering it a necessary evil. They buy space and prepare copy with just about as much pleasure as a child takes castor oil. It seems drudgery for them to furnish copy or even make suggestions to the advertising solicitor, who, I believe in many cases, would gladly assist in preparation of copy if requested to do so. Why, some retailers when called upon for copy (according to contract) look in disgust, saying "I have been busy buying goods, taking care of correspondence; I haven't had time to write an ad., I have so many other things more important to do." The result is the solicitor finally gets an order to repeat any old ad., and possibly a slurring remark, "I may as well throw my money in the

(Continued on page 4)

When 1,200 Children Were Presented With Free Trees



Scene in front of W. W. Cooper's store, Swift Current, on Arbor Day.

Onward March of Store in Canada's Latest City

Eleventh Anniversary of W. W. Cooper Co. of Swift Current, Sask., Celebrated by Three Days' Sale—Arbor Day Celebration Drew Over One Thousand School Children.

SWIFT CURRENT, Sask., July 11—This town, as swift as its name, was rewarded for its faith and energy of its citizens and its magnificent location by being admitted into city-hood with a population of 5,000 a few days ago. Swift Current is a city that has commercial and school buildings of which it is proud, and of none more so than the W. W. Cooper departmental store. This celebrated its eleventh anniversary on June 4, by a three-days' sale.

Extensive alterations and enlargements have been made to the Cooper store, and it now occupies three floors, 100 x 115 feet, with a total floor area of 34,500 square feet. The original store was on one floor, 25 by 60 feet. The firm has adopted the motto, "The Store Ahead."

1,200 Received Trees

The illustration gives a view of the store building and a section of the school children carrying trees on Arbor Day. On that day there were 1,200 trees given away free, without any stipulation as to having to buy any quantity of goods. The event as can be conceived by the photograph was immensely successful, and proved one of those happy ideas which serve to draw the attention of a whole community and strengthen the position of the store in public favor and confidence.

A Monthly Sale.

In conjunction with Tree Planting Day—and the need of this is noted by all visitors—a special sale was held which by the way is a monthly feature with the Cooper store.

The Anniversary Sale, already referred to, came three weeks later, and was announced in huge posters, nearly three feet long. Bargain announcements were featured in display type with the price as prominent as the heading of each item. Special announcements stood out in different parts of the big ad., such as

11 years old to-day, Thursday, June 4th, 1914. Take advantage and celebrate with us.

Everything in the entire store reduced for three days only.

Orchestra in attendance all afternoon Thursday, June 4th.

Look for green prices and large pennants; they tell the story.

Tea and cake served free, afternoon of June 4th, 2.30 to 5, second floor.

Souvenir whistles free to the children.

Two lines ran vertically, one on each side of a central pyramid of bargains:

"Everything reduced in every department," and "Sale prices on everything in every department."

Thanks to the Public.

The following was the announcement of the firm in this ad:

"On the 4th day of June, 1914, the W. W. Cooper Co. will be eleven years old. Eleven years ago we started in the mercantile business in a small storeroom, one floor, 25 ft. x 60 ft., located on the corner of Railway street and Central avenue. To-day we occupy three floors, 100 ft. x 115 ft., making a total of 34,500 square feet of floor space. We have progressed, prospered and grown with Swift Current. Our conservative business methods and quality merchandise, together with our untiring efforts to please our customers, have won out and made the W. W. Cooper Co. what it is to-day; namely, "The Store Ahead."

A NEWSPAPER ITEM

Swift Current, Sask., July 8.—Swift Current was formally advanced to city status yesterday, Lieutenant-Governor Brown and Premier Scott being among those attending the ceremonies.

"Our store is one of the finest and best equipped in the north-west, and when Swift Current reaches 20,000 population we hope to still be "The Store Ahead" and a credit to this city.

"We wish to extend at this time hearty thanks to all our patrons for their loyal support in the past. As for the present, our business speaks for itself. We're doing a better business every day, which means that not only are we holding all our regular patrons and friends, but are making new friends and customers, which is a sure indication of our future success."

"It Pays to Read Our Ads."

Another "editorial" notice in the ad. read as follows:

"This, our eleventh anniversary, we hold as usual a three-days' price-reducing sale that gives you an opportunity to celebrate with us. While it is not the end of the season, yet we give you "end of the season" prices. Aside from the many, many extra special live bargains we offer, there's a generous reduction on everything in the entire store.

"As we have said before, "It pays to read our ads." Read every word of them; you're sure to miss something good if you don't.

"In this big advertisement we've placed a lot of money-savers at your door. You'll have to read them all before you're sure that we have not advertised something that you've been wanting. If what you want most is not in this double page, attend the greatest of all anniversary sales and you'll find it at a reduced price."

MEN AND WOMEN WHO PUNCH THE CLOCK NO MORE.

(Continued from Page 1)

policy, it is pointed out, will create a personal following for the clever sales persons, which will result in promotion and permanence of position.

Avoid "My Dear."

There is a list of objectionable words and expressions tabooed by this establishment. "We" must be used instead of "I," except in cases of a strictly personal nature. For instance, "we have it in three styles," should be used instead of "I have it in three styles." "Madam," and not "Lady," is compulsory except where the lady's name is known. The next clause will cause a smile, though it is necessary. Saleswomen when waiting on other women, must not use the expression, "My dear," or similar terms.

Here is a very important rule which refers somewhat to an employee's conduct outside the store. Those who are unable to keep out of debt and whose salaries are garnisheed, will not be retained. **The superintendent will always listen to and consider the statement of any employee who is temporarily or unavoidably embarrassed financially.** Borrowing or loaning money among employees, or indorsing notes, chattel mortgages, etc., is strictly prohibited. Employees are also cautioned against borrowing money from loan agents.

Salespersons are warned against making promises to customers which cannot be absolutely fulfilled, it being argued that such a promise is worse than no promise at all. A rule of the house is: "A hundred cents to the dollar."

STARTED WITH $9.

The Guelph Mercury has the following reference to Mr. G. B. Ryan, of G. B. Ryan & Co., Guelph: "Mr. G. B. Ryan is receiving the congratulations of his friends to-day on having completed forty years of active business. Of this time over twenty-eight years have been spent in this city, four years in Barrie, and seven and a half years in Orangeville, where he first started in business for himself. There was nothing of the brass band variety about the opening of the G. B. Ryan establishment in 1874, the principal reason being that Mr. Ryan did not have the wherewith to pay for the band, for, according to his own admission, his paid-up capital of nine dollars would not stand any such extravagance. Absolute honesty and fair dealing with the public has been the secret of Mr. Ryan's success, for he has succeeded. His firm is known in all the best markets in Canada, the United States, England, Ireland, Scotland, France, Germany and Switzerland."

To Prevent Theft.

To prevent theft by employees, a reward is given for any information that will lead to the detention of such persons, the promise being made that the informant's name will not be revealed. When a customer is detected or suspected of theft, the clerk is warned not to take any action personally, but to inform the aisle manager.

Every possible courtesy must be shown to brides.

Clerks who have difficulty in making a sale are instructed to call the buyer for assistance.

Employees are expected to show new salespeople how to make up checks and transfers and to explain everything necessary.

In conclusion, there is a rule which it might be well for many other stores to adopt—All goods must be sold at the price marked, and no deviation be made to anyone under any circumstances.

SOME PROBLEMS OF THE SMALL RETAILER.

(Continued from page 2)

sewer," yet these selfsame merchants wonder why advertising doesn't always pay.

"Advertising under such adverse circumstances cannot possibly produce a satisfactory measure of results for any merchant, be he large or small.

"The big, successful store is simply a result of organization made possible by concentration of capital, backed up by good and continuous advertising. The large successful merchant not only buys advertising judiciously, but engages the best talent to prepare the right copy about the right merchandise at the right time.

Nationally Advertised Brands.

"The competent, experienced merchant whether large or small is also shrewd in taking advantage of the advertising done by manufacturers of trade marked goods. He makes attractive show window and interior display, especially at the time certain trade marked goods are to be advertised in the newspapers or magazines. He also calls attention in his own advertising that his store sells nationally advertised articles. The incompetent or thoughtless merchant not only overlooks these opportunities but goes so far as to offer patrons a substitute, thereby losing all the effects of a national advertising campaign.

"The merchants who are overlooking nationally advertised trade marked goods possibly don't know their value. Recently capitalists who tried to purchase the Walk-Over shoe factory, appraised the trade marked name "Walk-Over," at $5,000,000. Coco Cola Co. places a value of $5,000,000 upon its trade marked name, while the National Biscuit Co., estimates the value of the word "Uneeda" at more than a million dollars for each letter in the word.

Harmony in Organization.

The competent merchant and his sales organization work in harmony. Every salesperson is informed of what has or is going to be advertised, and how properly to present the goods to the shooper. Nine times out of ten the incompetent merchant even fails to notify the sales people about the advertising."

Reporting Courtesy as Well as Bad Service

By Winifred Black, in Newspaper Feature Service, Inc.

EDITORIAL NOTE.—The recognition of the tired sales clerk by a newspaper article has not been uncommon around Christmas time the last year or two, in growing support of the "Shop Early" sign. But the article below is a welcome extension of this show of concern on the part of the public: a public support of positive action in the interests of the girl who is courteous, painstaking, intelligent; who, in the words of Ralph Waldo, as contained in the last issue of The Review, is the product of a new system of Service, a system that in every commercial transaction seeks to "leave a pleasant taste in the mouth of both." The article reproduced below will have a circulation among millions of readers in Canada and the United States, and must induce a response from the shopping public that will be a comfort and help to many an employee in the hot, dragging weeks of July and August, and is even more timely than in the overworked, but cool days before the Christmas holiday.

THE Little Boy is disappointed in the world. Things aren't, on the whole, what he thought they were. Everybody isn't perfect—even grown-ups—and there is, he is forced to conclude, a great deal of real injustice about this business we call living. For instance:

"Mother," said the Little Boy yesterday to the One Who Loves Him Best of All. "Mother, things ain't fair—about spelling.

"Now, when I spell all my words right nobody says anything to me about it. But when I spell one little teeney word wrong Teacher writes it on the board, and everybody looks at me. I think it's mean. Why doesn't she write some of my words that I spelled right on the board?"

And we all looked at the Little Boy and laughed—and then we looked at each other—and sighed. For what he said was so true that it fairly made your heart ache to hear him.

The other day a woman I know came to take me for a spin.

It was going to be a long spin—all down the peninsula. We were going to visit the cherry trees and see whether the cherries were ripe as they should be, and the plum trees, and observe as to the probabilities of the prune market, and vineyards, and see what we thought about the raisin crop for this year.

"I need a veil," said the woman I know, "this one is all frazzled out."

"So do I," said I, "this one is such a slippy thing."

And so we went into a large shop to look for veils. We found the veils, and we found a girl behind the counter selling them.

"We are in a great hurry," said the woman I know, "and I want a blue veil, as near the color of this coat as you can make it. And my friend wants a blue veil, too—the color of her coat. We want them big, and pretty, and not too slippy, and not too dear—and we want them quick."

"Yes, madam," said the girl behind the counter.

And she found the veils—the blue one of exactly the right shade for my friend, the woman I know, and the blue one of quite a different shade for me—and neither of the veils were either too slippy or too skimpy—or too dear.

They were just exactly what we wanted—just exactly when we wanted them—and the girl came out from behind the counter and pinned them on our hats, and tied them in the most enchanting bows under our right ears. She smiled all the time and was so quick and so deft, and so intelligent, and so courteous—that every time I looked at her I wanted to gasp.

When we left the counter, I started for the door. The woman I know took my arm.

"Wait a minute," she said. "Where's the floor-walker?"

We found the floor-walker and my heart fairly stopped when the woman I know stopped the floor-walker and began:

"The girl at the veil counter," she said.

Could it be, I thought, that the girl had forgotten to say, "Madam"? Some people are so fussy about such things; was it possible that my friend—? It was not possible. The woman I know is not that sort of woman—she's this sort:

"The girl at the veil counter," said the woman I know, "I never saw her before—but I've stopped to tell you that she is the most efficient clerk I ever saw anywhere in my life. She is quick, clever, good-humored, and extremely courteous."

The floor-walker stared—he was greatly embarrassed.

"I'm glad to hear it, madam," he said, "but—what can I do for you? Er-r—"

"Why, nothing," said the woman I know. "I just wanted to tell you about that girl. If she had been cross or indifferent or stupid I should have told you. Why not tell you the other thing?"

A great light broke upon the floor-walker. He smiled, and his eyes shone.

"Madam," said the floor-walker, "I thank you. I——"

But we were off—for we were in a hurry.

I'm glad we went in after the veils, the woman I know and I. She taught me a lesson. I'm going to remember it as long as I live, and the next time any one shows me particular courtesy or particular good humor, or particular intelligence, I'm going to make it my business to speak of it—and to speak of it, where it will do the most good.

I'm sorry for the Little Boy, and the trouble he has when he "misses" one of those outrageous words in his little blue-backed spelling book.

I wish Teacher had been with me that day in the shop. Perhaps she might have learned something, too—something that is not clever enough to get into the lesson books.

Rapid Expansion of Ottawa's Dry Goods Stores

Royal Occupant of Governor's Chair Has Widespread Influence on Demand for High-class Merchandise — Huge Seven-Storey Building of A. E. Rea—French Model Room—Elevator for Horse and Wagon—Broad Staircases for Display.

By a staff correspondent.

OTTAWA, July 13.—Few cities in Canada—perhaps none in the East—show evidences of such rapid development, either immediate or prospective, as is the case with several of Ottawa's dry goods stores. The new A. E. Rea store, in its strategic position opposite the Chateau Laurier, is a massive and handsome structure of seven storeys, and at least two others are considering large expansions in the near future. Half a dozen or more are most creditable business centers for the Capital City, showing developments along departmental and high-class merchandise lines that are surprising even in a city of over 100,000 inhabitants. But Ottawa, more and more, is gaining prestige —and temporary population—as a social center, due more recently to the presence of a Royal occupant in Rideau Hall. A drawing room or state ball standing on the pinnacle of social functions in this city is bound to establish a much higher standard for dress far beyond the ranks of those immediately touched by the crested invitations.

There is one other element in Ottawa merchandising that is not so favorable to profits, and that is the intense hunger for credit. This, it may be agreed, is a symptom of the Civil Service everywhere. Some slight political influence, or a social standing based on office employment, is often made the basis for a practical demand for running an account, and an assumption of a certain privilege extended to the merchant in making purchases in his store. This attitude, it is not necessary to remark, is not appreciated by the merchant to the extent that was expected.

A sharp watch on all credits is kept, and, although the system is more extensive than it is generally nowadays in the dry goods business, the losses reported due to it are extremely small. It usually is made a rule of each store that no clerk shall make a charge for any old customer without referring it first to the head of the department, and no new account can be taken without the permission of some member of the firm. Monthly accounts are sent in, and frequently if a bill exceeds a certain amount further credit is cut off until it is brought down to a reasonable figure.

In this article only a brief mention will be made of one or two points in the new Rea store, as the work of the builders is not yet complete. The extension, which doubled the floor area and added several storeys to the height, was carried on without any interruption of business. The policy of the store may be said to be similar to that of the two departmentals in Toronto to cater to the most exclusive as well as a general trade.

For instance, there are now being fitted up with dainty decorations a tea-room that is likely to become a fashionable meeting place under soft orchestral strains, and a dining-room, where Mr. Brownhill, the superintendent, assured The Review twenty courses could be served. A large refrigerator room for meats, butter and cheese is an attractive accessory.

A French model room, richly decorated with handsome cabinets, is the pride of the ready-to-wear department. Manicurists and hairdressers have their special rooms allotted them.

Everywhere there are spacious quarters, handsome equipment and attractive stock. Some special arrangements are worthy of notice in this introductory article. The grocery department will be located on the fourth floor, and as there are a great number of heavy packages, these will be conveyed by a special chute to the basement and carried to the shipping-room on endless belts.

A huge freight elevator is an interesting feature, for horse, with cart and all, can travel up, unload its goods on the floor for which they are intended, descend, and start out again upon the streets.

The general equipment of the store is most complete — even to a transforming station where a voltage of 2,200 is stepped down.

One of the most admirable features of the store, and one that strikes the eye on entrance, are unusually broad marble staircases leading from one floor to the other.



The new Rea store at Ottawa.

(Continued on page 8.)



An interior view of Paton store, showing on right part of men's furnishings department, and on upper left-hand side Mr. Paton's glass-inclosed office. Note rounded show-case with display of neckwear, goods draped on top, and bust forms in ready-to-wear department.

New Dress for Prince Edward Island Store

Improved Equipment, Re-modeling and Decorating Transform James Paton & Co.'s Big Store in Charlottetown—Display Facilities on Ledges — New Lighting, Internal Telephone and Cash Carrier Systems.

CHARLOTTETOWN, P.E.I., July 10—(Special).—A recent fire in the dry goods store of James Paton & Co., was a blessing in disguise. It probably hastened a re-modeling of this enterprising establishment until now it stands a credit to any center in the Maritime Provinces. Some idea of the bright character of the store under the transforming influence of a complete renovation and the installment of new equipment may be secured from the views that accompany this article. "Big, Bright and Beautiful," were the descriptive terms used by a P.E.I. paper in reference to the store and the illustrations bear this out to the letter.

Displays Above the Shelving.

The whole interior downstairs has been finished in white, with beaver board used for the walls and ceilings. The shelving has been changed, four tiers replacing the six in the old store, enabling the clerks to reach the upper goods without the use of a step ladder. Each shelf is a foot high as before, but the depth has been doubled to 24 inches. The result of the two changes is that additional space is provided to enable goods to be displayed on the ledges, a practice in accord with the most up-to-date systems of display.

Clear Space in Center.

Another great improvement in the general appearance of the store has been secured by the removal to the side of the store of a central staircase that obstructed the view. This also gives 135 square feet of additional space downstairs, and on the second floor allows of a re-arrangement of the offices by which the bookkeeper's, cashier's and advertising quarters are all in line.

Internal Telephone System.

A new system of electric lighting has also been installed, and another improvement worthy of special mention is the installation of the intercommunicating telephone system, whereby all departments can communicate with each other, and can be connected any time with the regular line.

Cash Carriers.

One of the most notable features of the new equipment in the store is the installation of cash carriers. These are of the most modern make. The car is propelled by opening the wires between the wheel and the car, all rubbers, cords and springs used in the old style carriers being discarded. This system is installed both downstairs and upstairs, and there are seven stations. The longest line is ninety feet. All the cars, of course, are sent to the cashier's desk where the change is made and returned to the customer. In a few seconds from any part of the store the cash can be carried, and as quickly returned. There are new curve lines and one bridge which carries the system over the partition without going through. There is a very ingenious contrivance upstairs by which the cars are carried down through a chute into the cashier's cage.

All over the store the various departments have been re-arranged and often enlarged and a most creditable establishment is the result.

THE WARD ESTATE

The estate of the late A. Montgomery Ward—largely comprised of stock in Montgomery Ward & Co.—has been appraised at $6,432,334 upon which the State of Illinois collects an inheritance tax of $241,540.



Showing part of dress goods, ladies' gloves and hosiery departments of Paton store. Note reduction in number of shelves from six to four, with width doubled to 24 inches, allowing drapes of dress goods to be set up on ledges, an excellent arrangement.

Advances Made in Early Closing

Not Only Are Merchants in the Larger Centres Tending This Way But Also Those in Smaller Places—Working Hours Being Cut Down to Permit of Some Recreation.

LIKE the wave in favor of a half holiday every week that has been advancing so rapidly during the past few years, there is also a rapid development towards earlier closing. Many of the merchants in the larger centres, and in the main streets particularly, have, of course, been cutting down working hours during recent years, but of late we see a popular note in its favor from the trade in the smaller places.

From the following list of Ontario towns will be seen the trend of the times in this regard:

ALEXANDRIA.—Close at 8 p.m. five nights, except June, July and August, when they close at 6.30.

AMHERSTBURG.—Close every night at 6 o'clock, except Saturday.

ALLISTON.—At 6 p.m. Monday, Wednesday and Friday.

ALVINSTON.—At 6 p.m. three nights a week.

ATWOOD.—At 6 p.m. on Monday, Wednesday and Friday.

BANCROFT—At 6 o'clock Monday, Wednesday and Friday.

BEAVERTON.—At 6 p.m., except Wednesday and Saturday.

BRIGDEN.—Close at six o'clock every night, except Saturday.

BRIDGEBURG.—At 7 p.m., with the usual exceptions.

CALLENDER.—At 6 p.m. Monday, Wednesday and Friday.

CARLETON PLACE. — Most merchants close at 6 p.m. Monday, Wednesday and Friday.

CARDINAL.—At 7 p.m. three nights a week.

CHESTERVILLE.—At 6 p.m. Monday, Wednesday and Friday, and at 8 p.m. Tuesday and Thursday.

CAYUGA.—At 6 p.m. except Wednesday and Saturday.

DORCHESTER.—All stores close one night a week at seven o'clock.

DRESDEN.—At 6 p.m. Monday, Wednesday and Friday.

ERIN (Wellington City). — Close Tuesday and Friday at seven o'clock year round, with usual exceptions.

ELK LAKE.—Close at six o'clock Wednesdays and Fridays from June to October.

ELMVALE.—At 6 p.m. Monday, Wednesday and Friday.

FORDWICH.—Close early Mondays, Wednesdays and Fridays.

FINGAL—At 7 o'clock on Tuesday and Friday from June 16 to August.

FINCH.—At 7 p.m., except Wednesday and Saturday.

GRIMSBY.—Close at 6 p.m. every day, except Saturday and days before holidays.

GRAND VALLEY.—Close at six o'clock, except Wednesday and Saturday.

HUMBERSTONE. — Close at 6.30 p.m., except Saturdays and nights before holidays.

HAWKESBURY.—At seven o'clock Tuesdays and Fridays the year round.

JARVIS.—Close at 6.30, except Wednesdays and Saturdays.

KINCARDINE.—Close at 6.30 during summer months.

LANCASTER.—Close at 7 p.m. Tuesdays and Fridays.

OTTAWA'S DRY GOODS STORES.

(Continued from page 6.)

Wide as these are, they have proved unequal for the crowds of a Saturday afternoon. One of their great advantages—and one the heads of adjoining departments put to excellent use—is the display space thus available, and dozens of show cases are located along the wall and sides of these staircases.

The Rea building is distinguished by a huge electric-lighted "R" above on the roof, while the daily papers contain full-page advertisements with a border of R's.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JULY 15, 1914 No. 14

Protecting the Public

This, in volume probably, is a small affair compared with the evil of compelling merchants to conminated. There may be some doubt as to whether some of these are objectionable; whether they involve actual loss; whether the discrimination or toll, as the case may be, is justified on a commercial or a philanthropic basis, with the movement towards a more systematic conduct of retail business, however, there is a growing tendency to get every transaction down to a pure commercial basis.

As to the custom of allowing a ten per cent. discount to clergymen, dressmakers, nurses and one or two other classes of customers, there has been for years strong opposition among the majority on principle, and attempts have been made—and often, have succeeded—to reach an understanding for the separate villages, towns and cities. In Peterborough, where there was only a partial carrying out of the custom, an agreement has been arrived at that will put an end to what the majority regarded as a grievance. A special correspondent of The Review deals with the case thus:

At a general meeting of the Association, the following was indorsed:—

"That owing to the radical conditions in all lines of discounts by manufacturers and wholesalers affecting the dry goods and kindred trades, the conditions that made it possible in former years to give certain persons and those engaged in certain occupations, a discount on their purchases, have so changed that it becomes necessary to discontinue for the future these discounts. On and after July 1 all such discounts will be discontinued by the Peterborough merchants."

Since the above resolution was carried the Secretary, N. C. Cameron, personally interviewed each merchant and made it unanimous. The greatest discounts were being given by the dry goods merchants to nurses, ministers, dressmakers and employees from other stores. The discount was 10 per cent. Since the 1st of July all these discounts have been discontinued and it is estimated that the merchants will save at least $6,000 per year on it alone.

Secretary Cameron is still after the transients who sell on the market and in the city without the proper licenses. Recently a traveling jeweler arrived there, and after announcing from a wagon on the streets the bargains he had, located on the market. Mr. Cameron got after him and he was arrested.

THIS, in volume probably, is a small affair compared with the evil of compelling merchants to contribute to programs for churches and other institutions either on the ground of philanthropy or an alleged benefit to be gained. Reference has been made to attempts in Manitoba and British Columbia to organize merchants locally to stand out against this form of illegitimate toll. The Review is in possession of information from a town in the Southern States where the local Retail Merchants' Association has proved an effectual "retreat" for the harassed merchant. Does a canvasser for an ad. for a church concert program solicit a contribution, thus: "so many of our people deal with you, Mr.————, and they will expect you to help"? "If I did, I'd be fined by our Retail Merchants' Association."

Does a few of young girls sweep down upon your office with a "Oh Mr.————, we're going to hold a bazaar, and we know you'll take some tickets." "Sorry, but it's against the rules of the Retail Merchants' Association to which I belong."

Or does a third come along, with, "Good-day, Mr. ————, we're getting up a celebration for Labor Day, and you're down on our list to get a contribution from. We're calling on all the leading merchants. It'll bring big crowds to town, you know."

And once again they say, sorrowfully(?)—"It's against our R.M.A. rules, boys."

There is a certain leeway allowed, not however for the individual. The local association may give a grant as a body, or any member may choose to do so, but the gift must pass through the association and the individual's name does not appear in the transaction at all, with the result that the treasurer is not working overtime registering anonymous contributions. Violation of these rules involves a fine.

This plan is the most practical that we have heard of for saving the retailer from an iniquitous, and often thinly veiled scheme of pillage.

AN ERA OF CO-OPERATION

THERE is still great room for further interest in association work on the part of the retail trade. Every merchant should associate himself with an organization endeavoring to place the retail business on a higher plane. Many writers refer to the present age "as an age of competition," but they could go further and refer to it as an "age of co-operative competition. Co-operation is the bond that holds together the social, religious and economic life of the country. It enters into family affairs, religion, sport, business and professional life. One can scarcely think of a single phase of the activities of life which is

not influenced to a very considerable degree by the principle of co-operation.

Co-operation is practical, logical, workable and will do for the retail hardwaremen of Canada what it has done and is doing for thousands of other men in other lines of business and what it is doing constantly as a motive power in all phases of life.

Some men there are who stand out like giants above their fellows. Such sometimes say: "What need have we for co-operation—we are a law unto ourselves—we do not ask assistance and will give none." This is only half true. Every man is dependent on others for many things, and each consequently owes to his fellows all he can give them of inspiration and service. A strong organization of merchants would be merely a working out of the truth expressed by Kipling in his wisdom-packed poem:

"Now this is the law of the jungle, as old and as true as the sky

And the wolf that shall keep it may prosper, but the wolf that shall break it must die,

As the creeper that circles the tree-trunk, so the law runneth forward and back,

For the strength of the pack is the wolf, and the strength of the wolf is the pack."

Not dependence, but interdependence is the gospel we should preach. Not merely competition but "co-operative competition" is the life-spring of modern business.

A MORE INTELLIGENT PUBLIC

TWO or three significant things have been published recently by writers outside retail life that are worthy the attention of the merchant in his study of his customers, the public. One is a passage from the pen of that popular duet of novelists, the Williamsons, in which an elaborate description is given of the varied scenes presented in the windows of one of New York's big stores. It is quite true that the passage represented the impressions of a girl who was on her way to seek employment at the store, but it was served up for general consumption, and implied that the public would find it a natural and interesting topic. This description, carried to the length it was, was a recognition of the distinct place window trims have come to occupy particularly in the feminine round of downtown experience. That this is so is not new; but that novelists should deem a detailed description worth a place in their book where incident followed incident in rapid, interest-holding succession, is a distinct triumph for the place window display has won as an advertising device.

Another sign of the times is a mid-summer tale of a lady who bought a veil in a store, and was treated so courteously and in every way so satisfactorily by the girl clerk that she went out of her way to commend her to the floor-walker. Whereat, the story goes, he was taken aback; it was so unusual! This little story in the vehicle selected for it will carry its moral to millions of shoppers.

Gradually the merchant will find he is dealing with a more and more intelligent public.

MARK THESE DATES DOWN.

IN planning relays for the Summer months the merchant, wherever posible, should arrange to let his window trimmer and ad. man attend the third annual convention of the Canadian Window Trimmers' Association, in Toronto, on August 11, 12 and 13 next. The programme as outlined in The Review in last issue is one that carries an appeal to all who are interseted in the art of display in retail stores and are working to build up their own efficiency and the receiving power of the store thereby. Demonstrations of the latest drapes by Mr. Nowak,—a household name in Canada and the United States with window trimmers,—addresses with stereopticon views on the best window trims on the continent; talks on advertising, card writing, men's furnishings, windows, the use of alabastine for background effects, are only a few of the subjects that will be treated by a band of experts in each line. The three days will be brimful of instructive demonstrations; flashing with ideas enough to keep your display man going for the next twelve months.

WHEN MONEY IS VALUABLE

WHAT is Money? In the ordinary sense it is a standard of value which can be transferred to discharge an obligation. The value of money and its service is defined by the number of times it is put to use. A dollar which lies in the pocket or in the bank for a month is a dollar at the end of the month. If that same dollar is put into circulation and changes hands say ten times, it has discharged ten debts and on the face of it would seem to represent not one dollar but ten dollars.

Apply this theory to such conditions as are general at the present time. There is to start, a development in the financial market which proves a scare more or less to the what money they have and as long as they sit tight on it, it is not doing the work it might do in settling obligations. The banks hold on to what money they have; loan companies hold to their assets; individuals follow the example and hang on to what they have—and the first thing we know there is hard times.

If people would consider that every time a dollar changes hands it is worth a dollar, we might get more money into circulation. This is a homely theory of finance but it is one that indicates some of the troubles of to-day.

EDITORAL NOTES

ARE YOU GETTING READY for your Fall Openings?

* * *

ARE YOU WORKING OUT the principles of the Truth Emblem in your advertising?

* * *

THOSE WESTERN CROPS are still coming along in fine shape.

* * *

HOW DO YOUR COSTS of doing business compare with those given in the Fall Special?

* * *

TAKE CARE IN HURRYING around after wealth, that you do not soon have to worry around after health.

* * *

WATCH FOR THE KNIT GOODS Special out on August 5, with late Fall novelties and the new lines for Winter and the Spring of 1915.

* * *

THAT HOSIERY SALE record of over 1,500 pair, much of it due to a window display, as described in the Display and Store Equipment Department contains a lesson of the values of the window and the practice of specializing for a good many Canadian merchants.

We want to show YOU how we fill orders

Now, above all times, it is important that you should get what you ask for AT ONCE.
We have the facilities to give you good service, and the fact that we number among our friends the most successful merchants in Canada is an evidence of the fact that we deliver the goods. Try us.

Here are a few lines that are selling exceptionally well just now:

Butterfly belts at $2.25, $3.75, $4.50 and $8.00 doz.

The new high-standing organdie collars, both plain and hemstitched, at $2.25 doz.

Bibs in silk and cotton at from 37½c doz. up.

T549X Col'd underskirts at $9.00 doz.

T562 Col'd poplin underskirts at $15.00 doz.

Men's negligee skirts.

Men's and ladies' silk and lisle hosiery.

The W. R. Brock Company (Limited)
MONTREAL

Barbaric Effects Continue Craze in Beads

Odd Shapes in Vari-Colored Combinations—Black and White Have Lead However—Braid Expected to be Good—Novelties in Buttons—Belts and Fancy Girdles.

THE between-seasons' period is the time when the head of the firm finds the time that is needed and the other opportunities to examine more closely into the workings of different departments with the object in view of increasing business on the one hand and stopping leaks on the other. There are many splendidly run departments, but it is a bad idea to entertain the impression that they are perfect, and that there is no room for any betterment. For this idea itself is the root of a stepping backward. A department that has no faults and no point from which an advance can be made is already on the down-grade, for, like the store itself, when progress ceases the process of reaction begins.

Take just one of the most used necessary articles; pins, for instance. Though all stores carry a stock of pins, how many, I wonder, put in a fully representative stock, and have a reliable line of the many kinds women use? One would think there must be scant attention paid to this point, because pins are constantly asked for in the mail order departments. Women want varied sizes and varied qualities in pins. Some must be long, some medium, and some short. Some are for rough, general use, and point and quality are not essential; others must be fine and smooth so as to separate the threads of the material easily and leave no pin-holes when they are withdrawn. Then there are dress pins wanted with round glass heads in many sizes, from the big lace pin to the pin small enough to fasten the collar or the back of the yoke. These pins are put up in cubes and cartons, books and cards, and in other forms that are attractive. The heads themselves come in black and in white and in many colors. Some are pearl-headed and others have amber or turquoise heads. Then there are safety pins, big and little, long and short, and hatpins that come mounted on cards, and also by the separate pin shown on a cushion, so that the customer can make her selection.

NOVELTY NECKLET FOR FALL.



From left to right: Platinum chain with plaque and drop of French pearl. Necklet and drop of jade green and jet beads, slide of jet. Necklet of cut jet beads and drop of the same. Necklet of small jade green beads and large ones of clouded amber. Shown by Thompson Lace & Veiling Co.

Pins come in the list of "must haves," and, therefore, nothing in the line of pins should be omitted from your stock. Advertise that you stock everything in the line of pins, and display them so prominently that the women of your home town will have no excuse for sending away for the pins they use. Pins may seem a small item, but they pay a good profit, and the store that properly handles its pin stock is bound to make money out of it. Another important point is that the woman who buys pins from you seldom comes for pins alone. She will come to you because you can supply her with a cheap make of pins, or one suitable for fine fabrics, and because you have the small article she will supply the larger needs also in your store.

Hopes for Braids.

Novelties for the Fall season are coming somewhat slowly to hand. Fashion is presenting such varied sides that buyers are waiting for clearer indications in many lines. This applies more particularly to trimmings. The revival of more tailored styles and the increasing vogue of smooth face cloths is raising the hopes of the braid manufacturers. Binding braids are used as a finish to both tunics, coats and flounces, and it is hoped that they will make an impression. The new braids are exceptionally soft and pliable, and have a beautiful lustre. Braid girdles are showing, and for this purpose moire and Roman stripes are new. Rat-tail braid comes in Roman stripe, and frogs, loops and ornaments are showing in black or in black with this stripe combination, and also in pure white with fringes and edges of fur.

Fur trimmings in the form of both narrow and wide bands are so much spoken of that their vogue is certain. From Paris comes the news that fur is being used extensively for banding flounces of lace and tulle. Paris still favors fancy furs, natural lynx and monkey being two furs that are strongly indicated.

ORIGINAL
DE LONG HOOK AND EYE
See that hump?
TRADE MARK REG U.S PAT OFF.



DE LONG PRESS BUTTON



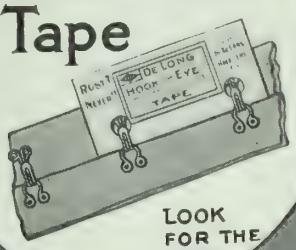
World's Flattest Fastener

DE LONG SAFETY PINS



Strong Easy-Working
Rust? Never!!

DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

Nub
HOOK AND EYE
Bless that Nub!
TRADE MARK REG. U.S. PAT. OFF.



In stocking Notions, don't forget that "every woman can afford the best in the little things of dress".

DE LONG MANUFACTURES

— standards in their line — will make your notion counter famous for quality and reliability.

THE DE LONG HOOK AND EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario

Barbaric Patterns in Beads.

The trade is preparing for a good Winter in inexpensive jewelry. The craze that started this for bead necklets is not to be allowed to die out. All manner of new combinations and effects in beads are showing in barbaric patterns. Many sizes and odd shapes of beads in varied color combinations are showing with tassel and pendant ornaments of all kinds. Some are Eastern; some Greek or Egyptian, and many more Chinese in feeling. Large flat disks and odd-shaped medallions of galalith are used, as well as hand-painted pieces of wood. Silk cords, strings of leather, tassels and odd-shaped beads of pearl and amber, jet and jade, coral and amethyst are all used.

In beads as in all jewelry lines black and white take the lead. Combinations of jet and rhinestones and jet and pearl are decidedly good. Jet is also combined with jade and with amber and amethyst. Very long drop ear rings are increasingly worn—many of them being fully 5 inches long.

Belts and Fancy Girdles.

Belts are strong for present selling, and the outlook is rosy for both belts and fancy girdles, as all styles seem to hinge materially on the presence of this accessory. Vestee belts, plain wide belts of patent leather, kid, suede or just plain oilcloth, are all selling, and there are many wide crush ideas with big splashing bow at the back or front featured. Girdles laid in folds and coming well down over the hips, with ends that tie either at the side, front or back, are the latest idea. Very wide shirred girdles coming from the bust line and well over the hips and defining the figure are among the new ideas. These girdles come in all manner of plain and novelty silks.

Hair Combs.

Hair combs, pins and other ornaments have sold well, and an even better season is anticipated in the coming Fall, as goods of this description always enjoy a bigger sale during the Fall and Winter months. Among the new ideas may be mentioned the high back comb and the bandeau pin. The high back combs come in shaped bar, medallion, lattice and carved effects, and are set with rhinestones or with mock jewels.

The new bandeau pins are to be worn in front to keep the bandeau in place, and come in the form of a shell bandeau with prongs at each end to fasten into the hair. Lines of stones and incised white lines form the ornamentation. Turban and tango pins are showing in variations on present selling ideas.

Package Goods Find Ready Summer Sale

Made-Up Garments to be Finished With Embroidery—Stripes the New Feature in Fabric Bags—High-Class Lines in Imitation Ivory

THOUGH fabric bags have taken the place of leather to a great extent there are plenty of uses for the latter material. The newest development comes in the form of party cases, dance cases, and bags. These cases come in convenient sizes with handle on top and contain toilet necessaries in a compact and convenient form. The cases are made of pin seal, morocco and other fine leathers in all the leading colors such as navy, Copenhagen, rose, purple, violet, green and brown. The linings are of moire or heavy ribbed silk to match and the fittings vary according to price.

The line of leather goods in the shape of toilet, manicure and brush sets are exceptionally handsome this Fall. The fittings come in imitation ivory, ebonine, French grey and sterling silver.

Fabric bags show many rich novelties, among the newest of which are striped moires in two-color effects in Roman and hair-line patterns. These are extreme, but Pekin stripes, one stripe moire and the alternating stripe satin or cord silk promises to be very much in favor. The majority of the bags are made with covered frames and the strap or ribbon forming the handle is often decorated with metal slides. Many oval bags are shown, but the pouch and the pannier bags lead, and the tassel finish is the rule, though some of the new imported bags are finished with a flounce of the material. Even when the bags are of leather the skins are fine and soft and the draped effect is followed as far as the nature of the leather will allow. Great attention is paid to the catches and there are quite a number of good ideas in safety catches shown. As women have to trust to the bag for the safe carrying of both money and valuables, these devices form an important selling point.

New Lines of Imitation Ivory.

The line of imitation ivory goods is a long one and includes many beautiful new effects. High grade goods are hardly to be classed as imitation though the material used is, in the narrow sense, certainly not real ivory. When this ivory is beautiful in line and is decorated with a molded applied pattern in gold and with initials to match, the articles are certainly high grade, such as military hair, tooth, cloth and hat brushes, trays, perfume bottles and holders. There are plush lined jewel holders and baskets, talcum boxes, also glass lined salve and cream jars as well as a complete line of manicure articles. Desk sets, clocks and other articles are also shown in ivory.

There is the usual Summer demand for stamped goods. Package goods, because of their convenience, sell particularly well at the present time, the articles selected being of a kind where the effect is gained without the expenditure of much time or labor. Packages containing a stamped waist of crepe voile in either rose, flesh, Copenhagen or canary yellow with the material for working the same are included among the best sellers. Waists of fine white voile or lawn stamped in artistic and not over-elaborate patterns and showing such new features as the Raglan sleeve and the vest and high flare color just touched with hand embroidery are proving to be just what women want. The material is stamped with small designs which do not take much working and there is a working diagram added showing how to make up the blouse when worked.

Pink and Blue Lingerie.

Pink and blue lingerie has received its introduction in silken materials such as crepe de chine, etc., and one of the latest package articles placed on the market features chemises and slip-on gowns of silky batiste in pink. Pink skein silk is provided for the working. The working calls for the use of satin stitches and French knots, and the package is complete save for the ribbon to run through the eyelets of the gown, and to form the shoulder straps of the chemise.

Another specialty at the present time consists of collars made of organdie, pique or linen either simply or elaborately embroidered. Many of these collars come with the cuffs to match forming sets.

A decided novelty is shown in the crocheted necklaces. Bead molds are crocheted over, and a chain connects the beads.

Stamped and ready-made dressing sacks and kimonos and children's rompers intended for wear when something smarter than the plain chambry romper is needed are among the many articles that come in package goods.

No Lagging in Notion Sales

Volume of Business Can be Kept Up Full Year Round —Special Sales—Keeping Track of Customers' Enquiries.

By a Business Woman.

THERE should be very little fluctuation of trade in the well run notion department, for the bulk of the articles in stock are necessaries that no family can do without, and at the same time prices are too trifling to tempt the housewife into economizing. Therefore the notion department should be little affected by adverse trade conditions, and it should be a comparatively easy matter to keep up the volume of sales. It is lack of service—that is, inattention on the part of the clerks—and not having goods in stock when asked for, that form the chief drawbacks to the successful running of this department.

A want book or card is a necessity, and it should be located so that it is accessible, and its use should be strictly enforced. I know of one department where a card is hung on the end of the fixtures, so that all the salespeople have ready access to it. On this card all articles asked for and not in stock have to be written down over the name of the clerk. In addition, a report is made when the stock of any article is getting low. These cards go to the head of the department each day, and form a most valuable guide to buying. Moreover, no expense is incurred, as an embroidery card is used with the date marked on it with a rubber stamp. The department that installs a similar system and follows it out consistently is never "just out" of articles that are needed every day. Besides, it has the novelties in notions as soon as the demand becomes general, for it knows at all times what its customers are asking for.

Special sales should be planned as frequently as possible, as they create interest in the department and also increase both the turnover and the profits. January and July are both good months for holding notion sales. It is between seasons then, and customers are not interested in the usual lines, but are shopping about and picking up bargains. They know, too, that preparations for Fall will soon have to be made, and therefore notions and dressmakers' findings at reduced rates make a special appeal.

Not only should the bargain lines be on sale in the notion section, but tables or bargain squares should be arranged in different parts of the store. The giving of such additional space is always practised in the large departmental stores, as more people see the bargains offered and are induced to buy. Many stores go to the expense of erecting booths for these special sales, and it is easy to get manufacturers to furnish signs and circulars, and if the trade of the store warrants it, special demonstrators for particular articles.

VASSAR EMBROIDERY HOOPS

THE ADJUSTABLE "HOOP OF QUALITY"

The inner hoop is fashioned from seasoned maple, lathe turned and highly polished, the outer is made of highly polished **rustproof** metal, fastened with a strong coiled spring, which **cannot tear the fabric.** That's why the **Vassar is the only hoop that will instantly adjust itself to any thickness of fabric and hold it securely.** And it's a better hoop to sell for ten cents than most others at any price. Made 4, 5, 6, 7, and 8 inches in diameter, also oval 3x6, 4x9, and 6x12.

MILLIONS OF WOMEN ARE USING THE VASSAR

ARE YOU SELLING THEM? YOU CAN TRY THEM AT OUR RISK BY SAYING THE WORD

IT CANNOT TEAR THE FABRIC
IT CANNOT SLIP
IT CANNOT GET OUT OF ORDER



The THOS. P. TAYLOR CO.
MAKERS OF THE VASSAR HOOP SINCE 1890
BRIDGEPORT, CONN., U.S.A.
487 Broadway, New York
67 Chauncy St., Boston, Mass.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

DRESS FABRICS
AND SILKS

Big Selling of Silk Expected in Coming Season

Duchesses and Liberty Satins First from Fashion's Standpoint—Taffetas Selling Freely in Black and in Evening Shades—Crepes Staple—The Return of Borders the Latest Novelty Idea.

PRICES are very firm and the usual seasonable quiet prevails at present, but the silk section of the trade is well satisfied as fair-sized advance orders are already placed and there is a feeling of confidence as to the position of silk fabrics for the coming season. The advance predictions that satins would be leading sellers this Fall is receiving ample confirmation from the tendency of fashion events.

Duchesse satin is being used for the narrow skirt under the tunic in combination with serge or gabardine, and black satin is combined with lace in the fashioning of lingerie dresses. Next to satins ribbed weaves look most promising, and weaves with the diagonal rib such as peau de soie, and gros de Londres, as well as failles and bengalines are selling.

Crepes are in high favor and promise to enjoy at least another good season. Crepe de chine has become a leading staple for many purposes and is strongly entrenched with the waist and the lingerie manufacturers. Georgette crepe and other crepe weaves are also strong sellers.

Taffetas for Evening Colors.

Taffetas have been the leading silk with the better trade all through the present season, and the demand has been greater than the supply. Orders have been placed for Fall principally for evening colors and black in this weave of silk. Knowing as they do that the difficulty experienced in re-introducing this silk was due to the very cheap loaded qualities produced when taffetas were fashionable before, manufacturers are refusing to make the cheaper grades for buyers. This means that the taffetas selling will be of good quality and will be priced accordingly.

In fancies, warp printed taffetas will be very much in favor and both plain and warp-printed taffetas will be wanted for dancing and dressy and evening gowns.

Roman stripes have been selling all Summer and now striped patterns, particularly in black and white, are coming into vogue. Moires which have been in such demand during the past season are again showing but so far as can be seen fancies will sell better than the plain fabric.

The newest feature is the showing of bordered fabrics and many of the most prominent weaves in silk material are now shown with fancy borders.

In silk and wool materials all cord weaves are to the fore and buyers are particularly interested in bengalines and poplins. There are also indications that Henrietta and cashmere weaves will sell to the better trade.

Pile Fabrics in Good Position

Chiffon Velvets in First Place—Fancies Come in Stripes, Mottled and Other Effects—Plush Imitations of Furs Have Been Freely Ordered, and Velveteens and Cords Are in a Good Position.

PILE fabrics promise well for the coming season. Mid-summer is only just past and already velvet hats have made their appearance. Velvet and plush and the imitation furs promise to be big items in the millinery field. Chiffon velvets will lead, and have been ordered in quantity for Fall and where chiffon velvets are found to be too expensive, velveteens have taken their place. The colors selling are black, navy, dark brown, and laurel green. These are the staple colors to which the majority of buyers are adding novelty shades in assortments suitable to the tastes and ideas of their customers. Velvets and plushes will be in great demand for trimming purposes, and for combining with other materials as the combination idea is being very strongly presented in the styles that promise to prevail during the coming season.

Among the novelty effects plaids and Roman stripes are strong, and the variety and the color combinations are almost limitless. Mottled effects form another attractive novelty, and both for trimmings and for cloaks and suits broad-tail, pony skin and other imitation fur effects in black and rich coloring will be extensively used.

Cord velvets, velveteen and novelty pile effects in cords promise well for the new season. Cord effects are coming into use for millinery purposes and are likely to be used for capes and cloaks as the fabric will drape in the manner desired.

THE LATEST COIFFURE.

The newest tendency in hair dressing, and the one that is bound to be the most popular, is the coiffure a la Mme. Pompadour. Not exactly the whole coiffure, for styles never go back entirely to the mode of a certain period, but the front, the graduated pompadour, will be worn just as it was originated by the famous French beauty. This requires as a foundation a light frame, over which the hair is built up in a gradual slant. Pompadours will all be low and rather flat, with the highest part of the coiffure at the crown, which entirely changes the contour and silhouette of the head.

Cotton Crepes Well Represented for Spring 1915

Cotton Dress Fabrics Active—Price-cutting Falls Principally on Narrow Printed Fabrics — Very Little Being Done in Novelty Lines—Organdies, Swisses and Voiles for Next Spring.

CLEARING lines are going well in cotton fabrics, but on many lines, particularly in narrower widths and in printed materials, the knife has gone deep. Selling seems to cover a more general line than was expected a few weeks ago, and novelty lines such as sheer crepes, both plain and decorated with ratine and nub yarns, rice cloths, novelty cords, ratines in white or in solid colors, or color with line stripes are all in demand, and no price concession is necessary to move them. Ratines are selling well in white as they are widely used for both skirts and suits as well as for dresses. Piques sell best in the narrower wales. Piques are used for skirts and the neckwear houses are making wide use of piques for collars, collar and cuffs sets, and for vests and belts and as before stated it is the norrow wale that is favored.

In printed goods, organdies, crepes and voiles are the leaders. In white materials, lawns, organdies, piques, and ratines as well as the many specialties such as leno stripes, cord effects and bourette stripes and ratine yarn effects on sheer grounds are all popular.

More interest is being shown in ginghams particularly fine zephyrs. Ginghams are fair sellers for the Fall season and promise to be in a better position next Spring.

Crepes Strong for Spring.

Crepes continue to lead in cotton dress fabrics, and are prominently represented in the new lines for Spring, 1915. Crepes have sold well this Summer and are finishing the season in a leading position. Crepes are very much in the limelight in the leading European markets, and therefore are regarded as promising sellers for the coming season. As in the present season the variety ranges from the extremely sheer cloth to crepes of medium and heavy construction, plain crepes and crepes embellished with patterns, and stripes in novelty yarns. Printed crepes are big sellers in all grades of material, and with every grade of trade at the present time and in fabrics that range from plisse construction to crepes in the regulation crepe weave.

Towards Transparent Materials.

The movement of fashion is, however, in favor of sheer transparent materials in plain weaves such as organdie, Swiss muslin and fine voiles. The call for white voile has exceeded the demand all through the present Spring, and sheer materials are gaining strength. Voiles are working into a higher position and promise to be much more prominent another season. Organdies stand first in white materials and Swisses form a strong second. Next on the selling list come voiles, and these will be the leading materials during Spring, 1915.

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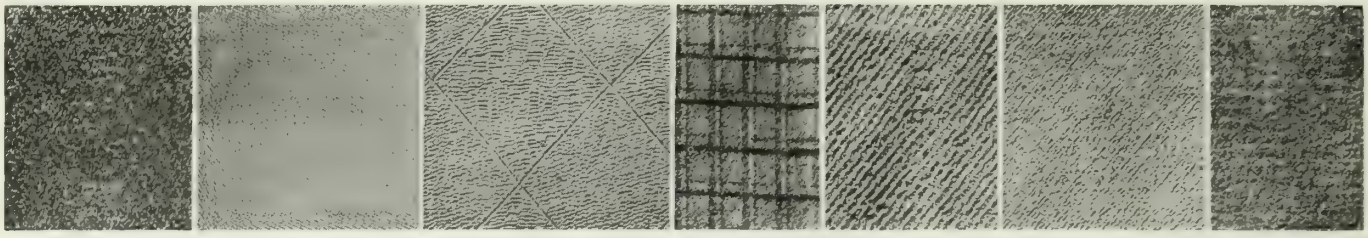
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SAMPLES OF FALL DRESS FABRICS.

The development favors cord weaves and fabrics in solid color with the pattern woven in. No. 1 is a pebble serge; No. 2 a satin cloth with the stripe woven in; No. 3, a crepe with diagonal stripes forming a check woven in; No. 4, a two-tone check velour; No. 5, a cord weave on the gabardine order; No. 6 is a cloth on the basket order; No. 7, a crepe. Shown by Sperling & Lea.

Leading Suiting Materials

Serges, Cheviots, Gabardines and Other Good Materials for Tailored Suits in First Favor—Stripes, Plaids and Checks Popular.

THIS is the between seasons period in woolen dress fabrics, and between season conditions prevail, and the only business passing consists of repeats in some of the novelty lines. Advance orders are fairly satisfactory as advance selling has had the stimulating influence of advancing prices.

Many of these orders are for serges, which continue to grow in favor as the long tunic styles are so well suited to this fabric, and it begins to look as though there was going to be another run upon serges this Fall. Predictions are made that suits more simple in style and on more generally tailored lines are indicated for Fall and therefore serge and such materials as cheviots, gabardines, and numerous cloths on the cord and twill order will be among the leading sellers. In New York the trade is pushing broadcloths, and it would seem as though this material was coming back with the vogue of plain cloths. Ottomans, poplins, velours and plaids and Roman stripes about complete the selling list. A new idea in Roman stripes shows the plain material so arranged that when pleated the plain folds over the stripes which only show when the stripes open as the wearer is walking. Velour cloths both in suiting and in coating weights are selling for the better trade, and adaptations of crepe weaves form a novelty that is being well ordered.

Orders are being placed for novelty cloakings in solid colors. Buyers are interested in rough and in knotted and rub yarn effects. Rough mixtures are also being taken. A new cloth for coatings is called "vermicule." It is of French manufacture, and is intended for Fall wear.

Particularly in gabardines, cheviots and serges a very large proportion of the orders placed so far are for blue and black, and blue and black are the leading colors in almost all materials. The Roman stripe fabrics in woolen materials come in more subdued colors. Clan plaids are much favored and novelty plaids are strong. Two-tone and two-color checks, one of which is either blue or black, are taking well, and plaids and checks in two colors, one of which is the staple grey and the other a dark shade of solid color have interested buyers.

Striped and checked materials are also combined with plain gabardine and pleatings of taffeta take the place of those or organdie.

Lingerie dresses are made of linen defil striped with black or blue. These dresses are trimmed with buttons and loops. Organdie dresses are made with wide crush belts, with bows at the back of black or white taffeta.

Many of the long basqued dresses are finished with skirts of Chantilly lace. Laces are tremendously favored, and the latest idea is the combining of two different kinds of lace in the one costume. The latest dress has a Moyenage waist of filet lace, completed by a skirt having two flounces of Maline lace. The foundation or lining upon which the lace was mounted was of black satin. The recollete was filled in with white net, finished with a ruche of black Maline, and the inevitable sash was of black satin embroidered with white floss.

In spite of all that has been said about the very transparent and low-necked street gowns, they are still retained, and on the visit of the King and Queen of Denmark to Paris at the Longchamp races in particular, the dresses worn in this respect seemed far more appropriate for the ballroom than for wear in the open air.

Voile for Summer Dresses

Many Gay Creations in Paris With Bright Stripes in the Tunic—Chantilly Lace Finishes Many Skirts.

VOILE is coming into use for Summer dresses in Paris, and many line stripes and checks are seen. Often tunic alone is made of stripe or check, the rest of the dress being white trimmed with pleatings of organdie to match the stripe. Blue, pink and cherry red are the colors of the stripes, and quite gay little dresses are evolved trimmed with these gay little pleatings. The checks are half an inch square and the stripes are half an inch wide.

STOMACHERS THAT WILL BE GOOD.

Stomachers of galalith, heavy cut jet and beaded materials of every discription, seem certain to enjoy a great run. They are being featured in Paris by the leading costume houses and will be seen to play a very important part in many of the new models to be shown within the coming month. The new girdles, belts, buckles, tassels and corsage ornaments of every description also reveal the Egyption influence. Galalith ornaments in many effects, in beads, jet and similar dazzling materials likewise play a big part and may be regarded as sure sellers for the coming Fall and Winter.

READY-TO-WEAR

Variety and Novelty Strong in New Fall Dresses

Style Changes are Distinctive and Should Make Selling Easy When the Season Opens—Interest at Present Centered in Cloth and the Plainer Silk Models.

BOTH variety and novelty are strong in the new lines of dresses, and this feature alone should make the selling end easy, as there is quite a difference between the dresses shown for Fall and those that have been previously worn. Dresses made of woolen materials such as serge, broadcloths, face cloths, and worsteds in basket and creped weaves are being used for the whole dress and also in combination with plain and fancy satins, moire or velvet.

Soft finished satins, such as messalines, in popular priced garments and duchesse, Liberty and charmeuse, in the more expensive garments lead. Crepe de chine and novelty satin-finished crepes are also very well represented. Long tunics, and tunic effects obtained by putting a deep circular flounce low down, are most popular. Many new models show the flare effect produced by the use of circular cut pieces at the sides or by the letting in of pleated panels.

The new features in the bodice are the semi-fitted basque effects and the surplice cut wastes. Waists certainly define the figure more, and the extreme blouse effect and wide armhole are gone. This close-fitting idea is so far very often achieved by the use of the deep shirred girdle reaching from the bust to the hip line.

Girdle effects are very varied and the sash ends where used are just knotted, not bowed, and this knotting comes low down either right in front or at the back or front or side. The low waist line is seen on the more extreme of the new gowns.

The majority of the sleeves are long and fitting, save at the wrist, which is often finished with a slight puff and frill, and these sleeves are only slightly dropped or are set in a slightly wide arm-size.

The collar is quite a feature, and many dresses have both the collar of silk or some other trimming as well as the high flare collar of lace or organdie. Practically all gowns show the V front, often finished with a vesta of plain or shirred net.

Whitewear Business is Active

Attractive Prices and Warm Weather Stimulate Sales—Skirt Formed of Two Panels—Combinations on Chemise and Envelope Order.

THERE is more business in the white wear departments at the present time than during the previous months. Prices are attractive, and the time of the year when a good supply is necessary are two factors that are making for sales. Both expensive and medium-priced garments are offered, but there is an almost complete absence of showy garments made of the very cheap materials. Good material and good trimming and the fineness and quantity regulated by the price is the rule in good selling underwear. More attention has to be given to the cutting and shaping than formerly, for lingerie garments must fit without gathers and fullness. Princesse slips, gowns, corset covers and drawer combinations are the big sellers. Gowns are mostly of the slip-on type, though Empire gowns are well liked.

Among the novelties come gowns with the ribbon run through slashes at the waistline. This is called the French finish.

A skirt novelty that is taking well, now that such transparent gowns are worn, is formed of two panels—one at the front and the other behind, connected by bands of tape or elastic. There is a narrow waistband fastening with a snap. This petticoat is designed to be worn with very sheer dresses, so that the shadow of the figure will not be observed.

Combinations on the chemise and envelope order are new, and are particularly practical when made of crepe.

Though the neckwear department has gone so strongly into the camisole business, camisoles and elaborate corset covers are having a good sale in the regular department. All are elaborate and are made of net, lace and crepe de chine. Crepe de chine underwear looks as though it had come to stay in the high-priced lines, and to crepe de chine are being added garments made of Jap and other soft makes of washable silks. A substitute is being found for silk garments in mulls and silk and cotton materials. Flesh white and pale blue are the best sellers.

SKIRTS PROMISE TO BE VERY SHORT.

Paris is taking kindly to the ultra-short skirt, and when the short skirt is of "phinecote" and taffeta, the fashion circle is complete.

The taffeta skirt is exceedingly short. It is scalloped at the hem and looks exactly like a petticoat, in accordance with fashion's latest dictates. The phinecote tunic is slightly gathered at the waist, and at the hem it hangs away from the figure.

Then the charming and original corsage is made of taffeta and chiffon—all in the same shade of faded puce. The cleverly fashioned pieces of silk which cross the bust are tied behind in a large, loose bow, rather low down, and the transparent chiffon sleeves are banded in at the wrist.

This silhouette may be said to be le dernier cri of the present season. When a costume of this order is well carried it is very attractive.

Novelty is the Keynote of Fall Lines

Though the Ideas Presented Are on New Lines, the New Suits Are Practical and Not so Extreme as Those Featured for Spring Selling.

BUYERS have bought very lightly so far, and as has become the custom of late years the bulk of their suit selections will be made when they come to market in about a month's time. Buyers will have to study their needs carefully for the variety of styles shown is very large, and the selecting of the right styles to suit their clientele rests upon the judgment of the individual buyer. For instance there is no fixed length for the suit coat though for popular selling about 28 inches seems to be the rule, but if the style is pleasing, even if the coat is 48 inches, it will be in line. Buyers should remember that the individual idea in dress is gaining ground, and the customer is apt to select the length that accords best with her particular type of figure. More tailored suits are shown and here the tendency is towards a more fitting garment, but there are many fancy jackets with very loose backs in cape effect, and some of these are really capes with a jacket front. In some cases the cape is removable and attached to the coat by means of buttons or snap-fasteners. When the cape is removed an ordinary jacket coat remains.

Many jackets are in cut-away style, and a number of the new models are Eton in front with the long coat tail at the back, or the cut-away in front reaches to the side seams whence the square tail descends as a finish. Newer still are the redingotes which are the same length all the way round.

The new collars are high at the back, and are cut either in straight military fashion or turnover and flare and have a small V line in front, and many of them are so arranged that they will either fasten up right to the neck or can be worn open, the inner vest showing above the collar opening and often forming an inner collar as well as showing below the coat in front. There is a tendency to favor sleeves with a bell effect at the cuff, and this sleeve often has the trimming used in under sleeve effect.

Roman stripe, plaid and fancy pressed velvets are used for collars, cuffs and vests, and Roman striped satins are used for linings. There is an attempt to revive the use of braid in the form of wide trimming braids and braids for binding. The buttons used are of galalith or celluloid and are staded to the center and show stripes in gay colors.

Fullness in Skirts Lower Down.

There is a decided change in the skirts this season and the main feature is the putting of the fullness lower down and in the position that makes the skirt a practical and comfortable garment. The long Russian tunic has been received with universal approval and though it has been so quickly taken up the opinion seems to be that it will be used in various effects right through the coming Fall. The tunic is so popular that various modifications are universal, and almost every suit skirt shows the working out of some tunic idea. Some tunics are pleated, and others are mounted on a yoke, and many models start from a front panel. In certain materials the underskirt is accordion pleated or made of striped silk.



A PREMET MODEL.

Premet is launching quite full overskirts below a fitted basque, and with a very narrow underskirt as a concession to the popular taste for narrow skirts. The fullness of this tunic is emphasized by the graduated band trimmings on both waist and skirt. The narrow arm-hole and the long tight, set-in sleeve are other new features.

The extreme suit comes in the Salamander style with the fitted basque and tunic in one, over a plain skirt and with the low waistline emphasized by wide sash knotted in front. Skirts with circular flare flounces or circular pieces added at the foot and pleated panels let in on each side are numbered among the many novelty lines.

Very Dark Colors.

The tendency towards the use of very dark colors is most marked, and black and navy certainly will be the best selling colors. Other good colors are dark brown, mahogany, and dark myrtle or bottle green.

A few novelty shades are showing in more expensive suits, but these are all very dark, and the relief comes from the fancy trimming velvets and silks.

The materials favored are serges, cheviots, zibeline, broadcloths and fancy weaves in solid colors.

Some of the new suits are of velvet combined with cloth and the all velvet suit is promised for the later season.

Very few manufacturers now show their full range at the beginning of the season, but as a rule they are all prepared to put in the new ideas as they are introduced.

Gowns Worn at the Grand Prix, Paris



Paris has gone crazy over black and white, and touches of color are only additional. Light laces and tulles are in wonderful vogue.

Left to right: Figure 1—Long tunic and girdle of striped taffeta over a skirt of tulle, with three horizontal rows of ribbon as the trimming finish. There is a high girdle of the taffeta and the waist is of net. The black velvet canotier is trimmed with a single rose, and has velvet ribbon streamers. Middle figure—Skirt flounced to the waist over satin; waist of tulle satin, with rose in girdle. Velvet canotier with feather fancy. Third figure—Flounced skirt over black satin; basque waist of the same. Canotier of white satin faced with black, and black aigrette.

No. 2: Figure 1—Long double tunic of black and white Chantilly lace. Narrow skirt of satin veiled with black Chantilly. Waist of white net veiled with black. Deep fitted girdle of black satin. Hat of white satin and black velvet with large black wings. Figure 2—Dress of white taffeta with tunic of pleated chiffon. Sailor of white taffeta with large black velvet rose. White taffeta parasol with border of black velvet.

No. 3: Gown of lace with long fur-trimmed tunic. Fur outlines the opening at the waist and trims the sleeves. The inevitable corsage bouquet finishes the waist, and the equally inevitable black velvet sailor is trimmed with flowers.

No. 4: Figure 1—A double-flounced skirt of light lace; basque bodice of white taffeta. Cape of satin trimmed with fur and the 1860 hat trimmed with lace ribbon and flowers. Figure 2 Long lace tunic over trouser skirt of satin, with one of the new girdles following the line of the waist and hips, and knotting behind.

These photos were taken at the Grand Prix and were loaned to The Review by E. E. Thompson, of the Thompson Lace & Veiling Co.

Cape Ideas Leaders in Coats and Wraps

Three-quarter Length Models for Popular Selling, But Fashion Favors the Long Coat—No Arbitrary Lengths This Year—Belts on Many New Models—Fur Trimmings.

CAPES and cape ideas are strong in Fall lines. The true cape is mostly reserved for evening and wrap affairs, while for day wear something that conveys more of the idea of warmth is used. In coats the cape idea is confined to the backs which are full and hang from the shoulders in folds like a cape. These capes are often so cut as to come over the shoulder and finish on the breast with buttons. Sometimes the fullness hangs from a yoke and there is no hint of a cape suggestion in front. Belts are placed on many new models—mostly low and in some cases coming only from the under-arm seam. Military collars are very much shown, and the collars that are high in the back and flare in front come in big variety. Many of these collars can be buttoned close up to the throat. Some garments have the hood as well as the collar. Though the tendency is towards the mannish set-in sleeve, this cut is not so much used in separate coats and wraps as in the coat used to complete the suit. Many coats are kimono cut and many are in modified kimono effect with the set-in front and the kimono cut at the back. The dropped shoulder with the set-in sleeve and the large arm-hole is also very much seen, as the wide arm size makes for comfort in the outer garment.

The shorter models are only shown in popular priced garments, and the 7/8 length is favored in exclusive models, and before the season is over it is expected that in high priced models the full length coat will be the leader.

The materials used are very varied, and the majority are rich in weave and coloring. Beautiful woolens, rich, soft and velvety in finish come in plain colors and in stripes, plaids, and mixtures. Velours, zibelines, and nop cloths are highly desirable, and broadcloths in high finish are among the newest of cloths.

The list of pile fabrics is a long one and includes Teddy bear plushes, imitation furs, in broadtail, lamb, mole, pony and angora, and as well there are pressed and mild plushes. Furs and fur fabrics are the trimmings most used. Other trimmings are plain and novelty velvets, and plain high finished broadcloths when the coat is of check or stripe.

Buttons are very handsome, and in two-color, one of which matches the cloth and the other is in high relief or showing some plaid or stripe combination.

Buttons in high color matching the button holes and the piping of the seams form a new effect that promises to take well.

Helps to Corset Selling

Some Information the Saleswoman Should Give to Every Customer — Explanation About the Tape Line—How to Reduce Returns.

THE building up of a corset department means the passing on to the customer of valuable information as to how to adjust and wear the corset of the moment. The saleswoman, to be effective, has to acquire this information, and it is the place of the department head to see that she not only acquires it but also makes use of it. Manufacturers and designers devote much time and study to the production of corsets that give the proper figure lines for the new modes as they arrive. The different types of figures are carefully considered and modifications are made accordingly. To get the proper results the corset must be properly put on, and it is safe to say that many a return would never be made, if the customer had been properly instructed in this matter by the saleswoman who sold her the corsets.

Corsets should always be the proper size. Many women ask for sizes that are too small under the impression that the smaller size will give the effect of a more slender figure. As a matter of fact the direct opposite is the case, for corsets, when the proper size, control the flesh and improve the lines of the figure, and when a size or so too small is worn the proper boning and parts do not come in the proper place, and therefore distortion of the lines instead of an improvement to the figure takes place. On the other hand, corsets should not be too large, for the perfectly adjusted corset is never laced quite close at the back. The space left should be about 2 inches.

Corset laces should be long enough and should be put in according to instructions by the saleswoman as there are differences in the adjustment of different makes. The laces should always be loose when the corset is put on, and the fact that the tape line that goes across is to mark the position of the waist explained. Many women have a trick of putting on the corset high above the waistline when in reality a little lower than normal gets the best effect. When the waistline is in the proper place the long skirt in front holds the abdomen and supports it like a belt. This is very important both to the appearance and the comfort of the fleshy woman.

Always impress upon the customer when buying a new corset, that it will not keep its shape unless the laces are first undone when taking the corset off. To unfasten the clasps with the laces tied as worn, strains the corset and soon destroys its usefulness.

HOLDERS FOR SKIRT AND WAIST.

The increasing vogue of the separate skirt and shirtwaist, or blouse as it is now most frequently called, means that the holders and belts for retaining the skirt and waist in position will be largely in demand. One very popular article of this nature consists of a narrow belting very firmly woven, which can be secured in either silk or cotton. At the center of the back and at each side are firmly fixed sections of rubber covered with small projections, which cling firmly to the blouse and prevent it from slipping up. This belt has no prong to catch, to hold or prick the fingers, and the stronger the pull on the belt, the firmer it holds.

GLOVES FOR ALL OCCASIONS.

One of the big glove manufacturing firms of the United States in an advertisement points out that there is a broadening field in this business for one style of gloves, of kid or other leather, no longer serves all the seasons and many occasions. There is not only silk for Summer and leather for Winter, but there is a "between seasons" period for a glove heavier than silk, and yet cooler than leather. The early Fall and late Spring are normal and natural fabric glove periods, but between the refined elegant silk and the alluringly attractive leather is a different place for an ordinary fabric to find favor.

Sketches of Fall Models by The Review's Fashion Artist



MESSALINE WAIST.

No. 1—Waist of black messaline showing the more fitted arm size and long sleeve. The vest effect is of messaline and the front is shirred onto it in a novel manner. The hoodlike collar and V-front are finished with pleatings of black net.—Shown by Greenshields, Ltd.

INFANT'S DRESS.

No. 2—Beautiful embroidery sets on sheer batiste are showing for infants' wear. This lovely little dress is made from a wide flouncing, yoke and narrow flouncing, imitating fine hand embroidery. Tucks are used to fit the Raglan sleeves and to give fulness to the dress.—Shown by Home & Watt.



Novelty Ideas in Waists

The Crossover Blouse is the Latest — Though Fashion Favors Tailored Lines, Many Waists Are Still Cut Kimona Fashion, or With Set-in Sleeves—Less Fullness and New Waists Define the Figure More.

THERE promises to be a very decided return to the more tailored styles for Fall in shirt waists. For one thing, of whatever material the waist is made, the armhole is modified and the waist fits over the bust and is drawn into the waistline without any blousiness. In very extreme models the figure curves are suggested, though as a rule this effect is given by the high crush belt or girdle. A few models are shown that can be worn outside the skirt, but blouses of this kind introduce the alteration problem, and, therefore, are always confined to high-priced lines. The newest idea comes in the surplice waist with long cross-over ends at the fastenings, and these ends can be so adjusted as to give either the fitted or the bloused idea. This waist is the outcome of the cross-over effects that Paris is putting on the market.

There is a decided return to more tailored styles in waists, and, though the earlier models were shown in materials with more body to them, they are now being shown in the softer materials, such as crepe, chiffon and China silks. Very attractive waists are being put out in colored handkerchief linens, batistes and other cotton fabrics, and this difference is observed between the cotton and silk waists. Cotton waists have simple collars and cuffs, while those of crepe or silk show the flaring collar and fancy cuffs. The buttons used are of a more ornamental character.

The all white waist promises to be a great favorite in organdie, net satin, crepe de chine, and chiffon, but the waist of lace alone is relegated to popular-priced lines. When the waist is colored, solid colors have the preference over fancy effects, and the idea is to use colors that harmonize and contrast rather than those matching the material of the suit. Novelty colors are strong in the waistline. Canary yellow, flesh, a new pinkish orange, Paddy green, and a brilliant light blue are the leading colors.

Sleeves are long, and in the newer cut models are set in at the regulation armhole. Many waists are still cut in kimono fashion, and there are many drop and yoke shoulders, but in all the arm size is narrower, and there is less blousing and fullness.

Collars come in some form of the flare or Medici, and many have the front addition of revers. All collars are high at the back and the V-front is retained, but is not so deeply cut for the Fall season.

Separate Skirt Grows Stronger

Confidence Growing in the Long Tunic, and Many Variations Are Appearing — Separate Skirts Are Shown in a Big Variety of Materials.

INTEREST is growing in separate skirts, and while individual orders are not of large size, buyers are taking separate skirts freely and are more than willing to take hold of any new model that the manufacturer is showing. Manufacturers are studying the style question very closely, featuring all that is new in adaptations suitable for the Canadian trade. The long tunic leads at the present moment, and it comes in many types and modifications. Long tunics are selling right now, and all doubts as to their lasting over into Fall are being laid aside. The truth is that the long tunic is very becoming, and women have taken to its simple, graceful lines as a welcome change from the extreme puff and frill models of the early Spring. As usual, when a style is so favored, all kinds of modifications soon spring up. Some tunics are cut longer at the sides, while others have panels front and back and are shorter at the sides. Then there are tunics that are pleated or box-pleated or frilled on to a yoke. Sometimes both tunic and underskirt are machine pleated, and the machine pleated underskirt is growing in favor. Many smart skirts are being prepared in two fabrics. Now it is plaid or Roman stripe and plain material that is used, but there is a tendency to use satin and messaline for the underskirt, with serge, broadcloth or some fancy worsted material for the tunic, and later doubtless velvet and fur fabrics will be substituted.

The skirt manufacturers are also featuring flare skirts not in extreme, but in practical widths. This flare is effected in the cutting of the gores or by the use of circular flounces, or sections of circular flounces, and bands are often used to give a tunic effect.

Materials are as varied as styles. Checks are still good, and some very smart models are shown in Roman stripes, and also a few in subdued plaids in one and two colors. In plain cloths serges, broadcloths, gabardines, and worsted and woolen novelty cloths in varied weaves are used. A few models in satins and taffetas are being shown.

For Saner Styles

Garment makers said to be willing to respond to new ideals —Claim they have not been responsible for "freaks."

IT is quite reasonable to suppose that the agitation which has been launched for plainer styles for women will have a wide effect, for it would appear that this is about the only direction in which designers can tuprn to find that change which is so desirable.

Manufacturers generally would probably welcome the change. They evade responsibility for the freaks which are called immodest, and argue that they should not be blamed for the misdemeanors of those who wear the garments. Victor Pacyna, secretary of the Chicago Garment Manufacturers' Association says:—

"The trade, both wholesale and retail, has been upset and annoyed by the extreme styles which have been created for eccentric dressers, and the women of modest taste seem to have found difficulty in finding just what they wanted.

"As an evidence of that, we have had many calls only in the last few weeks for saner styles in the Fall lines. Buyers want long, double skirts, made on severely plain lines and they are getting away—far away, too—from the drapings and slits that have made the styles so freakish.

"It would be gratifying to have a more staple style developed—not so extreme and cut on simpler lines that conform more with the natural figure than they do with a fanciful figure. All three big factors in the trade would be gainers.

"I believe we are getting back to saner lines in the new, long-waisted effects, which are similar to the recent princess garments. They are rather loose at the waist and conform to the natural outline. And, strange to say, I wouldn't be surprised if these long-waisted styles led naturally back to crinolines. The combination of princess waist and a skirt that flared at the bottom, would be attractive and it would be diametrically opposite to what the women have been wearing for so many months."

MILLINERY

Cerise a New and Popular Color in Paris

Black, White and Dark Blue the Other Colors Paris is Favoring —Many Large Hats of Black Velvet Worn, and Many New Hats Are of Plumage—All-flower Hats Making Their Appearance—Velvet Begonias and Velvet Poppies Used in Vivid Cerise for This Purpose—New Trimming Fancies.

BLACK, dark blue, dead white and cerise are the millinery colors in Paris at the present moment. Black, white and blue have been worn all Summer but cerise is a new comer and made its appearance at Longchamp at the recent races. One of the most striking of these cerise hats was of plumage with two slender black feathers posed at the back. Plumage hats are very much worn but up to date the majority have been in white, white coque and hackle and white swan being most used.

Another cerise was a round toque shape of velvet begonias, with quills of the same shade seemingly placed in any way and pointing backward.

Another flower hat noted was a close fitting turban of velvet poppies. Many smartly dressed women wore these flower turbans, and almost as out of keeping as the fur which trimmed many of the lace gowns was the toque of apple blossoms worn by Mona Delza.

The smartest hats of all were those of black velvet. These were almost devoid of trimming and with the wide brims shading the face. Quite a number were lined with silk in peach-blossom color.

Ebon Bird Only Trimming.

Conspicuous among the many black hats worn was a sailor model with the brim curved so that it drooped in front and back and was raised at the sides. This hat was plainly covered with white broadcloth and had a medium sized bird of ebon blackness posed in front as its sole trimming.

But all hats are not as simply trimmed as this, for in the next group was noted a smart little hat of navy satin. Small blue ostrich feathers started from the edge of the brim all round and upwards with the tips curling over the crown of the hat. From the midst of the feathers standing straight up came tufts of aigrette alternating with strands of paradise, while at stated intervals were dotted small black birds.

Very high sailor shapes with tiny brims all covered with striped silk, black and oxford grey being much favored. The brim will be covered with black satin and the sole trimming consists of a rose flattened on to the side of the crown in front.

Another new idea in trimmings is the using of rhinestone and mock jewel cabuchons on the brims of calotte and polo shapes. One hat trimmed in this way was of black satin. The cabuchons were of rhinestones set round a sapphire center, and placed so as to form a festoon round the flat side of the crown. A little to one side of the front and standing straight up was posed a single plume dyed blue, green and yellow.

All Houses Using Ostrich.

A visit to the leading model houses shows that they are all favoring ostrich, and that two colors that are much used are tete de negre and sand shades. Pink is used on dress hats. Talbot is showing pearl grey sailors trimmed with a band of long plumes falling over the brim and with a pom pom of ostrich attached to the crown at the center of the front. Many felt shapes are seen here, both in grey and in wine shades.

Georgette is again showing large hats, and some of her new shapes are very lovely. One of them has the brim very wide on the left side, and the edge is lapped over on to the crown giving a square line to that side. The only trimming is a mount of white aigrette placed on the crown right in the center in front and falling in a graceful shower both to the back and to the front.

Louison is also showing a number of black velvet hats. One of these is a tricorne with a large wing at the side, to the extreme top of which is attached a small tassel.

No Trimmings Above.

Parisian milliners are making free use of paradise and aigrette, and hats designed for Parisian wear and for markets, from which these feathers are not excluded are trimmed luxuriantly with magnificent plumes. Sailors and medium sized hats are trimmed with cross aigrette black tipped with white, and this effect is being reproduced in other feathers for the American trade. Many large black velvet sailors have no trimming on the top of the hat itself but attached to the under brim are mounts of paradise sweeping backward and curling gracefully over the shoulder.

Another way of trimming the same kind of models is to group three birds two on the sides of the crown and the third perched on the extreme edge of the brim at the back.

Much dyed paradise, especially in blue, is seen. Sailors of satin have the crown

(Continued on page 27.)

Fancies of Paris

Cerise becoming popular.

Toque of apple blossoms.

Black velvet trimmed with silk in peach-blossom color.

Very high sailors, tiny brims, and striped silk trimming.

Rhinestone and mock jewel cabuchons.

All favoring ostrich.

Mounts of paradise under brim only trimming.

Wings fringed with other feathers.

Profitable Side Lines for Milliner to Carry

Hair Goods Now Sold in Many Departments—Flowers for Indoor Decoration—Veils in Transparent Envelopes, and Neckwear.

MILLINERS, along with all other merchants, are finding that it costs them more each year to do business. Service is demanded of them that a few years ago would not have been thought of, and to keep up with the other stores, modern equipment and fixtures must be installed. Then there is the getting out of dainty circulars and cards at opening times, and the trimming and decorating of the store at special seasons. Rent is higher, and wages are advancing. In the endeavor to reduce the overhead expenses many milliners are adding lines of goods for which they have had some inquiry, or which they think they could handle to advantage. And luckily these lines are numerous.

Many milliners already put in stocks of hair goods, for this is a line that goes with peculiar advantage with millinery. When selling a hat it is easy to introduce tranformations, switches and any of the novelties of the day. The effect can be tried right with the hat and the sale of the one helps the sale of the other.

Hair ornaments—pins, combs and mounts for evening wear—all come with this department. Corsage ornaments form another line that the milliner who has a high class trade can stock to advantage. These bouquets are often expensive as they are made of fine French flowers.

Milliners should do well with flowers for indoor decoration. These flowers appeal to all classes, and particularly in the winter months when natural flowers are so dear, quantities of these flowers are sold.

Another good line for the milliner to carry is veilings. Veilings can be had now, cut in the proper lengths, and done up in transparent envelopes ready to hand out to the customer. Stock of this kind is easy to carry, and can be rapidly turned over as stock can be filled in by parcel post as desired. To make the department a success veiling novelties will have to be stocked as they come out.



A PHIPPS NOVELTY.

Strictly tailored street hat from Phipps' fall line.

Neckwear is another good line and one that goes well with millinery. This line is a very profitable one if properly handled. The neckwear houses are always showing something new, and therefore there is no need of stocking heavily or buying far in advance of the requirements. Some milliners carry art needle work and others children's dresses and underwear and all these lines fit in well with millinery.

Besides reducing the overhead expenses, milliners find that these side lines are active sellers at periods, when there is little doing in legitimate millinery lines. Therefore these other lines help to keep up takings in the dull months. Also they serve as an inducement to bring people into the store, and particularly at periods when stocks are being cleared customers who come for these added lines make millinery purchases as well.

As a rule very little added equipment is needed; just a show case, and a few special fixtures, as in most cases when these lines are active, the millinery lines are slow and cases that are used for millinery in the season are at liberty and can be used to show the other stock.

Felt Hats in 1860 Color Combinations

TALBOT, Georgette, and some of the leading model houses are not only featuring 1860 styles in millinery, but they are going back to the mid-Victorian period for their color schemes and trimming ideas. Many of the latest hats are of soft felt, with the edges bound with a narrow band of satin in contrasting color. One of Talbot's best liked models is a grey felt sailor, with the binding around the brim edge of navy blue satin. This model is trimmed with a band of grey ostrich feathers laid on the brim and having a high ostrich mount in front. Pearl grey felt trimmed with claret or Bordeaux red is also in accord with the ideas of the above mentioned period, and satin bindings and fancy ostrich in this color are used to trim large flat hats of grey felt.

Reddish brown and grey combined does not sound promising, but this also is a color revival from the 1860 period.

Quantities of marabout are being used by Lewis & Reboux, and among other trimming novelties Georgette is using quills made of sateen.

White hats are certain to come later, and one notes on many hats the use of two or three varieties of plumage. Thus one small hat will have ostrich, aigrette, and small birds. One very smart hat of white satin had small tips covering the brim and encircling the crown, and placed at intervals were small white birds with the wings tipped with brown. Wreaths of small birds all around the crown are a popular mode of trimming.

There is a very well-defined idea that the white hat will come as a relief from so much black. Hats entirely of white hackle are very beautiful and are finished by two long feather fancies, also white. White bengaline is beginning to be employed and the new sailor shapes are being covered with this material, while the brims are faced with black velvet. Many of these hats are trimmed with white peacock feathers around the crown, and with groups of heads extending outwards on both sides at the back.

Many black velvet sailors are faced with peach blossom pink, canary, cerise, or other contrasting colors in taille or taffeta, and have just a couple of shaded velvet or metal roses placed right in the center on the front of the crown. A newer way than fixing these roses flat against the brim is to place them back to back and use them as a high mount directly in front.

CERISE A NEW AND POPULAR COLOR IN PARIS.

(Continued from page 25.)

draped and the drapery is pulled to the back and front and tied, and the fullness is then formed into a flat bow.

There are many novel ideas in hat trimmings featured, one of the newest of which is a "shell" rose formed of celluloid. This rose is fully three inches wide and has flat full blown petals. The finish is iridescent and resembles mother of pearl in transparency and coloring. Another flower effect is in the form of two daisies made of clipped heron feathers, and with the heart made of a ball of blue and green lofofore. The two stems also of lofofore are united into one that is covered with heron's down. Another fancy was formed of two croque plumes, one navy blue and the other pink and these were united by a ball of navy blue down. Another new idea consists of a wing made of small tubes of pasted feathers finished at the base with a parrot's head.

Big Wing Season.

Everything points to a big wing season, and many wings are becoming high priced because of the quality of the feathers that are used in making them. Wings fringed with other feathers are new, and ostrich and aigrette flues are used for this purpose, while many of them are covered with heron's down on the lower part. Small birds such as humming birds have immense wings when compared with their bodies, formed of quills. The quills are either beige or white speckled with brown or black. These birds are to be placed at the side of the crown of the hat and are finished and shaped to suit the position, and the left quills larger than the right.

Strings of jet beads, pearl beads, and navy blue wood beads are used around the crown of many of the new models. Round beads or beads with a flat back are formed into dot-like embroidered trimming bands.

White and Black Ribbons

Both Selling Freely for Millinery Purposes—Sash and Girdle Novelties Numerous.

MILLINERY sales at the present moment are calling heavily on the stocks of white ribbons. Moires, failles, taffetas and satins are all selling, and from Paris comes the news that white cire ribbon has been introduced there. Millinery sales are not only calling heavily upon the stock of all-white ribbons, but also upon ribbons having a white ground and warp printed or printed patterns.

Next to white, the Midsummer demand is turning to black. The new idea is to trim the white Summer straw with black lacquered ribbon and to have the girdle made of the same. Another new ribbon is so woven that the collars are quite brilliant when seen in one direction and dull when viewed from another. Black satin girdles are very much in vogue.

Sashes and girdles form a big feature this season, and many of them are tunics as well. Moires, Roman stripes, Bayaderes, warp prints, and plaids are used for this purpose. Many of these tunics are made of wide ribbons, with a narrow edge formed of a velvet or satin ribbon, repeating one of the predominating colors in the pattern. Ribbon belts cut in vestee styles are also good, and a new plaid sash seen recently had tunic and suspenders as well as the sash piece.

Paris Models for Fall

THE majority of the new models are medium large, and for the early days of Fall the velvet crown and the brim of lace or tulle is showing. White and black wheat appears on many of these hats, white hats trimmed with black and the reverse. White trimmed navy, or navy trimmed with white, and also combinations of white and yellow are the latest. Among the new models were noted bicornes in pure Napoleonic shape, which was so shaped at to tilt to the right side when placed on the head. These models are to be trimmed with upstanding quills and other feather effects projecting from the opening. A polo shape was composed wholly of white feathers and was intended to be worn with a white veil which was thrown over the whole hat including a single white quill which was bent backwards from the front. A close fitting toque of white satin had a turned up rever at the back, out of which large white wings projected, giving the wearer the appearance of being just ready to fly. A white satin polo hat had the stiff brim in two sections and was larger at the top of the brim than at the head size. The crown was soft and had two corners turned back and buttoned down on to the top edge of the brim. A coque quill in navy blue was posed standing stiffly up in front. A toque of black satin had the crown of pleated chiffon and two wing-like pieces of pleated chiffon wired so that they would stand out and up, trimmed this hat in front.

When black takes a strong hold, white is sure to become prominent, and white flowers, particularly gardenias, are showing. Celluloid flowers come in nacre or mother of pearl finish.

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Ideas in Fall Millinery Shown by Early Models

Very Varied Styles Are Showing—Small and Medium Shapes the Leaders—Parisian Modistes Are Turning to Second Empire Millinery for Inspiration—Shepherdess Shapes Will Prevail.

ADVANCE millinery news is decidedly interesting for the transitions and changes in fashions have been extra numerous. Fashion this season is restless and one idea follows another with amazing and disconcerting rapidity, and no sooner is one style well on the way towards establishment than something totally different looms large along the fashion horizon.

Paris has almost totally abandoned straws in favor of hats of velvet satin and other fabrics, and now comes the news that Talbot and several other of the leading modistes are putting out hats of soft felt chiefly in grey and garnet.

Paris model houses are offering a wide selection of hats for the benefit of the American buyers many of whom are still over in Europe. It is said that the really new models will come in Second Empire styles, and that the millinery of the early 60's will be used as that from which to draw inspiration, and that shepherdess shapes and old-fashioned colorings will prevail. These colors have been modernized and given distinctive names but the dull shades of red brown, greenish grey, pearl grey, drab, magenta, puce and peacock will again be fashionable.

While the shepherdess is the coming idea, the canotier, or large sailor, is the model that leads. Paris is showing large sailors and large shapes may come later but the small hat so far is the leading model. Small sailors with the high crown and the narrow brim, toques, polos, tricornes and hats that are little more than skull caps are those that will begin the season. Very high stove pipe crowns are seen on many hats and besides the round high crowns there are high crowns that are square. A plain crown is a thing of the past, and all kinds of creased, dented and ridged effects are seen. Some crowns are higher at the back than in front and some are higher at one side. Many of the turbans are on the round polo order, while others remind one of the Oriental fez cap. Tricornes are being shown as well as models on the peak cap order.

There is no disguising the fact that this is going to be a big black velvet season, colored velvets will be used in deep rich shades but the season will center on black. Next to black very dark navy and the crow blues will be used as well as fete de negre, and dark bottle green. Talbot and Georgette are showing felt hats in pearl grey, wine and brown shades.

It is some time since the Parisian modistes featured felts, and therefore it would look as though the felt hat might improve its position in the near future. Besides velvet and felt, plush and velour are to be good while for the early season satin, faille, taffeta and moire will be used either alone or combined with straw or velvet. White straw will be very smartly combined with black and dark colors for the early season hat.

Ostrich, burnt ostrich, feather fancies, coque, wings and quills are the leading trimmings. Burnt novelties are to be very strong. There are many new



SAILOR OF VELVET.
Large velvet sailor lavishly trimmed with paradise plumes.

ideas in burnt ostrich quills, and even floral effects are initiated in burnt feathers. Burnt ostrich is taking the place of aigrette on many hats, and the majority of the aigrette imitations used by Parisian milliners are of burnt ostrich feathers. Burnt pheasant is responsible for a big range of novel fancies, and many hats are smartly trimmed with long pheasant feathers that have been so treated. Pheasant feathers are also curled and are formed into many striking effects. Very handsome quills come with one side of the natural feather, while the other is of burnt ostrich dyed in golden brown or other colors.

Substitute For Humming Birds.

Humming birds are being used in Paris, but for the American market novelty birds, many of them without a body and having a parrot-like head, will be substituted. Many of these bodyless birds have long, curving or wing-like tails.

For popular selling, wings and quills promise to be the strongest trimming item. Feather manufacturers are showing a big array of novelties in white wings in many sizes. Metalized wings are also shown both in shades of bronze and in silver and gold. Quills come in endless variety and in many original shapes. Scotch plaid and Roman stripe effects are prominent.

Coque fancies are in great demand, particularly in white. The latest in all-feather hats are those made of hackle in turban form. Slender trimmings in novel effect come in hackle.

Many of the early models are ribbon-trimmed. Small shapes of satin are trimmed with large smashing bows of wide faille or moire ribbon, either plain or in ecossais or Roman stripes. Among the new taffeta ribbons, ombres are featured, but generally in connection with novelty stripes. Ribbons are also used in the form of cockades, wheel ornaments and pleated bows. These effects are fashioned of narrow moires or cord ribbons.

Cire Revived.

The cire ribbons so much worn in the Spring are being revived for the Fall season. The new cires come in colors as well as in black and white and metalized in silver and gold, gunmetal, and green and purple bronzed and copper effects. Very handsome brocaded ribbons, with the figure in metal on rich faille or satin grounds, as well as jacquered patterns, all in metal. Stripes of metal combined with Roman stripes are very rich.

Flower And Fruit Novelties.

Flower and fruit novelties in velvet, plush, and in cire and celluloid effects are beginning to be shown. There are velvet begonias and poppies in vivid cerise, large velvet pansies in vivid yellows and browns, velvet roses in two colors, and in shaded effects. There are also roses of cloth of gold and silver, either all of metal or mixed with white or black velvet.

Keep a Complete Record of the Season's Sales

This Will Aid in Future Buying and Help to Guard Against Many Mistakes—Memory is Treacherous—Getting Methods of Others.

NOW that the experiences and mistakes of the past season are fresh in mind is the time to jot down the full particulars covering the season's operations. Special attention should be given to the items and plans that have proved profitable and which have resultted in bringing more business. And on the other hand all the plans that fell short or did not produce the results anticipated should be outlined, and all mistakes and shortcomings of any description should be placed plainly on paper.

Many milliners may object that this is putting them to unnecessary trouble, but let the objector just try it and she will be astonished to find how clear the reason for some of her failures will become.

This is one advantage but not the chief one. Every one makes mistakes—no enterprise is ever built up but the endeavor that goes into the rectifying of mistakes counts largely in its building. Therefore, a plain record in black and white of past shortcomings should be valuable for future guidance, and should help in the avoiding of similar mistakes in the future.

If such a record exists, it will help in affording a more intelligent grasp of conditions affecting the business, and it will also be a great help in the buying of the new goods.

It will show just what class of goods appeal especially to the clientele the store is serving,and also will show what goods did not sell. There is often a local peculiarity in the demand that causes certain goods that are popular in other localities to be slow sellers in the one your store serves, and in the stress of buying, if there is not some special means of aiding the memory these facts are overlooked.

Naturally as the season progresses information of this class is acquired, and is acted upon, but it is not well to rely upon the memory altogther, and having definite facts and figures available is a great help and saves making many costly mistakes.

Another fact, besides what sold and what did not sell, that should be noted is the time at which certain displays were made and the success or failure of those displays. Also the different selling schemes should be outlined and the attraction they had for the general public and the class of customers they brought to the store.

Such a record from season to season becomes more valuable each year, and more paticularly if in addition to your own experiences, ideas and suggestions of different trade papers, or those are gleaned from the conversations with travelers and other milliners are noted. Though you may not wish to copy, the descriptions of methods used successfully by other stores should yield a crop of new ideas that can be used to good purpose in your own business. Not only should you gather all information of this kind possible yourself but you should encourage your staff of assistants both in the store and in the workroom to come to you with new ideas and with accounts of methods in use in work-



STOVE PIPE CROWN.

Sailor with stove pipe crown and narrow brim of velvet and satin, shaded gray and white ostrich plumes form the trimming. The hat is worn well to one side.

rooms and stores where they have previously been. In this way you gain an insight into the methods of your competitors as well as valuable ideas to aid you in the conducting of your own business. You are also training your assistants and making them more valuable both to your business and to themselves by strengthening and deepening their powers of observation.

SIMPLE STYLES FAVORED.

Millinery Brought Back to Simplicity by Caricaturist's Strictures on Extreme Modes.

Winds blow from all sides to influence fashion. One reason why the new millinery styles are so simple is because the caricaturist Sem, has been ridiculing the very exaggerated styles of the present season. In a recent book he has pitilessly held up to ridicule the gowns and millinery seen at the theatre, teas and races, etc. He says that neither the times, nor the physique, nor the appearance of women has warranted their indulgence in gaudy toilettes and hats.

He accuses them of searching for the "new" regardless of its price, and they have killed by their unexpected movements the forms so odd and disquieting, which the famous modistes had launched in the Winter and in the beginning of the Spring and which nevertheless were so well suited to pretty women.

SUMMER CAPES.

For hot weather unlined capes of taffeta will be worn instead of the heavier gabardines and cloths of the early season. Some of these capes are trimmed with bands of velvet applied in the fashion of long ago, while others are flounced and frilled with taffeta. One is lined throughout with a contrasting color—a reversible garment. Not all the capes one sees worn are smart, by any means. Even so simple a garment as the cape must be correctly cut—just the right length, just the right flare, and, above all, just the right collar. Some of the newest cloth capes are lined with brilliant plaid silk. Black capes are lined with splashy designs in black and white, or plain "dried orange" satin.

OVERSKIRTS OF PLAID TAFFETA.

Overskirts of plaid taffeta are very effective, worn over petticoats of some plain color. Green taffeta, for instance, cross-barred with brown, red and yellow, looks well over a skirt of plain brown taffeta; and an orange and green check may be combined with plain dark blue.

ALL-WHITE, MOST STRIKING.

Color is everywhere—in the sash, stockings, and hat of the tennis costume, or in the coat, cape, and dress for afternoon and evening wear, and yet there is, after all, no more striking costume this season than the one of all-white—white gown, hat, shoes, and even veil.

HOUSEFURNISHINGS

Furnishings for Summer Cottages

Important Department Developed in Connection with Collingwood Store—Devoted to Practical Display of Interior Effects—Tourists' Homes Furnished Throughout.

By a Staff Correspondent.

COLLINGWOOD, July 11.—(Special.)—The Summer influx of tourists to the popular resorts up the lakes spells business in a number of different ways for the merchants in those towns which serve their needs. Many of those who come over for the Summer are Americans of more or less means, and these visitors do not stay at the hotels, but have their cottages. And just because they are Summering in a cottage that does not mean to them the same experience as camping out or anything of the kind—home comforts are desired, and in supplying these there is an important field for the housefurnisher.

One of the most progressive firms in this connection is the Stephens Company at Collingwood, where the second floor over two stores is entirely devoted to furnishings for the home, and special attention is given to the furnishing of the Summer cottage. When orders are received, the manager gives them his special attention, and the store is prepared to furnish the home with carpets, rugs, mattings, drapery, curtains, shades, blinds, etc.

Showing Relation of Materials.

In one portion of the department there is a most effective interior display, a view of which is shown in connection with this article. This feature has been found to have a strong influence, for it gives an opportunity to show the relation of the different materials used.

A strong feature of the department is the showing of fibre mats and Japanese mattings, which are found so suitable for floor coverings in the Summer home, and special attention is given to shades, not only for windows, but for keeping the hot Summer sun from verandahs.

R. A. Stephens, who has charge of this department, states that housefurnishings, which are handled in a unique combination with other departments—groceries and men's clothing and furnishings—have been found to be a paying feature, and he believes in carrying a high-class stock.



Display in the housefurnishings department of the Stephens Store, Limited, Collingwood, Ont. This is a dainty old rose effect introducing old rose scrim and bedroom box covered with old rose shadow cloth. The curtains are of white scrim, overdrapes of chintz and bedspread of net with chintz border. On the floor is a Brussels rug and Swiss net curtains are shown over the chairs. The introduction of price cards shows the idea of putting the display to practical use from the sales standpoint. Trimmed by F. O. H. Serrurier.

Not only do the orders come from Collingwood and the immediate vicinity, but attention is given to orders coming from Wasega Beach, where there are a couple of thousand tourists at certain seasons of the year. In addition, Collingwood is an important clearing point for tourists from the American side, who are going up the lake, and from these some good orders are received.

NEW CHINESE COUCH COVERS.

One of the notable new things of the season, the things people will talk about, is the Chinese couch cover. It follows the historic colors of the antique rug, tan and faded red and gold, and bits of blue—the typical colors of the Chien Lung dynasty, 1739-96. It is a delightful piece of work and done in moquette weave. In tapestry couch covers the line is interesting in the great variety of its verdures which range from Autumn colorings in leaf patterns to reproductions of old Flemish fruit and flower designs. Many of these couch covers are accompanied also by table-scarfs to match. These table-scarfs are also shown in gold brocaded effects admirably done and reproduced evidently from old examples, Persian and early Italian. A wide range also is shown this season in tapestries covering many styles, all charming in color. Poplins also are offered in a great range of colorings.

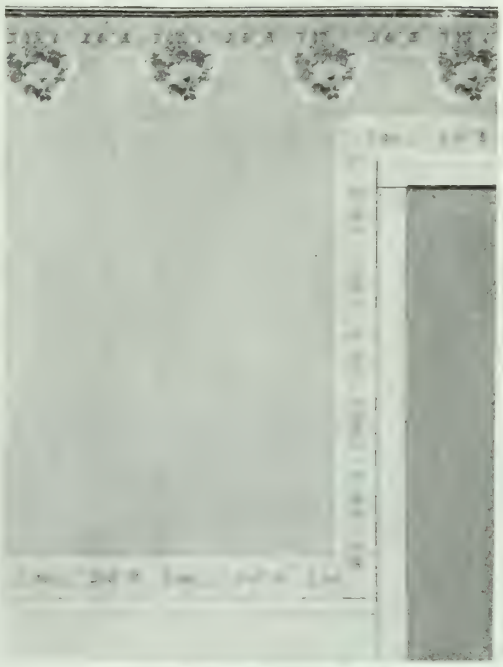
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Furnishing in Good Taste at a Moderate Cost

Some Don'ts by an Expert on House Decoration—Plate Rail is "Infernal"—Red is an Irritation; Blue Quieting—Soft Colors, Straight Lines, Useful Furniture, and Harmony Without Expense.

THE connection between art and house furnishing is seldom emphasized in such a practical manner from the standpoint of the trade and the housekeeper as in an interview with Frank Alvah Parsons, president of the Arts. It was not the views of an artist with a theory that were voiced, but practical hints and instructions which were emphasized by illustrations forcibly brought home. If house furnishing salesmen in general could give the advice to the patrons of their houses that Mr. Parsons gave to The Review, there would be less excuse for the bad taste in housefurnishing which is so often evident, and there would be no reason for more expenditure than to-day.

The connection between art and commerce, Mr. Parsons pointed out, was something which the majority could not grasp. Art to them was art, and commerce was to them commerce, and there was nothing of either in the other. This was a viewpoint which was altogether wrong. The relation of art to commerce depended altogether on the person.

Two main elements were advanced as forming the artistic effect:—

Fitness to use.

Beauty.

In regard to the first a lounge chair of the living room would not suit the dignity of a public platform; an artistic bedroom was not a bathroom. The effect of any furniture depended upon what was done with it; if it were not fit for the purpose it should be sent back to the store.

As to appearance, nearly every person could tell if a chair was easy to sit in or whether a table was fit to eat from, but many people did not know what looked well.

Practical Taste in Furnishing.

On the point of fitness in effect it was emphasized that a room in appearance should express that for which it stands. The dining room should be a place to eat; it should be felt as such. It was no place for a display of a collection of stuffed birds, of glassware, of tinware, of candlesticks. Nothing should be seen but what pertained to eating; no guest would want to eat a stuffed duck and therefore no one would want to look at such objects of "art." If the desire was to decorate the dining room in accordance with the standing of the occupant, the poorer people might be expected to display ash-cans; it would be just as much in taste. The worst houses in artistic effect were not those of the poor man.

Plate Rail "Infernal."

The plate rail was referred to as "infernal," and the speaker laid many offences against tasteful dining rooms to its use for a display of gaudy china, family heirlooms, etc.

The bedroom similarly was a place to sleep in. The occupant should be first impressed with the bed; next with the dresser; next with a chair to sit upon. Then when he had sat down he did not want to look at a sea of wall paper which raised in his mind mathematical problems that would exhaust his energy. The bedroom was not a place for college pennants, collections of curios, photos of friends—it was essentially a place to put a bed in.

The living room was a place to receive friends in, a room with the personal element displayed, and the furnishings should be in taste. The drawing room was the least important room in the house, and for this reason it was a good place for the display of those articles which were not in good taste in the other rooms of the house. The library again was a place to read in; it should be furnished with that idea.

Summing up, the conclusion was that when people woke up to what the room was for and furnished it accordingly they would know art.

Background and Color Effects.

In regard to decorative effects, Mr. Parsons argued for a quiet and unobtrusive background, with the colors of the walls, ceiling and floor harmonizing, and with any object to be seen brought out and emphasized against the background. Plainness was impressed strongly.

Woodwork should bear a close relationship to the color of the wall; it should be painted to that color; mahogany spoiled many rooms when a coat of cheap paint of the right color would have a proper effect. The woodwork should sink into the background; brightness should be in the small things.

The lines of a room should have careful attention. A window was built on vertical and horizontal lines and the curtains must hang straight for sanitary, art and common-sense reasons; grotesque folds were condemned. Pictures should be similarly treated; they should always be hung on straight cords or wires from the corners and hang flat against the wall; the Presbyterian church steeple effect of wiring spoiled the whole effect of the lines of a room.

The floor effect should be darker than the walls and the rugs should go the way the house goes; here again the lines should be followed, no rug should be on an angle.

Some Marring Effects.

Poor taste in decoration was often shown in an over-lavish display. Flowers should be given a chance to show themselves. A glass vase with three roses of the same color had an artistic effect; a so-called art jar with a many-colored posy had color enough to flood a street, and was nothing short of atrocious.

Pillows should be to rest upon; decoration with photos of friends or pictures of dogs and cats did not help to make them restful.

The Effects of Color.

It was emphasized that throughout the scheme of decoration the predominant thing was color; it was all that was seen and yet was little understood. And there were only three real colors—yellow, red and blue—others were combinations.

Yellow brings out the light; it is to create cheeriness in dark places.

Red is the irritation of life; go easy with it.

Blue had the quieting effect. Tests had been made to show that a room in red looked 31 per cent. smaller than a room in blue. This was a hint in treating the rooms according to their size.

Bright colors should appear in small spots. Areas should be in soft colors; border effects of flowers were good but there should be no quantity.

Pictures should be used sparingly, not more than three of four to a room; they should be good or not hung at all; a good photo reproduction was in better taste from a second-rate original. Pictures should conform to the lines of the room and to the shape of the wall. In securing an effect in hanging pictures it was not a question of how many but of how few. There should be no gilt frames and no white mats inside dark frames.

"Swear off on varnish," was the advice offered as regards woodwork. Varnish was not wood, it was glass.

Mr. Parsons summarized his advice in speaking for a home with soft colors, straight lines, useful things for furniture, and harmony rather than expense; without the useless, art appeared at once; with art was an artistic consciousness and the home became a place to stay in.

DRESS ACCESSORIES

Lace Flouncings Have Become a Feature

Lace Promises Well—Very Large Orders Have Been Placed for Net-Top Laces—Metals, Chantillys and Nets Are in Demand—Shadows Are Staple.

IMPORTERS of laces and buyers for lace houses, have just returned from abroad, and after visiting the various lace producing centers and seeing what Paris had to show the week of the Grande Semaine they are returning with the impression that a better lace season than even they had expected is before the trade this Fall.

Before they set out many of them were doubtful as to the continued vogue of flouncings, but judging from the way Paris is using lace there is little else but flouncings in the field.

"I had ordered flouncings in fair quantity," said one importer, "but when I saw the gowns at Longchamps and on Drag day, and at Auteuil, with their tunics and flounces I just doubled up on my flouncing orders."

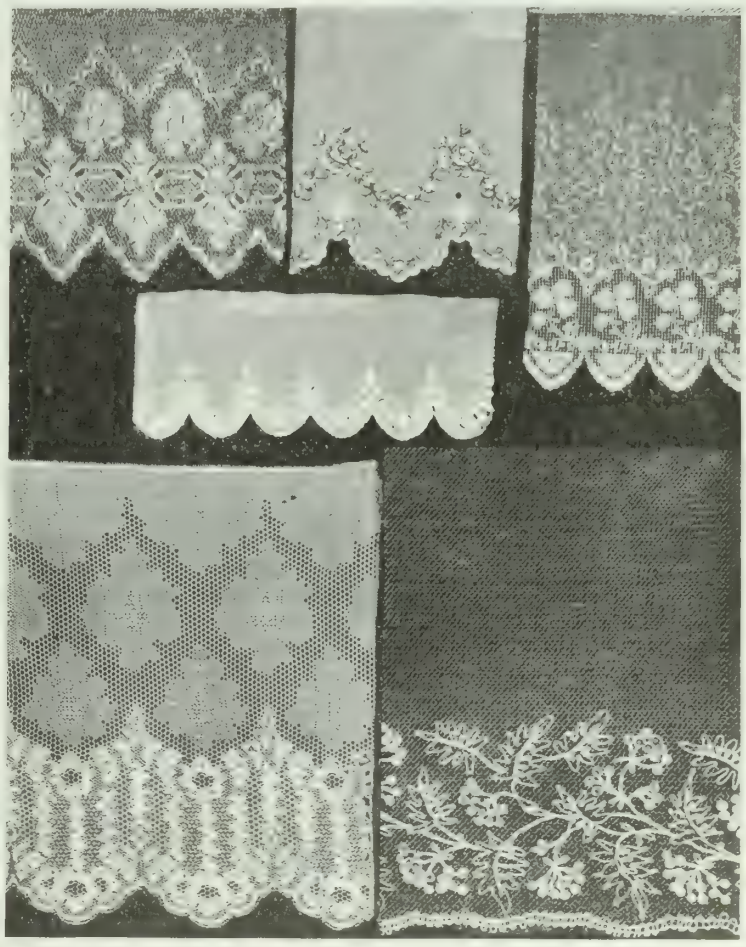
Lace will be extensively used for evening dresses and for dancing frocks, and this means to a great extent lace flounces. All widths will be wanted up to 42, but 12 in., 18 in., and 27 in. will be the big sellers. For making dressy blouses flouncings will also be used and also narrow widths in net tops.

Net-top laces will dominate and the largest orders have been placed for these laces. The new net-top laces are very sheer and the designs and patterns are very lovely. The very finest nets are used for the grounds, and these are very sheer and of the softest finish. Plain nets are combined with fancy meshes, and two or more meshes such as Brussels and filet are used together.

The most prominent among the novelty effects are the margots. This lace shows the design in the form of a cord worked like a tracery on the sheer net ground. Some of these laces come on sheer tulle grounds, and the pattern is worked in a fairly heavy cord. When used over black satin or colored taffeta the tulle ground is merely a film and the tracery pattern stands out. Margot laces come in colors as well as white. This Margot effect is applied to white and ecru laces which have a lower edge finished with very definite scallops, or a battlemented edge of black net over which the pattern is continued in white or ecru thread.

The outlook is almost as good for Chantillys as for net tops because of the great use made of black and white. Black Chantillys will be combined with white net-tops or with white Chantilly laces. Black Chantillys are in wonderful vogue in Paris at the present time. Moreover the new patterns are of exceptional beauty. They are very light in weight, and are copied from the true Chantilly patterns, as there is less and less of the

(Continued on page 36.)



1, Metal lace; 2, colored silk embroidered on net; 3, tracery lace fine sheer net with filet edge; 4, net top edge; 5, net lace in shadow effect; 6, tulle ground with tracing pattern. These tulle ground laces are the last word in sheerness and transparency. Shown by Voss & Stuffmann.

New Ideas Coming to the Front in Neckwear

Organdie Will Keep its Place and Pique Will be Strong—Fluting of Organdies — Both Tailored Styles and "Lacey" Effects Predicted.

THE early season collars have all been on the rolling high back order, and ,though more fitting at the back, still flare away from the throat in front though the V cut is not so low as it has been. There is a feeling at present that more tailored styles are due and color is given to this idea by the great popularity of pique. Pique collars are the leaders in Fall neckwear. Buyers and importers who have just returned from Paris report that pique is pretty nearly all that there is to it in neckwear in the gay city at the present moment. Predictions are made that there will be a great run on pique during the early Fall season not just in collars alone, but for collar and cuff sets, vests and belts. Many new ideas are shown in these items trimmed with just a line piping to give them a touch of color. Embroidered pique is also used, and these embroideries often have touches of color in the design. The high back rollover collars are also being developed in pique. New models are showing that bear a strong likeness to the Robespierre collar of a few seasons ago and there are also many flat sailor collars developed in pique.

Organdie neckwear has suffered no eclipse and the feeling seems to be that collars of organdie will hold their own in the coming season. Exquisite embroideries are showing for the use of the neckwear houses and the beauty of the collars produced from these embroideries will serve to keep organdie neckwear in the front of the selling line.

Belt and suspender effects combined have come to the front and designers are now working on new ideas along this line.

Just what form the novelties of the later season will take has not been fully determined, but it seems very probable that more tailored ideas will be a big feature. Some straight stock collars have appeared in Paris and models of this kind are sure to be included in later lines. Paris ideas include closed stocks and Directoire collars, and also jabots and side frills. Some of these collars are very mannish and are shaped on the lines of men's wing collars.

At the other extreme come the predictions that lace neckwear is again coming into its own this Fall. The new collars will no longer be plain, but will be trimmed with lace and ribbons. Lace trimmed collarettes and guimpes will be worn and the collarettes will be trimmed at the back only, and this trimming will consist of ribbon or ruches of lace. Organdie will be used, but it will no longer take the form of a plain collar, but the new models will come in combination of organdie, ribbon and lace. Little ruches of organdie will be used trimmed with ribbon.

From Paris comes a new idea in using organdie and other materials in the place of pleatings. The material is fluted in the same manner that cap frills, collars and the frills on fine laundry work were finished in the early days of Victoria's reign. This fluting Paris calls "tuyaute." This tuyaute effect comes in organdie. This effect is used for neck frills, side frills on vests and guimpes and for cuff finishes for sleeves.

Vestees will continue popular and will come in organdie, pique, batiste and plain linen. Plain linen vestees have patch pockets and some of them are finished with plain sailor collars. Collar and cuff sets will be very much worn. The variety of collar forms is large and cuffs vary from very narrow styles to large deep pointed affairs. Guimpes will still sell and a good business will be done in net and chiffon pleatings.

New Ribbons for the Fall

Gold, Silver and Steel Novelties Numerous—Ribbon Stocks Are Now Very Low—Moires in Strong Position—Purple Not Good.

BUSINESS all Summer has been decidedly good in the ribbon departments, and the wholesale houses have been kept busy in filling in orders for pressing needs for widths and shades. Stocks now are reduced to a low ebb, and it is a difficult matter to procure many of these, as the trade is well sold up on most desirable lines.

In some cases promised deliveries from the manufacturers have not come to hand yet, and when one arrives it has to be divided up among waiting orders, so that all may have some ribbons to tide them over.

The man who ordered early this season made no mistake, but even then in many cases shipments were belated. This in nowise reflects upon the houses wholesaling ribbon, and much as they have been abused they are not in fault. The whole world has been wanting ribbon, and manufacturers have found it impossible to fill their orders.

Moire ribbons, particularly in black and in white, are in a strong position, and heavy cords, taffetas and failles are leading weaves. Roman stripes, bayaderes, and some warp prints are selling for sashes and girdles, and for novelty purposes warp prints and fancy novelties are being taken. The sale of black ribbon velvets is always a large one at this time of the year, but this year the call is stronger than usual for colors. All colors are good, but purple, Paddy green, cerise, Saxe, Royal, tango and mahogany are the selling colors.

From abroad comes the news that confetti moire, with small irregular shaped dots, are among the novelties showing. Irregular or waved stripes and bayadere stripes in colored mottlings on a ground of moire are some of the new ideas brought out for Fall. Narrow faille ribbons with a satin border, and failles with epingle borders, wide on one side and narrow on the other, are shown. All these ribbons are in solid color. Faille ribbons have borders of gold, silver or steel in relief effect, and some of them show the two metals blended.

Very wide failles come with one side in very dark colors, such as tete de negre, myrtle green, crow blue or black, while the reverse is in Pekin stripes in red, white and blue.

Many novelty ribbons come in satins as well as failles and moires, interwoven with gold and silver. Metallic moires are intended to use with fur, and all metallic effects promise to have a high place in the coming Fall.

RUBBER GIRDLES FOR BATHING.

Among the popular materials for the bathing suit are the waterproof black satins, taffetas—in black, navy blue and striped, checked and plaided effects. Surah and spot proof foulard are also used. Collars, cuffs, girdles and sashes of Roman and novelty striped silks are very effective on bathing frocks of black or plain colored taffetas. Buttons covered with striped silk are a novel feature on some of the new models.

Another new feature are the girdles and sash ends of Roman striped rubber.

Summer Novelties—

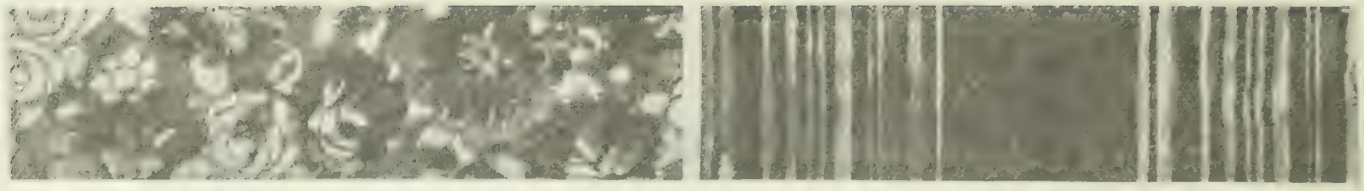


Nose Veiling—
New Laces—
Net Top Flounces—
Venetian Edges—
Frillings—
Organdy Edges—



See our
Complete Range Fall Specials—

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.



Pressed velvet for vests and trimmings in Roman and moired stripes and in embossed floral effect in new art colorings. Shown by W. H. Barry & Co.

Veiling Novelties are New and Striking

Square Meshes and Square Spots the New Lines — The Short "Bobby" Veil the Leader — Dotted and Tracery Borders in Chenille in High Favor—Hexagons Still the Best Sellers.

THE early Fall and the late Autumn is the period of the year when veilings are in greatest demand. Therefore it is the season when veiling novelties make their appearance. The trend of fashion has favored the wearing of the veil for some time and prospects are bright for the coming season. Hats are small and there is an air of neatness. Smoothness about the new coiffure that can only be retained out of doors by the wearing of a veil, also gives a finishing touch to the toilette that is absent when it is not worn.

"Smart" is the word to apply to the new veilings and there is an air of novelty—and something that reminds one of the New Art effects. This is due most probably to the number of filet and square meshes and to the featuring of square spots on hexagon meshes. Square spots are also seen on square and filet mesh chenille borders and borders in embroidery with chenille dots worked in are good. Borders all of dots are a feature. Bordered veilings with the beauty spot is another new idea. Fine irregular meshes have squares or diamonds in large filet mesh centered with groups of square spots let in. Neat spot and floral designs such as have been worn are also showing for the staple trade.

The veil of the new season is the "Bobby" veil, so called because it follows the line of the chin strap of the London policeman's or Bobby's helmet. Policemen as all know are termed "Bobbies," in England, because the police force was first organized by Sir Robert Peel.

The craze for the "Bobby" veil means that veils can be worn even in cold weather, as when worn in this manner the veil does not cover the mouth. When the veil comes over the whole of the face the moisture from the breath freezes to the veil and makes its wearing uncomfortable. As the "Bobby" veil does not come so low there will be no trouble of this kind and this fact alone ought to make the "Bobby" veil popular.

Extreme veilings have small tassels or balls dangling from the edge, and some new veils are fringed. Novelty veils in white are showing for wearing with the smart white hat. Very smart ideas are shown in white bordered veilings suitable both for "Bobby" effects and to be worn in the ordinary manner. A very extreme veiling novelty is flounced and the mesh is pink while the embroidery is blue.

LACE FLOUNCINGS HAVE BECOME A FEATURE.

(Continued from page 33.)

shadow idea used as the season approaches.

The outlook for plain nets is particularly good. The waists of the new gowns are almost entirely of net and net tunics with edges of ribbon and fur are very prominent. All kinds of net are good but particular mention must be made of the new metallic nets in gold color; silver color and various bronze, and gunmetal shades.

Metal laces have held their own through the Summer season and promise to be very largely used during the coming Fall. They will be very much used on evening gowns in combination with beads and fur. The new metal laces are very light and are wonderfully soft in finish. Some of them are decorated with spangles in punched effect.

The improvement in narrow Venise lace edges and bands continues, and generally speaking Venise is nearer the spotlight than it was. When once laces begin to be used extesively all the kinds have a turn before the vogue runs itself out. Shadow laces are still strong sellers for staple purposes.

The market at the present time is bare of laces, and stocks in the hands of merchants are unusually well cleaned up. Narrow edges and narrow width laces are pretty well out of the market at the present time.

Smaller Fancy Necklets

The Larger Beads in Some Cases Being Displayed—Paris Still Going Very Strong in Spite of Long-Continued Popularity.

MONTREAL, July 13. (Special). — Though bead necklets have been enjoying considerable popularity for some little time now, and some buyers are predicting that they will soon give place to something else, there are nevertheless many who contend that they will be good for quite a while yet.

An importer who deals very largely in this class of goods returned about two weeks ago from Paris and reports that bead necklets are going stronger than ever in the European fashion center. He was so impressed with the apparent good outlook that he placed large orders, though stating that owing to the great demand there was difficulty in getting his orders filled.

The popularity of the very large beads has given place, to some extent, to long necklaces of smaller beads. These are made of glass or composition of various colors and in all kinds of combinations of colorings.

In many cases necklets are worn to match gowns, but they are also very largely in colors that lend contrast, or a touch of color, to the costume.

Among the more recent importations are some very attractive small fancy necklets. These come in a great variety of color combinations as well as plain colors, and are shown with fancy pendants and ornaments or tassels.

Played Big Part in Selling 1553 Pairs of Hose

Special Hosiery Window Put on to Help Sale Brought Very Gratifying Results in Up-Town Store—Guessing Competition on 4744 Pairs in Window—Crowded the Approaches.

THE window display of hoisery shown above was put on by the C. Umphrey Co., Limited, 1223-1225 Bloor street West, Toronto, essentially an up-town store, on one of the main street car lines about 2½ miles from the center of the city. There were over 1,500 pairs sold and the firm attribute the success of this June sale to a large extent to this window.

As it stands it is a display that is striking, if for nothing else, for the impression of a vast number of one kind of thing. "Hundreds," one passer-by might say. "No, thousands," another might correct. "Look at all the stockings!" a third would exclaim. This effect in itself, is a valuable result of a window display when the desire is to emphasize one line of goods, in quantity and lowness of price.

This window is essentially a merchandise; a "stocky" window, piled up out to the sides and even the top railing. Ordinarily the height of the display would be considered a defect, on the ground, first, of the large quantity of goods, and secondly, the failure of the eye to take in much above its level. But not so in smallware windows where there is a considerable amount of packing of goods, and where the repetition, up and up, adds to, rather than confuses the impression.

Neat Price Cards Prominent.

One of the advantages of the window, which is limited to black and white lines, is the prominent use of neat price tickets. This is almost indispensable in a sales window of this description.

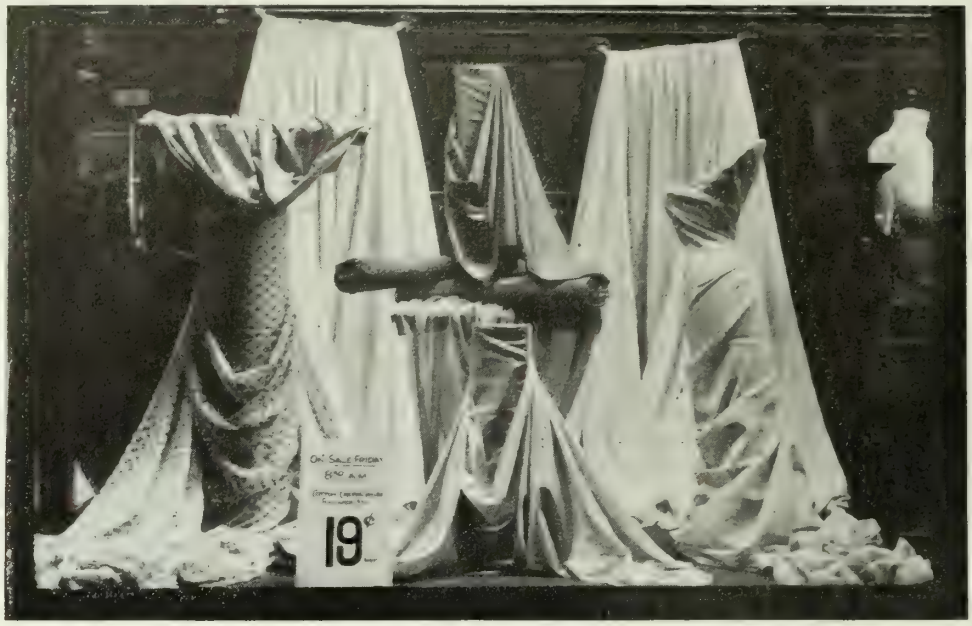
Some display men object to printed paper signs being attached to the window. The two used here, however, are not too large and do not appreciably conceal the contents behind. The slanting position may be commended, rather than criticized, on the ground that it is a relief to the straight vertical and horizontal lines of the display.

A couple of points may be noted: The white hoisery might have been used in contrast with the black, to get the effect of contrast given by the boxes, to good effect; and, the corsets, we believe, should have been omitted. It may well be asked, what have corsets to do with hosiery? It is quite true that both may



Hosiery window of C. Umphrey Co., Ltd., that contained over 4,700 pairs of hose.

Sales Window Trimmed with Cotton Dress Fabrics



THIS display was used in connection with a sale of cotton dress fabrics, the majority in printed designs on crepe materials. Only a small window space was used, and this makes the window of special value to the trimmer who has only small space at his disposal. Trimmers should note that while the window is slightly fuller than would be the case if novelty materials were being dealt with, each drape is so arranged that the background separates them, or that the lines of the draping are so opposed that each drape stands out distinctly. Note that the back drapes are of different heights to avoid a sameness of treatment. No background is used except the permanent one of oak and in this way nothing detracts from the merchandise. The drapes themselves are skilfully arranged with easy fullness at the bottom. Prominence has been given the price, and rightly so, as this is a sale of wash goods.

be regarded as "accessories," but the hose are not used in this window as an accessory, but as the Main Thing, and the corsets seem out of place. The "white effect could have been secured by the white hose, or perhaps, the floor in front could have been covered lightly with some white cloth.

But, take it altogether, **the window is an excellent one and a capital piece of merchandising.**

There was an interesting guessing competition in connection with the sale.

In a description of the window which the firm kindly furnished to The Review, they state:

The Idea of the Firm.

"Our window is 7 ft. x 14 ft. We made an exclusive hosiery show except for corsets that we used to add white to the display.

"We featured for children a fine cashmere stocking; to bring this line prominent before the people a large size, dressed doll was used. A silk ribbon with the words "——— — " printed on it was placed from shoulder to waist across the front of the doll. This doll attracted much attention, and many people asked for the hosiery.

"The hosiery featured particularly was the ——— brand. Two large show cards were used with the name on them.

"The window remained in ten days and in order to attract special attention to it, we offered a five-dollar gold piece to the person who guesed the correct or nearest correct number of pairs of hose used in the window. A book was placed in a prominent place in the store with a large card on which was written "Register your hosiery guess here." We were surprised at the interest taken, both by young and old. All kinds of guesses were registered. Questions were asked as to whether the boxes were full, and so on. No one in the store knew how many pairs were in the window, not even the proprietor. The hoisery were counted when taken out of the window, and numbered 4,744 pairs. The nearest guess was 4,870, and the prize was won by a gentleman well known in this district.

Sidewalk Crowded.

"We promised to announce the winner's name in our window, at 8.30 p.m. on the Saturday evening following the removal of the hose, and by that hour the sidewalk was crowded with people waiting to learn the winner's name.

"We pride ourselves in a growing hosiery business and keep a record of all hose sold. During the month our display was on our sales reached 1,553 pairs.

"We are thoroughly satisfied that exclusive displays, occasionally lend prestige to departments increase sales after the display has been taken out.

"We trust this article will be of some material benefit to your valuable magazine."

The Review will be pleased to receive window displays of any description from its readers and comment upon them.—The Editor.

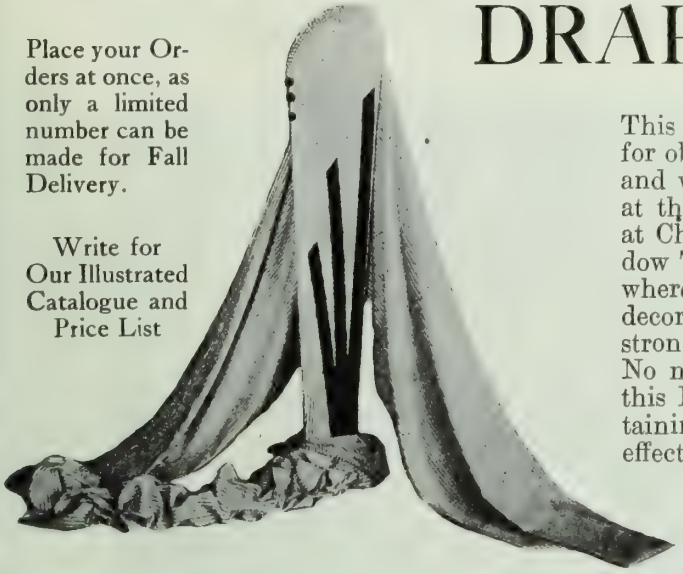
SEE THE PRIZE TRIMS.

All the entries in the big C.W.T.A. competition will be on exhibition during the Third Annual Convention, Aug. 11, 12 and 13 next, in Toronto.

This is the NEWEST—The 3-Way DRAPING FORM

Place your Orders at once, as only a limited number can be made for Fall Delivery.

Write for Our Illustrated Catalogue and Price List



This new form is designed especially for obtaining all the newest dress effects and will be exhibited for the first time at the Window Trimmers' Convention at Chicago, also at the Canadian Window Trimmers' Convention at Toronto, where demonstrations by well-known decorators will be given. The form is strongly made of heavy papier mache. No merchant can afford to be without this Form. It is indispensable for obtaining the newest Fall and Winter effects.

Covered in White Jersey Cloth, price $5.50

Plain, without cover, $4.00



Manufactured by

DALE & PEARSALL

The Leading and Largest Manufacturers of WAX FIGURES and DISPLAY FORMS in Canada

106 FRONT STREET EAST, TORONTO

Beautiful Leaves and Vines in Autumn Colors

Window Dressers Will Have All the Variety of the Autumn Forest to Draw on—New Wreaths and Sprays for the Christmas Displays —Leading Trimmer Does Not See New School of Art as an Influence for Store Decoration.

THE window trimmer who is looking forward to doing something special for the Fall season will find that he will be able to get much new material in leaves, vines and sprays which represent all the rich and varied colors of the Autumn forest after the early frosts. The reproduction of the color effects are very beautiful and so realistic as to give full credit to the beauties of nature whose hand works a riot of color in the brown and gold month of October.

There are long sprays of leaves in which the deep rich red so often seen in the maples is shaded with the yellows and golds; there are others in which the russet predominates; there are long vines of various crawling plants—sprays of the grape with the clusters of large purple fruit so natural as to tempt the appetite; there pine sprays with the cones and berries. In each the natural colors are vividly reproduced.

One of the striking new effects are the large poinsettias reproduced in crimson velvet, and for decorative purposes nothing could be much more effective. Then in the flowers for vase display there are roses of every color and carnations and giant chrysanthemums with shaggy petals that form a great ball of color.

For the Christmas display there are new sprays and wreaths of holly, and in these something new is seen in the introduction of red leaves as well as red berries. The effect is hardly a natural one, but the red carries a note of relief to the solid green and makes a strong combination. One of the most striking sprays for the Christmas showing is one of green and white frosted pine with the cones and berries; this is of outstanding beauty.

Three very valuable days for the window trimmer at the C.W.T.A. Convention, in Toronto, Aug. 11, 12 and 13, 1914.

There are palms of various sizes and the Adiantum and other ferns shown. Palms are always strong for any season and ferns give a dainty impression to any scheme in which flowers are introduced.

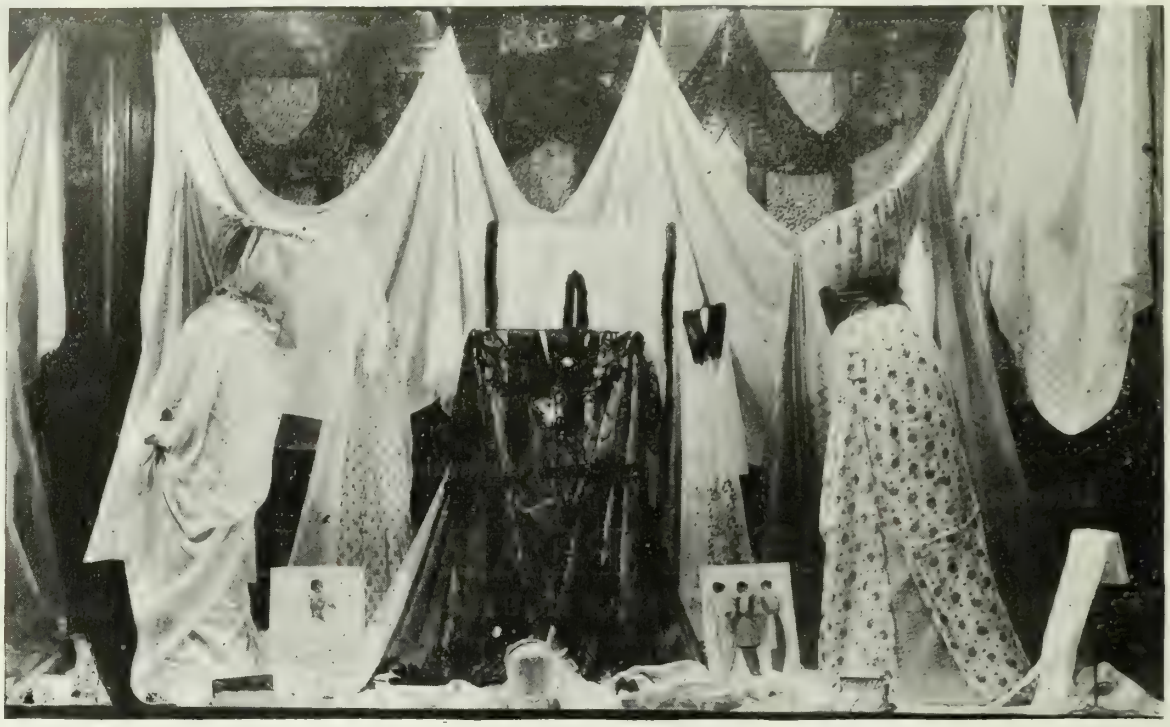
New Art Not an Influence.

A leading window dresser in speaking of Fall decoration expressed the opinion that flowers and sprays would be used more in vase displays than for background trims.

To this authority was put the question as to the influence of the new school of art in window dressing. He did not believe that the cubists and the others of the same line of thought would have any extensive effect in this direction. His argument for this was that there would be few dressers with a knowledge of the subject to carry out the idea properly, while at the same time there would be few stores with the material to make the trim as it should be made.

Marshall Field & Co., of Chicago, recently showed a window in the futurist art, but there are few stores which are in a position to give the attention or get the material for a display of this kind and then, too, it must be done by someone with a pretty wide knowledge of a subject which most people are beginning to grasp but vaguely.

Where Too Much Background Marred the Drape



IN the last number of The Review, there was shown very clearly the reason why so many windows put in by high-salaried and experienced store decorators were used, and further, in a practical and convincing manner by the simple device of altering a background, the great value that lies in such windows for the decorator in the small store who is ambitious and wishes to profit by the work of the men who are at the head of the profession. Judging from the number of windows sent in to The Review the fault pointed out is a very common one and to show that it is so we are reproducing another window where the fault of "fussy" drapery in the background is again very evident. In this case the festoons are part of the display rather than of the background, but in this case give the effect of a double display, in front and rear the back one detracting from the other. If these had been removed and the plain natural background of the window left (with perhaps a few flowers to give an evening wear effect), the trim would have been more distinct and thus conveyed a stronger impression, standing out as prominently as the wash goods trim on page 30.

The drapes themselves are well executed and considerable skill is shown on the part of A. S. Rennie, of Tillsonburg, who made this trim.

A trim in the first place must be of a nature to attract the buying public; to gain the attention of the passerby and to create a desire to examine it more closely. This is what the display as a whole must do. When this attention is gained the mission of the window is to concentrate it on some one article so that the desire for it will lead either to a direct sale or induce the prospective customer to step into the store to inspect the rest of the stock in the department. To do this each article must as it were separate itself from the rest and form a separate display. Therefore even when the materials are of the cheaper grade the display should never be crowded—except of course in smallwares—and each drape should stand out against its own bit of background. When very rich materials are shown drapes are fewer with the intention of making every fold tell. More drapes are permissible when the materials are of cheaper grade but the general rule is the same.

The use made of fashion pictures in this display is a step in the right direction, and upholds like a dainty show card, the idea behind the trim.

Direct Proof of New Business by Motor Cars

Seven New Customers Ordered Goods From Poulin Store Day After Motor Car Paid First Visit to Outlying District—Ottawa's Snow Storms Never Bother It—40 to 60 Miles Daily.

TESTS as to the advantages of motor delivery over horse-drawn vehicles are made along various lines, the comparative cost figuring frequently as the most approved, owing to this being the easiest method of comparison. This is based often on the cost of delivery per parcel, many merchants keeping a record of the items so exactly that they can figure it out along this line. This, as a rule, must be considered one of the fairest tests. Others carry out the estimate at so much per mile, and run into a difficulty that is unfair to the motor car, as the latter covers a much wider area than the horse delivery, and an area that would be lost to the store if the motor car were not used.

Some firms make it a practice to retain their horse delivery for a closely settled residential area where there is in some rush seasons almost a house-to-house delivery, utilizing the motor car for a scattered field that is almost beyond the horse to work satisfactorily.

Only For Outside Districts.

But apart from any consideration of comparative costs—in which it has been found many times that a car does the work of two horse deliveries — in expanding store districts it very often is found impracticable to cover them efficiently except with a car. This was the case with several dry goods firms in London. Ottawa is another case in point and one even more favorable to the efficiency of motor delivery.

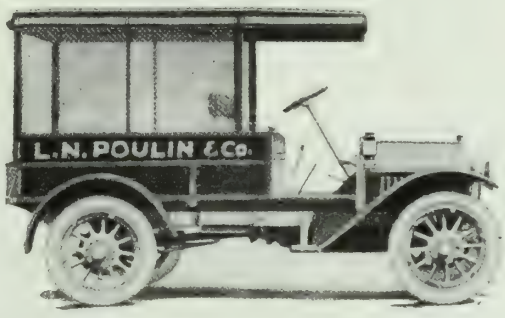
In the capital city the outlying districts have been filling up very rapidly; often used first as summer resorts and later being adopted the whole year round. The competition in dry goods business there is very keen, and nearly all the stores are endeavoring to handle a growing business as far as 10, 12 and more miles from the center. This is a big problem, catering to so scattered a circle, and it is one that only the motor car can handle with success.

This has been the experience of L. N. Poulin & Co. Not only do the firm consider a motor delivery as an essential to handle the outlying trade, but in a very direct manner they were given proof of business that was drawn in through that motor car. One morning the firm made a special trip to a suburb nearly a dozen miles out to oblige a single customer. **The next day seven more from that district had given orders for goods**—through seeing the motor car passing.

12 Miles Out and Back at 10.30.

One record made by the car was out to City View, 12 miles away, at 8 o'clock, and back in good time to prepare for a 10.30 delivery in another district.

The car, a view of which appears herewith, makes an average daily run of 40 to 60 miles. It has gone as far as Rideau Park, 15 miles.



Motor delivery that dashes through Ottawa's snow at 40 or 50 miles a day.

The regular schedule is as follows:—

At 10.30 a.m.—Hull, The Glebe, Ottawa East, center town.

At 2.30 p.m.—The Glebe, Ottawa South, Hintonburg, Rockliffe, center town.

At 5.20 p.m.—The Glebe and center town.

At 8.30 p.m., Saturdays—General.

The car uses about 30 gallons of gasoline a week.

Ottawa is famous for snow, and the practice of a snow plow clearing the walks also results in much of it being thrown into the center of the street, thus frequently blocking traffic, but never was the Poulin car stalled.

Where there are a large number of parcels to deliver, a boy accompanies the chauffeur.

HINTS TO WINDOW TRIMMERS.

It is the little natural touches that tell. Kiddies' dresses from 2 to 8 years, made of checked and striped gingham of good quality and trimmed with plain cloth in two attractive styles, at 69 cents each, were of themselves enough to make mothers visit the department. There was one little touch to the trim that caught many eyes, for it showed that the decorator knew child nature. Two very natural wax figures were dressed in the little gowns and one had climbed into a verandah rocking chair, while the other was standing on the seat of an armchair and was looking over the side. These figures not only drew attention, but they showed how well cut and well made were the little dresses and how big a bargain.

* * *

The aim of the window display is to make the buying public feel that it is in need of the articles shown. Even when reduced prices form the chief attraction, the modern window decorator does not lose sight of the above fact. At this season of the year cool garments suitable for wear in shady porch or verandah are in everybody's mind. One trimmer cleverly utilized this side by introducing "Old Hickory" furniture into his displays and by using bamboo verandah screens for the background. These were worked up with plants, artificial, of course, and trellis work to give the out of door atmosphere. This background was ideal for a display of summer gowns of white crepe, and was also used suggestively when the trim arranged consisted of wash fabrics and embroidery flouncings.

* * *

The latest equipment for draping is a "three-way" form in a triangular shape made of papier mache, which enables the trimmer to use three different drapes on the one form.

* * *

The annual convention of the National Window Trimmers' Association will be held in Chicago the first week in August, the 3rd, 4th, 5th and 6th.

Don't miss the C.W.T.A. Convention, in Toronto, Aug. 11, 12 and 13, 1914.

Helping Out Weekly Paper Advertising

Merchants in Northern Business Centers Send Out Up-to-date Printed Material Over a Big Territory—Up-to-date Style Cuts Are Used—Also Catalogues and Bill Boards.

WITH such big retail establishments as the Playfair, Preston Company's department store at Midland, Ont., and the large general store of Horrell & Son in the same town; the exclusive women's wear store of Qua & Patterson, the housefurnishings department of the Stephens Store, Limited, and the Begg house at Collingwood, Ont., progressive ideas of advertising to cover a large field—and the fact that only weekly newspapers are published—have led to the application of up-to-date methods in circularizing the field, in issuing catalogues and special matter, and in the use of the billboards.

Specially-prepared mailing lists, attractive cuts for display work, mailing machines, fashion sheets, etc., are some of the special features being employed to present to the patrons of the stores news of fashionable styles and new materials, as well as special price attractions.

To 3,000 Every Fortnight.

The accompanying reproduction of one of the large circulars, full-sheet size, issued by the Playfair, Preston Company, is an example of the high-class advertising material which is used by these northern stores—it is quite up to big city style. This firm issues such advertising every two weeks, and there are some three thousand well-selected names on the mailing list, covering not only the town of Midland, but a number of neighboring towns within striking distance, and the countryside as well.

Horrell & Son use a similar sheet, which they issue twice a month; there are twelve hundred names on the mailing list of this store, including, besides the town of Midland, the towns of Penetang and Victoria Harbor. In addition, the billboards are used extensively for the ready-to-wear and the housefurnishings departments, the usual method being to make an arrangement with the manufacturers to use illustrated stock posters with the addition of the name of the local firm.

Fashion Sheets Regularly.

Extensive and progressive advertising has been employed by the firm of Qua & Patterson, Collingwood, in building up an exclusive business in women's wear; their store is unique, and some unusual advertising methods are required to push the arteries of trade through a sufficient territory to bring the required volume of business. With this firm fashion sheets are used extensively and are sent out four times a year to a list of two thousand women in Collingwood and neighboring towns. For this purpose an addressing machine has been installed and the work is thus very much simplified. This firm has also issued a style book and catalogue for women's ready-to-wear garments, which was widely circulated with the particular idea of attracting mail orders. Circulars are issued regularly and up-to-date cuts are always used to illustrate the changing styles, while bright advertisements appear in the local papers. These are changed every week. Mr. Patterson does not believe in advertising unless it is live and attractive stuff, and there is nothing dead about the material they are using.

The Stephens Store, Limited, use circulars with newsy cuts to attract particular attention to their housefurnishings department, which is an outstanding feature of the store. These circulars make an effort to impress upon the customers of the store that particular attention is paid to the change of styles and effects in interior decoration. We quote:

"Our aim is to make it THE place in Collingwood, where you can ABSOLUTELY DEPEND upon getting what is NEW AND NOVEL, in the BEST QUALITIES and at the RIGHT PRICES."

Posters are used extensively by some of the men's wear stores, both of exclusive design and the style announcements of big manufacturers with the name of the local dealer handling the make. Patterson & Ough, Collingwood pay considerable attention to this line of advertising, and they have also used metal signs around the town and on main country roads in the district.



Sample of Playfair, Preston's circulars.



HALF HOLIDAY IN AILSA CRAIG.

Most of the merchants of Ailsa Craig have agreed to close their stores at one o'clock every Thursday during July and August, commencing July 9th.

Traveling Salesmen of the Past and Present

A Merchant Tells of an Experience With Soap Traveler Whose Persistency Overcame His Good Judgment and Got Him Into Trouble—Nevertheless This Dealer is a Warm Friend of the Knight of the Grip.

Written for Dry Goods Review by "Falcon"

"I'VE been in business for nigh on to thirty years now and in that time I've seen some pretty raw samples of travelers, but to do justice to the travelers in general, I must say that the objectionable ones wouldn't be over one per cent."

As it was early in the day and customers few, Mr. Seymore, a tall, keen looking man, of the quiet type, and proprietor of one of the best general stores in the county, leaned back against the fixtures behind the counter. I scented a probable incident that must have been uppermost in his mind when he made the above remark, and asked him if he didn't consider the present day traveler an improvement over the older generation. He answered:—

"Yes, and No. Yes, because competition is keener than a few years ago, and therefore travelers have to be more on the alert and clear headed when doing business. Years back we didn't see so many travelers and we got to know them better. Our business was bulkier and done with only one-tenth of the accounts that are necessary to-day.

Experience With Soap Traveler.

"It is impossible to-day to put all your eggs in one basket, competition is so keen, that we must pick and choose, and although to a certain degree, there is an amount of sentiment goes with our trade, it is far removed from that of the earlier days. When I mentioned raw travellers I had in mind a soap traveler that dropped in not long ago.



"He leaned back against the fixtures behind the counter."

"He struck me as one of those surface men that leave school or college with convictions that the world is before them, for them, and awaiting their bidding. He probably had this knowledge instilled in him by mild-eyed college professors, who read from books and taught from theory, but never went beyond into practice, or he may have come in contact with some of these business magazines, who lay down rules on 'How to approach a merchant when selling goods!' etc. Anyway, whether he did or not he learned a valuable lesson before I got through with him. Only in this case the merchant approached him, and not gently, either.

"As I started to say, this man sold soap, ——— ———, I think the name was. I had about five cases in my cellar at the time and it wasn't selling, which I told him. He insisted on selling me another five cases, which I, of course, refused to consider. I was very busy at the time and politely told him that I would be glad to see him next trip, as I couldn't do business at present.

"I went away then to wait on a lady and was gone some time, but saw that he was still there. It annoyed me that he would have so little tact, and I was more than surprised when he leaned over the counter, as I was making change at the register and said:—

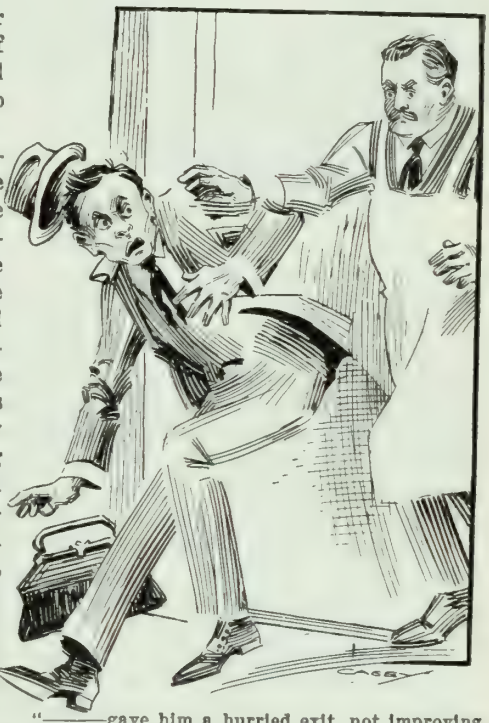
" 'I want to send you those five cases in, as we are going to sample this town and you will need more soap.'

Physical Suasion Resorted to.

"I got hot then and told him to get out of my store and stay out, to which he insolently replied, that he would go when he was good and ready and not before." This was too much for any man, so I just swung the door open and catching a good grip on the neck and seat of his smart clothes gave him a hurried exit, not improving his personal appearance as he lit.

"If I were a traveler I would endeavor to distinguish the difference between talking too much and too little. There is a happy medium.

"I have a great many warm friends among travelers, and I make it a point



"———gave him a hurried exit, not improving his personal appearance as he lit."

to be courteous to all, for I am aware of the fact that my standing among travelers when they may happen to mention me, is a great asset to my business. Furthermore, I am able to get valuable information from them relative to my business, little hints in prices, display methods, best sellers at other points, as well as advertising ideas. The wise traveler, in my estimation is not the aggressive one so much as the suggestive one. A traveler who can suggest an idea in connection with his goods and convince me that what he says is logical, I'll not only buy his goods, but look for him again, as a live salesman seeing the best and the poorest stores through the country should accumulate ideas and methods that can only be got through personal encounter.

"Well, here it is ten o'clock, I'll have to quit this yarning and get busy. If you'll tell me about what time you will be opened up, Mr. Allcott I'll come over and see your samples. I'm getting rather low in some lines."

"About two o'clock, if that will do, Mr. Seymore, and I'm glad to have had that little talk with you. I shall benefit by it I'm sure, for it is not often that we hear the merchant's side."

DEVICES of OTHER DRY GOODS MERCHANTS



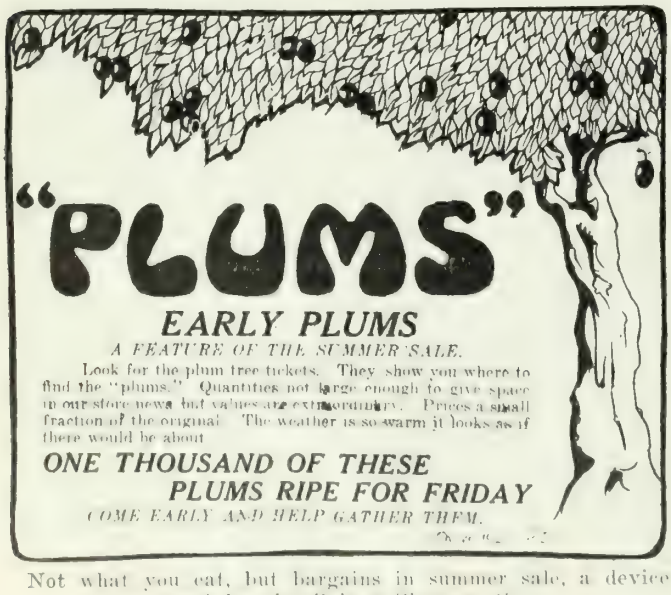
A REAL CO-OPERATIVE SALE.

One of the most successful co-operative sales on record is that which was recently held for a month in the store of the O. T. Johnston Company, at Galesburg, Ill. For thirty days the employees were given the run of the store with the understanding that they would receive increased pay for the month in the same proportion as they increased the sales as compared with the previous year. Each employee in the store was allowed to make certain selections for specials for certain days and they mailed cards to friends among the customers of the store announcing these selcetions. The sale resulted in increased sales to the extent of eleven per cent. and the benefit for the employees was on the same basis and extended to every employee including cash girls and delivery wagon drivers. Announcements reproducing the signatures of the 225 employees of the store and half-tone cuts of heads of the departments, featured the advertisements.

A STORE PICNIC.

A store picnic is one of the successful methods employed by a number of firms in Canada to promote loyalty and "esprit de corps" among the employees; introducing the element of play into the relationship; dismissing for the time the purely financial aspect; associating all who work under the one roof as a separate entity bound together by a personal interest. Some firms have gone so far as to purchase special grounds for these annual or occasional outings.

The Hamilton Spectator of July 9 contains an account of a picnic for R. McKay & Co.'s store. This reads in part as follows: By the 2.40 car yesterday afternoon about one hundred of the employees of R. McKay & Co. journeyed down to the home of Mr. and Mrs. A. A. McKay at Burlington, for an afternoon's outing. The lovely old house, set in its beautiful gardens, gay with flowers, its widespreading lawns and fine old shade trees formed an ideal setting for a holiday gathering, and the visitors availed themselves of the delights afforded very gratefully. While some of the young people boated, or rode around in motor boats, others enjoyed the cold waters of the lake by bathing and swimming, while still others were driven about the surrounding country in motors provided by the host. At the sunset hour a bountiful supper was partaken of, after which games and sports were played off. A tug-of-war was held, Messrs. A. A. McKay and Frank McKay acting as captains, the winning team being that of Mr. A. A. McKay. Also a baseball game was played between the first and second floors, the former winning with a score of 16 - 3. After the presentation of prizes, the evening was spent in dancing and boating, the party returning to town by the ten o'clock car after tendering three hearty cheers and a tiger to Mr. and Mrs. McKay for their gracious hospitality.



Not what you eat, but bargains in summer sale, a device used by the Robert Simpson Co.



AMONG DRY GOODS MEN

Rutherford Bros., Calgary, suffered loss by fire.

C. H. Nash, Carbon, Sask., general merchant, suffered loss by fire.

J. J. Bone, Norgate, Man., has succeeded J. H. Moore, general merchant.

H. A. Heather, Grayson, Man., general merchant, has been succeeded by Behl & Harvey.

T. S. Gray, Unity, Sask., general merchant, has been succeeded by J. C. McKee.

R. R. Wheadon & Co., Bracebridge, Ont., drygoods merchants, have sold out to W. J. Tozer.

V. Voisin, Mt. Forest, Ont., general merchant, has sold out to W. A. McConnell.

J. E. Morehouse, Blackville, N.B., has succeeded C. L. Sypher, general merchant.

Brake & Vane, Treesbank, Man., general merchants, are selling out to Max Fauser.

A. G. Dolloff, Magog, Que., of A. G. Dolloff & Co., dry goods, millinery, etc., is dead.

J. S. Sands, Kingston, Ont., a merchant tailor here for over thirty years, died at the age of 85.

A. G. Dickson, Peterborough, for 25 years a dry goods merchant there, is dead at the age of 70.

H. H. Ellis, Biggar, Sask., is adding a tailoring business to men's furnishings.

Modern Ladies' Tailoring Co., Toronto, are erecting a $10,000 building.

Carigan Bros., Kingston-Gananoque, have purchased the McIntyre block, Gananoque, and will greatly enlarge their premises.

W. J. Bovenizer, Sheridan, Ont., has bought the general store of the estate of W. H. Falconer.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

THE FINEST FINISHES.

The "P. N. C."—permanent non-crock—dye and finish for lustre alpaca and mohair twills are unequaled for brilliancy, clearness of dye, fastness to rubbing and permanency to the tailor's iron. They are manufactured by the Bradford Dyers' Association, 128-129 Cheapside, London, E.C. This firm has other well-known brands, among them the Marquise finish for cotton Venetians, which are said to be equal in appearance to the finest silk satins and to hold their beauty and smartness permanently.



Mr. James Paton, head of James Paton & Co., Charlottetown, P.E.I., whose store has been remodeled and renovated.

Patterns showing these finishes and many others adaptable to all purposes will be sent on application to the London office of the firm, or Dept. 6, Well street, Bradford, England.

IMMENSE STEEL GIRDER.

Supports Twenty-Storey Building Above Chicago Store Front.

Twenty stories of the new Stevens department in Chicago are built above one of the largest steel girders that was ever made. This immense bar of steel is fifty-eight feet long and nine feet through. It weighs sixty tons and it required twenty-two horses to haul it along the level street upon a specially constructed truck with solid wheels. The placing of the girder was considered of such interest from the scientific standpoint that one of the leading moving picture firms in the United States took a series of pictures of the big beam in transportation and the manner of hauling it through the streets of Chicago as well as the hoisting into position by the aid of special machinery. The girder permits of a forty-foot span without supports upon which the skyscraper will be built, while a special feature is that it will cantilever a distance of fourteen feet, under which there will be no support whatever. There is no support whatever to the entire corner of the building.

The advantage of the method of construction employed is that it will permit of the installation of the largest show window in the world, an island of show space which will be forty-six feet long and eleven and a half feet deep, with an

THREE-WAY DRAPING STAND.

This is a new draping stand shown by Dale & Pearsall, made of papier mache, with a body of triangular shape and the advantages as indicated in the illustration are obvious. Its form permits of it being utilized from three sides, in three distinct shapes. It is 60 inches high and conveniently light.



DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Forteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Farisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Guelph Carpet Mills, Guelph, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto.
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto.
International Tailoring Co., 62 John St., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.
Waldes & Co., Prague, Austria.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N.Y.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Rose Mfg. Co., 18 W. 20th St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Bergenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.
Livingston & Scott, Toronto, Ont.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto.
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock & Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hat Bands (Fancy).
Travers, Ltd., Ottawa, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre, Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

Hats, Straw.
Crown Hat Co., Galt.

Hooks and Eyes.
De Losg Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Individual Names on Tape.
Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal.
McIntyre, Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Longcloths.
Horrockses, Crewdsen & Co., Manchester, Eng.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto.
Sterling Lace & Novelty Co., Toronto.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Canada Veiling Co., 84 Wellington W., Toronto.

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Leather Novelties.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Men's Furnishings.
Burnet & Temple, Ltd., London, Eng.
John M. Garland, Son & Co., Ottawa, Ont.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
John Heathcott & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sons Co., Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Motor Vehicles.
MotoKart Co., 1790 Broadway, New York.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Paper Balers.
Climax Good Roads Mach. Co., Hamilton, Ont.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal, Que.

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Sanitary Belts.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Scarf Pin Guard.
Geo. H. Lees & Co., Ltd., Hamilton, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.

Safety Pins.
De Long Hook & Eye Co., St. Marys, Ont.
Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
The Clayson Co., 280 College St., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

Silk Nets.
John Heathcoat & Co., London, Eng.

Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand Rapids, Mich.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Shoe Buckles.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto,

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., 251 Mutual St., Toronto

Silks.
Belding, Paul, Corticelli Co., Montreal.
Louis Roessel & Co., Ltd., 64 Wellington St. W., Toronto.
Silks Co., 58 Bay St., Toronto, Ont.

Hemstitched Sheets.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Suits.
Regina Cloak Mfg. Co., Montreal, Que.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Tablecloths.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Fulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Defiance Mfg. Co., Toronto, Ont.
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.
J. Maygrove & Co., Ltd., 5½ Aldersgate St., London, E.C.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Brophey Umbrella Co., King and Duncan Sts., Toronto.

Vacuum Cleaners.
Onward Mfg. Co., Berlin, Ont.

Veilings.
Canada Veiling Co., Toronto.
John Heathcoat & Co., London, Eng.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St. Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester, Eng.
"Louis," 57 Newton St., Manchester, Eng.

Velvets.
The Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.

Vanity Cases.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U. S. A.

Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St. W., Toronto, Ont.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers, Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes.
Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Colonial Weaving Co., Peterborough, Ont.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Woven Labels for Garments.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
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Announcement

We have made arrangements to have our line shown in Canada by

Ledoux, O'Brien & Co. of Winnipeg

who will cover the Dominion from coast to coast. Should you be interested in seeing our merchandise, communicate with us or Ledoux, O'Brien & Co.; we shall be pleased to submit samples of our Silk Dresses, prices from

$7.50 to $16.50

Nothing higher.

Louis Stecher

New York, 33 W. 34th St. **Philadelphia, 420 Market St.**

Canadian Office:

Ledoux, O'Brien & Co., 601 Shabrook Place

WINNIPEG

IT WILL PAY YOU TO SELL AND RECOMMEND



SHOES

for every sport and recreation.

Canadian Consolidated Rubber Co.,
Limited

Montreal, P. Q.

28 Branches Throughout Canada

Penmans Balbriggans

Are Foremost In Demand

THIS is the season of the year when light knit fabrics are so much in demand.



Penmans

BALBRIGGANS

are built along the lines which will appeal most strongly to your discriminating trade. Made in:—

Two-thread Egyptian lines—Nos. 46 and 8.
Mesh Stitches—Nos. 206 and 207.
Porus Knit—Nos. 13 and 16.
Two-thread Combed Egyptian—Nos. 19 and 47.

Also many other fabrics—in Two-Piece and Union Suits. Short Sleeve, Knee Length and Athletic.

SPECIAL NOTE All Union Suits have the Patent Cooper & Johnston Closed Crotch Feature.

Order NOW and be sure your stock is complete.

Penmans Limited
PARIS, CANADA



MEN'S WEAR SECTION

How Clown, Dog and Two Rabbits Sell Hats

Novel Method of Publicity in Bill Boards of Tom Campbell Store in Calgary—Gentle Hint to Finder of Stray Hat—Stock Numbers of Hats and Prices Entered on Register—Vancouver Men in Enterprising Business.

By a Staff Correspondent.

CALGARY, July 11.—(Special).—Visitors to Calgary must have admired the enterprise of Tom Campbell in encircling the city with posters, individual and unique, to advertise his hat store. He has used posters for two years, and always the same ad—a clown, a dog with hat in its mouth and two rabbits. He declares this to be the best publicity, because his customers refer to them. There is better evidence: his business has increased at a greater rate since he commenced using posters. He does not confine his advertising to the boards, however. At certain periods he gives away pennants of various cities and provinces to purchasers, and the pennants are made by the firm themselves. He also advertises in the newspapers.

"Say! You Mutt!"

The cash register in the store is somewhat of a novelty, and Tom Campbell claims that it is the only one of its kind in Canada. It is arranged so as to supply the customers with a receipt, bearing the stock number of the hat purchased, the clerk's initials, with an advertisement on the back for the firm, and the words:

Say! You mutt! This ain't your hat; it belongs to .....

It is intended that the purchaser place this inside his hat, so that if ever it is taken by mistake, the proper owner will be known.

Can Buy Another Like It.

There is another virtue in this receipt. Lots of men are so hard to please with hats, when they get one to suit they often desire to have it duplicated. The number of the hat being in the receipt makes this possible.

The number of every hat sold is also recorded on a slip inside the register. At the end of each day this slip is taken to the office, and the bookkeeper enters the stock numbers of the hats sold, together with their prices, on sales sheets. Then by taking the cost of each hat from the stock book, the proprietor can determine what profit has been made each day.

Came From Vancouver.

It is interesting to know how an exclusive hat store was begun in Calgary. Three young men—Colquhoun, Ostrosser and Campbell—were operating a hat store in Vancouver. They conceived the idea of opening a branch at Calgary under the name of the Tom Campbell Co., Ltd. Within six weeks of this, the store was open and doing business. At that time it was difficult to secure a lease, but the office of the Merchants Trust and Guarantee Co. being offered to them, opposite the old Hudson's Bay store on Eighth Avenue, they rented it and put in suitable fixtures and a modern front. A stock of men's hats and caps was ordered by wire, and business begun. The novelty appealed to the people, and together with the fact that a good many people would rather choose from a store full of hats than from one devoted to several lines, it became a success.

The stock is valued at $25,000, and is contributed to by the leading hat manufacturers of the world. Hat values range from $2 to $20. Over 100 dozen caps are shown in cases, being displayed the same as the hats, on brass rods.

Access to All the Hats.

The hat cases are built in such a manner that a customer can choose at his leisure. Sliding doors have been abolished, giving the customer access to the inside.

The store is equipped with duplex mirrors, allowing the back of the head to be seen.

The display windows are ten feet square, and



Type of Tom Campbell's signs. Note clown, dog with hat and two rabbits that appear on all of them.

Front of Exclusive Hat Store in Calgary



This shows the store front of Tom Campbell's exclusive hat store. Note on the right-hand side every hat has its price ticket. A feature of the window is the display of pennants of Eastern Canada, for visitors and those who cannot take advantage of "Old Boys' Weeks."

are always trimmed in good taste, as will be seen by the accompanying pictures. Like many other hatters, Tom Campbell carries imported ladies' Panamas, which are trimmed and blocked by themselves. They have done excellent business in this line.

Owns Some Bulldogs.

Mr. Campbell is a member of the Board of Trade, of the Commercial Club, and takes an interest in the work of the Calgary Ad Club. He has been in the gents' furnishing business practically all his life, securing his early experience with two large Eastern firms. He is a well-known fancier of bulldogs, owning several prize winners.

Messrs. Colquhoun and Ostrosser continue to manage the Vancouver store, though they spend half the year alternately assisting at the Calgary branch, in which they have an interest.

SAY! YOU MUTT

THIS AIN'T YOUR HAT; IT BELONGS TO

NAME ....

TOM CAMPBELL, THE HATTER,

105 Eighth Ave. W., Calgary.

A HOODED FINGER.

An improvement in gloves is being introduced by a Canadian house, which has secured the patent rights for a new hood idea. This new finger will be introduced into the guaranteed lines. This firm has found that the chief trouble they have found with their gloves has been in the ripping of the stitching at the ends of the fingers, where there is little protection. The new hood is stitched into the end of the finger below and is then turned back over the end, and is considered by the firm using it as a great improvement.

Max Tailoring Co., Saskatoon, are opening a branch in Kerrobert.

Bernard Kortosk, Montreal, who spent 50 years in the fur business there, died in June at the age of 74.

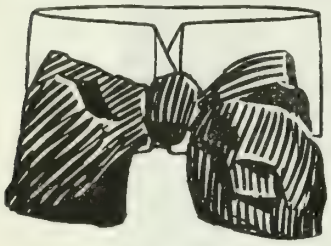
Daze & Co., Arnprior, have bought the clothing business of H. R. Pollock, Ltd. Messrs. A. Bremmer & Co. will run the tailoring department of Pollock's.

Albert Dale, Toronto, who opposed Thomas Hook in Southeast Toronto in the Liberal interest, is a partner in the firm of Robinson & Dale, wholesale dry goods merchants, and also a partner in the Dale Furniture Co.

T. L. Hamilton, Pembroke, Ont., formerly manager of the Pembroke Clothing Co., has been appointed manager of Mendel's new clothing and men's furnishing store.

Odd Twists and Fancies in Men's Fashions

HERE IS SHOWN one of the bow tie models which is very popular this season, the tendency being for large shapes in all kinds of neckwear. Note too the small wings on the collar.



* * *

THE WIDE LAPEL on both sack coats and on overcoats is being favored by some of the manufacturers. In fact some of the overcoat models show the lapel in triangular shape—just about as broad as the length.

* * *

THERE IS NOW AN OVERCOAT model being put on the market in which the balmacaan model and the convertible principle are combined, the bid for popularity being made on the ground that the Prussian collar of the balmacaan is not satisfactory for all occasions when such a coat may be worn.

* * *

ONE OF THE NEWER THINGS IN SHIRTINGS being shown by furnishers who do a custom trade is a Norfolk model. The strap effect is produced by heavy pleats and the garment is a very attractive one for the Summer trade.

COMPARED WITH SOME of the novelties in the hat trade this season the sennit is almost a smooth material. There appears to be no limit to the extremity of roughness in effect which finds popularity.

* * *

SHIRT THAT IS BEING SHOWN IN PARIS. The collar is entirely new and presents some attractive features for outdoor wear. The garment is known as the



"American" shirt, although it has been originated on the other side of the water evidently.

* * *

A NEW SUMMER COLLAR importation is the Pall Mall which is made similar to the curved corner model but has the appearance of being squeezed down in front with the result that the vent is much wider and the curve more pronounced.

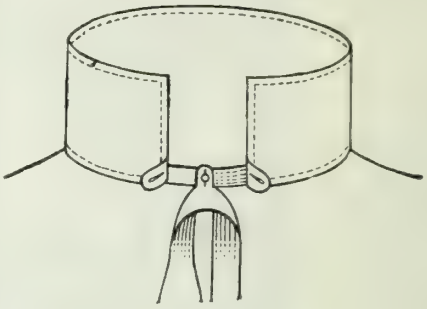
A U.S. HOSIERY house reports that there is a big demand for light shades in both the gauze silk and pure silk lines for men and women. White, pearl gray, mode and the new Palm Beach shades are very popular.

* * *

DURING THE RECENT visit of King George to Paris neckwear manufacturers took advantage of the opportunity to get out a novelty. This was a four-in-hand with a shield in the center of the scarf end, coming just under the knot, which bore the design and colorings of the Union Jack.

* * *

A NEW STYLE OF DRESS TIE is shown by Horn, of New York, as here illustrated. The novel feature is the attachment which fits over the end of the collar button and under the collar and holds the tie in position, thus getting over one of the difficulties of keeping the dress tie in its place.



* * *

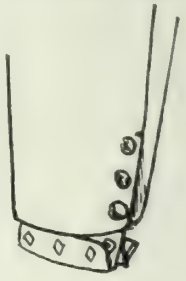
THE LATEST IN DRESS HATS show an even stronger tendency towards the tapering crowns and there are some extreme models which appear as almost direct copies of the head coverings which are associated in the popular mind with Irish melodrama.

* * *

WITH THE OUTING shirts for the hot days a novelty is being introduced in fancy pearl buttons which can be detached when the garment is sent to the laundry. The buttons are are on a narrow tape and instead of being sewn to the material they go through button holes, the shirt front being made with two rows of these holes.

* * *

HERE IS SHOWN a fancy soft cuff on a silk shirt which was worn with a morning coat and seen in London. It indicates that the demand for hot weather comfort is overcoming some more of the conventions in dress.—From Men's Wear, New York.



* * *

IT IS NO LONGER a joke to speak about putting on Summer garters; garters for the hot weather are being made by several manufacturers. There are two styles which have been advertised, one with the band material narrower than formerly, while another is made of mesh and is supposed to relieve the hot feeling around the leg.

* * *

ONE OF THE LATEST novelties in neckwear introduces a butterfly design in a big range of color combinations.

Special Fixtures in a Montreal Men's Store

Brass Rod Along Front of Wardrobes for Displaying Suits — Stock Boxes of Uniform Color—Case for Gloves Giving Good Chance for Display—Only Two Sales a Year.

By a Staff Correspondent.

MONTREAL, July 13—(Special). —The new men's furnishings and clothing store at 482 St. Catherine street, west, Montreal, which was opened a couple of months ago by B. H. Swift & Co., has a number of features which mark it as out-of-the-ordinary. One of these is the lighting arrangement, by which a soft and mellow glow is diffused over the store. The store is long and narrow, the front getting daylight from two large show windows and the rear being taken care of by a large skylight. While this light is sufficient on a very bright day, it is necessary to have artificial light for the dark, dull days as well as at night, and this is supplied by a number of ceiling fixtures which throw the light upward against the white ceiling, from whence it is reflected downward. The lighting effect is the nearest to real daylight that Mr. Swift was able to find. He got the idea from Altman's of New York, where it was very highly recommended, and he considers it an important feature, inasmuch as it enables his customers to see the exact shade of the cloth.

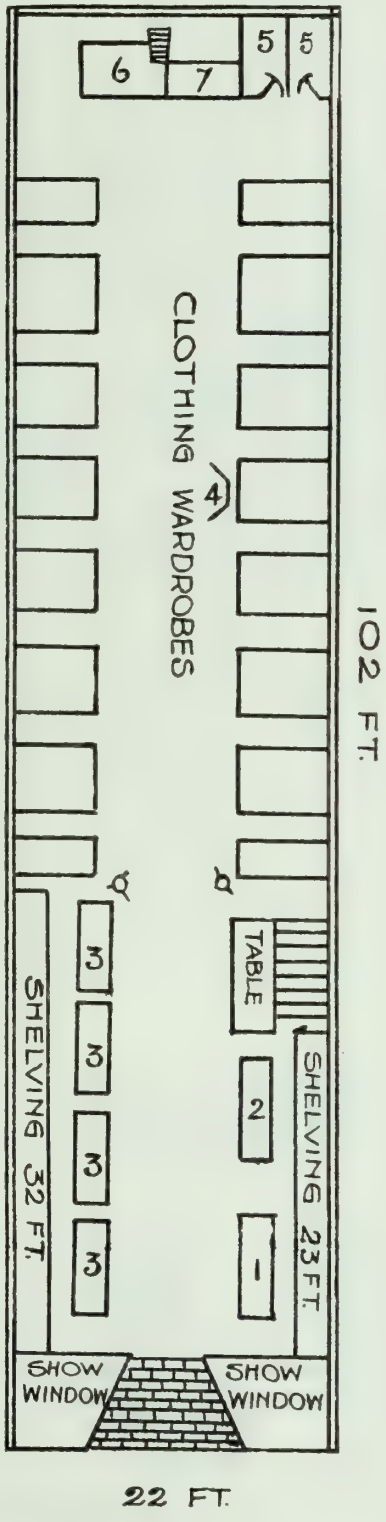
Special Wardrobe System.

Another feature of interest is the wardrobe system for handling suits and overcoats. These wardrobes occupy 52 feet of space along both sides of the store and were made specially to order. They are about 5 feet in height, with glass paneled tops to admit light, and are open at both sides with three-foot passages between. The two end sections are 2½ feet in width and the center sections are 4 feet wide. The garments are placed on hangers and suspended from a heavy brass rod, two rows in a section. **Along the front of each section is a horizontal brass rod from which suits may be suspended for display purposes,** or hung up temporarily when being shown to a customer. This is considered a much better plan than to throw the garments down on a table where they get mussed up and disordered.

In showing suits it is customary for the salesman to ascertain from the would-be buyer the style and shade preferred. With this idea to work on, he can then select a few suits which he considers likely to please, or if desired the customer can step inside the wardrobe and point out from the array any garment he would like to examine more closely. This is then taken out, and it is in the process of trying on a coat or in looking over several different models that the rods along the front of the wardrobes come in handy.

There are fitting rooms at the rear where the entire suit may be tried on.

The tops of the wardrobes are utilized for show purposes and attractive trims, which are changed frequently adorn them.



PLAN OF STORE.

1, Show case, furnishings; 2, show case, gloves; 3, show cases, shirts, haberdashery; 4, triplicate mirror; 5, fitting rooms; 6, cash desk; 7, proprietor's desk.

22 Feet by 102.

The store is rather out-of-the-ordinary in dimensions. It is about 22 feet in width, but extends back about 102 feet. The rear portion is lighted by a large skylight, as previously mentioned, so that all portions are equally bright. The front of the store is laid out with shelving on either side for the stock of furnishings.

The stock boxes are uniform in color, and shirts, collars, underwears, etc., are kept therein free from dust. Silent salesmen counter cases are used for displaying shirts, ties and haberdashery in general, and there is a specially designed case for gloves. This case measures 26 inches across the top, is eight feet long and the upper glass portion is 10½ inches deep. It overhangs the base seven inches. The base is used for stock and the top for display. Attractive trims are arranged along the top of the shelving and small counter fixtures for ties, belts, collars, etc., are used on the counters. Several forms are utilized for showing raincoats and overcoats.

A cash carrier system has been installed, stations being located on either side of the store and the cash desk at the rear. A reserve stock is kept in the basement.

Only Two Sales a Year.

Mr. Swift has had considerable experience in the clothing business and was for four years clothing buyer for Goodwin's Ltd., of Montreal, leaving there to open up the present store. He is a firm believer in advertising and uses generous space in the local papers. He is counting on getting and holding business through giving prompt and satisfactory service, and by buying often and turning stock over quickly while it is new and fashionable. He is opposed to sales except twice a year, Spring and Fall, to clear out slow-selling lines.

How Big Western Store Displays its Goods

Devices That Have Been Adopted in Hudson's Bay Co.'s Department in Calgary—Special Arrangement of Clothing by Patterns —Low Hat Cases Easily Reached — Show Cases Packed With Shirts.

By a Staff Correspondent.

CALGARY, July 11.—(Special.)—It has been discovered that men will not trade at a department store where it is necessary for them to go beyond the ground floor. Women are different, and for that reason the ladies' ready-to-wear department can safely be located above. When the Hudson's Bay Co. planned their store, they decided to devote a good portion of the ground floor to men's clothing and furnishings, as near to the main entrance as possible. So important was this matter considered that it was under discussion for a long period.

None of the photographs gives a clear idea of the methods for displaying high-class clothing. These are carried in solid mahogany wardrobes, the glass doors of which slide inside on runners, allowing the racks to be pulled bodily from the wardrobe. These are two-high; i.e., they carry two lines of suits at top and bottom of the rack, this making four lines of closely-packed clothing.

The wardrobes are lined up along the walls of the department, with a fitting-room between each, from which access is secured to the display windows. The doors to these fitting-rooms make excellent mirrors, and the pillars throughout are also mirrored.

Impression of a Large Selection.

A system is followed in the arrangement of clothing in wardrobes. In each they are kept as near to one make and pattern as possible. Silk-lined goods are shown together; also new patterns, grey tweeds and checks, browns, hairline stripes, grey worsteds, blacks and blues, Norfolks, and so on. The effect of four rows of grey checks or browns is to give the customer an impression of a large selection, which would not be achieved if the suits were not sorted. It also means uniformity and good appearance.

By examination of the views, the reader will be able to see for himself the type of revolving rack in use. Here are shown three smaller wardrobes, with glass roofs, these being only one-high, with two rows of suits. Through the glass roof one can plainly distinguish the spindle around which the clothing revolves. This, as explained before, can be pulled completely outside the glass case.

Cheaper clothing is handled on mahogany tables, equipped with drawers for carrying odd trousers, vests, and other pieces that would look unsightly above. On the tables men's suits are carried ranging in price from $12 to $50.

Boys' and Children's.

The boys' and children's section is located separately. The better grade of goods, ranging in price from $12.50 to $18, are carried in smaller glass wardrobes on revolving racks, similar to these just described. Cheaper lines are shown on tables, the drawers beneath being utilized for holding knickers and other lines of merchandise.

Different models of new suits are displayed on the glass roofs of the wardrobes, a finishing touch being given by artificial palms and flowers.

Passing mention should be made of an excellent display of boys' clothing, in silent salesmen, situated on the main aisle. At the time of the writer's visit to Calgary, black and white checks were on view, with hats and caps to match. These were shown on various models, both in and on the cases, which were illuminated.

If the reader will refer to Fig. 3, he will catch a glimpse on the left of the men's hat section. The case shown is seen from the rear, but it will be noticed that the hats are ticketed from this side, and can be reached. This is to enable a salesman in the clothing department to effect a hat sale without having to direct his customer around the case to the hat section.

The hat case is low, much lower than in the average men's furnishing store, about 35 feet long, has sliding doors, and the hats are carried in two rows on brass rods. The drawers beneath are filled with caps. The silent salesmen are kept constantly trimmed with latest



No. 1. Men's furnishings. Note excellent display arrangements for ties, pyjamas, etc., with underwear in shelves to the left.



No. 2. Shirt and collar section. Cases closely packed with shirts in wire racks, arranged according to quality and sizes.

styles. The hat tables between are equipped with machines for punching initials.

Boys' Furnishings.

On the other side of this aisle is the boys' furnishing department, pyjamas, shirts, belts, etc., being carried in silent salesmen. Boys' hats and caps are also stocked here, and are in charge of a very efficient saleswoman.

To the left of this aisle is the men's shirt and collar section. Show cases are densely packed with shirts contained in wire racks. Each case has its own quality of goods, and each rack its size, so that selection is simplicity itself. Some criticism may be leveled at the number of shirts displayed, but it will be seen that if all these shirts were carried in boxes, a much bigger department would be required. Then, again, the whole of the stock is displayed, which means larger sales. It will be noticed that soft cuff shirts, silks and taffetas are shown in cases behind the counter, with glass sliding doors. Better class shirts, ranging in price from $2.50 to $8, are usually displayed on tables, in individual boxes, which are closed every night. Collars are stocked in a fixture adjacent to the shirt department.

Men's Underwear

Proceeding to the left, beneath the mezzanine floor, is the men's underwear section, where are also carried pyjamas, coat sweaters, and working shirts. The underwear is stocked in open fixtures, and is displayed freely on the polished surface of the mahogany counter.

Men's Furnishings.

The reader need only glance at Fig. 1 to see the location of the men's furnishing department. In the rear is the underwear section just described, and the show case on the extreme left of the picture faces the men's shirt section, so that a customer who has purchased a shirt has only to turn around to secure neckwear to match.

The method of carrying neckwear is one of the neatest the writer has seen. The fixtures, with their glass fronts, ar-

(Continued on page 60.)



No. 3. Showing type of one-tier wardrobe with glass top. Hat case on extreme left.

Tell the Customer About the New Stuff

Great Variety of Furnishings and Novelties in Modern Men's Store Demands That Salesmen Should Study the Power of Suggestion—Make Use of the Positive Tone When Talking of the New Things—Where $5,000 Came in.

Third of series on salesmanship by J. Willoughby.

A SUPPLIER of men's needs, who is in the front rank of haberdashers in Canada made the statement to me not long ago that there was in his store to-day five thousand dollars' worth of stock that was not required five years ago. This did not refer to the increased volume of business, but illustrated the point he was making, that there is nowadays such a variety of models and styles in clothing, in hats, in shirts, neckwear, etc., that in his store it meant that it took five thousand dollars more to keep the different lines and ranges stocked than it did five years ago.

Where the $5,000 Comes In.

That five thousand dollars bears a direct relation to salesmanship, or perhaps it would be better to say a double relation. In the first place if a store increases its stock by five thousand dollars there must be a larger turnover—more goods sold—and in the second place if the different lines of goods for men have spread out to that extent, then there must be a greater field for the right kind of selling to supply the want of the individual. Here let me emphasize again the point made previously that there are no two tastes alike and that it is for the clerk to study the customer with the idea of finding out the characteristic features of that man's idea of what he should wear—it will be for him to decide whether the better course would be to coincide with those views or to make suggestions.

Selling to men a decade ago was an entirely different proposition from what it is to-day. There was a time when men could pretty nearly buy as well by mail as by entering a store personally; everybody wanted the same thing and for the average man there was nothing of individuality about his apparel. Manufacturers did not give much attention to catering to the individual taste and a man would probably be as well suited with a necktie purchased by his wife or his grandmother as one picked out by himself. But now all is different.

Individual Selection Necessary.

To-day, with the great variety and range which is to be seen in every article of apparel an individual selection is necessary. It is in assisting in making that selection that real salesmanship lies, whether it be for a suit of clothes or a pair of socks. The salesman should endeavor to sell the customer something which in his judgment will gives satisfaction and will be in good taste, but great care and judgment must be used in the extent to which the patron is influenced. There are some men of positive disposition and ideas who will come into the store and demand a tie that will neither suit their complexion nor the clothing they may wear with it, and the best thing the clerk can do is to pass it over and say nothing, for the customer will probably never develop enough taste to know the difference. There are others who would welcome a suggestion as to a color shade. It all depends upon the man and it is here that a knowledge of human nature is necessary.

An Aversion to Red Neckwear.

I can still remember an experience of my own in connection with buying cravats which brought home to me strongly the influence that an experienced clerk can have if he uses good judgment. When young I had a pet aversion to red neckwear and I was of such a dark complexion—and of course still am, only more so—that it was the one color best suited to me. One day a salesman whom I knew well personally, undertook to tell me something about what I should wear around my collar. Taking out a tie of dark red he siezed the right moment to put it around my neck loosely and pushed the ends inside my coat. It was not a perfect effect but enough to get the idea, and since that day there have been few cravats that I have purchased in which red has not been the predominating shade. The same clerk could not have done the same thing with every customer who came into the store, but the general idea is one worth consideration.

Make Suggestions.

Making suggestions in the men's furnishings business to-day is a necessary duty of the salesman, that is, generally speaking. The average man who goes into a store looks to the salesman to help him in his selection. Of course he does not walk up to the counter and tell this to the clerk; it is something for the clerk to know, but something he should not let the customer know that he knows. A salesman can often make forceful suggestions in such a subtle manner that the patron will think they are his own.

The frequency with which styles change at the present time and the number of novelties which are being introduced for men to wear make it necessary that the salesman should pay considerable attention to the education of the customers of the store. The average man cannot devote the time which would be necessary to keep him in touch with what is being done by the manufacturers—if he did nowadays he would probably not have time enough left to attend to that daily occupation which means the money to make purchases. He is open to suggestion and will usually be found interested in the new things which are appearing. An up-to-date store must carry the new stuff. One man says it means five thousand dollars in his store and others will be in the same position. The way to sell the new stuff is to show it to the store's patrons.

The best way to bring novelties to the attention of the customer is to keep posted on what is doing in the fashion centers and be able to talk smoothly of what well-dressed men are wearing where men are well-dressed. It is not difficult to get this information if the trade journals are studied as they should be. Sometimes photographs taken from illustrated publications can be used to advantage on neat cards to show that a certain novelty is being worn by well-known men.

Following Up Window Suggestions.

The new things which are being shown should be put on display in the windows, but see that the display is an effective one or they had better not be shown at all. A patron of the store is almost certain to notice what is in the windows. He may or may not mention what he has seen but he is likely to have retained an impression. This is where the salesman can do good work. The window suggestion is often half a sale if it is properly followed up. Bring up the new stuff in a positive manner if you

(Continued on page 59.)

Large and Indefinite Patterns in Neckwear

Vague Designs and Rich Colorings Worked Out in Large Four-in-Hands for the Fall Neckwear Business—Under the Knot and Border Designs Still Making a Bid for Popularity—Some Basket Weaves.

THE neckwear situation, while covering almost everything that is possible or impossible in the way of color and design, is beginning to shape itself for the Fall and Winter business sufficiently to bring large, indefinite patterns, cut in large shapes, and with the colors toned down, to the top of the heap. These large patterns cover in themselves a very large range of color combinations, but they are usually in dark reds, greens, blues and browns and made of all silk satin goods which give some splendid shot effects. Some of the old staple colors will be found predominating, such as red and black, gold and black, etc., but the patterns are such that the toning down of the high colors is lost sight of in the general impression which is hardly one of quieter effects.

Under-the-Knot Effect.

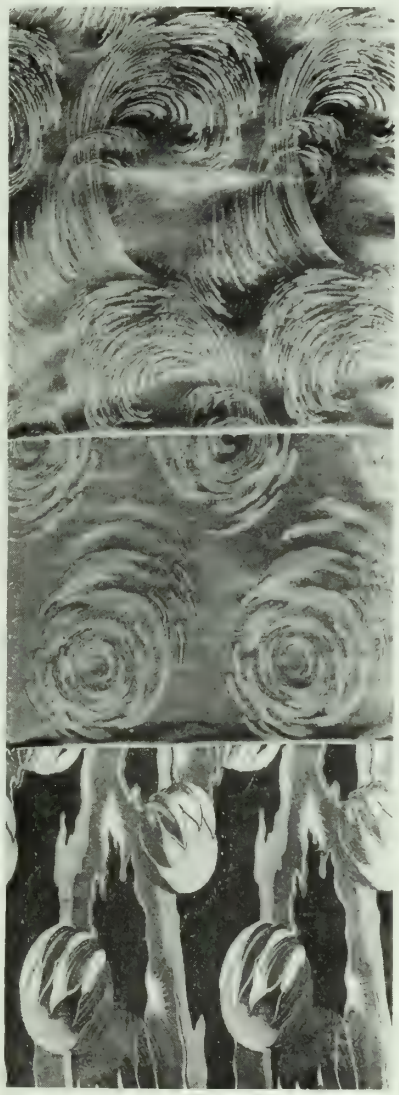
In this country there is every indication that the under-the-knot effect is going to continue popular with and without borders. A Canadian manufacturer makes the statement that this style of tie will be strong for Fall and Winter although there is an attempt on the part of American manufacturers to put it out. His conclusion is that the latter cannot make the particular wave successfully, most of the materials being imported from England.

About the only thing that is being much shown in goods which might be said to have a definite or clear-cut pattern is the basket weave, and this is coming in a larger design which gives the impression of a much coarser material. The color contrasts are very emphatic in this style of goods which in this respect is altogether different from the new tendency.

Largest for the Money.

As to design, it is the large four-in-hand to the front. The "largest tie for the money" seems to be the idea of the trade, and when the large shapes are made with the very high class silk satins then there are bigger prices. The stylish man this Fall will pay more money for his neckwear than he has for some years. Not only is the knot large, but the scarf ends are being made larger and larger and on some of the new styles the amount of silk is increased by a number of folds.

The influence of the cubists and the other ultra-modern schools of art is being felt in connection with neckwear and there is no saying where this tendency may take the designers in their search for something new and novel.



Showing the newest tendency in neckwear, huge patterns in rich and fiery color combinations in rich, heavy satin-silk. Some of the effects are very beautiful, and the shades employed are darker than for several seasons. Shown by Wm. Milne.

TELL THE CUSTOMER ABOUT THE NEW STUFF.

(Continued from page 58.)

think it is something in which the customer is likely to be interested. Don't ask him if he does not think that such and such an article is "nobby," or "effective;" tell him that it is nobby or effective. Don't say that you think such and such a cravat would suit him; if you think so tell him that it would suit him.

Suggestion can be made responsible for a great many sales, but suggestions must be backed by judgment and judgment is largely the result of studying the customer.

Jobbers' Profits

Wholesalers Tell the Manufacturers at Philadelphia Convention About the Small Profits They Make—Working Close Together.

RELATIONS between knit goods, jobbers and manufacturers were discussed at the tenth annual convention of the National Association of Hosiery and Underwear Manufacturers of the United States, at Philadelphia, by President Smyth and Secretary Fernley of the National Wholesale Dry Goods Association. The latter made the statement that it cost the jobber 13 to 15 per cent. to take the manufacturer's goods to the retailer while the average net return was about 2 per cent. and the average turnover did not exceed 4 per cent. The return, therefore, was very small.

President Smyth dwelt upon the very friendly feeling existing between the members of the different organizations. The knit goods buyers, he said, realized that the interests of the manufacturers and the wholesalers were mutual, and that helpful aid had been given along the line or standardizing sizes. He laid particular emphasis upon the importance of the jobber in relation to the business generally.

1,000 MEN MAKING GARTERS.

There recently appeared in a popular United States weekly a full-page advertisement of men's garters, which goes to show to what extent business in small things can be developed. This ad stated that the firm using the space had developed in twenty-seven years from a business in one small room to a huge manufacturing plant, employing one thousand operatives. This is certainly an age of specialization in manufacturing.

Play Suits and Uniforms for the Boys

Now is the Season When the Little Man is Much at Play—Serviceable Clothing, and Not Much of it, is What is Wanted—Scout Idea Has Developed the "Grown-up" Idea in Play.

THIS is a good season to call attention to the lines of Summer clothing for the boy. The school bell will not be heard again for weeks and play has taken the place of study in the routine of the youth of the country. This will be a hard period upon the clothing of the rising generation and careful mothers are looking for something cheap and serviceable and of material suitable for the hot days and vigorous exercise.

The usual Summer uniform of the boy is simplicity itself; there is little more or less to it, from the standpoint of style, than the uniform of a hod carrier and considerably less as to extent. The Summer definition of a boy might be put down as something like:

> "The male of the species of uncertain age, but usually between five and fifteen clad in a pair of kharki knee trousers upheld by means of a belt and a shirt of the same or some other equally serviceable color with the collar attached, a hat and a pair of running shoes; this to be mixed with health, good spirits and devilment in about equal quantities."

Of course there are boys and boys, but this hits the average about in the middle. Exceptions there are as to the nature of the being and exceptions also as to the clothing. Sandals may be used for the feet instead of running shoes——with stockings optional—or the neither digits may be allowed full freedom to encounter stones, thistles and railroad cinders. The trousers or pants may be extended after the fashion of grown-ups, and overalls are sometimes worn, and there may be some differences in material but these things do not get away from the general idea. Light trousers of washable material and white shirtwaists make a nice combination for the little man but usually this will be found suitable for wear a little more formal than the regular daily escapades. For dressing him up there are tasteful suits of white serge or other light Summer material but for the usual boy the regular program is to be dressed up as seldom as possible, and the rough and ready apparel is the thing that will be in demand.

Developing Play Suit Business.

A feature of the boys' suit buisiness for the Summer season which has been developing very rapidly of late years is the supplying of play suits and uniforms. The uniform idea has been brought rapidly forward by the Boy Scout movement and the general interest which has been displayed by boys in the Scout work. There is a good branch of the business to be developed in selling scout uniforms, either official or otherwise.

However, the play spirit of make-believe, and imitating the grown-ups, has not stopped with the Scout movement.

AMONG THE AD MEN.

DURING the convention of Ad men in Toronto there were noticed:

A sailor straw made of material so coarse that the weaving took on the appearance of twisted rope. It had the heavy English crown.

A sack coat cut with only slight regard for the English tendency in clothing, with the back giving a square cut rather than slim effect. The front was held by one button and the roll came unusually far down.

A sailor straw, in which the droop effect was introduced in the brim The brim dipped down all the way round like an inverted plate.

A form-fitting overcoat cut with close waist and ample skirt, which formed a sharp contrast to the Balmacaan and other loose models. It was of dark brown material.

The scout idea gives the play idea of some reason for scouting, and as it is more realistic to the boyish mind to sneak after redskins than after other scouts, there is a demand for Indian uniforms and feathers. There are other scouting uniforms which appeal more to the boyish mind than the regulation uniform, and there are cowboy suits which fit into the youthful idea of life on the prairies.

For Baseball Nines.

A good line to give attention to from the boy's trade standpoint is the baseball uniform. Canada is a close second to the United States for interest in the great Summer pastime, and in the cities there is not a vacant corner lot which is not a home diamond for some juvenile nine. The spirit of the boy to do as his elders can be counted on here for orders for baseball uniforms, particularly if there is a boys' league organized as is usually the case. If one of the teams secures uniforms it may be taken for granted that the others are not going to be far behind.

A Single-piece Bathing Suit.

Boys' bathing suits too are a good selling line for Summer for wherever there is water which can boast of the proportions of a swimming hole, up to the ocean beaches, there will be found the boy on the hot days. One of the latest models which has been brought out for the boy is a combination one and two-piece garment; it is really a two-piece garment attached with the result that there is an overlapping skirt and the appearance of the usual two-piece suit.

At this season merchants might well give some attention to boys' clothing in their window display plans. Attractive settings for play suits can be very simply arranged. A very effective showing can be made with a camp scene, a couple of figures and a tent being the principal requirements.

HOW BIG WESTERN STORE DISPLAYS ITS GOODS.

(Continued from page 57.)

ranged so as to disappear when not required, are easily seen in this picture. Each "family" is carried in a narrow wire rack, and can be taken from the fixtures to the counter, and shown with the greatest of ease.

The furnishings are distributed among the show cases, one being devoted to white and colored silk handkerchiefs, the next to suspenders and belts, the next to gloves, and so on.

Gloves are carried in shallow drawers, easily shown at the counter. These are divided into sections for sizes, and carry about eight dozen each. There is a separate drawer for each line.

At the main entrance, not far from the shirt section, is a glass case, 12 feet long, containing men's jewelry, including links, buttons, fobs, guards, clips, pins, etc.

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

There is satisfaction in handling

Imperial Pure Wool Underwear



Satisfaction for us because our 34 years of manufacture has given us a garment that has attained a standard not yet reached by any other brand.

There is satisfaction for the merchant who handles "Imperial" because he knows the highest recommendation he can give it will be lived up to.

For years the standard of the



Canadian Underwear trade

There is satisfaction to the wearer because of the many exclusive qualities that are embodied in Imperial Pure Wool Underwear.

Goods returned as unsatisfactory are not only a financial loss, but result in a bad reputation for your store. Do as many dealers throughout the Dominion have done for years past—stock this old reliable line and proof your men's department against dissatisfaction.

Men's natural wool, men's elastic knit, men's high-grade Imperial and men's double-thread balbriggan are lines on which we specialize.

Kingston Hosiery Co.

Established 1880

Kingston, - - Ontario

High Crown Sailor Absent from the Polo Games

Smartly Dressed Men at Meadowbrook Had on Wide-Brimmed, Low-Crowned Hats of Rough Material, With Wide Black Bands —Freak Models Said to be Already on the Wane.

NEW York, July 10.—(Special.)—Never in any season have there been so many freak styles in straw hats, and the manner in which the high-crowned models have taken with the public certainly shows that the manufacturers had well gauged the tendency of men to wear something different. But as was the case with the Balmacaan coat, which became a general style shortly after its first appearance, and was very soon dropped by the makers of exclusive garments, for the reason that it got into the cheap lines, so there already is a noticeable change of opinion among the better-dressed men with regard to the high-crown sailor hat. No stronger evidence of this could be obtained than by comparing the high-crown, narrow-brimmed models to be seen in Broadway with the low-crowned, broad-brimmed styles of rough straw which were generally worn in and about the Meadowbrook Clubhouse and in the west stand during the polo games—and it is at the polo games that the best display of styles is to be seen on this side of the ocean.

No High Crowns or Fancy Ribbons.

On the Meadowbrook lawn the hat that was outstanding with the smartly-dressed men was the Italian leghorn with wide brim, plain black band and quadrangular shape crown. Next to the sailors, these leghorns were the most numerous. There was not a single hat of the high-crown design to be seen on the lawn, nor were there any narrow ribbons or fancy bands. The bands were wide, an inch and a half to two inches, with plain conservative old-fashioned bows. The sailors were, of course, in the majority, but there were quite a number of panamas. These usually had the round crown without indentations, plain black two-inch bands and rolling brims. The rims in no case were turned up or down at either back, front or side.

The hats worn at the polo games certainly showed the tendency of the well-dressed man to get away from anything in the way of freak styles, and it looks as though the high-crowned sailor, which sprang into the limelight in a few weeks, was going to die as the result of its own popularity. To keep a style alive with well-dressed men there must be something of exclusiveness about it, and there is certainly nothing exclusive today about the hat with the high crown.

Ridiculed by Cartoonists.

Already it is reported that the campaign of ridicule which is being carried on in the newspapers by the cartoonists and humorists, who are always ready to make capital out of anything that will tickle the funny bone of the public, is beginning to have its effect in the order end. One manufacturer makes the statement that his competitors are suffering from the novelty-at-any-cost disease; that in the past the idea has been novelty at any cost, and that it is being overdone. Many manufacturers are getting the tip from the retail outlets to let up on the freak styles, and it is a pretty safe prediction that there will be more conservative models shown for next year, especially for the better-class trade.

There is some speculation in the trade as to the effect of the change of opinion with regard to the straw models on the stiff and soft felt hat orders, and whether changes in the direction of conservatism may be looked for in these departments of the hat business also. However, this is not considered very likely, as there does not appear to be an alternative course open for the designers.

Mackinaw Coats are Stronger

THE Mackinaw coat gives every indication of being a popular seller again this Fall and Winter—even more so than a year ago. This garment is coming to be considered as less of a novelty, and its warmth and usefulness are more generally recognized. While, of course, it will continue as a strong favorite as a garment for the woods, where activity of the limbs is desirable, and for those who are driving horses, there is now a demand for this garment for Winter sports' wear and for general use. It is also popular with auto drivers who desire to have freedom in the control of the clutch, transmission and brake. Women, too, are following the style, and there are some striking designs which have been used for street wear.

Various Styles.

Mackinaws are made in a variety of styles—the double-breasted, the single-breasted and the Norfolk—and with these there are different combinations with the shawl or military collars. The materials are mostly in dark color combinations, with large and indefinite checks; there are reds, browns, blues, greys, and whites used in combination with black. For ladies lighter materials are used, and the models are, of course, more shapely. Added effects are also given by fancy cut pockets and cuffs and the use of buttons; in the majority of the models the belt is used.

Business in West Picking Up

Mackinaw coats are usually classed with the heavier clothing, and there is a good business in the districts where there is outdoor work for the Winter season. Important shipments are made to the West, and the manufacturers of this line and other heavy clothing for the western trade report that business for Fall is picking up again, and that they are making shipments to the prairie and mountain sections which are very satisfactory in view of the general conditions. These lines include heavy shirts, sheepskin-lined coats, mocassins, leather and woolen mitts and gloves, etc. Needless to point out in connection with this business there is little tendency to change the styles, and it is service first that the trade is looking for.

Frost-defying Glove.

Gloves and mitts for the man who works out of doors go from season to season without change. For the western business, where there is severe cold to be defied, warmth is the first consideration, and large leather mitts are made expressly for the purpose of being worn over woolen ones. For the Yukon trade there is a real buckskin glove made to fit over a silk glove, and the combination is said to be a splendid frost-defying one.

The Postmaster General versus the Merchant

A Complete Review of the Events Following an Attempt by Hon. L. P. Pelletier, Postmaster-General, to Secure Power Over the Press of Canada and Thus to Discriminate in Favor of the Big Papers Which Circulate Mail Order Advertising.

A BILL to amend the Post Office Act of Canada was introduced into the House of Commons by the Postmaster-General, Hon. L. P. Pelletier, during the session of Parliament recently closed. After certain amendments had been proposed and the bill had been passed back and forth between Commons and Senate, it was found that a satisfactory agreement could not be reached and the bill was not passed. The Postmaster-General has since, in a statement sent broadcast throughout the Dominion, made the charge that his bill was killed by the Liberal majority in the Senate, laying stress on the fact that thereby some 1,400 postal employees are deprived of an increase of salary provided for in one clause of the bill.

Under the circumstances it is felt necessary that a full explanation should be given to the public, not only in regard to the terms of the proposed legislation, but also with reference to the manner in which it was introduced. The explanation will serve to make clear the attitude of the press of Canada in opposing the bill, and, if it bears hard on the Postmaster-General, it must be borne in mind that he has forced the press into a defensive attitude. The question has never been a political one in any sense of the word—which is attested by the fact that the publishers of Canada, Conservative and Liberal alike, have opposed the measure—and it is largely to remove the impression that it is a political issue that this explanation is made. It is felt also that the public, being directly interested, should be fully informed in the matter. If legislation detrimental to the publishing business were put into force, the public would suffer either through a curtailment of service rendered by newspapers and periodicals or the other alternative of higher subscription and advertising rates.

A Plea For Higher Rates.

In order to give a clear understanding of the case, it will be necessary to review the matter from the very beginning. During the administration of Sir John A. Macdonald, newspapers and periodicals were carried in the mails free in recognition of the educational and national work they were doing. As the expense of distribution grew, however, the Post Office Department felt that this privilege could no longer be extended, and during the tenure of office of Sir William Mulock rates were fixed of ¼ cent and ½ cent a pound on all second-class matter. Later the Senate reduced this to ¼ cent all round. It was recognized that this change would completely upset the plans on which publishers had been basing their operations, and accordingly some papers were allowed five years in which to adjust themselves to the new conditions.

Nearly two years ago the Postmaster-General, Hon. Mr. Pelletier, notified the Canadian Press Association (which includes in its membership a very large majority of the publishers of Canada) that a higher rate of postage would be necessary on second-class matter. The publishers promptly informed him that, if it were found that conditions warranted it, they would cheerfully comply with whatever Parliament in its wisdom and after careful investigation found was right. In order to secure information on the relation of the increased cost of mail service to the carrying of second-class matter, the publishers employed M. E. Nichols, then the editor of a Winnipeg Conservative daily, to prepare a report for them. This report was submitted at a special joint meeting of the Canadian Press Association and Canadian Press Ltd., held in Toronto on November 20, 1913. In it Mr. Nichols dealt with the congestion in the mail service. He went further and appended a series of recommendations as to new rates and regulations which the Canadian Press Association should, in his opinion, suggest to the department. After some discussion, the Canadian Press Association accepted some of his recommendations, amended others and struck out others altogether, agreeing on the whole to an arrangement that would mean a very considerable increase in rates. The report as thus amended was submitted to Mr. Pelletier at once by Hal. B. Donly, president of the Canadian Press Association, and J. F. MacKay, president of Canadian Press Ltd. It is reported that Mr. Pelletier expressed the opinion that the suggested arrangement was generally quite satisfactory, but that there were some features included in the original report which he wanted re-inserted. As the original report had been a strictly confidential one, the question may be asked how information as to its contents had become known to the postal authorities. Finally, the Postmaster-General stated that the recommendations would be considered and the views of the department submitted in a short time, when, he urged, another meeting of the Press Association should be called at once to consider his proposition.

The promised memorandum was never supplied although the Association made repeated requests for the information.

Before going any further it will be necessary to show what excuse Mr. Pelletier had for not fulfilling his promise. The Canadian Press Association heard nothing from him until it was discovered that on May 4 bill No. 147 had passed the House of Commons containing a clause which took the fixing of postal rates on second-class matter out of the hands of Parliament and vested it in the person of the Postmaster-General. Prompt steps were taken to oppose the measure in the Senate—the only recourse left—and in the course of the fight which ensued a deputation waited upon the Premier, R. L. Borden and the Postmaster-General to protest. Mr. Pelletier defended his action in bringing the bill forward before carrying out his promise to submit a proposition to the Canadian Press Association by stating that, at the conference with the two presidents, they had agreed to have M. E. Nichols prepare a supplementary report for him, and that as a result of the non-receipt of this report he had not been able to submit the promised memorandum. In reply, President Donly expressed his clear understanding that neither he nor the president of Canadian Press Ltd. had agreed to have Mr. Nichols, who was present, prepare a supplementary report. He remembered that during the interview the Postmaster-General had asked Mr. Nichols to secure some information regarding the custom in certain countries of grading newspaper rates according to the proportion of advertising to reading matter. This request was proferred by the Postmaster-General himself in quite an incidental manner, and it was clearly the understanding of the two presidents that this report had nothing whatever to do with the arrangement that the department was to submit an early memorandum to the Canadian Press Association covering the official proposals. **That the supplementary report was to be prepared for the Post Office Department has since been confirmed by Mr. Nichols himself.**

Clearly, therefore, in failing to keep to his arrangement with the Canadian

Press Association and in seeking to put through legislation which would give him the whip hand over the publishers before submitting his proposals to them, the Postmaster-General was not playing fair.

The Introduction of the Bill.

This charge of unfairness will seem mild when the circumstances surrounding the introduction of Bill No. 147 are reviewed. The newspaper parliamentary reports of May 5 contained an item to the effect that on the preceding day a bill to amend the Post Office Act had been given its third reading and passed in the House of Commons. That was all that was said. No references were to be found as to the nature of the amendments. But when the Hansard reports came to hand it was found that Bill No. 147 contained a clause which took out of the hands of Parliament the right to fix the rates on second-class matter and transferred that power to the Postmaster-General. No notices had been sent out of this bill. The members themselves were ignorant of what it was for. When the House went into committee on the third reading, Hon. Mr. Graham asked the Postmaster-General what changes were to be effected, receiving the following reply:—

" The main object of the first change —that is, in paragraph E—is to make it clear that the right of looking at newspapers, parcels, and so on, is absolutely confined to those, and that there is no right to open letters. The section as it stands at present, as my hon. friend from Rouville (Mr. Lemieux) knows, leaves the question open as to whether or not it is right to open letters. I want to make it clear that the right does not exist. We are amending the clause so that there is no possibility of doubt, by inserting the words, ' except in the case of letters.' **There are other matters of detail, but this is the main object of the clause.**"

Now let us see exactly how clause E reads:

> (E) "Established the rates on postage on all mailable matter, not being letters, and prescribe the terms and conditions on which all mailable matter shall, in each case or class of cases, be permitted to pass by post; and, except in the case of letters, authorize the opening thereof for the purpose of ascertaining whether such conditions have been complied with."

It will be noted that the " main object of the clause " is added at the bottom, while the " other matters of detail " include the right to arbitrarily fix rates on second-class matter **in each case or class of cases.** A mere " matter of detail," this power vested in the hands of one man which would enable him to fix, if he so desired, prohibitive rates, to put any or all classes of publications out of business!

Mr. Pelletier's misleading explanation of this clause in the House can be accepted as proof of either one of two things.

First, he did not himself realize the importance of the first part of the clause.

Second, he was deliberately endeavoring to deceive the members and rush the bill through before its real importance became known.

The first explanation is not tenable. Mr. Pelletier is an able man, a man of broad experience and considerable astuteness. No one would insult his intelligence by assuming that he really believed that the question of taking from Parliament a power which had been vested there since Confederation, a power which might involve millions of dollars, was a mere " matter of detail " —an item of minor importance as compared with the rest of the clause which fixes that the Postmaster-General can open newspapers but not letters! It is not to be thought for a moment, we repeat, that the head of the most important administrative department could be deluded into actually believing anything of the kind.

But, further, if the right he was thus prepared to assume of fixing second-class postal rates was a mere " matter of detail," why did he hold up the whole bill when he found that this one " matter of detail " was not acceptable? The bill also provided increases for some 1,400 employees of the department, who are badly in need of the raise, he says. If a little " matter of detail " could not be adjusted, why did he not accept the amendments and let the bill go through this session? The " matter of detail " could be fixed to his satisfaction at the next session and, not being of sufficient importance to be worth explaining even to the members of the House, it could not matter much either one way or the other.

No. The Postmaster-General's subsequent course bears convincing testimony to the fact that this mere " matter of detail " was to him the most important part of the whole bill. Why, otherwise, should he permit his whole bill to be shelved because of it?

If further proof of the purpose of the astute Postmaster-General is required, the following facts will serve to establish the contention that he deliberately attempted to rush the bill through before interested parties would have a chance to stop it.

When it was learned through the Hansard reports that this bill had been passed in the Commons, the secretary of the Canadian Press Association sent a request to the Post Office Department for a copy. The reply received from Dr. Coulter, Deputy Minister, was dated May 8 (the bill passed May 4) and read in part:

> "With reference to your letter of the 6th inst. asking for copy of the Postmaster-General's Bill to amend the Post Office Act which passed its third reading in the House of Commons the other day, permit me to say that none of these will be printed until the bill has been signed by the Governor-General, and when this has been done, I will be pleased to immediately send you a copy."

Yet the fact remains that hundreds of copies of the bill had been printed.

The secretary of the Canadian Press Association received copies of the bill from another source, the day before he received this letter from Dr. Coulter in which the latter states that the bills were not yet printed!

Why had not a copy been sent to the Canadian Press Association? Surely the interest of newspaper publishers in the proposed change was sufficiently great to entitle them to a copy of the bill pending! Why was the request for a copy refused?

Why Fight Was Carried to Senate.

If the purport of the bill had not been discovered, almost by an accident, the measure might have passed through the Senate in the same quiet way that it slipped through the Commons, before the publishers received copies of the bill. They would not have learned of the new power acquired by the Postmaster-General until it was too late to even protest. Can it be that this contingency had been foreseen, had in fact been counted upon?

Mr. Pelletier at various stages of the fight complained of what he termed the unfairness of publishers in carrying the fight before the Senate, a body politically opposed to the Government and himself. By skilful manipulation of this complaint he has endeavored to create a political issue out of it and to make it appear that his bill was thrown back through the caprice of a hostile second chamber instead of as a result of the opposition of a united press.

As a matter of fact, the bill had passed the House of Commons before the publishers knew that such a piece of legislation was even contemplated. What course was left but to fight it in the Senate in sheer self-defence?

The publishers of Canada would have much preferred to have fought the bill on the floor of the House, where the question could have been thrashed out without any suggestion of partyism creeping in. Mr. Pelletier was afraid to have the bill discussed in the House. He has openly avowed his fear. If he felt that his measure would be beaten in the Commons, where any party bias would be in his own favor, why does he charge that its practical defeat in the Senate was due solely to political animosity?

As a matter of fact, the press has presented a united front on this question. P. D. Ross, editor of the Ottawa Journal, who led the fight for the Canadian Press Association, is perhaps the foremost

newspaper supporter of the Government and who because of this very justly commands the respect and confidence of the Prime Minister, more perhaps than any journalist in Canada. Many of the publishers who went to Ottawa to protest were strong Conservatives. Opposition in the Senate did not come from the Liberal side of the House alone.

What is more, if the issue is reviewed next session, the publishers of Canada will go before the House of Commons to present their case, and if Mr. Pelletier relies upon carrying his point by appealing to sheer party loyalty, he will undoubtedly meet a series of surprises.

The amendments proposed in the Senate, which Mr. Pelletier refused to accept, were framed with an earnest desire to make the bill workable in the interests of both departments and press. It is not stretching a point to assert that the objections raised by the Senators were precisely what Mr. Pelletier would have encountered in the House had the members been aware of the purport of the bill when it was first introduced.

Objection Based on Principle.

The publishers of Canada objected to the bill purely on principle. It is contrary to the spirit of the British constitution for arbitrary powers to be vested in one man, without the right of appeal to Parliament. What sane man would suggest that the fixing of the tariff should be placed in the hands of one member of the Cabinet? In a lesser degree this is exactly what was contemplated in the postal amendment. It would rest with the Postmaster-General to say what rate must be paid on the printed matter circulated throughout the Dominion.

The danger would be two-fold. Not only could an unscrupulous official unfairly penalize any paper or class of paper, and discriminate against papers for party purposes, but the man responsible for the fixing of the rates would himself be placed in an invidious position. He alone would have to bear the brunt of discussion and criticism. On that man alone would all the influence of competing interests be brought to bear. Would it be wise to place such power in the hands of one man?

A significant admission was made by Mr. Pelletier before the Senate committee when the matter was first discussed. He had pointed out that the new rates suggested by the Canadian Press Association bore heavily on the metropolitan daily newspapers. "I cannot fight these big papers," he declared. If he feels unable to withstand the influence and power of the metropolitan dailies when the question rests with Parliament, would he not have been even more impotent if the sole responsibility of fixing the rates had been placed in his hands, thus making him the target against which such influence would be directed? In view of this admission, what could the smaller paper, whose interests are almost diametrically opposed to that of the big "dollar daily," expect if the adjustment of rates rested with one man —and that man professedly afraid of the big fellows in the publishing world?

But it is not necessary to go on conjecture alone in considering the effects that the measure would have. At the same session of the Senate committee Mr. Pelletier declared that the publishers need not anticipate any arbitrary use of the power he was seeking to get into his hands. Colonel MacLean, publisher of class papers with a combined circulation of over 100,000, including Printer and Publisher, the organ of the publishing industry, spoke before the meeting, objecting strongly to the proposal. In the course of the discussion that ensued, the Postmaster-General, forgetting his pledge that the power would not be used in an arbitrary way, stated that, if Colonel MacLean would not consent to the proposals, he would impose a rate of 8 cents a pound on class publications.

What more telling proof could have been adduced of the use that might be made of the arbitrary power that the Postmaster-General sought?

A rate of 8 cents a pound would put every magazine, trade, technical, and farm paper in Canada out of business. Thus would one man have the power to cripple, kill or, on the other hand, to unfairly foster by privilege any particular paper or class of papers.

The Status of the Class Press.

One of the main points of contention since the question of increasing the postal rates first came up has been the status of the class press. Despite the fact that trade and technical papers have become a necessity in every line of industry, despite their acknowledged worth as an educational factor, despite finally, the fact that the governments of Canada spend large sums of money annually to send out free printed matter of an instructive nature to the farming community, thereby performing the same work for the farmer that the trade paper does for the engineer, the mechanic and the merchant; despite this, there has long been a prejudice in the Post Office Department against trade and technical papers, a prejudice which has manifested itself in close surveillance, dogmatic interpretation of statutory details and open threats of a higher rate than is placed upon daily newspapers. As soon as it was announced that postal rates would be advanced, it became known that it was intended to seize the opportunity to penalize the trade press. The report submitted by the daily newspaperman, commissioned to report on postal matter, contained recommendations to that effect—recommendations bolstered up with reasons couched in terms so concisely the same as employed by the postal officials that one trade publisher was impelled to exclaim: "It's the hand of Esau, but the voice of Jacob."

The Canadian Press Association, with loyal appreciation of the real value and the just claims of the trade press, refused to countenance the suggestion that the newspapers escape their due share of the advanced cost of postal transportation by putting a larger load on the trade press, voting with practical unanimity to throw out the resolution.

It was not the intention of the writer to enter into a discussion of the position of the trade press at this time, but the above explanation was necessary in order to show the next inconsistency into which the worthy Postmaster-General strayed. At the meeting of the Senate Committee already referred to, Mr. Pelletier stated, in replying to Colonel MacLean, that in the course of the interview he had had with the presidents of the Canadian Press Association and Canadian Press Ltd., when they laid before him the report as adopted in November, he was told by these gentlemen that it was the spirit of the meeting of the Canadian Press Association and Canadian Press Ltd. that a higher rate should be placed on the trade press. As the instructions of the two presidents had been to merely wait upon the Postmaster-General and lay before him the findings of the meeting, it was inconceivable that they could have made such a statement. **Printer and Publisher at once communicated with both Mr. Donly and Mr. MacKay and received their unreserved and emphatic denial of the statements imputed to them by the Postmaster-General.**

The Position of the Postmaster-General.

Throughout the whole course of the fight, the representatives of the press made it their earnest endeavor to keep the personal element in the background. It was made very clear that their objection was not to Mr. Pelletier having the power he sought, but to **any** man having that power; that it was too dangerous a power for one man to have from the standpoint of the good of the country as well as the good of the press. But as the matter progressed and the part that Mr. Pelletier was playing became more transparent with each move that he made, the conviction was driven home that it would be a particularly dangerous policy for such a man as Mr. Pelletier to exercise. He convicted himself of inability to exercise that power with absolute fairness to all concerned by his own

statements in the course of the debates. On several occasions he voiced the opinion that he could not antagonize the powerful metropolitan newspapers. At the meeting of the Senate Committee on Banking and Commerce, on May 29, he said: "But I cannot afford to have all the papers in this country banded against me." If one proceeds to analyze this statement, it becomes apparent that the man who made it is not a proper person to hold a power which would enable him to summarily penalize the press and, moreover, would put him in the position of having the influence of all sections of the press focused upon him. Let us proceed upon a supposition. If he " cannot afford to have all the papers banded against him," he could not be expected to do what was right if the interests of the country at large should at any time demand that he take such action as would cause all papers to band against him. He has tacitly acknowledged that his fears would not permit him to exercise his power in a way that the interests of the country would demand. If he does not feel that he has the backbone to withstand any kind of influence which might be brought to bear, why does he endeavor to take a position where his lack of backbone might some time constitute a menace to the country at large?

The Postmaster General has wide powers now. It is part of his duty. He would have to decide, for instance, how far the metropolitan papers can go in dumping their products in all parts of the country at ridiculously low subscription prices, thus seriously jeopardizing the local press. The investigation made by Mr. Nichols showed conclusively that the congestion in the mails which had created the necessity for higher rates, was chiefly around the big cities and was due to the enormous quantities sent out by the " dollar dailies." In recognition of this fact, the Canadian Press Association recommended that a minimum subscription price be set for daily newspapers with a view to preventing the "dumping" of big city dailies and thus reducing the congestion.

Before the Senate Committee on May 27 Mr. Pelletier said that " he was not prepared to put into effect the recommendation of the two associations in respect to a minimum subscription price for daily newspapers." Before the same committee on May 29 Mr. Pelletier said: " Fifteen days ago we took eight carloads of one paper in Montreal out to the coast, and they gave us $84.50 as a revenue, though it cost us $502.00." This instance shows that the Government loss is sustained through the circulations built up by the "dollar dailies" through their low outside prices. But Mr. Pelletier, calmly acknowledging the truth of this, had nevertheless announced his intention not to apply the obvious remedy, preferring to make up the deficit by making all papers pay a higher rate, and specially penalizing trade and technical newspapers.

And that is exactly why one man should not be allowed to decide such big problems without any right of appeal beyond him. Individuals are too prone to errors of judgment. Mr. Pelletier's error of judgment in this matter is but a foretaste of what might happen if he were permitted to gather the reins of arbitrary power into his own hands.

The Progress of the Fight.

All that remains is to recount the events following on the fight in the Senate.

On June 2 the Senate Committee on Banking and Commerce passed the bill, with an amendment as follows: " Provided always that the maximum rate which the Postmaster-General may fix as the postage of newspapers and periodicals defined by section 53 of this act shall in no case exceed — cent for each pouch pound weight or fraction of a pound weight, however the rates may be graded according to distance and zones of transportation, and said rates so fixed and levied shall be submitted to Parliament at the ensuing session for revision or ratification."

As thus amended, the bill was passed by the Senate and sent back to the House. The executive committee for the Canadian Press Association were not satisfied, however, as it was felt that when the principle was wrong, the curtailment of powers as per the amendment would not suffice. A deputation, therefore, waited upon Hon. R. L. Borden and Hon. Mr. Pelletier, requesting that "(a) the clause of Bill No. 147 which amends present newspaper postage regulations be withdrawn for the present session, inasmuch as a delay of a few months in amending the present conditions which have existed for nearly 20 years can matter little. Or (b) that the schedule of rates suggested by the Canadian Press Association in December last be adopted until the Postmaster-General can submit revised rates next session."

A promise to consider the request was received from the Premier. In view of the promise of the Premier, it was deemed advisable to place the facts before a number of representative newspapers throughout Canada, in order that they might, if thought advisable, wire their views to the Premier and other members of the Government, and thus make it clear that the position taken by the Executive Committee of the Association was the position of the individual newspapers throughout Canada. To this end night lettergrams were sent on Wednesday evening to approximately 125 representative newspapers throughout Canada, and it is known to the officers of the Association that on Thursday a large proportion of these newspapers wired the Premier and other members of the Government, urging the principle that newspaper postage rates should be fixed by Parliament.

On the evening of Thursday, June 4, it was intimated to the Chairman of the Postal Committee that the Premier wished to discuss the matter further with him. Mr. Ross, chairman of the Postal Committee of the Canadian Press Association, had an audience with the Premier that evening, and Mr. Borden expressed the willingness of the Government to meet the views of the Association to the extent of having the rates fixed by the Treasury Board instead of by the Postmaster-General, with the provision that in no case should the rate exceed one and one-half cents per pound, and with the understanding that the Association would be consulted before the increase in rates now proposed was fixed by the Treasury Board.

After the interview with the Premier and again on the morning of Friday, June 5, Mr. Ross consulted the president and other members of the Executive Committee who were in Ottawa regarding the Premier's suggestion. All were agreed that it would be inadvisable to agree to the compromise suggestion, first because it was contrary to the principle that newspaper postage rates should be fixed by Parliament, and, second, because consent to the provision of a minimum rate of one and one-half cents per pound might be interpreted at a future time as an admission by the Association that the Post Office Department would be justified in imposing any rate of postage up to the rate specified as a maximum.

However, Mr. Pelletier introduced a resolution in the House of Commons making an amendment to the Senate amendment that the fixing of the rate be vested in the Treasury Board, the rates fixed to be put before Parliament for ratification or revision.

On June 10 the bill again came before the Senate and was passed with still a further amendment which practically re-established the old order, inasmuch as it provided that rates fixed by the Treasury Board should not come into force until revised or ratified by Parliament.

The bill as thus amended was returned to the House of Commons, and, on the motion of Mr. Pelletier, a message was ordered to be sent to the Senate that the House would agree to the amendment if it were again amended by striking out the words "and shall not take effect until so revised or ratified." Mr. Pelletier's contention was that these words would have the effect of preventing the

(Continued on page 72)

Half a Century in the Men's Wear Business

Experience of Edward F. Wheaton in Toronto—The Days When Four Collars and as Many Ties Covered the Range in Neckwear; When Housewives Had to be Persuaded Not to Make Shirts—A Big Business in Paper Collars About 1870 — Price Advertising Effective.

WHEN there are now changes in the men's wear business about once a season—and usually oftener,—it is interesting to look back fifty years through the furnishing trade —through half a century of business in the same locality. It is just fifty years ago, in 1864, that Edward Wheaton, fresh from school in Toronto, at the age of fourteen, entered the employment of Jas. W. Gale in the men's wear store which he had established the previous year at the corner of King and Bay streets. To-day, this business, after over half a century, is passing out, severing a link of the business history of the city. For 30 years it has been conducted by Mr. Wheaton under the name of Wheaton & Co.

"Changes? It would be impossible to describe them," remarked Mr. Wheaton, when asked on the point. "The business has been revolutionized half a dozen times in that period."

Had to Buy by the Case.

He put his hand on a bale of special imported shirting material—and this firm has always specialized in custom shirts—and explained that when he first knew the business it was not a case of securing these goods in bolts but they had to be bought by the case, and an importer had to wait until he could fill a case before getting his order through.

Then, too, fifty years ago, importing materials meant a special trip across the ocean for a buyer, for it was not until later that purchases could be made through agents. Also there was the important factor of time to be considered and purchases had to be made far enough ahead of the season to allow for slow transportation.

Make Shirts—Save Trouble.

Half a century ago it was not with the shirt factory that the custom shirt maker was competing, but with the home product, for in those days it was usually the wife who made these garments for the family.

"Our argument was that we could save them the trouble," said Mr. Wheaton, who pointed out that then as now arguments with the customer made sales. "When a woman came in to buy three and a half yards of material to buy a shirt, we would figure the cost of the material and then, adding a quarter to the price, would offer to give the manufactured shirt for that figure, arguing that it was not worth her trouble to bother with the making. Such an argument went home and we would have to adjust our prices to be able to get business after this manner."

The outstanding feature of the men's store to-day as compared with half a century ago, in the opinion of Mr. Wheaton, is the big range of lines that are carried and the number of novelties in both designs and materials.

When Paper Collars Sold.

"We used to carry four styles of collars and about four different lines of neckwear," he remarked to emphasize the point, and he waved his hand at the shelves of collar boxes and the racks of neckwear in rainbow colors to illustrate the contrast. "Then about 1870 the paper collar was introduced and for some years it had a big sale. We used to get them by the case and it was good business," he added.

The business established by Jas. W. Gale, who also had a department store at the corner of Yonge and Richmond and who was the founder of the Gale Manufacturing Company, was moved from the corner of King and Bay to the corner of King and Jordan, and later to the present location at 13 King street west. The store is much as it used to be, and with regard to the attitude of the buying public in relation to the stocks offered, Mr. Wheaton does not see such a great difference. He explained that fifty years ago there would be men buying three-dollar neckwear just as there are to-day, and there would not be the range to carry.

An Advertising Policy.

Mr. Wheaton is a believer in advertising. He has always depended upon the newspapers and circular work as a factor in creating business, but his experience is that in the high class men's wear trade there is little in style talks for the retailer. His faith in advertising is in price values. As an example of this kind of advertising attention is called to the reproduction of an ad., used during the closing-out sale. This brought a business on the opening day of the sale that filled the store from the hour of opening.

"We expect to be here until the end of the year," Mr. Wheaton explained, "but if

(Continued on page 74.)



An ad. which brought crowds to Wheaton's clearing sale. Mr. Wheaton, as a result of this style of advertising, is more than ever impressed with the advisability of quoting prices, even for exclusive lines.

The Uncertainties of the Hat Business

Fall Situation Still Unsettled When Formerly Attention Would be Turning to Spring—Contrasting Colors and Fancy Bows Will Likely be Followed by a Return to Long Dented Crown and Roll Brim—Paris Straw Hat on Derby Block.

THERE has been no branch of the men's furnishing business which has felt the influence of the changing tendency of man towards styles to the same extent as that of the hatter. For several years there has been an increasing demand for what might be called novelty hats, as contrasted with the business a few years ago, when models were practically a matter of the age of the wearer rather than his personal taste. The Spring trade of 1914 found a demand for novelties which has to some extent revolutionized the business. Felt hats of almost every shape and color were to be seen and to increase the range there were any number of novelties in the way of ribbons, bows, knots, etc., introduced.

Changes Every Few Weeks

The hatter who bought his stock for 1914 on the old plan of getting his order in months ahead found himself in a predicament for there were changes every few weeks—changes so fast that he could hardly keep up with the styles And this has followed through the Summer season in the straw hats. Take the tapering high crown, for example, which has had such a run; it was practically unknown before it came into the market at the eleventh hour, and such was the demand—limited but very insistent—that neither retailers nor manufacturers could keep up with it. And then it meant that there were big stocks of the more moderate models left on hand to be cleared out at sacrifice prices.

The situation is now so uncertain that the Fall business has been very unsettled. Manufacturers and jobbers report that there has been a marked reluctance on the part of the retailers to place orders, for the evident reason that they are waiting developments—and where under usual circumstances the outlook for next Spring would at this time be fairly well defined we now find that there are still developments being looked for in the Fall styles.

High Crowns—Full and Flat Tops.

But it is a question if there will be the novelties introduced in the Fall hat business which made such rapid changes in the Spring. We are told that the new feature so far in evidence is the introduction of contrasting colors in bands and bindings, together with loose knots in varying widths of ribbon with the tendency narrower. In shapes the crowns are higher and the majority are full, although some show the taper. Tops are flat with the loose telescope effect



STRAW ON DERBY BLOCK.
Latest novelty in straws as shown in Paris.
Courtesy of Men's Wear, New York.

and brims are usually of the pencil pattern with or without the droop. In colors there will be any number of combinations; the popular blue will be relieved with pearl and other ribbons and bindings of the same material, while green will be connected with steel grey and other shades; then there are other colors which permit of combinations and contrasts without number. Diamond crowns are said to be going out.

What additions the novelty designers will be able to make to this range remains to be seen.

After the long run that there has been for soft felt hats there will undoubtedly be a stronger demand for stiff models, especially for the Winter season. Full crowns of various shapes are shown and the rims have a bold roll. Such novelties as tapering crowns and knotted ribbons are shown.

A New Shape in Felts.

With the Fall business just taking definite form it is difficult to outline the program for 1915, and manufacturers are going slowly. For felts there does not appear to be much room for many new departures and some makers are counting on a continuance of the full crown and pencil brim

On the other hand it must be taken into consideration that exclusively dressed men at such events as the polo games are beginning to wear a hat which departs from what might be termed the round model. It has a high crown and the dent is on the top from end to end withthe sides straight; the dent is not pronounced. The brim has a narrow curl and moderate flare at the sides.

With the rapid changes in styles which are to be looked for it is not unlikely that a hat along these lines will be put on the market by the manufacturers at any time.

Some Straw Novelties.

After what has been seen in this season in the straw hat business almost anything may be looked for in the models of 1915, and it is months ahead of the time when anything like a definite line may be obtained on what will be popular.

This year the high crown novelty took well but one season is about its limit and there will be lower crowns next year. Rough sennits should be the staple line with moderate crowns and brims and saw edges.

As for novelties the accompanying photograph shows the limits to which ideas may be carried. This is a straw on the derby block with a lower crown and flat brim and made of woven material. It has been shown in Paris.

Other straws may be expected to follow felt hat lines and in this respect there may be something after the new soft model with the long dented high crown and rolling brim to which reference has been made.

STRAW HAT FEDORA.

The straw hat model of the fedora shape, to which reference is made in this article as one of the stylish things seen at the polo games, has made its appearance in Toronto and was noticed in one of the fashionable hotels. The crown is high and the sides tapering with the dent pronounced and end to end in the top. The brim has a narrow roll all round which amounts to little more than a binding and has considerable rise at the sides which gives the impression of a dip at back and front and when the hat is worn on the back of the head in the approved manner it has a rakish appearance. It is quite probable that this hat will have a run next Summer, for it is in the Summer that novelties are looked for.

KANTKRACK Coated Linen Collars

Cheap Collars and Prejudice VS. KANTKRACK

Men prejudiced against wearing waterproof collars because of their experience with the cheap, ordinary variety, are soon won over by KANTKRACK which are made of fine linen (waterproofed) with flexible lips and reinforced button-holes, slit easy-fastening back. Made in all the leading styles.
No laundry bills—a few seconds—sponge, soap and water—that's all.

"One grade only, and that the best."
Made in Canada.
Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

Boys' Fall Suits with Double Seats and Knees

THE FAMOUS "LION BRAND"



The double elbows too is a feature in this boys' clothing that cannot be overlooked by the merchant whose aim it is to satisfy his patrons with boys' clothing that will stand the rough and tumble wear of the younger generation.

Our styles are dandy and appeal to the boys. Write for samples.

The Jackson Mfg. Co., Clinton, Ont.

Factories at—Clinton, Goderich, Exeter, Zurich

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

SHOW CASES

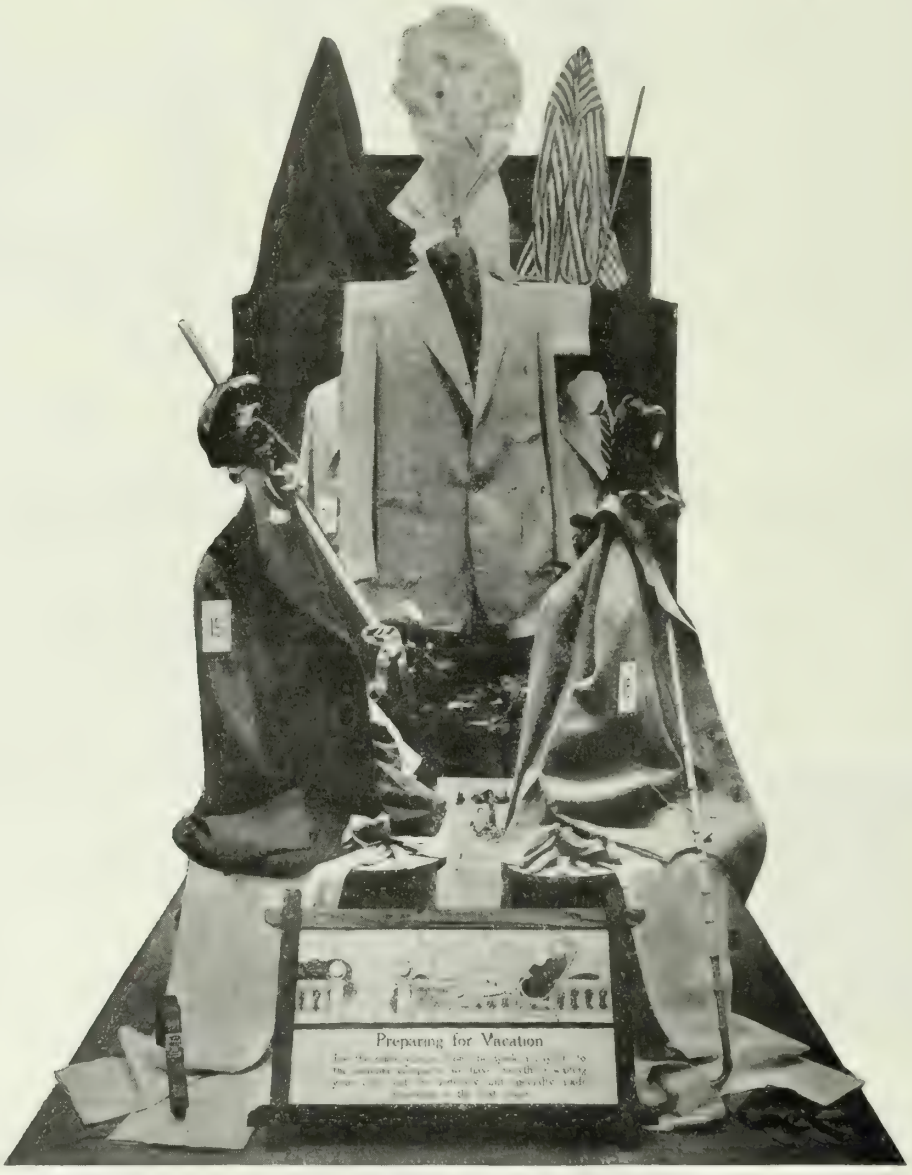
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.
TORONTO

A Tasteful Summer Apparel Trim



Showing how effectively clothing can be arranged to enforce the influences of the season. Here we find light Summer clothing, flannel trousers, outing shirts, blazers, etc., set off with belts, canes, neckwear, etc., and the whole introduced by a card, prominent in the foreground, reminding the male of the Summer vacation and its demands. Display arranged by Paul Pepper for the Semi-Ready Wardrobe, Toronto.

JAEGER PURE WOOL

A GOOD HARVEST
MEANS
GOOD BUSINESS

You have doubtless bought lightly for Fall trade to enable you to reduce your stock. This was *good business.*

When the season starts you will need a great deal of sorting up to enable you to do *good business.*

It will be *good business* for you to place your sorting orders early before the wholesale stocks get too low.

Our travellers are starting middle of August, and will be prepared to handle *good business* promptly.

EARLY BUSINESS will be **GOOD BUSINESS** for you and for us.

WE ARE WOOL SPECIALISTS

DR JAEGER'S SANITARY WOOLLEN SYSTEM CO. LIMITED

Head Office and Warehouse, 243 Bleury St., MONTREAL

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

The "Richard"

The Greatest Dollar Scarf in Canada

$5.00

Per Doz. Net



Assortment Superb
Exclusive Ideas
Inlaid Stripes
Cloisonne, etc., or
Plain Premier

Bar-Tacked
5-inch Skirt
Closed End
Will Not Pull

SAFETY BE FIRST

Carter & Holmes, Chicago, Ill.

Clearing Up in July on Straw Hat Stocks

This Month Found Heavy Lines Which Are Being Sold at Big Reductions to Clear—Hats Should Now be Sold in Their Season as Styles Change Quickly—Inducements Also Offered in Suits.

THERE have been several factors that have this year given even greater incentive than usual for the July sale in the men's stores—particularly with regard to straw hats, which could almost be termed "perishable" goods. Coupled with the general quietness in trade prevalent during the Spring, there was very unfavorable weather prevailing, with rain in many sections and low temperatures over the whole country. This had the effect of delaying the demand, and July finds many of the furnishers with comparatively heavy stocks on hand, and the option of either making a seasonable cut in the prices or carrying old models into another season, which in all probability will develop something almost entirely different—for men's styles have a habit of doing this nowadays.

In addition to the heavy stocks, the unfavorable weather, and the modern idea of clearing lines with the season, July sales have been strong because of the attitude of the buying public towards prices and the popularity of bargains.

The chief effort of the July sales in the men's stores has, of course, been directed towards the clearing of hats. Up and down in the street in every window where men's hats are sold there are cut price displays, and in most cases the original figure has been sliced pretty close to the middle.

Freak Styles Hurt Staple Stock.

The season for straws has been a peculiar one for several reasons. The weather has been unfavorable, although the last week of May and the first week of June warmed up to the extent which made good business and gave considerable relief, and then there were freak styles introduced at the last minute which had a very active if limited demand. The high taper crown made its appearance almost unannounced, and there was a demand in some classes of the trade for models of rougher material than was usually stocked. On the other hand, some light woven hats which were strongly stocked by some stores failed to strike the popular favor and are seldom seen on the street.

The July sale came at an opportune time for the straw hat business, for with the price reductions came the hottest weather of the summer, while many of those who got their hats with the first warm spell found price reductions so attractive as to induce them to make a second purchase.

Attention Arresters.

With practically everybody in the business out with the same idea, it is the man who can attract attention who will get the business. Glaring cards and streamers are to be found on the windows, in which the usual taste is sacrificed for price emphasis—and this is the right idea in a sale. Some of the statements which were flaunted before the buying public included:—

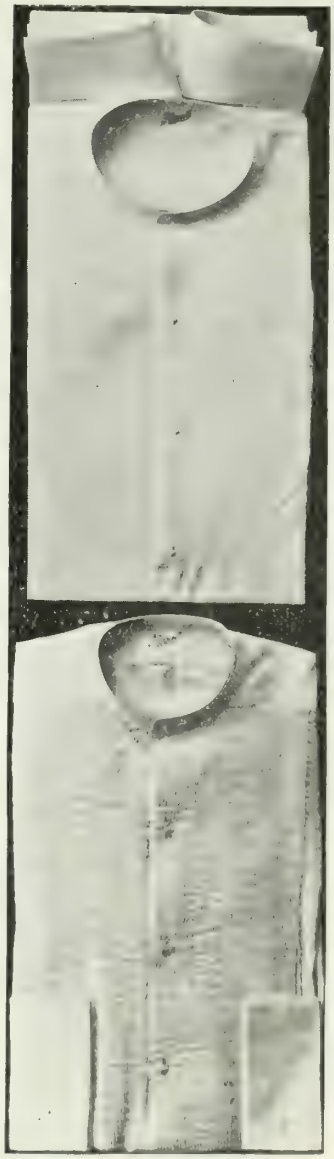
Any straw hat $1.25.

Any hat in the window $2.00—worth $2.50 and $3.00.

Any Panama hat $5.00—worth up to $8.00. Best straw hat value in America.

Straw hats HALF PRICE—Original prices $2.50 to $5.00.

Panamas HALF PRICE—Original prices $10.00 to $20.00.



The fine pleated or mushroom front is here shown in both negligee and dress models, the novelty in each case being the watered effect, which is easily noted. Made by the Regal Shirt Company.

Sample hats $2.50 and $3.00 for $1.00.

$2.50 and $3.00 Straw Hats for $1.50.

Panama hats up to $50.00, 25 p.c. off.

Panama hats regular $7.50 for $3.95.

One of the light hats which did not find popularity this summer was the Yeddo, and this model at $2.50 was offered at $1.50, but did not seem to be going well at that.

One strong display was emphasized by an emphatic card: "**Look at your hat—you need another one and can afford it at these prices.**"

Suits Being Sacrificed.

The sales being held by clothiers indicate general price inducements to create midsummer business. One clothing house has a three-window display of a line of suits on which a special cut to $15.00 is made, while a big streamer announces

"MIDSUMMER REDUCTIONS—THE NIMBLE DOLLARS WORK WONDERS JUST NOW.

In another establishment there is a general reduction all along the line of suits from $15 to $30, the sale prices ranging from $10 to $20.

A special inducement is offered by a big clothing house of any $30 suit in the place for $18, and another with a range of $18 to $20 suits makes a choice price of $15.

Wash Goods Going Cheap.

As usual at this season wash goods in men's wear are being made attractive at low prices, but these lines have not been stocked heavily, as they have been getting weak during the past several seasons.

A special line of wash vests on sale at 65c was noted, and wash ties are being cleared out at any old price, for they are in very small demand, and soft collars come in the same class.

A large window of boys wash suits of many kinds was introduced by a big streamer:

Half Price on Every Boy's Suit in this Window.

THE TIME FOR HAT SALES.

THE question as to when it is advisable to start in to sacrifice price to clean up the straw hat stocks has again come up for discussion this year. The consensus of opinion seems to be a little more generally in favor of starting in to slice figures at the beginning of July, although there are some that did not fall into line before the 10th and 15th.

July Sales Ads. of Canadian Men's Furnishers





Nos. 1, 2, 4 and 5 are a uniform set of window and department cards telling a straight story with unusually prominent price marks. The absence of color is notable, as these held strictly to black and white with black border. Similar cards are used in many other departments of the T. Eaton Co.'s store, besides the men's wear annex. On the central card the color was brought out also on the scrolls, besides in the green and red of the tie itself.

Men Are Not Shy Now

MONTREAL, July 13 (Special).—In the June 17th issue of "The Review" an article appeared dealing with the rearrangement of several departments of Goodwin's, Ltd., Montreal, to provide a "men's store," within the general departmental store. A few days ago a new entrance was made for this men's store by removing one of the large show windows on the western front and putting in a large double entry-way. There is now a wide recessed entrance, with shallow show windows on either side for displaying men's furnishings.

Since the new entry was made there has also been a rearrangement of the counters, showcases and display tables inside the store.

POSTMASTER VS. MERCHANT.

(Continued from page 66)

Post Office Department from collecting postage.

This the Senate refused to do, leaving the amendment as it had been drafted, but providing a clause to leave old rates in force, thus getting around the Postmaster-General's technical objection. Mr. Pelletier refused to accept the Senate amendment and the bill thus automatically died.

He thereupon issued a statement to the press in which he claimed that his bill had been killed by the Liberal majority in the Senate.

And now comes his last move, a ludicrous finale to a comedy of errors. Mr. Pelletier has publicly announced his intention of going back to the system that prevailed before '67. He states that he will leave the rate at a quarter of a cent a pound on all second-class mail matter mailed in bulk, but that he will collect one cent on every paper that is delivered to the subscriber by the mail man. This right he claims under Clause 71 of the Post Office Act. This clause gives him the power **to collect one cent postage from the subscriber**, so apparently this is what the Postmaster-General, beaten and confuted at every turn, purposes doing!

Finally, let it be stated that, to those who have followed the whole course of the fight, the reason for the stand taken by the Postmaster-General is quite clear. He is standing by the big daily papers against the weekly papers and the trade and technical press. He has allied himself with the big interests which circulate mail order advertising and thus work to the detriment of the smaller communities, as against the weekly newspapers, and the trade newspapers which foster the local merchant and thus help to keep trade at home, to the immeasurable benefit of the small cities and towns.

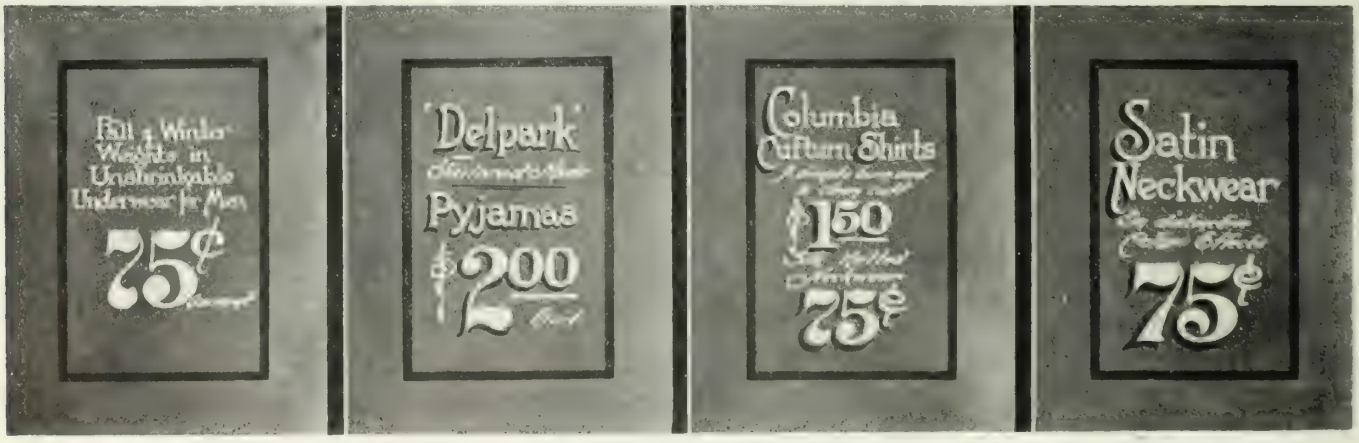
That is the issue—the issue which may perhaps have to be fought out at the next session of Parliament.

HALF A CENTURY IN THE MEN'S WEAR BUSINESS.

(Continued from page 67.)

the sale continues as it has a month or so will clear us up."

In selling out, Mr. Wheaton proposes to devote himself entirely to the custom shirt business, which he has carried on in connection with the store, doing his own manufacturing at the rear of the retail department.



Neat brush stroke letter in a second uniform series in same department as above, on brown mat board with beveled edges and darker shade of brown for border, and for shading letters. The captions are in bold brush stroke letter with descriptive reader in italics.

The August Number of Canada's National Magazine

The August number of MacLean's Magazine is just off the press with a more varied and interesting list of contents than ever before. It covers the range of Canadian affairs thoroughly and powerfully. Here are a few of the leading articles:

THE MEN AROUND THE WHITE PLUME.

A sketch of some of the younger men in the Liberal party who have come into prominence since the last election. The outstanding personalities in the Opposition party in Commons are thrown on the screen by one of the brightest of political writers.

ON THE FIRING LINE IN RIEL'S DAY.

The second of series of articles on the North-West Rebellion written by one who was through the campaign and had a personal knowledge of the leading men on both sides. These articles are strongly reminiscent and present material of historical value.

WIDOWS OF FAMOUS CANADIANS.

A bright article on some of the women who have helped their husbands to make Canadian history.

PAT BURNS, CATTLE KING.

Among the outstanding figures of the West, Pat Burns of Calgary looms large. The life story of the man who controls so large a share of the meat supply of the West is graphically told.

THE ONE SECRET OF SUCCESS.

Know what it is? Concentration. Dr. Orison Swett Marden, dean of inspirational writers, has a powerful article on Concentration in this number,—an ambition stirring, soul-firing appeal that will reach to your innermost self and urge you on to higher ideals and bigger accomplishments.

THE BEST OF CANADIAN FICTION.

The new serial story by Robert E. Pinkerton, "Twisting Trails," starts in this number.

Other fiction features are:—

"The Things that Count," by Alan Sullivan.
"The Adventures of Madelyn Mack," by Hugh C. Weir.
"Spanish Gold," concluding installment, by Geo. A. Birmingham.
"The Orange Death," by Jerome V. Eberts .
"As It Was in the Beginning," by A. C. Cummings.

Is it necessary to add anything more? Can you afford to miss this monumental number of Canada's National Magazine?

Send $2 to-day and your name will be entered on the subscription lists for one year, commencing with the August number. Write Department M.

The MacLean Publishing Company, Ltd.

143-153 University Ave., Toronto



BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape —
Made to retail at 2 for 25 cents.

The Canadian Converters' Co. Limited
Montreal

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

The Knit Goods Special

Buyers of Knitted Goods will be interested in our Special Knit Goods Number to be issued August 5th.

It will inform them, not only upon conditions in the Knit Goods Market, but will describe and illustrate the latest style features embodied in domestic and import ranges for Fall and Christmas sorting, and Spring, 1914. It will also include several important merchandising suggestions.

This fine number should appeal to manufacturers. This issue will enable them to announce new lines as their representatives go to the trade, and will place them in touch with the men who are planning for a greater Knitted Goods Department.

Forms close Wednesday, July 29th.
Arrange now for space.



DRY GOODS REVIEW



FEATURING KNITTED GOODS

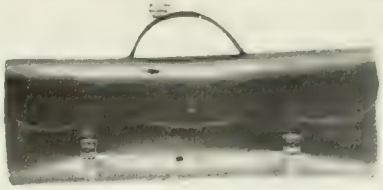
AUGUST 5 1914



2459

Single or Double Handle

Retail $1.00



Music Cases

Made in All Usual Styles

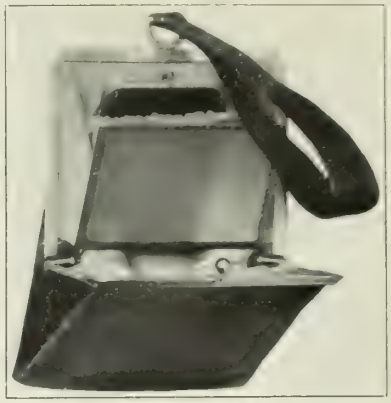
WE MAKE A SPECIALTY OF

Ladies' Bags and Belts

The Western Leather Goods Co., Limited

Manufacturers of LEATHER GOODS

1191 Bathurst Street - Toronto



2437, With Swinging Mirror, made to retail from **$1 to $3.50**



Collar Boxes, made to retail from **50c up**



"Rooster Brand" PANTS

Tweeds, Worsteds, Homespuns, Corduroys, Whipcord, Bedfordcord, etc., etc.

Seat seams stitched twice over with *linen thread.*

Mackinaw Coats. D.B. Shawl Collar. All colors and shades.

SHIRTS. All lines heavy goods for fall.

OVERALLS WHITE COATS

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

Branch Factory, MAGOG, QUE.

MONTREAL: 501 New Birks Building

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**



When completing your Fall buying remember that we have one of the best assorted stocks in Canada.

Our very central position gives us every facility for prompt shipment to all points in Ontario and Quebec.

Order now, and we can give you all the advantages of selecting from a newly arrived and thoroughly up-to-date range of goods.

A letter order department with experience in selecting merchandise for all classes of trade will take care of your mail orders or see our travellers' samples.

JOHN M. GARLAND, SON & CO.

Ottawa, - - Canada

WHOLESALE DRY GOODS, SMALLWARES, FANCY GOODS, ETC.

"Kindergarten"
FOR BOYS AND GIRLS

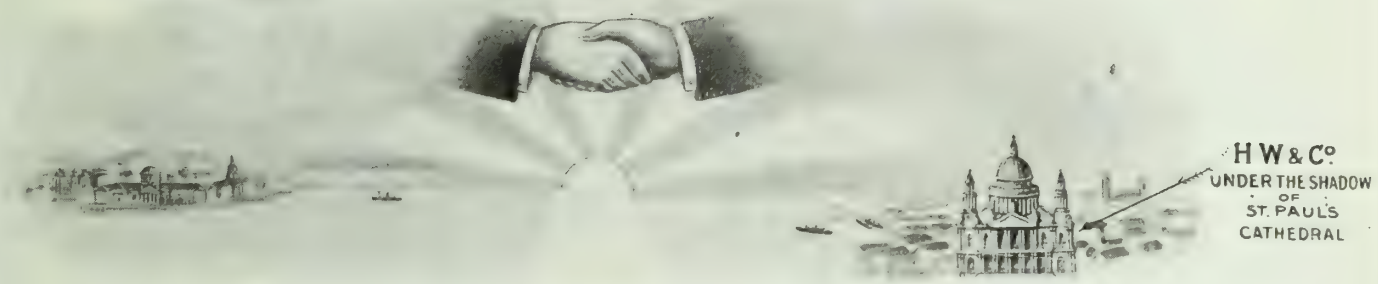
FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

Hitchcock, Williams & Co.



Manufacturers of

Gowns, Coats and Skirts, Capes, Millinery

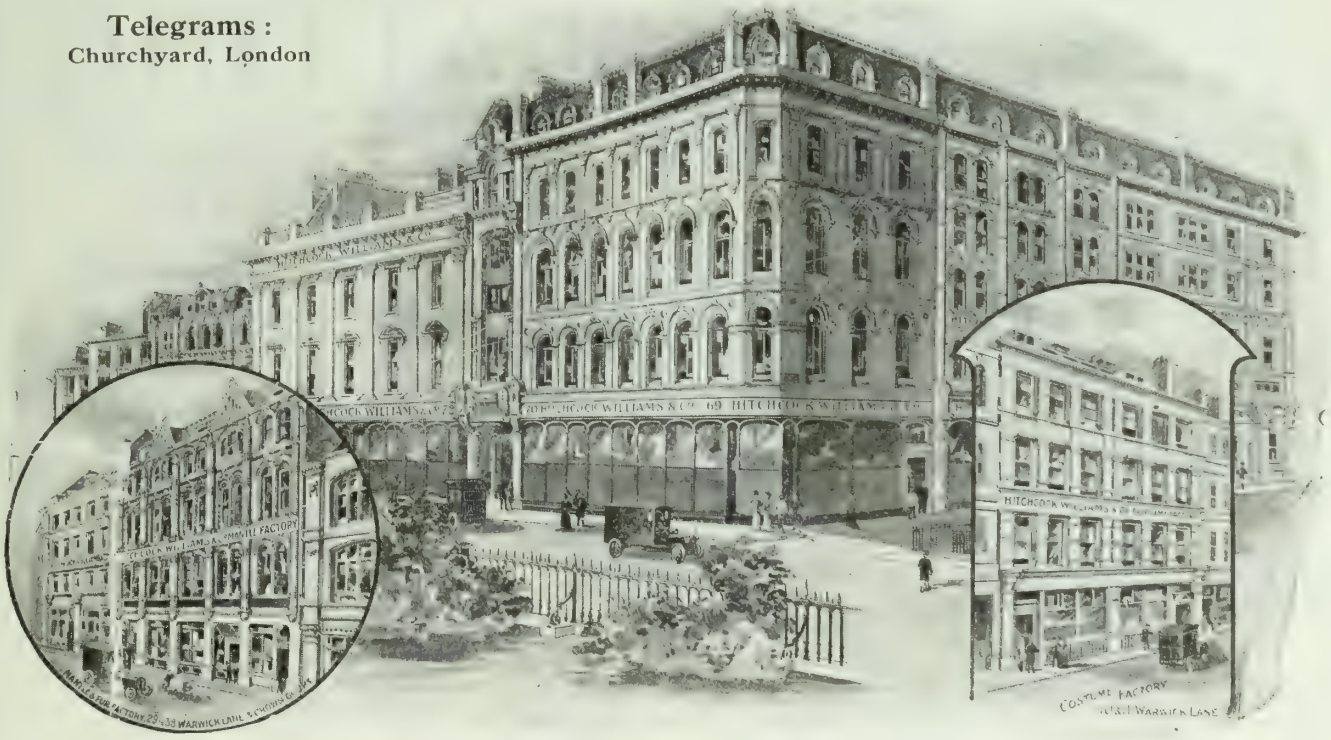
Specialists in Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams :
Churchyard, London



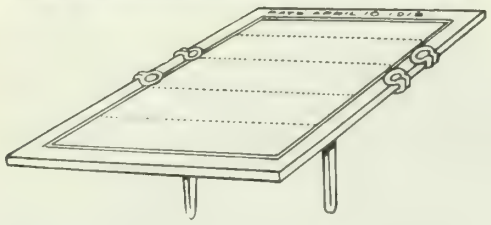
Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

TRADE MARK

"Noesting"



The ticket with the rounded points has won out

Of the hundreds of humanely inclined merchants who have tried Noesting pin tickets, but very few have failed to adopt them exclusively in their stores. Not only are these tickets a long step in advance of the ordinary kind on account of their humane feature but they are a money-saver and pay their slight extra cost many times over in saving goods from injury and giving added speed in ticketing. Have you tried them?

Prices right

Send for free sample box to-day.

This places you under no obligation to buy.

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto

British Columbia Agents:
Smith, Davidson & Wright
Vancouver

Thanksgiving Linens

LIDDELL'S LINENS

(*Gold Medal*)

The Thanksgiving table of Dame Canada will be the more festive in appearance if spread with a Gold Medal Table Cloth, Napkins, and D'Oylies, etc.

Our Irish hand-embroidered Bed Spreads, Shams, Pillow Cases, Sheets, Lunch Cloths, and Bureau Scarfs, etc., are winners.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WEST WELLINGTON STREET TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

English Mohair

The fabrics that stay in style and stay in demand all the while. The guarantee of the B.D.A. applied to English Mohairs means unvarying reliability in fabric and finish and fashion correctness.

English Mohairs, sold under the banner of the B.D.A., lend themselves to the most stylish uses, and at the same time give long wear and complete satisfaction to all. They are **staple** goods that combine the selling power and selling profit of **style** fabrics.

Your importer or wholesaler will gladly show you the newest productions in English Mohairs guaranteed by the B.D.A.

BRADFORD DYERS ASSOCIATION, LTD., OF BRADFORD, ENGLAND
American Bureau: 235 West 39th Street, New York

During August the Buyer Visits the Markets

Preparedness is the line-up front, that indicates alert and wide-awake buying in the management of the business house in the merchandising department. One way of being prepared is to visit the markets early. The buyer will in this way be brought into contact with the best offerings and special features shown by the trade.



Our Warehouse offers this month, and during the time you are visiting the Canadian National Exposition (Aug. 29th to Sept. 14th), numerous advantages to buy expeditiously, special values—which will be on sale in all departments.

We particularly invite your attention to our excellent assortment in Hosiery, Underwear and Gloves, "Her Ladyship" Brand of Ladies', Misses' and Children's Ready-to-Wear Garments, also Men's Furnishings and Work Clothing of every description. Our immense range of Staples, Linens, Dress Goods, Silks, House Furnishings and Woollens form a combination of features most worthy of the attentive buyer's inspection.

The W. R. Brock Company (Limited)

S.W. Cor. Bay and Wellington Streets, TORONTO

Dry Goods Review

VOL. XXVI. AUGUST 5, 1914 No. 15

Fashion Letter From Paris

Simplicity to the Front and no More of Late Eccentricities, including the minaret—Flounced Skirts of Embroideries on Nets and Lawns—Stripes Good, Especially in Voile, Batiste and Organdie—Crepe Weaves in Chiffons for Fall—Cotton Voiles for Spring—Washable Silks Strong.

Second of Special Letters to The Review.

28 Avenue Marceau
Paris France

Dry Goods Review Toronto.

THE great week—the Grand Semaine—has just ended, and it has been favored with beautiful weather. We have been able to admire the lovely gowns that ladies were afraid to bring out before, on account of the cold and rainy weather that had been sustained for a month or more.

The fashion season in Paris ends with race meetings which last all the week, the most noticeable being those at the race tracks of Longchamps and Auteuil. As a rule the most fashionable one is the meeting on Friday at Auteuil which is called the "Prix de Drags."

In the old days when the automobile had not taken the place it has to-day, it was the rule for those who had a nice stable to gather together to a certain point of Paris and from there to drive to the race track with mail coaches. Ladies were invited and the display of light Summer dresses on the top of the generally dark coaches was a sight particularly worth seeing. But now this custom is losing ground every year and it will come most probably one day when it will have completely dis appeared. It is a pretty custom and I regret that this year I saw only six coaches leave the Rue de la Concorde for Auteuil.

For the foreigner the "Grand Prix" which is run at Longchamps and which amounts for the first horse to $60,000, may look the best day, but such is not the case as it more of a popular day, and is by no means so exclusive. Many people who do not generally bet at the races come to the track on this particular day and lay $3 or $4 on several horses. You will have an idea of the crowd that gathers there when I tell you the money laid on the six races this year amounted to $1,000,000.

The first thing which has been noticeable about the gowns worn this week is that there is a return to simplicity and more line. We will not see any more the eccentricities which a few dressmakers of poor taste had brought out during the past six months or so—in the time of circles around the body such as we remember in the late fashion. The minaret fashion is, I believe, ended.

It was also agreeable to see the vogue of small checked, tailor-made suits, most of them black and white, and made becoming by a lot of little things in the accessory line, such as different laces for the front, and the cuffs, and the shoes which should match the dress, and the jewels which now accompany the dress of every fashionable woman.

Many embroideries on nets and lawns and organdies are used to trim the gowns, and I particularly noticed a dress of white charmeuse over which fell a flounce of white lace. The bodice was made of a small vest of black velvet, tight at the waist line by a belt, ending at the back by a big butterfly. The sleeves of the bodice are generally made very short and it is most of the time the sleeve of the yoke, or a simulated one, which falls on the hand.

Another thing noticeable is still the vogue of taffeta. A great many dressmakers around the month of April did not believe very much in the tendency at that time for this cloth for the Summer season, and were rather afraid to get stocked up at this time of the year. However, it was easy to see that many dresses were made of this cloth; and furthermore without any trimming, which would enforce what I said before, i.e.,—we are coming to more simplicity.

ADVICE ON FABRICS.

Cotton pique very strong especially in small striped effects for collars and ladies' waistcoats—an exact copy of some worn by men. These waistcoats replace blouse completely.

Cotton voiles will be good for end of season and also for next Spring, both in plain and fancy weave effects.

Stripe voile in stripe of medium width strong.

Use of washable silks in voile and crepe de Chine will lessen number of trunks of ladies in going to country.

Double-faced satins in demand for capes—From Review's Paris Fashion Letter.

The skirts also are getting wider. There is no doubt that borders and flounces are coming back again; and generally a dress made of three or four flounces brings some ampleness.

Stripes will be very good and especially for the seaside places. Either of voile, batiste, or organdie they look really becoming. The most prominent shades are pink, sky, and navy, and the skirts made of such fabrics are pleated most of the time.

Evening gowns are embroidered, spangled and covered with beads imitating precious stones, and also cabuchons. There is a ball given by a fashionable lady at the beginning of the month, and called the "Jewel Ball," which will enforce this mode. On the last occasion all who were invited had to wear either a ruby, emerald or sapphire gown. It was really a delight to the eye! The hair had to match the gowns, and on this occasion colored wigs were again seen.

* * *

COTTON FABRICS.

COTTON pique has actually in Paris nearly the same vogue as organdie. It is used especially in the small striped effects for making collars, and ladies' waistcoats. These waistcoats are an exact copy of the ones worn by gentlemen; double-breasted and with small pockets on the front. They replace completely the blouse and look really charming with tailor-made skirts.

There is no doubt but that cotton voiles are going to be good the last end of the season, and also for next Spring, not only in plain but also in fancy weave effects. In this particular fabric, imitation of stripes or checks will sell certainly the best, and I believe that manufacturers are going to make quite unusual efforts to bring out novelty effects in this line.

Stripe or cotton voile will be good also. I saw a great many at the races last week. The tendency should be for a stripe of medium width, not too large nor too small. The skirts made with the same are generally pleated and made of two parts. It looks as if it would be two skirts put one over the other.

* * *

SILK FABRICS.

IN silks the market is still quiet. Among chiffons the crepe weave effects will be very good for next Fall especially Georgette crepe. This sort of cloth, which was a bit scarce last season, will be easy to get this year as manufacturers have been getting ready for the same.

Samples from Paris





Voile novelties for Spring 1915. *No.* 1—*Inch-wide Pekin striped voile—navy and white. Paris is using inch-wide Pekin stripes, but* ½-*inch will be more suitable for Canadian trade. No.* 2—*White voiles with the pattern woven in in check and fancy designs.*

Washable fabrics, especially for underwear, are also more and more in demand. Silk voile, and crepe de chine will be the most popular. These two cloths are generally made in light color effects, and owing to improved methods of dyeing, they have the advantage of being able to be washed in hot water. Some of these ladies' shirts (night gowns) are so thin that they can be folded and carried in a pocket. It will be an improvement when they go to the country as they need not have so many trunks to carry as in the old time.

Double-faced satins are in demand for capes, also satins in wide widths 54/56 in. This fashion of the cape will certainly last again this Winter, and we will see them trimmed with rich furs inside.

H. Lanjuinais

Special Photographs Sent From Paris to The Review



Figure on left—Roman stripe trimmed with three flounces of pleated chiffon, bordered with a black velvet band. Both velvet and narrow silk ribbons are beginning to be used in this manner. Turban hat is of overlapping plates of jet with straight ostrich fancy.

Figure on right—Blouse of taffeta, printed with Roman stripes; skirt of same material. Note long, tight set-in sleeves, high-backed collar and bead necklace. High sailor shape hat is trimmed with straight ostrich. Taken at "Prix de Drags."



Model from Paquin. Dress made completely of organdie of a very fine quality. Flounces edged by large bands of black velvet. "The contrast of the black and the pure white was absolutely grand," writes The Review's correspondent. Costume recalls mode of 1860. High turban of black velvet and high fancy feather are both prominent in advance Fall millinery models. Large corsage flowers used to give touch of color to the black and white scheme. Taken at "Prix de Drags."

Special Department for the Training of Clerks

An Account of a Unique System in Eaton Store, Where the Employment Department Takes Complete Charge by Special Instructors and Classes—Watching Sales Records and Personal Department—Some of the Store Rules.

Third of a Series on the Training of Employees.

IN the two preceding issues of The Review extracts were given from "Rules for Employees" as adopted in several stores. In this the third of the series of the handling of clerks, some account will be given of a system that is being tried out by a store that is the originator of many a system—the T. Eaton Co.'s. Up until very recently rule books have been part of the Eaton System, a system, as most will agree, that can give pointers to most mercantile institutions the world over.

"No, we're working away from a regular rule book," The Review was informed.

"Won't they make sufficient use of it?" was the next inquiry.

"We feel that we are not in as close touch with them as we are by our instruction classes."

But before describing these it should be pointed out that a radical departure from that of most stores has been made by this firm in the matter of fixing the responsibility for the training of employees. Usually it is taken for granted that it is the business of the head of each department to see that his sales clerks do their duty; sell sufficient goods; observe the ordinary rules of conduct, etc.

Who Should Correct Gum Chewing?

Suppose the superintendent of the store or president of the company happened along and noticed a girl chewing gum. Would he blame the head of the department, to say nothing of the girl herself?

In most stores, Yes.

Not under the Eaton system.

Then who is held responsible?

The Wages and Employment departments, both being run practically as one.

The head of the department would say to the wages official: "It was your place to see that this girl knew better than to chew gum."

When Clerks Are Costing Too Much.

Again, suppose a certain department is running behind, or the clerks are costing too much.

Ordinarily the head of this department would be held responsible. But not so here.

"Why didn't you tell me about So-and-so not keeping up to the mark. It's not my place to find out."

Many merchants will express surprise at this apparent shuffling off of responsibility by the head of the sales department.

What, then, is the theory underlying the Eaton system on this point?

The Theory Under This System.

Simply that the sales department, be it dress goods, gloves, hosiery, house furnishings, millinery, or what not, has enough to do to take care of the turning over of the merchandise at a certain percentage of profit, and should not be expected to keep track of the individual sales of its clerks, or to instruct them in the practice of salesmanship.

DOWN, DOWN, DOWN!

The success of this method of supervising the selling percentage of clerks has been illustrated in a striking manner in the case of a salesman in a section of what in most stores is included in the housefurnishings department. He started out, on the record list, with a percentage of over 18, which was more than double the average cost of selling goods in this department. An official noticing the high figure, watched this man, and set him down as a good deal of a dreamer, letting his customer do the selling. It was a couple of months, however, after the subsequent interview, before the sales showed any improvement. But once it started it was phenomenal. Down, down, down, until at present it is under 3 per cent., less than half the average cost of selling in that department, and the incentive towards this record was supplied by an official of the Employment Department.

This theory works out quite logically. Here is a department wants five new clerks. It calls on the employment department for five clerks and it is "up to" the latter department to see that the clerks it supplies know their business. That is what it is for. It is not burdened with any other work. Why should it not remove this burden from the shoulders of the selling department?

For many years a booklet was given every new clerk. "Hints to Salespeople." This contained reproductions of checks; paid parcel—taken; paid parcel—delivered; D.A. (deposit account) parcel taken; transfer card; tally card, etc., showing the proper way in which these should be filled out with address, goods, amount, etc.

In Closer Touch With Clerks.

But lately it has been decided that it is advisable to keep in closer touch with the new as well as old clerks, and a personal instruction class was the result. This is worked out in the following manner:—

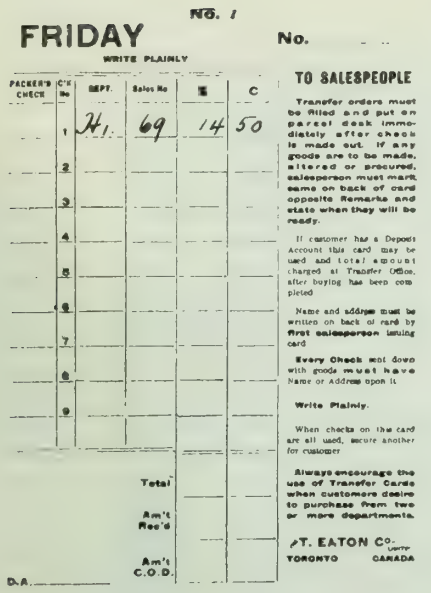
Makes Out Her Own Checks.

Every new clerk comes over to the instruction class at one o'clock the first day and sits down at a desk in a regular classroom. On the blackboard are reproductions of various sales slips (checks) filled in correctly, and the clerk is set to work at once making out ones for herself. The instructor is a young woman who looks after each one personally. The lesson is repeated each day at the same hour until it is seen the clerk is competent to be left to her own resources in this respect.

From here she passes on to the salesman's instruction class, also taught by a young woman. The work here is along practical lines, with an effort first to get the beginner into the spirit of the relation between customer and clerk, and to grasp what is known as the Eaton policy: the treatment of customers: the attitude of the store to the buying public. Those merchants who have worked out a line of conduct for their employees as the result of years of experimenting will appreciate to the full the reason why such stress is laid upon inculcating the policy of the store upon the recruits in the ranks of the sales clerks.

An effort is made to draw out the sales clerks to ask questions, to express their own ideas. They are encouraged to relate incidents that have occurred that very day, and the comment of the instructor and fellow clerks along these lines becomes almost invaluable. Talks are given also by some of the most skilled salesmen in the whole store.

The work is carried further in demonstration classes, and goods from various departments are displayed in showcases and clerks make sales to one another before the rest of the class, the whole system of training following very closely the practical lines employed in Model and Normal schools for teachers.



CUSTOMER'S RECEIPT

FRIDAY

Total

No.

Am't Rec'd

D. A. No.

Am't C.O.D.

TRANSFER CARD.

Technical Instruction.

Another step is taken in connection with some departments where a certain technical knowledge is deemed a necessity to deal more intelligently with customers. For instance, the Manchester office furnished samples showing the complete process of cotton spinning from the ball to the fabric. Silks are treated in a similar manner, and the advantages of this knowledge, where it stops short of a mass of intimate detail, perhaps, is self-evident.

This class lasts, probably, for a month, with an average of a couple of lessons a week.

But the supervision of the new clerk does not end here; this is a mere beginning. The work of the clerk in the department is watched carefully, not so much to detect points for criticism, but to ascertain points where the salesmanship may be improved. Some seven or eight officials of the employment department spend a good deal of their time in the store, keeping their eyes open. When they see a clerk needs a suggestion, this is given, on the spot, if possible; otherwise at the office of the employment department.

Above the Average Cost of Sales.

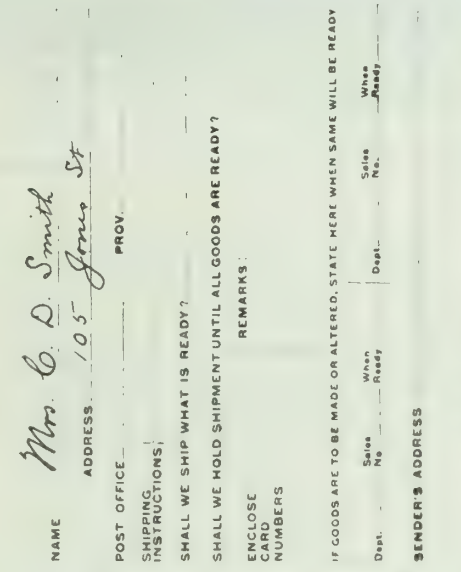
For example, the record of the sales of every clerk is kept, with the salary and the percentage of salary to sales, week by week. On the same card there is noted the average cost (percentage) for selling goods in the department itself for that week. If a clerk continues to have a higher percentage than the average, she is a drag on the department, and she is asked to come over to the employment office. There the situation is explained to her, and she is questioned about any difficulties she may have, and helpful suggestions are made. This is repeated frequently if the need is apparent until finally, after a fair trial, it comes to be a question of the girl never making a good sales clerk. But that is given months to decide.

Form of Record.

The following is, roughly, the form of record used:—

Department	
Name of Clerk	
Percentage of Dept.	9.87
Clerk's percentage, week ending ——— ———	10.75
Clerk's percentage, week one year ago	10.21..
Remarks	x

No. 8
TRANSFER CARD—REVERSE SIDE



ON REQUEST OUR TRANSFER CASHIER WILL GIVE YOU AN INVOICE OF YOUR PURCHASES

In case of shortage or non-delivery of goods present or mail this coupon to Adjusting Bureau at once

T. EATON Co. Limited
TORONTO CANADA

The record for the corresponding week one year ago is usually made in red by way of contrast. The tabulated information as to this clerk might also contain her records for several weeks in succession, particularly where she continues to fall below the average; that is, where the percentage of her salary to sales is higher than the average for the whole department. The actual record form, it may be noted, is more condensed so far as space is concerned than that given above. The column for remarks contains valuable information, along one of several lines. For instance, an X indicates that the case has been brought to the attention of the head of the sales department, and the date on which this was done is noted. A double X denotes that the department head considers the low sales is the clerk's own fault; "washes his hands of her," so to speak. Or it may be that during the year she has been transferred from one department to another, and that any comparison of records may in this case be rendered unfair.

For Those in Charge.

The tabulation of records includes those in charge of departments, and particularly first and second assistants, in order that special duties may not be allowed to form an excuse for giving up selling altogether. In one instance the record showed that a girl assistant in a department had run up her percentage from 40 one week to over 70 the next; that is, her total sales were not double her salary. The head of the department was communicated with, but he could give no reason why her executive duties should be heavier that week, and then the girl was spoken to. Next week her percentage was back to normal.

The record where it is kept for several weeks or months runs thus:—

Name .. ..
Percentage of Dept. .....

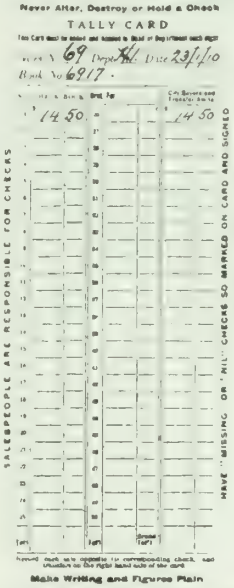
Wk. endg.	Sales.	Salary.	Pct.	Remarks
July 25.	28.05.	$12	47.8	1st Ast.

The figures in these comparisons are compiled from the daily records of sales by each clerk, which are checked up in this department.

The wages of clerks are fixed in this employment department, mainly on the record of salesmanship, every six months or one year, as a general rule. The whole system is found to work most satisfactorily, and provides effective machinery for keeping in touch with the

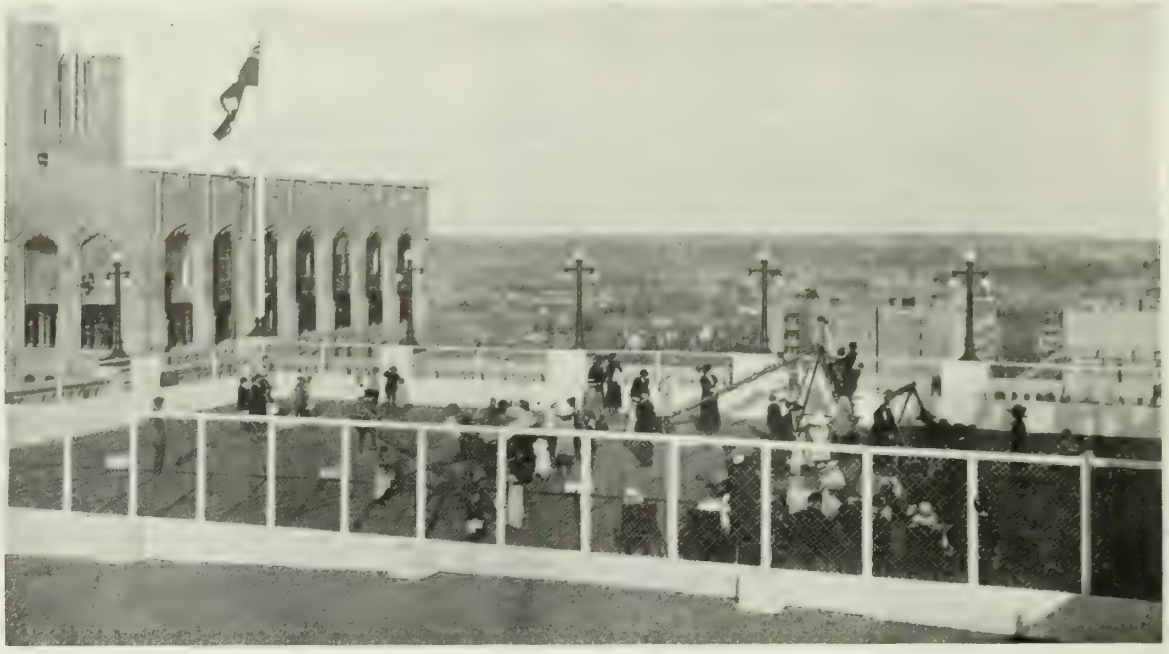
(Continued on page 13.)

No. 9
Tally Card



After each sale enter the amount on the Tally Card opposite the corresponding check number. Enter amounts for Transfers and City M.O. Checks in the right hand column.

When finished for the day add your Tally Cards and hand them to the Head of Department or to one appointed to receive them.



Roof garden on Hudson's Bay Co.'s Calgary store, where one of the most popular features of the store, a playground for children, has been installed.

Model Cottage with 7 Fully Furnished Rooms

An Attractive Feature of Hudson's Bay Store in Calgary — Four Hundred Hats in Millinery Department and No Two Alike —Separate Sections for Different Priced Goods.

Concluding Article by Staff Correspondent.

CALGARY, Aug. 1.—(Special.)—In a previous article an account was given of several of the departments of the splendidly-equipped store of the Hudson's Bay Co. in this city. In this instalment some others are taken up and illustrated.

Millinery.

The millinery department is one of the best in Canada. The showcases all have mirrored backs, so as to give an effect of a big display. A strong feature is the large number of illuminated showcases, which show the hats up to the best possible advantage. Each case is dressed with a color. One case contains pink goods, the next tuscan, the next black, and so on.

There are four distinct sections to the department. The inner section is used for high-grade goods, of value from $10 to $80. It is equipped with four French rooms, where ladies can be fitted in privacy, as though they were in their own room at home. These rooms are equipped with triple mirrors.

There is the popular price section, containing tailored and ready-to-wear hats costing from $3.50 to $10. There is also an untrimmed section, for everything new and up-to-date, costing from $1 to $15; and a children's section, where everything for the infant to the miss of fourteen years is displayed.

There are never less than 400 hats in the department, and never two alike. This is one of the rules of the buyer. The latter goes to New York every two weeks, spending two weeks there and two in his department. He also visits Paris twice a year.

Furniture.

Visitors to the Hudson's Bay Store are usually taken to the fourth floor to see the model cottage, situated in the furniture department. It is of the bungalow, one-floor type, of which so many are seen in the West, and was erected at the Hudson's Bay plant at East Calgary.

The front door leads into a reception hall, and walking straight through one finds a door on the left leading to the living-room, and one on the right to the kitchen. The former is furnished in Elizabethan style, the furniture being of oak. A door from this room gives access to a den, the retreat of the man. It contains a deep-seated davenport and easy chairs. The next room is a bed chamber, the principal colors of which are deep green and myrtle, producing a scheme quiet and restful. The furniture is of mahogany.

Across the hall, at the far end, as stated before, is the kitchen, equipped with all utensils, etc., necessary for supplying the family breakfast. Next comes the owner's chamber, furnished in Circassion walnut, and decorated in a shade of French grey, toned with a dainty pink.

The next room—the dining-room—is the most massively furnished room of them all, the furniture being Georgian Colonial, the walls being finished in lincruster, with plate rail, and tapestry to the ceiling. The table is set ready for breakfast.

Opposite to the dining-room is what is called the boudoir, though a better name would probably be the formal receiving-room. It is treated in accordance with the Louis 15th mode of design, furnished with mahogany and gold furniture.

The cottage is equipped throughout



View of the millinery department of Hudson's Bay Co.'s store.

with semi-direct lights, resulting in an equable distribution of light, which is not tiresome, and is conducive to home rest.

The intention of the Hudson's Bay Co. when this department was instituted was to carry a stock capable of supplying goods to all classes, furnishing anything from the humble cottage to the mansion. Goods of the finer type are carefully selected, and are authentic reproductions of the English periods, which to-day are so much in favor.

This department occupies the whole of the fourth floor and part of the fifth. There is also a warehouse, containing finishing, upholstering workshops and shipping section.

Outside interests are in the hands of a contract department, whose business it is to solicit orders for complete furnishings from clubs, hotels and institutes. R. J. Leach, formerly with the New York Furniture Exchange, is the buyer. His father was a manufacturer of furniture at Cowansville, Que.

SPECIAL DEPARTMENT FOR THE TRAINING OF CLERKS.

(Continued from page 11.)

progress of clerks in the various selling departments. Moreover, there is no clashing of authority between the head of the sales and employment departments.

* * *

RULES FOR EMPLOYEES.

In the book of rules for sales people, which, as has been said, is being superseded by this other system, but which applies throughout the store, are many interesting points. Special emphasis is placed on the absolute necessity for not disappointing customers.

"Do not promise parcels on a certain delivery unless you are absolutely sure of catching it. Acquaint yourself with the hours of delivery and with general routine, and when answering customers' questions do not guess at it."

Under Strenuous Discipline.

It is pointed out that the store delivery system is one of the most important departments in the store and is kept up at great expense, under strenuous discipline, and in all conditions of weather with a view to giving our customers the most prompt and reliable service possible. We believe it to be one of the strongest accessories in the development of this immense business; you are reminded that a perfect delivery can only be had with the co-operation of each and every salesperson and all others that have to do with parcels."

Knowledge of the stock is urged. "Do not tell a customer that you are new and not acquainted with the stock. We cannot expect customers to buy goods without asking questions regarding them. How much, then, depends on you to give the information desired? Make yourself valuable to your department by ever-readiness to learn all that can be learned regarding the stock which you handle. A sales person who can talk intelligently about his or her stock is the one who is sought for by customers.

Cash Received And Change.

"When entering the 'amount received' on check, always draw the attention of the customer to the amount of cash received, and count the change aloud to the customer, making sure that you have the customer's attention while doing so. If this is strictly adhered to, it will prevent the slightest chance of any dispute arising afterwards."

Failure to Remember Customer.

"In case of failure to remember the customer who is waiting for change, first ask customer for a description of the goods purchased and then ask amount of change expected. Be very careful in this and avoid the serious mistake of giving both parcel and change to the wrong customer."

Exchanges.

"While it is not the wish of the management to limit the liberty of customers in the matter of exchanges, yet the constantly increasing exchanges and deducts would indicate one of two things—a possible abuse of the privilege on the part of customers, or that in the first sale not enough attention and care is paid to the customers' requirements by the sales person in the matter of size, color, and other little details. Many exchanges are unavoidable, yet how many customers do we cause to exchange goods through our inefficiency? Exchanges can be lessened if we get to know the stock and serve every customer in a more intelligent manner."

A customer's coupon or receipt must never be given if the parcel is being carried.

"Customers who wish to complain regarding a shortage or the non-delivery of an article must be referred to the Adjusting Bureau."

Records of Cost of Doing Business in Canada

Figures Compared From Stores in Towns of Similar Population --Where Big Turnovers Cut Down the Percentage—Suggestions From Merchants on Keeping Pace With Rising Costs.

Second of the series.

IN the Fall Special schedules were presented on the cost of doing business in Canada, worked out from a large number of reports made to The Review by merchants from every province. The work of securing returns is being continued, and, as was stated in the July 1 issue, final figures will be compiled when complete reports have been received.

In this article a number of returns in detail will be presented for purposes of comparison by merchants.

Here is a report from a town in Eastern Canada of slightly under 2,000 population, in which returns are given for the four years, as requested, 1900 to last year:—

	1900.	1905.	1910.	1913.
Rent	$ 1,000	$ 1,000	$ 1,000	$ 1,000
Salaries	9,500	10,000	10,500	10,950
Advertising	300	350	450	500
Delivery	400	400	400	500
Heat, light, current	360	360	360	360
Insur'ce, taxes, legal	1,672	1,700	1,700	1,700
Bad debts, depreciation	1,000	1,200	1,500	1,500
General store expenses	500	500	500	500
Total	$14,732	$15,810	$16,410	$17,010

The turnover in this store reached the figure of $150,000. If this remained stationary during the main portion of this 13-year period, the cost of selling would be:

1900	9.15
1905	10 55
1910	10.94
1913	11.34

Annual Turnover of $150,000.

These figures must be regarded as remarkably low, as the average for towns of the size runs over 17 per cent. Salaries share the low record, running little over 10 per cent., compared with the general average of slightly over 10 per cent. Advertising is only 1 3 of 1 per cent., and delivery the same. Rental is figured on a 10 per cent. basis on the value of the property. Part of the secret is explained when the turnover is mentioned—$150,000!

As to suggestions for meeting the increased cost of doing business, the reply is as follows:

"Organizing business into departments and keeping close watch over expenditures."

Costs 22 Per Cent. in This One.

A store in a town in Ontario of about the same population has a much higher percentage than the one just quoted. The total cost of doing business is 21¾ per cent., which must, however, be regarded as pretty high in comparison with the average of those reported of around 17 per cent. The tabulated list for this store is as follows, with comparisons with the average as compiled for the July 1 issue: —

	This Store.	Av'ge.
Rent, per cent.	1.00	1.60
Salaries	11.00	10.75
Advertising	1.25	.90
Delivery	.00	.83
Heat, light, current	.50	—
Insurance, taxes, legal	1.00	—
Bad debts, depreciation	5.00	—
General store expenses	2.00	2.53
Total	21.75	16 61

From this it will be seen that the main difference lies in bad debts and depreciation, and general expenses, the two between them equaling 7 per cent., compared with 2.53, the total of all other expenses in the other apart from the first four that are given separately.

Four Per Cent. for Depreciation.

Of what does the 5 per cent. consist? The merchant answers this himself: "Four-fifths of this is depreciation, as bad debts do not amount to 1 per cent." Even so, the amount allowed appears higher than it should be. It shows at least that this merchant is "bold enough to be honest" with himself, and at the end of his store year he probably will find a closer balance between the records of his stock sheets and his estimates.

Large Western City

In one of the larger cities of Western Canada, the following figures represent the cost:

	Amount.	Per Ct.
Rent	$2,400	7.3
Salaries	4,800	14 6
Advertising	800	2.4
Delivery (boy)	94	.3
Light, current	158	.5
Insurance, taxes, legal	164	.5
Bad debts, etc	—	
General store expenses	380	1.2
Total	$8,796	26.6
Turnover	$33,000	

In this case the stock carried at the time of writing was $16,000.

The most heavy expenditure in this table, compared with the average is the rent, over 7 per cent. High rent presupposes a good location and a heavy transient trade that will swell the turnover and thus absorb this handicap. The cost of salaries, 14.6, is also rather high. Advertising is not much more than average, under similar conditions, and costs of delivery are surprisingly low for a city of this size.

A Perpetual Stock-Taking.

In replying to The Review on the question of keeping pace with costs, the proprietor wrote:

"To meet the high cost of doing business the main thing is to know the cost and the profit you make, then look for ways of reducing expense. Our system is this:

Firm's name ————; invoice cost, $3.00; retail price, $5.00; p.c. on retail, 40.

"This is totalled weekly so we know exactly what stock we have on hand, how much came in during week, and the percentage made. We carry totals of columns containing "cost of invoice" and "retail of invoice" through to end of month, and thus get our average per cent. for full month. Putting the per cent. after each invoice shows in whose goods and on what goods we do best.

"When we took stock this Spring we were just out $87 in stock, that is our stock sheets were $87 larger than our stock book. This year we will be closer.

"One must watch and deduct cut price goods, or the profit marked will mislead."

This system of keeping a perpetual stock has been found to work very successfully, and in the case given above, with almost remarkable accuracy, and will be reviewed more fully in a later issue.

A store in a Western town, or rather city, of over 5,000 population, gives the following record:

Rent	2.30
Salaries	9.56
Advertising	.50
Delivery	.25
Heat, light, current	.50
Insurance, taxes, etc.	.50
Bad debts, depreciation	.25
General store expenses	1.00
Total	14.86

(Continued on page 16.)

Probe Into New York's Department Stores

Evidence That Was Brought Out by National Investigators — Charges of Clerks' Union as to Violations of Regulations as to Hours, Use of Chairs, Low Wages, etc.—How Commission Works at Macy's—Wanamaker's Manager on the Stand.

NEW YORK, July 30.—(Special.) Some evidence of absorbing interest to retail merchants is being secured by the probe of the United States Commission on Industrial Relations. That conditions are improving was the confident assertion of Miss Beeks, director of welfare work, but a number of abuses were disclosed. The system of dealing with employees' sales in relation to salaries and commissions in the Macy store was not the least interesting part of the proceedings.

Some rather serious charges against most of the big stores were made by Benjamin Gitlow, president of the Retail Clerks' Union.

Poorly Paid.

One statement he was questioned on was that "department store workers are the poorest paid and worst treated workers in New York City." This, he declared, he was ready to subscribe to.

Mr. Thompson—Do you know of any laws passed with regard to employees and department stores in this city which are not observed?

Mr. Gitlow—I certainly do. The 54-hour law is one; the law requiring the placing of seats through the stores for sales clerks to sit on; one hour for lunch is being violated. Those are the three main laws I know of that are particularly violated.

In a peculiar way, last Christmas, the law in vogue then was 60 hours, I think, but I am not sure, but that law was being continually violated in John Wanamaker's store, in which I worked, and John Wanamaker's felt perfectly safe as long as no inspector came around to the store.

Rushed Out, Fearing Inspector.

While I worked there one evening, it was around ten o'clock, a rumor was spread throughout the building that an inspector of the Labor Department had arrived at the store, and immediately there was an alarm. They had the various girls of the mail order department, who were working late that night, and the girls in other departments who were working late that night, take their wraps and without any hesitation leave the building. They were pushed out of the building for fear the inspector might see them. They were breaking the law then. About two weeks before the 24th, that year, I stood at the entrance of John Wanamaker's store, having worked late that night, and was allowed some time for supper, from 7 to a quarter after 7. I stood outside of the entrance and counted the number of girls that left the building. They numbered almost 700, over 690. Nearly 700 girls left the building at that hour, having worked over an hour overtime, and they received nothing for that.

I know that during the month of December there were girls working overtime in almost all of the departments in John Wanamaker's. I saw them there and saw them do the work. And sometimes I would leave the building at 10.30, and I found the girls lying down on the floor, and in the book department, moving books from one counter and shelf to another. This was at 10.30, and I don't know how late they stayed there.

Chairs for Clerks.

In regard to the point of chairs, I wish particularly to bring up a case that happened in Bloomingdale's. I worked there for almost three years. Every time they got a hint of an inspector coming around, Bloomingdale Bros. would send their porters to the storage house on 59th Street, between Second and Third Avenue, and the porters would bring old chairs to the various departments in the stores, and would scatter a great abundance of chairs all over the floor. After the inspectors went away, the porters were put back on the job to collect the chairs and take them to the warehouses. Any girl found sitting on a chair was rebuked. The floorwalker used to continually walk up and down, and if the girls saw the floorwalker they would immediately stand up or go to the other end of the department.

Short Lunch Hour.

About the lunch hour, I have been told by people working at Siegel & Cooper's (now the J. B. Greenhut Co.), that they only have 45 minutes for lunch. I have been told that they only have 45 minutes for lunch at Gimbel's, while the law requires them to have one hour for lunch.

He went on to declare that employees were forced to contribute to the Mutual Aid Society and to condemn the "spy system," as it was worked out. Often spotters tempted clerks to keep change by going away after making a purchase. He claimed also the minimum wage was as low as $3 a week, and that stores avoided vacation money by letting employees go before holidays and re-engaging them later.

Wanamaker's Manager.

Preston P. Lynn, who has been manager of John Wanamaker's store here for the last twelve years, was the first department store man to be called. He said the Wanamaker store is not identified with the Retail Dry Goods Association, and that the New York store at present employs 4,700 people, of which 60 per cent. are women. Less than 200 are under 16 years of age, he added. Of the total employed, 1,100 are salespeople.

"What is the average pay of the saleswomen in your store?" Attorney Thompson inquired.

"Counting commissions, the pay to saleswomen over 18 years of age is about $9. There are only 31 women in the store receiving less than $8, and 121 less than $9, but not less than $8," Mr. Lynn answered.

Of the "juniors" employed as cashiers, 45 receive less than $9, 61 less than $8, the latter made up as follows: 16, $7.50; 29, $7; 10, $6.50; and 6, $6, the witness said.

Minimum of $4.

Mr. Lynn, who had prepared his questions and answers, said the minimum wage for 40 girls under 16 is $4 weekly. During the Christmas season extra compensation is given the help. The packers get time and one-half, the drivers full time. The selling force, however, is on a commission basis, their salaries being figured as drawing accounts on percentage.

Wanamaker's opens at 8.30 o'clock, and at the present time closes at 5 o'clock. There is one hour for luncheon, Mr. Lynn said.

Attorney Thompson inquired with respect to the method of hiring and discharging help. Mr. Lynn said that no notice is given of discharge, except to those who have been in the employ of the house for some time. He cited an instance of a clothing sale recently where 75 extra salespeople were employed. Of this number only a few, less than half a dozen were efficient enough to maintain their posts at the end of the sale. If the sales of the clerks did not reach the percentage on which their salaries were based, Mr. Lynn said, he believed the clerks had sufficient warning of their discharge. The witness admitted the employees have no voice in

regulating the percentage on which their salaries are based.

Improving Salaries.

Miss Beeks testified that in 1911 the average wage to saleswomen was $7.90, but in April, 1913, it had risen to $8.58. The highest average to saleswomen was $14.49 and the lowest $7.4. The highest single salary was $60 a week.

Percy S. Straus, department store manager of Macy's, stated that $6 was really the minimum salary, because if a woman could not earn that much, including commissions, she was not retained.

Commission System.

He explained the commission system as follows:—"If you want me to go into it thoroughly, it will take some time. I think we were the first ones to establish this method of giving commissions. We looked at it in this way: For a long time we had been trying to find some method of giving the salespersons, as well as other employees, a definite interest in their activities, so that in proportion to their efforts they would have return; and after a great deal of consideration, we made up our minds the best way we could do it would be by a form of commission. In order to determine what that commission should be, we averaged the selling expense, which means the proportion between the total sales made in the department and the total sales of that department for each month for each department for a period of five years.

So that we will say in department 1 we had a certain percentage average for January, for February, for March, and each month of the year. We determined on doing it monthly, because naturally with increasing opportunities in certain months, with decreasing opportunities in other months, if we had had a definite single scale, there would have been many months in the year when an employee could not have earned the commission, and our purpose was to arrange it so that a commission could be earned month by month.

Having established this average, we took the salaries, then—those averages, of course, as they were established, were in fractions. We, in each case, took the percentage average and placed it at the next higher quarter. In other words, if in one department it was 3⅛ we made it 3¼; if it was 3⅜ we made it 3½, because it is too difficult a matter to figure percentages on a smaller basis than one-quarter. Then we allowed the salaries to remain as they were, and calculated for each employee and each department for each month what that employee would have to sell in order to earn the salary given. On all sales beyond that average a percentage is paid, that percentage being uniform in all departments.

Treating Late-comers.

The system for "lates" is as follows: We figure this way: Our employees are expected to be in the store at a quarter to nine. The store opens Summers at 9 o'clock. If they are not on time, if they have got a good excuse, they are excused and counted as if they were there at 9 o'clock. If they are not there at 9 o'clock, they are told they need not come until an hour later. We do that, not to serve as a fine, but as notice to them that they must be on time. If a person is late persistently, we first send them home to show them we do not stand for that, and if they persist after that, unless very good excuses are forthcoming, we dismiss them. If they live out of town and commute on trains that bring them in two or three minutes late, that is made a note of, and they are allowed to do that, but the reason is this: In our salary office, it is obviously impossible to check up minutes and fractions of hours. We divide the day, so that if they are less than an hour or up and not excused, they are told they need not come back until the hour is up. We show it consistently and honestly in the way it is done. If an employee wants to leave from 5 o'clock on, they are not docked for it. If an employee wants to go to the doctor, or something of that kind, providing there are not too many in the department asking for leave at the same time.

Mr. Thompson—The deduction of an hour's time in the morning, so far as the employee is concerned, amounts to a lessening of the wage?

Mr. Straus—Yes, sir; but it is entirely within the control of the employee not to have that wage lessened, because if he or she has an adequate excuse, it is taken. For instance, if the morning be foggy and the ferries late, if there is a block on the railroad, or a block on the trolley line, and heavy snowstorms or rainstorms, or anything like that, those are considered.

Mr. Thompson—Your rule is not arbitrary?

Mr. Straus—The rule is not arbitrary It takes into consideration any uncontrollable features.

Mr. Thompson—What do you consider will be the effect on the discipline of your force if you abandon the deduction altogether? What do you think of the system as described by Mr. Tucker, which obtains in Lord & Taylor's?

Mr. Straus—I don't know. I would be very much afraid of it, because even with this punishment inflicted, we have a good many late, without excuses.

Mr. Thompson—Do you think punishment is always effective to bring results?

Mr. Straus—I don't know what would Taylor's. I don't suppose they have over half as many as we have, and necessarily it means the discipline is greater.

Mr. Thompson—How many employees have you? I don't believe I asked you that question.

Mr. Straus—4,344.

COST OF DOING BUSINESS IN CANADA

(Continued from page 14.)

This store is succeeding in keeping below the average cost of doing business, and one of the reasons for this is a rapid increase in the turnover. The business has been built up quickly, and now is of very large proportions.

Costs Under 16 Per Cent

A live town in Ontario shows the following comparative figures:—

	1905	1903
Rent	$ 425	$ 485
Salaries	3,513	3,801
Advertising	189	312
Delivery (no rigs)	150	180
Heat, light, etc.	722	780
Insurance, etc.	108	135
Bad debts, etc.	0	0
General store expenses (in above)	0	0
Total	5,108	5,694
Percentage		15.8

The turnover for 1913 was $36,000. That for 1905 was not given. The percentages in this case figure out to 1 1/3 for rent, 10½ for salaries, ⅞ for advertising, and ½ for delivery.

Here is the advice of the proprietor:

Do More in Assorting.

"Do less in placing orders and more assorting. You can keep down your stock and keep it fresher and can increase your turnover by holding the stock new."

A number of other reports will be dealt with in a somewhat different manner in next issue.

MOVEMENT AGAINST PREMIUMS.

Since a disastrous price war between the United Cigar Stores and the Riker-Jaynes-Hegeman drug stores of Boston, about a year ago, a war that was finally ended by the mediation of the Mayor, the movement against premiums has been growing. At first the bill imposed a tax of $6,000, but it was amended, because this figure was not believed to be prohibitive. The measure has already been adopted in the Senate and only needs the Governor's signature now to become a law.

Your order can be filled AT ONCE

See that you have what your customers are asking for.

We have a splendid stock and you can get anything in Dry Goods by writing us direct or ordering through our traveller. Try it.

The W. R. BROCK Company (Limited)

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, AUGUST 5, 1914 No. 15

THE KNIT GOODS NUMBER

IN the present issue an effort has been made to bring before the trade the chief features of knit goods manufacture for the Spring of 1915, with some of the later lines that have been introduced for sorting orders for the coming Winter. The growing confidence in silk fibre goods for women may be said to be the sweater coat feature for next year. Late this year some models on a rather expensive line took well in some localities, but the demand for more moderate priced goods has been heeded and some $30 or $40 lines have been put on the market. The high colors of dress goods have been adopted by a few makers. These garments also follow the line of the popular cloth models in many respects, an innovation for the most part in the knit goods business. Many manufacturers steadily refuse, however, to adopt the silk goods department and will hold fast to the all-wool proposition, and the typical, long-standing styles of sweater coats.

In underwear for Spring and Summer the movement continues strong for lighter weaves and in the lower-priced lines at all events, for more fancy trimmings in ladies' vests. The vogue of silk fibre has established a hold here too, and lines are being put out at fairly popular prices. In men's underwear the union suit continues to gain, but in women's Summer still remains an off season, chiefly owing to a lack of demand for the lower portion of the outfit, whether as a single piece, or attached to a vest.

Hosiery promises to be a strong seller, and optimistic reports are heard on every hand. The retailer will rejoice in the narrowing down of shades in women's hose, mainly to black and white, as the simplest method for solving a troublesome conundrum before every buyer. Men's, too, are smaller in color range, although one or two more shades than in women's will still be strong. Silk fabric will be given a larger place than before, but a sensible movement has been introduced in the attempt to secure sole-wearing qualities by the use of wool or cotton.

With the exception of one or two samples all that The Review has been shown in knit goods lines have followed ordinary, common-sense standards of increasing the usefulness of the article and consequently its permanent demand by the public rather than in giving way to the specious temptation of extreme novelty or freak lines.

* * *

SO FAR AS THE RETAILER of knit goods is concerned, there is not a great deal of significance to the situation in the wool market because the difference of a cent or several cents a pound on a knitted wool garment is not going to make a great deal of difference—to the manufacturer who is figuring closely on the first cost and who has a much larger volume of turnover, naturally it is another matter.

The point is that the trend of business during the past eight or ten years has indicated that people are prepared to pay more for their wearing apparel, and in the knit goods business—and especially with regard to sweater coats—values have advanced as well as prices. When the sweater coat first came in there was not much business being done in a knitted outer garment except for some forms of athletic sport where the old pull-on was used. Then came the open garment and a revolution of the business. But just as remarkable as the increase in the demand are the forward steps which manufacturers have taken in relation to the coats themselves, and this applies to garments for both sexes although within the past few seasons it particularly refers to those for women. Where it used to be that coats were selling at twelve dollars a dozen and when in the regular business fifteen dollars was considered as a high price, now it is the coats at twenty-four dollars a dozen which are being sold, and there is a strong demand right up to forty-eight dollars while fancy garments for women range up to the coats which retail at ten and twelve dollars.

It is safe to say that sweater coats have advanced in value in proportion to price to as great extent as any article of apparel, and to-day a garment for general service can be had at a price which will compare favorably with anything that could be worn.

* * *

THAT CANADA NOT ONLY TAKES a place in the forefront rank of sweater manufacturing from the standpoint of value but that the models in the trade of this country are advanced and up to date was illustrated only a few days ago in Montreal. A wealthy manufacturer of sweater coats and other knit goods from Russia was in the city and going out for a ride with a friend in the evening he found it cool and pulled on a sweater coat with one of the new roll collars which are becoming so popular for winter wear. He was at once astounded with the fit and comfort and so pleased with the garment generally that he bought one for himself and one for his wife and each of the other members of his family—making six coats in all which went from Canada to Europe where the knitting art is supposed to have reached its highest development.

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LAST CALL—The C. W. T. A. convention in Toronto, Tuesday, Wednesday and Thursday, Aug. 11, 12 and 13.

TWO AVENUES OF SERVICE

THE new series of articles that have been secured by The Review are continued in this issue, and the second instalments, it will be readily admitted, even surpass in quality those that led off in the Fall Special of July 1. Our special Paris correspondent deals authoritatively with French styles, and this service has been supplemented by arrangements whereby he supplies special photographs illustrative, not of freaks whose appearance on the Parisian stage of fashion is merely transitory, but of those fashions that promise to make a permanent impression and whose influence will extend to America in the near future. In addition to this The Review's representative will keep our readers in touch with the latest lines of dress goods that are brought out, and samples of these will be sent over for illustration purposes, as has been done in connection with the first two letters. Already this service has been recognized by buyers as one of the most dependable that has ever been offered in a trade paper.

The second article by Mr. Nowak, the expert on drapes, also appears in this issue, with four examples of his clever work, so clear-cut as to be capable of a ready adaptation by the window trimmer. Mr. Nowak's name is connected with some of the most popular drapes and draping devices ever invented, and his new work will be brought before readers of The Review from time to time. He will in each article keep them informed and instructed in regard to the best manner for reproducing changes in styles of ready-to-wear garments, and enable them as he himself suggests, to bring before the public drapes of new fashions even before the models of the garments themselves can be shown.

In these and numerous other directions The Review is planning to be of increasing service to the dry goods trade of Canada.

MAKING CUSTOMERS SOLID

WHILE a freedom in exchanging goods has in some quarters developed into what many retailers consider a crying abuse and an almost intolerable situation, there are incidents that occur in every store daily that should not be considered in any sense as a super-obligation, and which, if correctly handled, make a customer "solid" in his loyalty to that store. In a sale of remnants in a Canadian store late in July, a piece of linen was offered for 45 cents. A customer unwrapped it and saw "2⅝ yards" written on an inside border. She bought the piece and had it delivered. When measuring it she found one yard less, or only 1⅝ yards in the piece. She inquired the ordinary value of the goods and found that at 35 cents a yard, she had received about 57 cents' worth for the 45 cents. Just before, however, she had phoned the sales-clerk and he had offered to do what he could about the missing yard. The parcel was called for, and on the next delivery she received the 1⅝ yards, and in addition a full yard from the regular stock, a value of 92 cents. She exclaimed, "That was very decent of them," and became a firm friend of that store.

This incident is not quoted as an exceptional one. The Review believes the store did only what was right, that it would have been unfair to the customer to have done anything else. The Review believes also that over half, probably indeed a far greater percentage, of dry goods men would have adopted the same course, but similar incidents have shown there are some who would have argued that as the size of 2⅝ yards was not advertised on the price ticket, nor was visible as the goods lay on the table, that the firm was under no obligation to make good the extra yard. Such a conclusion would have left a bad taste in the mouth of that customer.

The mistake,—as the management decided it was in this case—might have been avoided by a more careful scrutiny in wrapping up the goods. This illustration lends point to a paragraph inserted in a book of rules in a store which is quoted elsewhere in this issue, and which reads: "While it is not the wish of the management to limit the liberty of customers in the matter of exchanges, yet the constantly increasing exchanges and deducts would indicate one of two things, a possible abuse of the privilege on the part of customers, or that in the first sale not enough attention and care is paid to the customers' requirements by the sales-person in the matter of size, color and other little details. Many exchanges are unavoidable, yet how many customers do we cause to exchange goods through our inefficiency."

CANADIAN NATIONAL EXHIBITION

THE great Canadian National Exhibition opens in Toronto on Saturday, August 29, and lasts until September 14. This event has developed into the greatest annual exhibition on the globe, and it is a great privilege—to those who have the opportunity—to attend it.

In this age we live to learn. The more we know and the better we utilize the knowledge at our command, the greater will be the pleasure derived from the work we have set out to do. Someone has stated in epigrammatic language that "the more we learn the less we know." And it is a fact sometimes that when people see the greatness of things at such an exhibition as the Canadian National, they realize the smallness of the local sphere around which things have been revolving for them.

Dry Goods Review urges as many members of the trade in Canada as possible to attend this exhibition. The exhibits by manufacturers of goods the trade handle will alone be worth a great deal. If, therefore, holidays have not yet been had, it would be a profitable outing to attend the Canadian National Exhibition this year.

RECOGNIZING THE R.M.A.

RECOGNITION of the good work of the R. M. A. is not lacking in the press. The recent organization of a local branch drew forth the following comment from the Goderich "Star":

"The object of these local organizations which are formed under a movement being pushed by the Provincial body, is to consider matters of interest to the retail trade in every line and co-operate together where action is required. The movement is a perfectly legitimate and natural one in these days when 'organization' and 'co-operation' are the keywords in almost every branch of trade. There is room for a good strong association here, and no doubt matters frequently arise where discussion and co-operation would be beneficial to the man behind the counter."

EDITORIAL NOTES

NEW YORK'S ATTEMPT to limit ready-to-wear selling of coats to a single length will suffer a well-deserved death penalty.

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WHEN YOU FIND a native Parisian denouncing some of the latest "eccentricities" of the Paris courturiers, as The Review's correspondent does, it is a most hopeful sign.

Big Run on the Plain Toned Papers

Whites, Greys and Creams in Active Demand—Japanese Grass Cloth Effect a Novelty—Narrow Base Borders Popular.

By Staff Correspondent.

MONTREAL, July 31.—(Special.)—The 1914-15 samples of wall-paper are now ready, and some of the manufacturers have already sent their salesmen out on the road. In looking over the collection, one is impressed that there is more and more a tendency to get quieter and plainer effects. Most of the new designs indicate the trend for plainer walls, but the cut-out borders, with base borders to match, are still holding a strong position. They are to a large extent taking the place of crowns. The narrow base borders are also used a great deal in working out panel effects, and some very pretty and attractive decorations are made in this way.

Japanese Grass Cloth.

One of the newest designs is a Japanese grass cloth effect. This is a very well executed imitation of the grass cloth mattings that are now so largely shown and sold in the house-furnishing departments. Greens, yellows and browns are mostly shown in this design, the colors following closely the effects obtained in the original mattings.

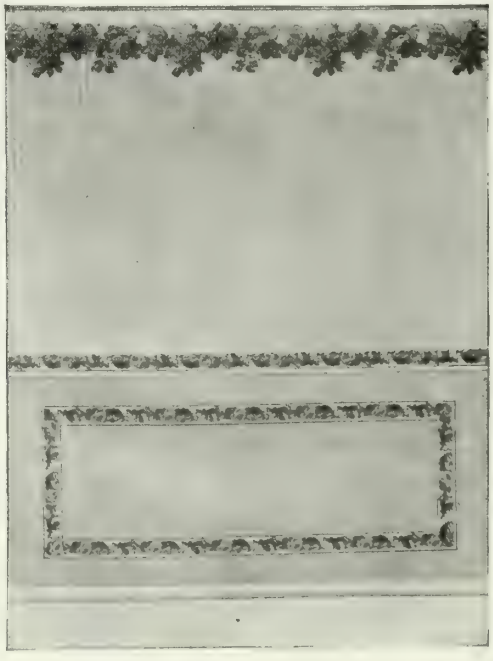
In the better class of papers, two-tone effects are considered best for halls and dining-rooms; Jaspe effects and satin stripes are favored for bedrooms, and panels and semi-conventional patterns for parlor and living-rooms.

There has been a good demand for browns, especially in the printed oatmeals, for halls, dining-rooms, living-rooms and dens, and it is generally conceded that these will be strong again next season. There has been a big run on the plainer toned papers, such as white, greys and creams, and these will be shown in a greater variety of designs for the coming season. Some very pretty effects may be had in the cheaper papers in these two-tone effects. The designs are mostly small, with dots and broken stripes, or dashes of pastel shades.

There are as usual some very handsome patterns in imitation leather and elaborate effects in embossed papers among the imported samples, but these are, of course, taken sparingly for very high-class trade.

There is an increasing business being done in oilcloth papers for kitchens and bathrooms on account of their serviceability. In addition to the usual block tile patterns there are some attractive Dutch scenes, which are proving popular.

There seems to be an increasing tendency on the part of many dealers to order more "repeats." One manufacturer stated that this year had seen a great increase in their repeat business. It used to be that when once the orders were taken for the season, the business for that year was considered finished. Now, however, orders are being sent in all through the Spring months. This may be due partly to the practice of some of the manufacturers in supplying sample books for a great many more patterns and designs than have been ordered by the particular dealer who gets them. The dealer in showing these samples is asked for patterns he does not carry in stock, but usually assures the customer he can get it. Then the order is sent off to the manufacturer. Of course, the danger in this is that the manufacturer may be sold out of that design, but some dealers prefer to take the risk rather than to stock up with a lot of paper they may have to carry over. They prefer to let the manufacturer do the carrying.



Special design from Spring, 1915, lines of Stauntons, Limited.



If you would like your window to look something like this, buy

Watson-Foster Wall Papers

The above, and a host of equally attractive combinations, can be seen in the line now going your way, and to you it spells PROFIT

The Watson-Foster Co., Limited, Montreal



Any Woman Can Carry It With Ease

It's light, but powerful

Why not look into The "BABY" Invincible Agency Proposition?

Just think, a vacuum cleaner that actually sells in Canada for $40.00 that will do and has done the work just as efficiently as any machine selling at 3 or 4 times the price. This powerful "Baby" Invincible has a vacuum of 1¼" mercury and a volume of 60 cu. ft. of free air per minute. If you have a technical knowledge of vacuum cleaners you will readily understand why the "Baby" Invincible removes dirt right from the bottom of the heaviest pile carpet, in fact from beneath it.

It's a little wonder and is worth looking into.

Do not forget that we manufacture a line of Vacuum Cleaners suitable for every purpose.

Drop a card to-day re the Agency. Send for and try this Machine out.

Be sure to see our exhibit under the grandstand at the Toronto Exhibition.



The Invincible Renovator Mfg. Co. Ltd.
81 PETER STREET TORONTO, ONT.

ORIGINAL **CREX** GENUINE

Grass Carpets and Rugs

TRADE MARK

Reg. U. S. Pat. Off. Aug. 1, 1905

for Everybody—Everywhere

In spite of the hesitation pretty generally reported in various lines of business, we are pleased to say that the demand for CREX continues constant and strong. Also that every indication points to further improvement during the late summer and fall.

During the past six years our mills have been running at full capacity, continuously—almost without the loss of a minute Sunday and holidays excepted. Boiler and engine ills make it compulsory therefore that we "let up" for a period of three or four weeks to make repairs which are absolutely necessary.

This should cause no inconvenience or delay to our dealer friends, as we figured ahead on just such a contingency and manufactured so as to have practically a complete stock on hand during this period of idleness. We can, therefore, supply promptly all new orders.

It is only a matter of a short time and then our big plant will be throbbing and pulsating as of old, turning out more than ten miles of CREX a day—each day entering new homes.

It is through your store, Mr. Dealer, that many of these new homes are entered.

Keep up the good work!

You know, we know and the **public knows** *There's a Square Deal in every Square Yard of CREX*

CREX CARPET COMPANY, 212 Fifth Ave., New York

Originators of Wire-Grass Floor Coverings



Cotton and Down COMFORTERS

CALL AND SEE OUR SAMPLES
WHEN IN THE CITY

With the absolute guarantee of quality attached to Swan Brand Comforters, you need not hesitate to give them your best attention.

No renewed feathers or down ever goes into Swan Brand goods; nothing but the newest and best can come up to our standard.

Swan Brand Comforters are being shown in a wide range of patterns and styles.

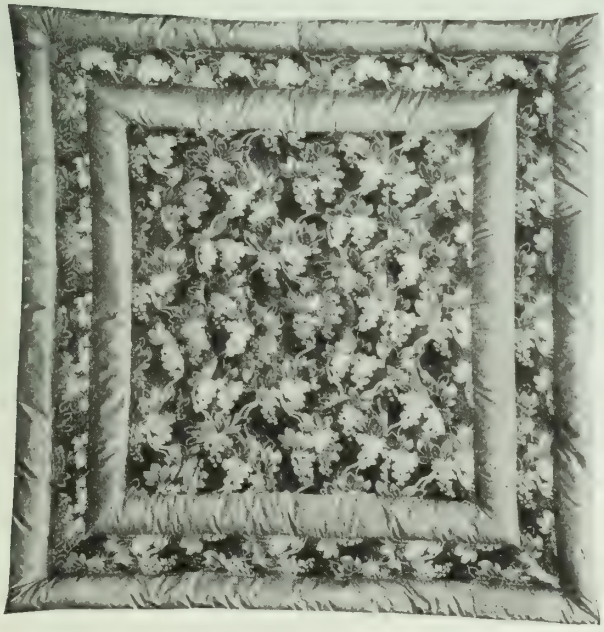
Let us submit our Samples.

The Toronto Feather and Down Company, Limited

35 Britain St., Toronto

"Where the Reliable Goods Come From"

Eastern Agent:—Mr. J. F. Sumption, 403 Unity Building, Alexander Street, Montreal, Que.



How do you do, Mr. Wall Paper Dealer?

If you are doing well, and if you wish to do better, do not fail to see the

STAUNTON WALL PAPERS FOR 1915

A line full of quick-selling novelties and practical ideas. No more weary work whittling out borders, for

STAUNTON READY-CUTS

come cut out ready to hang, in an endless array of artistic designs and colorings.

Our salesman will call on you soon.

Stauntons Limited

Wall Paper Manufacturers

941 Yonge St. TORONTO

FUR DEPARTMENT

Finest Grades Retain Prices; Rest Are Lower

Manufacturers Looking for Good Fall Orders—Coats Continue to Show Shortening With Modified Shawl Collar—Balmacaan Model Takes Too Much—Brisk Demand for Trimming.

THE coming season in furs is starting off auspiciously, if not with a flare of trumpets, except in the matter of price reduction, which if it means less profits to some, spells more sales to others.

Western buyers are unanimous in prophesying a heavy demand later on, but a great number of them are putting off buying until they know exactly where they stand, which means that they will wait on crop returns. Eastern dealers, on the other hand, are buying heavily, and some shipments have been made earlier than last year.

There is a material reduction noticed in all cheap lines, but the better grades are holding up pretty well. Both the drop in prices of raw furs the last six months and business conditions in general have effected this result. One extreme view of the matter is advanced by a large manufacturer and wholesaler, who said that he knocked 20 per cent. in price off all of his stocks early in the season. He maintains that all wise fur men are meeting market conditions in a similar manner. He gives a more cheerful touch to his ideas, though, by adding that furs are now as low as they can possibly get, come what may.

There was very little Spring selling to retailers this year, compared with former years. As is well known, the retailers generally came out of Winter with overstocks that they could not safely increase. But it is felt that they will come to market with mostly empty shelves for their Winter orders, and a lively trade is anticipated.

That prices in general are more reasonable is certain, but it is equally certain that many of the better grade lines cost quite as much as ever. Persians are down from 10 to 15 per cent. Good fox is holding its own, black being particularly strong, but the cheaper grades generally are flat. No one appears to be willing to make these furs up. Mink is cheaper, except in extra good grades, which are coming in stronger than ever for sets.

Skunk, which was down, is now showing a little strength. Hudson Bay seal will probably be the most popular fur this Winter, and the price is pretty well up in consequence. Moles are off, and pony seems very weak. Ermine retains its prestige, and shares with Hudson seal a great demand for collars and sleeves for classy opera cloaks. Moufflon is dead, and rats are much cheaper than they were last year. Flat Persian is beginning to move, and long-haired stuff generally seems to be in for a run, provided the quality is there. None of the cheap lines show any activity. Good wolf is moving well, but poor qualities are going very slowly.



NEW FALL MODEL

Scotch Moleskin Cloak, with flounced skirt, yoke shoulders and semi-kimono sleeves. The skirt follows the present trend of fashion and is slightly flaring. Shown by L. Gnaedinger, Son & Co.

The styles, as has been mentioned in earlier articles, will show a shortening in coats. In place of being from 50 to 52 inches, they will run from 36 to 45. The modified shawl collar and kimono or semi-kimono sleeves will be features of most garments. The tendency is to collars and muffs of solid skins. Muffs tend to the bolster type. Few trimmings are being bought. The flare is the regular tendency. Private demand is probably is good as ever, but the retailers had more coats on hand this Spring than any other article, so that they are naturally not very keen buyers.

The Balmacaan style is not in evidence to any great extent, a fact that is partly due to the waste of expensive material that the average woman cannot afford to pay for. It is found that 52 inches is required for a 40-inch Balmacaan.

Capes are coming back, but it may be that they will not make much headway until next year. All small stuff is selling well and furs are being mixed in the garments more and more.

Manufacturers are paying considerable attention to the cloaks for this winter. Heretofore this well recognzed demand has been met by the private ordering of fancy cloaks that were later fitted with fur collars and cuffs. The high class retail trade has found this a very satisfactory garment for opera purposes.

ESTABLISHED 1852 OVER 60 YEARS AGO

FURS OF QUALITY



Catalogue 1914-15
ready September First

This handsomely illustrated Edition de Luxe of twenty-four pages pictures nicely the main numbers of

Moose Head Brand Furs

This season's showing is one of great merit, combining quality with quantity and service.

Moose Head Brand Furs are leaders, the result of over sixty years of practical experience.

Catalogue Sent on Request.

L. Gnaedinger, Son and Company
MONTREAL

Women's Fashions a Guide for Sweater Coats?

Two Opposing Camps of Manufacturers, the Other Holding That Sweater Coats Will Always Have a Distinctive Style All Their Own—Silk Fibre Popular for Spring With V Neck—Plain Colors Strongest—Sweaters Coming Again.

THE opinions of Canadian manufacturers and jobbers, verbal and written, reveal an astonishing variety of views as to what the public want in sweater coats. Possibly one is drawn to the conclusion from this that the public want a good many different kinds of lines. It is hopeless to attempt to reconcile the absolutely conflicting views and it will be months before the public themselves will afford any practical enlightenment as to just what they really do prefer. As in most other lines of manufacture it is more than likely that the germ of truth lies in the expressions of all the makers of knitted goods, though some by striking popular fancy more exactly will reap the larger harvest. The Review is inclined to the conclusion that the more widely spread activity on the part of the manufacturers is a pretty clear indication that the public are taking a larger interest in this product, and that the channels of business are likely to be extended to a gratifying degree.

Looking to Cloth Styles.

One division of manufacturers are looking to cloth styles for inspiration. This has, to a great extent, been the cause of the plunge into silk and silk fibre lines for late Summer and a more extensive turnout for Spring of 1915. This has led to the cutaway fronts on the light weight and even winter weight goods, and to the adoption of the V-neck. The same inspiration underlies the knitted cape that has already become a feature of early Fall orderings.

On the other hand a well-known manufacturer declared to The Review: "A sweater coat is a sweater coat, and always will have a distinctive style. People don't want cloth styles in sweater coats; they don't want cutaway fronts; they don't want freaks of any kind. I have just come back from New York and Philadelphia and there wasn't a freak garment in the bunch."

Take Which You Will.

One firm reported that they had not machines enough to turn out the Jumbo stitch; another declared emphatically, "The Jumbo is dead."

So there you are.

And, again, it all seems to show that public taste in the line of sweater coats is branching out, and that, while more numerous lines will demand more discrimination in buying, the whole sweater coat business is progressing more and more towards a staple position.



NEW SUMMER LINE FOR 1915.
Combination of silk and camel's hair in two-tone effect, silk coming in pin-stripe effect. Silk-covered buttons with frog fasteners. Also made in worsted. Shown by Avon Hosiery Co.

Silk Fibre.

Although a number of firms did not feel warranted in risking it, the silk, or rather artificial silk business promises big developments next year. The use of silk fibre has enabled the manufacturers to turn out a coat to sell at retail for $4 and $5, and although it is a little harsher than the real silk it has in the main the appearance and is barely half the cost. Two-tone combinations in this promise to be popular also, and where the real sports coat is concerned there is a feeling that high colors such as cerise, straw, etc., will be quite good sellers.

While a number of manufacturers are turning in the direction of special lines for women following fairly closely upon styles of cloth garments, it is certain that for Winter sports purposes there is no lessening in the demand for mannish styles on the part of girls. For this purpose the plain stitch

The Dealer Who Does Not Handle and Push

THREE EIGHTIES BRAND

REGISTERED

is the exception to the rule, and is losing business by being that exception.

Three Eighties Stockings for Ladies and Misses has the largest sale of any line of hosiery in Canada.

A popular-priced line made from long-fibre cotton; it is knit, finished and inspected as carefully as the expensive hosiery and is boxed very attractively.

There is a good profit for every dealer handling the Three Eighties Hosiery, and as a business-builder it stands alone.

You can count on 12 perfect pairs in every dozen.

3-ply heel and toe
Black, Tan and White.

Ladies' sizes - 8½ to 10
Misses' " - 4½ to 8½

Order through your wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton . . . . Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

OAK-LEIGH KNIT

The New Knitted Cape



Tailor Vest
—*Photo by Lyonde, Toronto.*



Cape Coat
—*Photo by Lyonde, Toronto.*

and knitted vest combined

AGAIN we are to the fore with something entirely new in Knitted goods, an attractive modish garment that is making a hit wherever shown. *Write* **direct** *to us and we will tell you the nearest jobber who can make* **immediate** *shipment.*

Note the following combinations:—

Black and White Striped Cape with Black and White Tailored Vest.

All Black Cape with Black and White Stripe Collar with Black and White Tailored Vest.

All Navy Cape with White Collar and White Sweater Vest.

All Navy Cape with Roman Stripe Collar and Roman Stripe Tailored Vest.

All Navy Cape with Tango Collar and Tango Sweater Vest.

All Navy Cape with Apple Green Collar and Apple Green Sweater Vest.

All Navy Cape with Canary Yellow Collar and Canary Yellow Sweater Vest.

Black and Apple Green Stripe Cape with Black and Apple Green Tailor Vest.

Joseph Simpson Sons, Limited

8 Berkeley St. Toronto

John P. Oakley, General Manager. **R. M. Simpson, President.** T. A. Doherty, Sales Manager.
A. Thomson, Eastern Representative, 210 Coristine Building, Montreal.

OAK-LEIGH KNIT

Again We Are First



Tailor Vest
—Photo by Lyonde, Toronto.



Sweater Vest
Photo by Lyonde, Toronto.

The Combination Knitted Vest & Cape

WE have sent large quantities of this new garment to the seaport resorts in the "States" where they have been the hit of the season with the outing people. This combination garment is now being shown by Canadian jobbers. *Write* **direct** *to us for information re this new knitted cape and vest and we will tell you where it may be secured for* **immediate** *delivery.*

Note the various combinations of color and patterns it comes in—

All Navy Cape with Canary Yellow Collar and Canary Yellow Sweater Vest.
Old Rose Cape with White Collar and White Sweater Vest.
Old Rose Cape with Pearl Grey Collar and Pearl Grey Sweater Vest.
Navy Roman Stripe Cape with Navy Roman Stripe Tailored Vest.
Grey Roman Stripe Cape with Grey Roman Stripe Tailored Vest.
Pearl Grey Cape with White Collar, and White Sweater Vest.
Pearl Grey Cape with Old Rose Collar, Old Rose Sweater Vest.

Joseph Simpson Sons, Limited

8 Berkeley St. **Toronto**

John P. Oakley, General Manager. R. M. Simpson, President. T. A. Doherty, Sales Manager.
A. Thomson, Eastern Representative, 210 Coristine Building, Montreal.

Best Future of Sweater Coat as Article of General Wear

THE general lull in the demand for wearing apparel has naturally had its effect on the sweater goods business in common with other garments, and for some of those who manufacture extensively in this line it has given food for thought as to the future of the business. And in this connection the big makers give little more than passing consideration to the specialty business, but are rather speculating on the development of the demand for the sweater coat not for sports wear, but as an article of general apparel.

So much is usually said and advertised regarding the changing styles in sweaters and sweater coats that the fact is liable to be overlooked that it is not on these lines that the mills and the trade are depending, and that were it not for the regular demand for the staples in these garments—and this applies to men's to a greater extent than women's—the stability of the business and the growing confidence of the men engaged in it would be much less than it is to-day.

Canadian concerns take the forefront in the rank of the sweater makers, and the general quality which is put into the garments make them serviceable for general wear. The development in the business during the last few years has not been so much due to the wearing of fancy garments, such as are brought to the public attention, but rather to the fact that the sweater coat has become a garment for general service and men who do outside work—tradesmen, laborers, farmers—and workmen under cover who have not too much heat in the cold weather, have found a practical use for them.

It is to this side of the business that manufacturers are giving thought. If the sweater coat continues to develop its popularity as a garment for general wear, then there is a great future ahead of the business.

Inquiry in the trade leads The Review to the opinion that the sweater business can be developed to a great extent through the education of the public as to the advantages and through getting the retail trade to push sales from this standpoint. Much of the advertising which has been done has been along the fancy lines. Men who have not worn the sweater coat as a working garment can hardly learn of the advantages from the usual style of advertisement; they get the idea of tennis racquets, hockey sticks, snow shoes, golf clubs; there is little to impress them with the warmth of the garment for general wear and the easy movements of the body which are permitted. The working man who is in the habit of discarding his coat and who once tries a sweater coat instead of the very heavy underwear which used to be worn is likely to make the knitted garment a usual thing thereafter. Much the same applies to the sweater coats for women, and there would appear to be room for the development of the trade here in the more staple garments, particularly for farm wear and for the girls and women working in the factories.

The outlook would indicate that there is considerable missionary work to be done in impressing upon the general public the advantage of the sweater coat as a garment for practical use both indoors and out, and with the high standard which is generally set by the makers in this country there can be no doubt but that the garments will give their value in wear—and the opinion has been heard expressed by a manufacturer that it was questionable if the value given was not too good for the benefit of the trade because the coats were too long!

This missionary work can best be conducted by convincing retailer and consumer alike of the substantial features of the sweater coat, and by intelligent salesmanship on the part of the clerks in the retail stores.

and the heavier Jumbo are still in strong demand, and the fancy weaves of the other lines are not tolerated. The shawl collar still holds an assured lead.

Away From Men's in Summer Styles.

In Summer sports, however, there is a tendency to get away from men's styles not only in securing a very lightweight and dressy coat in silk, as has been mentioned, but to modify the style. The V-neck promises to become quite strong in this line, but the square cut still prevails over the cutaway, although the latter is coming in a fair proportion of models.

For golfing and other Summer sports one firm is making a fine weight coat of three-quarter pound, with V-neck, to sell wholesale at $30 a dozen. It has no collar and is straight cut in front and comes in silver grey only. This is being made in wool.

One of Fancy Weave

Another Spring 1915 model is of a fancy weave, in natural camel hair with square front, lapel collar, and white pearl buttons.

The color question shows plain colors as strongest, with a proportion trimmed. Paddy green is showing very strong as a trimming and one firm has increased its use of this shade from 25 lbs. to 50 lbs. already. Cardinal and black is also going well.

DRY CLEANED!

A manufacturer suggests through The Review that retailers, in order that the public may get the best results out of their sweater coats, recommend them to have them dry cleaned. Boiling often has the effect of matting them and not only destroying their appearance, but leaving them "hard as a board."

There is a feeling among buyers that the public will take more kindly to the brush coats than they have heretofore, and several are stocking up steadily. These are reported to be going very very strong across the border.

A manufacturer in discussing this phase of the situation with The Review sounded an alarm against the cheaper makes.

"Where cheap yarns are used the brush rolls off sometimes in a fortnight and then all the advantage of the brush coat is gone without the wearing qualities of the other remaining. The public have frequently been deceived by some makers who can save $12 a dozen by using lower grade yarns. There is a big field for the brush coat of high grade wool, and it will be a shame if business is killed by a few who are too eager to make money."

Two *of* the Smartest *of* Coats

THE "CUTAWAY" THE "SPORT"

Below is the comfortable, smart "Cutaway" coat, snappy in style, made in Angora finish, belted back, crocheted buttons, shawl collar and pocket.

BENTRO KNIT — THE WEAR IS THERE

Shades are: Saxe blue, Royal and sky blue, white, old rose, scarlet, Paddy, silver grey, tango and fawn.

Price per dozen, $42.00.



MODEL 28-S

MODEL 20-S



The favorite with the outing girl-- Model 20-S

A particularly brisk selling line for every purpose—for outing or street wear; soft and dainty in texture, being made of the best English worsted yarn in saxe blue, Royal, sky, old rose, scarlet, Paddy, silver grey, fawn, tango and white.

Price per dozen, $36.00.

Knit Coats With Appeal

These two models will make a big pull for business this fall and should be given consideration now while there is yet time to get your stock.

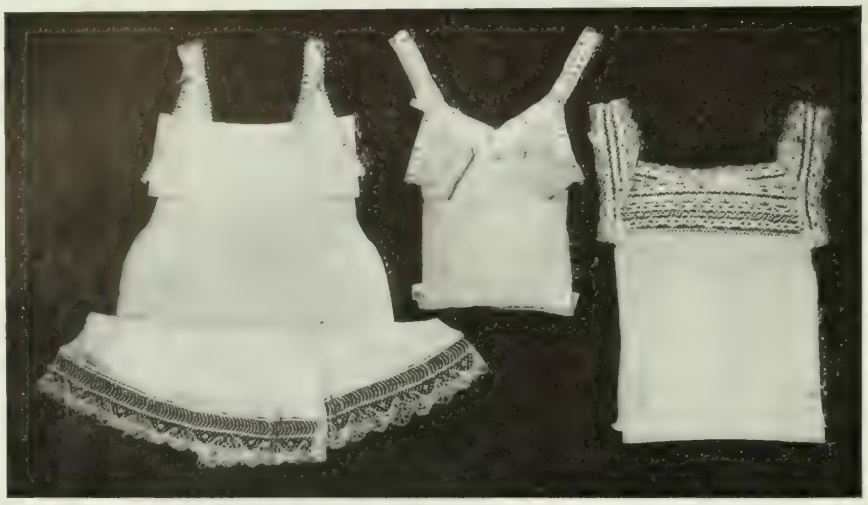
To be sure of seeing them early, write to-day for a sample of each on approval.

The Williams-Trow Knitting Company, Limited

STRATFORD ONTARIO

AGENTS:

J. M. Robertson & Co. - - - - - - - - Toronto
J. B. Trow & Co. - - - - - - - - - - Montreal
Robinson & Ruhl - - - - - - - - - Saskatoon
J. N. Nixon - - - - - - - - - - - - Vancouver



Left to right: No. 1—Combination suit with plain stitch in upper part of vest, and fancy below to give greater width over hips.
No. 2—Half silk and half artificial silk vest.
No. 3—New pattern of mercerized cloth, trimming over shoulders. Shown by Peerless Underwear Co. for Spring, 1915.

Dainty New Trimmings for Women's Vests

Wearing of Sheer Waists Makes New Laces Popular — Many Changes With Regard to the Yokes—A Garment With Shield Attached—Hand-Finished Vests for the High-Class Trade.

THE outstanding feature of the Summer underwear lines in women's garments for 1915 will be the great variety of dainty and effective trimmings which will be used on the yokes and sleeves of the vest and in addition on the drawers of the combinations.

Many of the garments which have been worked out are beautiful examples of the combined arts of the lacemaker and the underwear designer and the popularity of these lines is practically assured from the tendency of wearing sheer waist materials in the hot days which only partly shield the dainty lingerie beneath.

The great range of design and quality in which these vests will be shown creates a wide spread in the prices but in the majority there may be found trimming of richness and beauty remarkable in relation to the prices quoted—garments which will retail at from 25c to 75c.

Confined to Vests Mainly.

In these Summer garments the manufacturers have largely confined themselves to the making of vests for it is generally found that it is only in the heavier garments that the combination is popular. The materials cover a big range, including the lisle, the ribbed cotton, the combed cotton, the porous mesh, mercerised net and a number of other special makes, and most of the manufacturers make their different styles right through a varied line of materials.

Short Sleeve and Heavy Lace.

One of the new models which is being shown has the short sleeve which is very popular and trimmed with heavy lace about the sleeve ends and the yoke instead of the over edging. This is a particularly attractive garment for wear with a sheer waist through which the undergarment may be seen.

Some New Yokes.

An innovation of one manufacturer is a lace yoke with the tubular edging which has been so popular. This edging has a softness and firmness which gives splendid satisfaction on the sleeveless garments.

Another new idea has been worked out with the V-shaped neck. This is a fold at the bottom of the V which gives three to four inches additional bust room and greater freedom around the arms.

Shield Attached to the Vest.

A novelty of the new season which promises to become a strong practical feature of the line of Summer goods is being introduced by one manufacturer. It is an armshield of the same material as the vest and attached to the body of the garment at the arm holes. There would appear to be much to be said for the idea but the extent of its success will of course depend upon its reception by the public.

Hand Finished Garments.

To meet the demand in the market for finer trimmings of better quality will be found a line of garments with hand crocheted trimmings. Such trimmings are of course anything but elaborate, but they give a rich tone and garments finished in this manner will be found in the highest priced lines.

There are many other new styles of trimmings being introduced and each manufacturer will be found with individual novelties for the consideration of the trade and in this respect there is a much bigger range than ever before. Some of the new things are a tassel edge lace and a wide point lace both of which are used on necks of several styles.

On some of the better garments, in addition to the hand crocheted trimming, will be found cluny and mercerized laces which go to meet the demand which is being found in some departments of the trade for finer trimmings of good quality and smaller design.

A New Wash Ribbon.

The general tendency for trimmings of richer appearance is also responsible for the introduction of a new wash ribbon which replaces the tape. So far as the colored ribbons, which were introduced more extensively by some of the manufacturers last season, are concerned the demand appears to be a limited one and confined to certain localities where tastes run to gaudier attire; they are not found on the better class garments.

"St. George Woolnap"

The trade mark



Your customers know it

BOIL down all the facts about all the different kinds of men's underwear you know—check them over, call them out and find out for yourself the one that meets with every requirement of your trade.

Others have done this and finally decided on "St. George."

It always stands up to our claim.

Prove it for yourself by sending to your wholesaler for samples.

Schofield Woollen Co., Ltd.

OSHAWA, ONT.



KNIT FLOWERS ON CAPS.
Knitted caps are following millinery lines in the representation of flowers, often in flat, open-out form.

Combinations Stronger

Two-Piece Undergarment for Men Going Out with the Night Gown—Women's Vests Strong for the Summer Trade Rather Than the New Style.

UNDERWEAR manufacturers generally are finding that there is an ever-increasing demand on the part of the general public for the combination under garment. In men's lines this applies throughout the entire range of Winter, Summer and between season's weights, but in the women's garments while there is a stronger demand in the heavy and medium weights, there is not the same call for this style in the Summer goods.

The prediction is made that so far as men are concerned the time is coming—and it is not so far away—when there will be practically nothing but the combination garment worn. This seems the only sensible outcome to the change of ideas and a manufacturer expressed the opinion that it is only the custom of years that is keeping the two-piece garments on the shelves of the retailers. There are men who call for the two-piece stuff just as there are some men who still wear night gowns, instead of pyjamas, but this manufacturer foresaw the passing of the old demand with the changing generation.

For women the combination is the sensible undergarment for the cool weather and while many lines are being made in Summer weights, this style is not so popular as in the heavier grades. The Summer garments are made with the loose drawer effect, but many of the makers so far as the light weights are concerned, confine themselves pretty much to the vests.

A new combination suit that has recently been put on the market comes both in medium and heavy weight and has a drop seat on a new principle. The makers report some heavy ordering. The garment is worn in the usual manner with the exception that the seat is divided down the sides of the legs to below the corset line and after the corset is put on the drop portion is pulled up over it and tied about the waist.

Three-quarter Length for Men.

Outside of the increasing demand for the nainsook undergarment for men for the Summer season, a special feature is the larger sale of three-quarter length in balbriggan, porus knit and other close fitting materials. This garment seems to find favor over the full length in that it permits of a more satisfactory fit about the ankle for the hosiery, which is so desirable for both appearance and comfort. The short sleeves are becoming exceedingly popular.

CHANGE IN BUYING.

Manufacturers report a material difference this Summer in the date of buying for late Fall and Spring. The season has been pushed forward at least a month. Perhaps conditions will continue for weeks more Ordinarily the jobber bought his stocks by the middle of June. This year he has gone on pretty well to the end of July, and instead of stocking up heavily in many lines, he is sending orders sometimes for as small an amount as one-half dozen and ordering it sent direct to the retailer. Some manufacturers prophesy that owing to retailers holding back they will be caught when the cooler weather comes and the makers are unable to fill their orders.

WOOL GOING UP.

Prices continue to advance steadily in woolen as well as cotton yarns, but as a rule underwear prices have not been advanced. In sweater coats there is a tendency to lessen the weight to make up the difference in the cost as was done last Spring. In one case a $36 line of sweater coats will be reduced ½ lb. each.

As an example of the rising cost one manufacturer paid 24-26 cents this year for one line that he bought for 16½-18 cents in 1904.

A cable to another announced the price at 2s. 10½d. for what had cost 2s. 4¾d. in 1909

The advance, subject of course to fluctuations, has been steady now for eight or nine years.



On left: One of spring, 1915, lines of Harvey Knitting Co., showing lacy finish on arms.

On right: No. 1, Union suit, eyelet stitch. No. 2, Comfy cut, with V neck and "lacy" effect over shoulders.



ZIMMERKNIT UNDERWEAR



differs from the ordinary in that it fits perfectly. The difficult task of producing a perfect-fitting garment in the light, open textures has been successfully accomplished in the Zimmerknit line.



TRADE MARK ZIMMERKNIT

Closed Crotch Combinations

are growing in popularity every season. Our production on this particular number is rapidly increasing —a fact that indicates the change that is taking place in the popular demand for style and comfort in Men's Underwear.

The comfort of wearing Combination Suits depends upon having a correct fit. This can only be obtained by getting the correct Trunk Measurement.

Trunk Measure is Body Measure from the top of the shoulder, down the front, through the crotch, and up the back, returning to the starting point. If the Trunk Measure is correct, the garment must fit.

If you write us, we will gladly mail you one or more Tape Measures, designed and printed especially for the use of your Salesman in taking the Trunk Measurement of his customer.

DEALERS: Just a word of warning! If you want prompt delivery in the Spring you must place orders early with your jobber. Remember, also, that we manufacture a full line of Balbriggan and Fine Ribs in Shirts, Drawers and Combinations, including Cashmeres and Merinos, also Bathing Suits, and Jerseys

ZIMMERKNIT AGENTS:

W. R. Begg, Toronto,
Agent for
The Province of Ontario.

E. H. Walsh & Co., Toronto,
Agents for Quebec,
Maritime Provinces, Manitoba,
Saskatchewan and Alberta.

A. R. McFarlane, Vancouver,
Agent for the
Province of British Columbia.

The Zimmerman Manufacturing Company, Limited

Hamilton, - - Ontario

Some of the Striking Novelties in Knitted Goods

One Canadian firm is offering to the trade an innovation in the way of a knit cape and vest. It is the cape idea built on to the old sweater vest or coat and combines the serviceable qualities of the latter without its tight-fitting character. It is very chic and the whole effect one of smartness.

With the exception of the silk facing the garment is made entirely of wool and comes both in plain and a fancy stitch.

It is offered in four different varieties of nineteen different color combinations, varying from plain black to a solid tango. The vest is usually of a different color than the cape proper and the cape collar is of the same color as the vest in direct contrast to the cape itself. Navy or old rose capes are offered with white vests and cape collars. Roman stripes, black and white, apple green and black are the colors throughout in some cases. In one garment shown there are eight different colors. Regular cape buttons are used on all the garments.

Showing Cross Pieces.

Some are cut on the prevailing cape lines with a smart tailor-made vest similar to a man's. The hand knit vests have a front panel that is eight inches longer than the rear of the vest, and that is cut to fit flat to avoid the fullness of a garment that extends below the hips. Narrow shoulder straps that button in the back between cape and vest serve to hold the former in place. One style offered shows the new cape cross pieces that cross over the bust and button in the back, as the shoulder straps do.

Discarding the Vest.

Another style discards the vest and offers a voluminous cape with loose sleeves which, with the loose arrangement of the folds in general, gives a draped effect.

The new garments may be used singly if wished. The vest makes an ideal golf costume, and with the cape should be very serviceable and smart for all manner of outings and informal occasions.

This Canadian design is successfully invading the American market, and is being featured in Atlantic City and New York, as well as in a number of border towns and cities in Canada.

A new coat which will be seen for the first time in the range and is a distinctly new departure promises to find a strong place in the Summer business in ladies' garments; it is a combination of silk and natural camel's hair, the silk being used in a pin stripe effect and permitting of a range of colors. This garment is made in the generally accepted designs with silk ending and silk covered buttons with frog fasteners. It will sell at about half the price of the silk coat and should therefore prove more popular.

This coat is also made in worsted, the range of color combinations being a wide one.

* * *

Throughout the trade the demand continues for bright colors and in the new lines it may be expected to be stronger than ever. Plaids and stripes and checks will help out the demand for brightness. Saxe blue, paddy green, fawn, white and rose are reported as being about the best sellers in colors by a house which has made a specialty of a woman's cutaway coat with a well brushed surface.



NOVELTY IN KNIT GOODS.

Knitted cape in black and white with knitted tailored vest. Shown by Joseph Simpson Sons, Limited.

Another Spring 1915 model is of a fancy weave, in natural camel hair with square front, lapel collar, and white pearl buttons.

The color question shows plain colors as strongest, with a proportion trimmed. Paddy green is showing very strong as a trimming, and one firm has increased its use of this shade from 25 lbs. to 50 lbs. already.

* * *

Knit garments for the kiddies have found a popularity that is remarkable considering the short time that manufacturers have been giving consideration to the needs of the little folks in this respect. It only needs the comfortable appearance of a little tot encased in thick knitted material from neck to toes to convince that the garment is distinctly the thing for the fresh air babies in the cold weather.

Manufacturers report that there are excellent prospects for this style of garment and there have been good orders for the winter business.

* * *

A novelty in knitted garments which came on the market a year ago for the Winter season, a woman's skirt, is now taking rank with the staples, according to the manufacturers. This skirt is an excellent protection against the cold for those who are much out of doors, and particularly for women who have considerable driving to do. For auto riding, too, the garment is very useful, and it can be readily slipped on and taken off again when the wearer gets inside.

* * *

The manufacturers are looking for novelties in mufflers to revive the demand in this line of men's furnishings. A couple of seasons ago, when the knitted silks first became popular, there was a big run and good business for some time, but of late there has been a falling off in sales.

* * *

A novelty muffler being shown is of natural cashmere and silk, the color variety through the range being the result of using different shades of the latter. This neck protection is very soft; it clings well and is made long; it should appeal as something distinctly practical and comfortable.



The Reliance Line of Knitted Goods

is one of the most complete and up-to-the-minute ranges offered to the trade to-day.

Sweaters
Underwear
Hosiery

Our Salesmen will soon be out with samples that will bring every merchant **profit** and **satisfaction.**

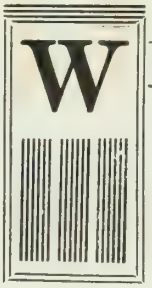
We do not illustrate our ideas as they are exclusive. A card from you will insure a visit.

Make it a point to see us during exhibition week. Our mill is located centrally.

The Reliance Knitting Co., Limited

S.E. Corner King and Bathurst Streets, Toronto

Free Business-Getting Window Displays



WE want every retailer of Penmans' lines to sell more. We build up in the mind of the best customers in your town, the "Penmans—Superiority" idea, then tie it up to *your* store with good window display material.

These trims are unusually handsome, full of life and color. They are simple, requiring little fixing, but they have that attention-arresting value that gets more business.

Window-Dressing Novelties

We are sending out with these a full set of window-dressing novelties, and will forward what you need, **express charges prepaid**, on receipt of filled-in coupon.

Lantern Slides Too

We will also supply you with lantern slides showing hosiery, underwear and sweaters. Order a set and use them at your local moving picture theatre.

Use The Coupon!

Tick off the material you can use to advantage in the coupon below, sign and mail to us. We will do the rest. We give height in inches under each display, to enable you to judge which will best suit your window space.

PENMANS, LIMITED
Paris, Ontario

Send me free of charge and express prepaid, the items of advertising material ticked off below, also a set of window-dressing novelties, as offered in "DRY GOODS REVIEW"

No. 1 ☐ No. 2 ☐ No. 3 ☐
LANTERN SLIDES SHOWING
Underwear ☐ Hosiery ☐ Sweaters ☐

Name .....

Address .....

.....

PENMANS LIMITED

PARIS, - - - ONTARIO

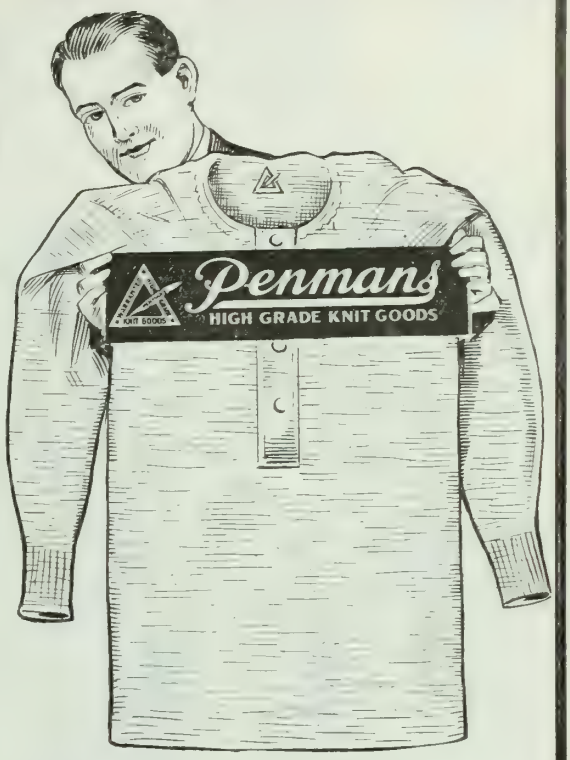
SALES AGENTS:

Edward Burns & Co. - - - Toronto
A. L. Gilpin - - - - - Montreal
Bryce & Co. - - Winnipeg and Vancouver
B. S. McFarlane - - - Truro, N.S.

FREE Business-Getting Window Displays



Let These Make Sales For You!



No. 1. 22 inches high

Very attractive hosiery display, slotted so that two or three pairs of hose in different shades may be used. When set, the figures appear to be holding the hosiery up to display.

Order your displays now, they are Free (Express Prepaid.)

No. 2. 32 inches high

Attractive cut-out showing young man holding a suit of underwear (or sweater if preferred).

Wide slot permits you to insert actual underwear or sweater, giving a novel and striking effect.



No. 3. 45 inches high.

Large and impressive trim, slotted in several places to hold hose. Figures are natural looking and almost life size. This display will hold samples of every popular shade.

Penmans Limited

PARIS - - - - ONT.

The Roll Collar for Sport Sweater Coats

In Quebec, Where Winter Sports of all Kinds Flourish, the Comfortable Service Model is the Favorite for Outdoor Athletic Wear—The Coat Adopted by Many Sporting Clubs.

By a Staff Correspondent.

MONTREAL, Aug 1 (Special).—Canada is a country of Winter sport. There is hardly a town or a village from the Atlantic to the Pacific that has not its skating rink, its curling association and its curling club, and in the eastern provinces there will be found in addition ski-ing and snowshoeing organizations. And there is not a person of either sex who enjoys healthy winter exercise who should be without a sweater coat—in fact there are not very many who are. Looking to the furnishing of sweaters to these organizations is good business, and there are many ways in which orders can be secured by those who go after them—one of the most important of course being to stock garments which will appeal.

It is in the Province of Quebec perhaps more than other provinces that there is found a field for the sweater business. Not only are the people strong for skating, hockey and curling, but the hills and the depth of snow make ideal conditions for snowshoeing, tobogganing and ski-ing, and the people take a very great interest in these sports. In addition there is an important factor in the sweater business in supplying garments to the trappers and lumbermen who spend the Winter in the woods.

For Winter sports wear there is usually found a demand for a warm serviceable garment rather than something after the fancy models, but style is essential and the garment must be a shapely one. Perhaps the most important feature of all is the collar and there are a number of high military and roll styles which have proven very popular.

In the accompanying illustration is shown the style of collar which has been adopted by a number of the largest athletic associations in Montreal, and other cities of the province as well as by several in Ontario. Orders are given in the official colors of the organization and the manufacturers can, of course, turn them out in any color combinations desired. The garment is generally a plain one or of heavy knit material with contrasting colors on the facing, sleeves, pockets and bottom. The women's design is made with a belt at the back which is also in the contrasting color, and a number of the women's curling clubs in Montreal have adopted it officially.

The collar is knit with a soft elastic stitch, and is so made that it clings closely to the shoulder when turned down, giving a very neat appearance. When turned up it sits close on the neck and it can be buttoned at several different heigths, each one of which will give a different effect and yet it is always very neat looking. The collar on the models for women is exactly the same, and for cold weather comfort it has become very popular.



ROLL COLLAR SPORTS COAT.

This model has proved a favorite with organizations indulging in Winter sport and has been adopted by many of the prominent hockey, curling, and ski-ing and snowshoeing clubs of Quebec as well as a number in Ontario. The collar is a soft clinging roll which fits comfortably, either rolled down or around the neck at any of several heights. Shown by Perfectknit Mfg. Co.

THE MACKINAW MODEL.

After all the range of styles, materials and colors which the sweater coat business has seen during the past several seasons it might almost appear that the designers had about exhausted their ideas. But no; next season will again see some distinctly new departures, both with regard to materials and designs. Any detailed idea of what the manufacturers are doing is difficult to give at this time, for, while they have their plans laid in a general way, many of them have not yet actually put out their new designs and until this is done there are such minor matters as collars, belts, etc., to be decided. But they have laid their general plans and the interesting features have been pretty well decided upon.

One of the most distinctly new things that at present looms upon the horizon of the 1915 line is a coat of a material heavier than has previously been put into sweater coats. This is not a coarse material but is firmly knit and has an even surface and very little give. It might best be described as something about midway between the usual knit material and a mackinaw cloth—and the new coat is a concession in favor of the popularity which the latter garment has gained in the past few years. The color combinations will mostly be in checks and there will be a great variety of weaves. One sample has been made in which there are twenty-four color combinations in a single weave.

In cut also this new style sweater coat will take somewhat after the appearance of the mackinaw, the heaviness and firmness of the knit necessitating fuller bodies and sleeves and as the garment is a cold weather one there will be a roll shawl collar and a belt will relieve the looseness of the back.

1915 Summer Underwear 1915

for MEN, WOMEN AND CHILDREN

Unequalled for comfort, fit and convenience.

All seams elastic and reinforced.

The "New-Mode" Drop Seat Combinations

Made in high and V-shaped necks, short sleeves, ¾ sleeves, long sleeves and ankle or knee lengths.



AIRYWEAR

The most perfectly Ventilated Underwear for Men and Women. Lightness and Strength combined.

An Absolutely Closed Suit



THE REG'D NEW-MODE PATENT PENDING

THE above shown Combination Suit solves the vexing problem evident in ladies' combination underwear—the lack of convenience.

The "New-Mode" gives absolute comfort and convenience because of its body-conforming fit and the fact that it has the new drop-seat, which is not interfered with by any style of corset. It is a big selling line.

SAMPLES SENT ON REQUEST.

MADE BY

Harvey Knitting Co. Limited

AGENTS:

British Columbia and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N. B.

The newest idea in a combination garment.

Adapted to all styles of corsets.

The "New-Mode" Drop Seat Combinations

Made in combed sea island cotton.
Half wool.
¾ wool.
All wool, size 32 to 42 inch.
For Spring and Fall delivery.



Cashmere Sole to Make Silk Hose More Durable

One of New Lines on Market for Next Spring—White Will be Very Strong for Women But Weaker for Men—High Colors to Match Better Class of Gowns.

THE poor wearing quality of a large proportion of the "silk" hose placed on the market has set the manufacturers planning a more durable article with the attractive lightness texture and looks of the silk, silk fibre or mercerized lines. One of the results of this is a split foot sock, with a combination of cashmere and silk, the former being on the sole and the less wearing material on the upper part. One firm is installing new machines that will enable them to get out this combination and they believe it will prove a very attractive line in men's and ladies'.

A variation of this idea is being put out in a line of artificial silk over cashmere, the latter being inserted on the inside of the silk covering on the sole and used also at heels and toe. This novel line comes in black, white and tan, the last in men's only.

Another firm is getting out a new line of silk half hose, in black, tan and white.

Hosiery next Spring for women as in the Summer season now passing will be very much in evidence, for though the split skirt has departed into the limbo of discarded fashions, the skirts are so short that the stocking is in plain view. Judging by the season now in progress white hosiery will be even in greater demand than in the one that is now passing. This is the only logical conclusion when the present color tendency is considered. There is a decided shortage of white hosiery at the present time and orders are hard to fill. As the black shoe was so very prominent buyers were at sea as to tendencies so they played safe when orders were placed, and bought black in quantity. Consequently when the season developed and though the black shoe was worn the white stocking was worn with it. Buyers were not prepared for the demand that arose, and white hose are decidedly scarce. White hose have been extensively worn with black shoes this Summer.

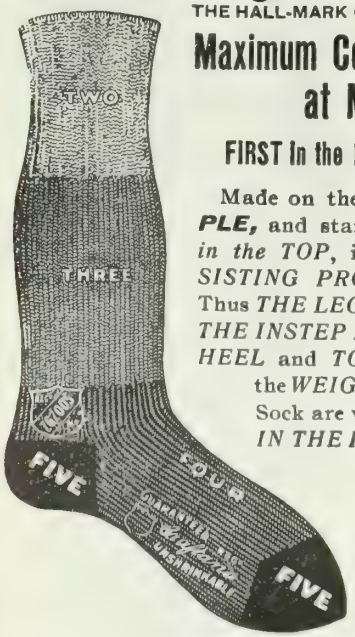


Ladies' knit bloomers, coming in both knee and ankle lengths, in black, navy and grey colors. Shown by Monarch Knitting Co.

Next Summer white promises to be more worn than in the present season and as it is becoming high style to wear the whole white costume the sale of white hosiery particularly of the more expensive type will show an increase.

(Continued on page 102.)

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.

BEAVER BRAND KNIT GOODS



The above illustrates only a few numbers from our splendid new Fall and Winter range of Ladies' Sweater Coats and Caps. These coats are knitted in a square check pattern, three-colored combinations, beautiful fleeced effect—a very handsome garment made from the best worsted yarns.

When sorting up for Fall and Winter, be sure that you get in a good supply of Beaver Brand goods. These coats are something entirely new and are sure to appeal to your most particular customers.

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba

H. Cook - - - Northern Ontario
W. Easson, C. B. Heath - - - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto

A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte, A. Malo — 26 Beardmore Building, Montreal

Straight Talks *from* Moncton

By Humphreys

NUMBER SIX



Unshrinkable Quality

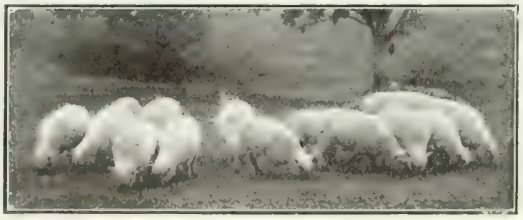
The first thing towards producing unshrinkable underwear quality is the selection of raw materials, then comes the facilities for the proper processing and manufacturing, and lastly the employment of operators who know.

Humphrey UNSHRINKABLE

Before this label is attached to any Humphreys garment, assuring the wearer that it is unshrinkable, we are positive that the assertion is correct and stand ready to make good the guarantee, for after all this label is our guarantee to the wearer and the merchant.

Humphreys Underwear is made of the finest Maritime wool, which is in itself unshrinkable and made doubly so by special processing in our most modern factory. Humphreys Underwear fits first and last because it is made to fit and does not shrink.

Send for samples.



E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.



Hermsdorf Brilliants

(REG.)

THE result of a new hosiery improving process invented by the laboratory that produced the famous

Hermsdorf Fast Black

"Hermsdorf Brilliants" answer the demand for sheer, evenly dyed (no streaks or splotches), silky appearing cotton hosiery.

You can sell them with perfect confidence, for the "Hermsdizing" process fixes both dye and silk-like finish so that the gloss and color are wear and laundry proof.

All the latest colors

Ask your wholesaler or importer for this new imported colored cotton hosiery.

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony
American Bureau: 235 West 39th St., New York



FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

JAEGER PURE WOOL

A GOOD HARVEST MEANS GOOD BUSINESS

You have doubtless bought lightly for Fall trade to enable you to reduce your stock. This was *good business*.

When the season starts you will need a great deal of sorting up to enable you to do *good business*.

It will be *good business* for you to place your sorting orders early before the wholesale stocks get too low.

Our travellers are starting middle of August, and will be prepared to handle *good business* promptly.

EARLY BUSINESS will be **GOOD BUSINESS** for you and for us.

WE ARE WOOL SPECIALISTS

DR JAEGER'S SANITARY WOOLLEN SYSTEM CO. LIMITED

Head Office and Warehouse, 243 Bleury St., MONTREAL

MILLINERY

Many Sailors Among the Imported Models

Some of the Advance Models Described—Black and White Leads, and so Far Colors Are in a Minor Place—White, Pink, Sky and Maize for Dressy Wear — Odd Creasing and Shaping of Brims and Crowns.

AMONG imported models late in July a large canotier shape had the brim cut in shape of a painter's palette with the curved end at the back. The brim was exceedingly supple and was covered plainly with tete de negre satin. The crown was low and flat and was softly draped with white satin and for trimming there was a mount of white coque in front.

Another sailor, this time a small shape, was made of white faille. The top of the crown and the brim was white, and the sides of the crown and the under brim were of black velvet. The brim was indented at the left side and the opening was filled with a mount of white cross aigrette.

Another model, very smart in its simplicity, was covered with black satin. The crown had a narrow white ribbon around it forming the background for a row of jet nail heads. The ends of the ribbon were spread out at the rear of the brim and caught by two bird heads of jet.

Another sailor was very large and the brim turned up and rolled on the left side. The only trimming this hat had was a rose of silver brocade and silver thread appliqued flat on the turned-up section.

Capelines are coming back with the revival of 1860 modes and a capeline with the flappy brim attracted a great deal of attention. The crown was lower in front than at the back and was entirely covered with narrow gold ribbon put on like braid row upon row. A large gold rose and gold and black brocaded ribbon was used as the trimming.

Another colored hat was of navy satin. The brim was raised on one side and wired, and the crown was higher at the left side than the right. This hat was trimmed with a white fancy hackle mount and a shower of the same was placed on the crown on the left brim.

FALL OPENINGS.

Millinery houses are busy with the advance arrangements for the opening up of the Fall season of 1914. Importations are daily coming to hand and by the end of July buyers were back from New York and the markets of Europe As the goods are received they are being put into stock. All departments will be in shape and both imported and domestic made model hats will be ready for the trade from the 10th to 15th of August.



ADVANCE FALL MODEL.
Cap like toque of black velvet trimmed with a burnt fancy in black and white.

Another canotier model was of black velvet with the brim considerably raised and curved at the left side. This brim was creased flat at the front and had a fan-shaped feather effect in white almost hidden under one of majesty blue ir front.

As a rule erect pile velvet is used but a small high toque designed by Lewis is covered with black panne. The crown is creased into three parts, one of which is over the front, and the other is flaring up behind. As seen in Paris this hat is trimmed with a paradise mount—one part being high in the center and the others curling over both brim and crown.

Black maline and black velvet were combined in one of the new high crowned sailors. The narrow brim was covered with black satin and the crown with black maline and a fringe of uncurled ostrich was used to edge the brim.

The above descriptions of some of the imported hats will show the leading ideas for Fall, and will emphasize the relative position of black and white and colors, as well as the number and variety of the sailor models. One idea that it does not convey is the vogue of the extreme as displayed in the odd creasing and shaping of both brims and crowns, as well as in the height and varied effects in feathers. All black or black and white, and black relieved with either gold or silver is to be the leading idea in the general trade. This may lead the high class trade to adopt colors when the season is further advanced. Colors all promise to be dark and dark blues, browns, wines, and green shades are those most promising.

The all white hat and pale pink, sky blue and to a less extent hats of pale maize or canary yellow will be very popular for dress wear. Hats of this kind will be trimmed with breast wings and ostrich to match, beads, and gold and silver trimmings.



Our Showing at Toronto commences Monday Aug. 17th.

Commencing with the above date our show rooms will be open to the trade. We especially invite you to inspect our carefully selected showing. Our time is yours, our facilities for the comfort of our visitors are the best possible. Stock complete in all departments.

We're only a few minutes' walk from the Union Station, 94 Wellington Street West.

D. McCall Co., Limited

TORONTO

Novelties in Materials and Trimmings

Black Velvet, Burnt Ostrich and Flat Flowers—Paris is Bringing Out Large Hats, but the Small Models Are Expected to Sell Over Another Season—Sailors the Leading Shape in Both Large and Small Hats—Introduction of Long Line From Back to Front.

AN unsettling note from Paris is the unexpected re-appearance of the large hat, but there seems to be little doubt in the minds of the trade as to the continuance over the coming season of the small hat. The large hat is most probably a concession to the Summer season, and will doubtless find its place as a dress and evening model, while the small hat will rule for street wear. The majority of buyers will doubtless show both sizes. No matter what way the question of size may be settled there is no doubt about the leading shape. In both large and small shapes the sailor rules. Large shapes have rolling picture brims, and in direct contradiction come the jaunty high-crowned affairs with exceedingly narrow brims. A shape that is distinctly new is the square brim sailor. This model like many more of the new shapes has the edge bound with a cord or moire ribbon, and has as trimming a pleated rosette at each corner. Each season, almost, turbans are shown until it is a matter of surprise that anything new in this shape can be shown. The new turbans come draped in peaks in helmet fashion and shooting over the crown. Many turbans show the high brim almost level with the crown, and with wing-like projections shooting up at one side.



NEW YORK MODEL.

Sailor model in black velvet. The moderately high crown is draped. Burnt ostrich quills are placed around the crown, centered with a made bird-like fancy in front.

Cap effects come in tam and student shapes, and some very graceful tricorne models are showing.

One feature that strikes a new note is the introduction of the long line from back to front and the graceful droop of the brim from back to front. This touch comes from the 1860 models, and comes in the shepherdess and boat shapes.

Both feathers and flowers will be used to trim the new hats. Many feather novelties are offered. Ostrich will be prominent both in burnt and in novelty effects. Bands of ostrich ending with a mount are to be popular. In burnt novelties long single feathers to be used quill fashion have the flues next to the quill burnt, while the end is in its natural state.

Strachan, Burden & Plaskett, Ltd.

We extend a cordial invitation to the trade

To visit our

Millinery Opening

Specializing Hat Shapes This Season

Strachan, Burden & Plaskett, Ltd.

The largest exclusive Flower and Feather House in Canada

59-61 Wellington St. W. TORONTO

Fiskhats and Fisk Millinery

STYLE

QUALITY







FALL STYLES
are now on display

Complete showings of FISK MILLINERY
in markets readily accessible
to Canadian Buyers

CHICAGO, 225 North Wabash Ave.
NEW YORK, 29 West 38th Street
CLEVELAND, 414 Superior Ave., N.W.

D. B. FISK & COMPANY
225 North Wabash Ave. Chicago.

For Those Who Are Not "Natural Born Buyers"

Milliner Should First Master Trend of Styles, Then Choose Ones Likely to Suit Her Customers—Tabulate Stock Sold at Full Price During Previous Season—Protection from Wholesalers.

Written for The Review by a Business Woman.

THE millinery trade has reached a point where the coming season is of more importance than the one now closing. It is too late to remedy past mistakes, and all that can be done now is to bury them, and plant a mental headstone over them, to insure that there shall be no repetition. Everybody makes mistakes, and costly ones at times, but the person that persists in the making of the same mistake, time and time again, will never make a business success.

Like all other branches of the dry good business, the millinery trade is changing and developing. As is the case in all periods when changes are coming quickly, it is not an easy matter for either man or woman who loves the traveled way, to branch out upon those that are new and untried. Changes are coming about in the manner of handling goods, of buying, and the whole relation of the business, in both the retail and the wholesale branches, is experiencing a fundamental change.

The past month has been one of uncertainty as to Fall ideas and may be regarded as the quiet time that comes between seasons. Wise milliners take things easy, and recuperate before the very strenuous time that will be upon them in the course of a very few weeks. As to the Fall situation at this period, the attitude of the trade is one of waiting, as the period from a fashion viewpoint is one of uncertainty. This is the time of the year when advance information is of vast importance, and the milliner who buys her own goods, or has charge of the buying for some store, should study most closely all that comes in her way regarding the sweep of the fashion tendencies in foreign centers. Styles change very quickly nowadays, and one novelty treads on the heels of another; but milliners have numerous avenues through which they can obtain authentic information. The trade papers play an important part in transmitting authentic style information, which they obtain at a very early date, because of the intercommunication which they maintain with the different producing markets and the leading fashion centers.

Ones Best Suited To Your Trade.

Besides mastering the trend of style, the good buyer will check them up, and select those that seem best suited to the trade she is doing, for though the tendency is towards buying better goods, the bulk of the business is still done in popular-priced millinery. Even here there is a change, for one reason why styles all come round again to simple trimmings is largely because the woman who buys a moderate priced hat, now chooses one of good material simply trimmed, in preference to the hat of cheap material covered with flimsy trimming. This tendency is hard on the workroom, and is one of the new problems before the milliner of to-day.

The great present problem is the buying of the stock for the coming season. The milliner, like all other people in business, has to keep constantly figuring how to make her business pay better. The cost of doing business is increasing fast, rents are higher, so are wages, and to keep up with the procession demands that her store shall be fitted with fairly expensive fixtures. Moreover, the more frequently style changes, and the call that comes immediately any novelty is launched, makes it more difficult to keep stocks down to a reasonable, not to say profitable, limit. And if the stock is not kept down, it is impossible to turn it over. Therefore, the milliner has to keep an eagle eye on her stock so as to keep it within reasonable compass, as well as to stock the novelties as they come along.

The retail business is an entirely different proposition from what it was even ten years ago, for the milliner must have the novelties as they come out, or she will lose her trade, and she must keep her stock down to certain dimensions, or she will lose her turnover, and make no profit.

It is no use planning the selling end carefully, and devising all manner of selling schemes, or of bettering the store service or equipment. All these things you have got to do or your rival will beat you out, but to make money out of your business is first and last and all the time a problem of buying rightly.

If you ask an experienced head of a department in a wholesale millinery house why a certain milliner has not made good, ten chances to one the blame will be put upon careless buying. Many milliners give their orders in such a manner as to suggest that they have not gone carefully through their stock, or have not considered as to whether they could not proportion their orders better.

What Was Sold In Previous Season.

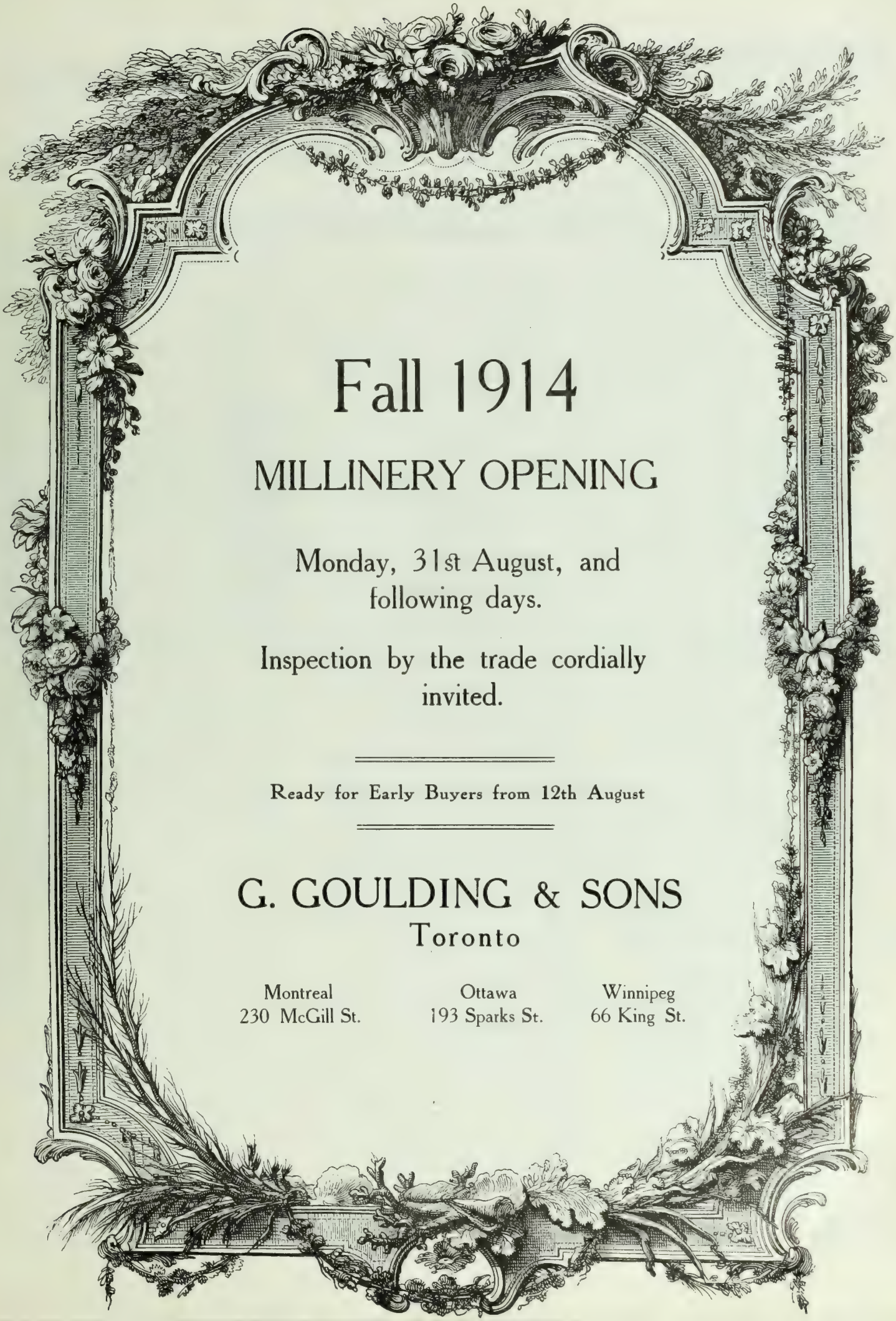
When milliners come in for the openings, all too often they do not know accurately the amount of goods they have ordered previously from the travelers on the road with advance samples. Every milliner down for the opening should have this information carefully tabulated in easily get-at-able form. She should know, besides, just how many hats, and how much of each class of material she sold for full price during the season before. She should have a list of all her duplicates, special and advance orders made out. In short, she should have at her fingers' end a record of her sales during the past season. Then she can judge intelligently of the quantity of goods that she will require to carry her through the one that is beginning. The woman who comes in to the openings and goes from warehouse to warehouse without properly made out lists, buying only as her instinct directs, can never have a well-balanced stock. Some items will be forgotten entirely, others will be duplicated, and more important still, she will be sure to overbuy. Then, later, will come returns and all round dissatisfaction.

Make It Worth a Firm's While.

The first question in buying is the selecting of the jobber who can best supply your needs. This does not mean that you should make a hard and fast rule to buy only from one firm, but it is wise to give enough of your business to one firm or a few firms to make it worth the while to consider your account. If you do this, they will take care of your interests in many ways; they will keep you posted as to style changes, and you will have an avenue open through which you can procure scarce goods.

Careful judgment goes into this selecting of the right house to buy from, but of even more importance is the buying in the right proportions, and never buying so heavily that you are over-stocked.

There are women in the trade that are "just natural born buyers," but there are very few of them, and with the majority it is knowledge and intelligence, allied with experience, that goes to form the good buyer. Buying is too important and its result too far reaching, to allow of guesswork, and it is just because so much guesswork is done that there is so much money tied up in slow-moving stocks at the present time.



Fall 1914

MILLINERY OPENING

Monday, 31st August, and
following days.

Inspection by the trade cordially
invited.

Ready for Early Buyers from 12th August

G. GOULDING & SONS
Toronto

Montreal	Ottawa	Winnipeg
230 McGill St.	193 Sparks St.	66 King St.

FOOTWEAR DEPT.

Montreal Firm to Double Space for Shoes

John Murphy Co., Ltd., Will Increase From 16,000 to 35,000 Feet —Will Add Chidren's Section—Dyeing Done to Slippers on Premises—Findings Catch Eye of Customers.

By a Staff Correspondent.

MONTREAL, July 31.—(Special). —The shoe department of the John Murphy, Co., Ltd., occupies about 16,000 square feet of floor space at the present time, but the business has grown so rapidly that plans are now under way to move the department to another portion of the store where more than double the space will be devoted to it. The present location of the shoe department is on the first floor, just in front and to one side of the elevators. Every passenger from the elevators has to walk past several big display cases, in which shoes are attractively shown; in order to get to the other departments on this floor. This is a feature that has led to many sales that might not otherwise have been made.

Will be Next to Millinery.

The position of the shoe department now is alongside of the dress goods and silks. It is proposed to move it to the second floor, adjoining the millinery. In the new location there will be some 35,000 square feet of floor space. The present limited area of the department has shown the need of certain improvements and innovations, and these will be taken care of laying out the new location.

Special Children's Section.

"We will have a special fitting section and a children's section, when we move," said Mr. Tinsley, the manager of this department, in speaking of the proposed change. "We have felt the need of more space for sometime and now the arrangements are practically completed for our new quarters. There is not sufficient room here for fitting and our trade in children's shoes has increased to such an extent that a special department for them will be provided."

In conversation with the buyers of several other stores reference was made to the advisability of having the shoe department located near the hosiery or the dress goods departments for instance, so that gowns or hose could be matched with shoes, with the least trouble. Mr. Tinsley was asked his views on this point and replied that had no particular preference so far as location was concerned. "The location," he said, "is not as important as having the right class of goods. If you carry the kind of stock the people want they will come to you anyway. I think the best situation would be the ground floor, but next to that I think our position here, next to the dress goods and silks, is the choice. I do not think, though, that it makes a great deal of difference.

Special Attention to Fitting.

"We pay special attention to fitting. We have a large variety of styles and widths and we endeavor to give our customers shoes that will be comfortable. It does not matter what size a shoe is marked. It's the fit that counts and if our saleswomen find that a certain size is too targe or too small they keep trying until they get a size that fits the foot and feels comfortable.

Match Slippers With Gowns.

"Our business is exclusively with women and a good deal of it is high class trade. In this connection we have found that our plan of dyeing slippers to match gowns has been a very successful feature. We do our own dyeing, on the premises, and when our customers have any difficulty in getting satin slippers to match their gowns we show them our shade card, with over 50 shades to choose from, and when they have selected the shade desired we can dye them almost immediately. It is easy to dye any shade required and the results have been very satisfactory. We have never had any goods brought back on account of unsatisfactory dyeing."

The importance of careful buying was emphasized by Mr. Tinsley. He believes in buying a good variety of styles and widths and in getting a good profit early in the season. Sales are necessary to clear out odd lines and they also help to sell regular lines.

Waiting for a Sale.

"There is always a reason for clearing out a line, both with manufacturer and retailer. Either it is not a complete line, or it is a little out of style or something is wrong. Customers have said to me sometimes, 'Oh, I guess I will wait until you have a sale, then I can get something cheaper.' I say, 'Yes, you may get something cheaper, but remember you will have to take what you can get. You will not be able to get the careful selection and the fit you can obtain by buying from regular stock.' While, of course, it is true that sales to some extent interferes with our regular business, for a woman who buys a pair of shoes at a sale will probably not want another pair right away, yet it helps very often, too. When customers cannot find just what they want in the sale lot we can show them something from the regular line at a little higher price and if it is satisfactory can make the sale."

Shoe Findings.

The importance of shoe findings or sundries is not overlooked in the Murphy store, for a large glass front display case, with polishes, laces, arch supports, etc., is located alongside the elevators, with a large lettered card "Shoe Sundries," thereon. Showcases are a prominent part of the equipment. Silent salesmen, counter cases and table cases border the side and one end of the department, which is about 120 feet long by about 35 or 40 feet in width. In addition there are three long cases and

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

THE OLDEST AND LARGEST MANUFACTURERS OF DRESSINGS IN THE WORLD



"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it

Shines Without Brushing.

Sponge in every bottle, so Always Ready for Use

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use.

Shines Without Brushing.

10c size.



IF YOU HAVE NEVER SOLD

Whittemore's shoe polishes you should at least give them a trial. You will make no mistake in doing this because it is the almost universal experience of merchants that they sell readily and quickly. A counter display alone will sell large quantities.

ASK YOUR JOBBER'S SALESMAN ABOUT THIS

DIRTY CANVAS SHOES

Made perfectly clean and white by using Whittemore's "QUICK-WHITE" Compound. In liquid form so it can be **quickly** and **easily** applied. A sponge in every package, so always ready for use.

10 and 25c sizes.



"DANDY" Russet Combination

Liquid for cleaning and paste for polishing all kinds of russet, tan or yellow-colored boots and shoes. Cover remover attached to each box.

10 and 25c sizes.



tables directly in front of the elevators on which timely displays are made. Settees for fittings are placed down the centre of the department and the stock is carried in high fixtures at one side. There are a series of alcoves in these fixtures where reserve stock is kept, each style, quality or material, in its own section.

Newspaper Ads. Best.

Window displays and advertising are charged against the department, according to the space used. Owing to the fact that it is not always possible to have a shoe window, on account of the many departments to be served, Mr. Tinsley relies more on the newspaper advertising for keeping before the public the fact that they are prepared to provide for their wants in shoes as well as in other directions. He is a firm believer in the value of newspaper advertising.

SHOE AND LEATHER FAIR

The International Shoe and Leather Fair will be held in the Royal Agricultural Hall, London N., on October 5-10 next.

A Forecast for Spring, 1915

WHILE nothing authoritative can be said at this date about Spring styles, a glance at prevailing opinions and styles will serve to point the direction they are most likely to take. Extremes are dying out even in the metropolis cities of the world where the fads receive more recognition than they do here. The shoe business is becoming as changeable as that of autos or women's clothes, due, no doubt, to the fact that the variations in the latter control the destiny of shoes. Dancing and the further shortening of skirts both presage a still closer attention to footwear. But the education of the public along all lines has caused a distaste for extremes, so that any changes are more likely to include a toning down of patterns than an increase in them or a change of last. It is claimed by some authorities that the better stores will cut out the long English vamp entirely and from Paris comes word that a short vamp and a square toe is coming in there.

Uncertainty of style is such that dealers are very chary of contracting for Spring. In a general way, however, it is safe to say that rubber and elk hide soles will be with us next year as favorites. Flat flange heels for men and kidney for women's shoes will predominate.

Unless a radical change occurs in women's dresses and hosiery over Winter, tans need not be looked for except in a few mahogany shades.

In men's shoes and Oxfords, however, mahogany, chocolate and light tan in the order named may be expected to survive.

Dark buckles on women's pumps are here to stay for a time. Patent leather shoes with cloth tops in black, and for Summer wear in grey and white, may also be counted upon strongly.

Aside from these few lines, that shoe man is safest who folds his hands for a while longer, lets the other fellow do the worrying and pursues the even tenor of his course of watchful waiting, inasfar as any prophecy of 1915 styles is concerned.



This is a partial view of the shoe department of John Murphy & Co., Montreal. Elevators are located at end of fixtures on left. Note high case for shoe sundries directly alongside elevators; low display counters; silent salesmen form dividing line on right from dress goods section. This department has been found too small for growing business and more than double the space has been arranged for in the Fall.

What Dealers Have Finally Decided on for Fall

Confidence Returning, as in High-grade Lines Normal Business is Reported—Short Vamp Coming Into Favor—Fancy Tops in Fabric and Colors Meeting With Little Support—Rubber-Soled Stocks Cleaned Up.

From Interviews with Canadian Manufacturers and Retailers.

FALL orders for men's and women's shoes are practically all booked, and some of them even made up, so that it is possible to arrive at the general average of opinion as to the trend of the public taste and Fall orders in these lines.

In the cheaper lines, business has not not encouraged heavy Fall buying, nor the introduction of many of the new lines by the retailers, so that they have mostly confined their booking to the filling up of missing sizes of the lines on hand. Their buying has been of a hand-to-mouth order mainly. Manufacturers, while complaining of lack of business in these lines, are feeling encouraged by the present outlook in general.

Good Business in Better Lines.

The conditions are radically different in the high-grade lines handled in the large city stores, and more and more in the smaller stores of Canada. There is not, nor has there been, any noticeable falling off in their business this year, so that their buying is on a normal basis as far as demand goes. Conditions are well illustrated by the case of one large dealer whose May and June trade exceeded that of 1913 in his high-class goods. But when he offered remnants at reduced prices that insured better value than he had ever offered before, his turnover on the sale was much less than that of 1913, because the usual buyers of cheap shoes, he found, were hanging back.

Bizarre Not Popular.

There is considerable difference of opinion on the subject of extreme styles, but the preponderance favors the cutting out of the bizarre. At that, however, a few large stores that should be in a position to judge have gone in rather heavily for odd effects, particularly in women's pumps. However, the tendency of the buying public appears to be moving in the direction of distinctive usefulness in its footwear rather than useless distinction, and people who were buying three-dollar shoes two years ago are now paying five and six.

Shortening of the Vamp.

The outstanding feature of the Fall lines has been the shortening of the vamp. Some high-class dealers are plunging on these lines; a few refuse to give it serious attention, in spite of which it is very likely to fill the wants of a large number for a less extreme vamp. High toes will no longer be found in the best grades, but will continue in

(Continued on page 56.)

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

"Footgluv Jim"

Meet Him

He Pays Your Profit

Well—How?

"Footgluv Jim"

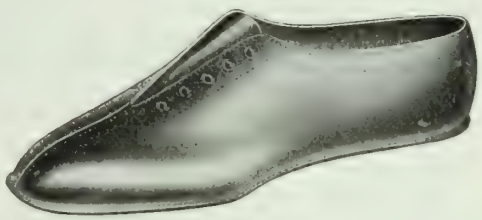
Is the new Gymnasium Shoe just offered by the Sultana Mfg. Co., Cincinnati, *at a price* enabling you, Mr. Retailer, to sell these shoes at

RETAIL AT A DOLLAR

and still net you a nice profit.

Gymnasium Shoes

such as these, at a dollar per pair, will earn your store a reputation as athletic headquarters.



Chrome Sole, Calf Upper, No Rough Edges, Won't Sag at Heel or Ball. Every Pair Warranted.

Sultana Mfg. Co.

313 FINDLAY STREET

CINCINNATI, - - U.S.A.

Makers of The Celebrated "Footgluv" for Home, Tourist and Year-round Comfort Wear.

Making Polishes a Good Paying Department

Prominent Display by North Bay Firm Brings in Splendid Business—Practical Hints on Building Up Profitable Trade in Polishes.

SHOE polishes are an important part of every shoe section, and can be made one of the best paying in the store if pains are taken to build up sales.

In an enquiry among a dozen or so dry goods stores in different parts of Canada The Review was informed in most cases that some display of polishes was made, although a few did not do so. The value of this in itself as a factor in selling is shown by a statement from Messrs. Ross & Warmington, who declare, "We display polishes in the shoe department, and find a ready sale for them."

Messrs. Beamish & Smith, of North Bay, carry the argument further, and their testimony should open the eyes of every shoe manager who cannot report a similar result. They say:

"We wish to advise that we carry a complete stock of shoe polishes in our shoe department. These are very prominently displayed in a six-foot glass salesman, in a most prominent place in our store, with the result that the sales of shoe dressing make a very nice department in themselves."

Practical Plans

In an article on the subject of increasing sales of polish, Louis M. Hannum, of Cambridge, Mass., suggests that every shoe clerk should be educated in special salesmanship. In the case of shoe polish the necessary knowledge could be readily picked up, as the clerk is usually well enough informed upon the material in his shoes to be able to select the variety of polish that is best suited to particular cases.

A careful reading of the labels, directions, etc., on all the shoe polishes carried in the store will familiarize him with the uses to which each is adapted. He should then show to each customer the polish or dressing best suited to his shoes and, if possible, sell a package to him. This will save time of both customer and clerk, and insure possession of the right polish when needed. The small cost of a package compared to the cost of the shoes tempts the customer to make the purchase complete and save inconvenience later.

Force of Habit.

If a shoe dealer will impress upon his clerks the importance of selling polishes in this way, he will secure a large polish trade by force of habit of his clerks in pushing sales at every opportunity. Some retail dealers carry a full line of polishes in a convenient place in front part of store and find it a very good advertisement and a profitable reminder.

Some manufacturers of shoe polishes have furnished to retailers, as premiums, attractive show cases, in which to display polishes and findings, making a special feature of this department, placing the show case in a conspicuous place near the entrance, where customers will be reminded of these little things and be prompted to buy, even if seen from the street while passing, and sometimes this case or a good display window will draw trade into the store, and a sale of shoes and a permanent customer is made.

FOR SPRING, 1915.

New York, Aug. 3—(Special).—A new last will be on the market, with medium high toe and short vamp.

Button boots for women are strong as this year.

Soft tones will be popular with cloth, kid and suede uppers.

White footwear will be in even greater demand than this year, so do not be caught napping again

Colonials in low shoes will be strong, with small ornaments, and buckles promise to be very weak.

The opportunity for making the sale of polishes and dressings a conspicuous item on the profit side of the retail shoeman's ledger was never greater than now. To-day there is a dressing for almost every kind of leather and the larger number of shoes sold, especially women's, misses' and children's, are of material that necessitate constant attention if the wearer is at all concerned with her footwear appearance. Of course, the first person who must be educated to the advantages of each of the different kinds of polishes or dressings the down-to-date shoeman of to-day is expected to sell, is the proprietor himself and his sales people. It is even to be desired that each salesman could be given an opportunity to test for himself or herself just what the dressings that are being handled will do. Such a demonstration is usually possible at the shining stand or in the repair department, where cleaners, dressings and polishes of almost every description are as necessary to-day as sole leather.

Unquestionably a thorough understanding of the product he is offering and confidence in what it will do is of prime importance in increasing any salesman's polish sales.

Make Shoe Shining a Part.

The consumption of the better grades of cleaners, polishes and dressings in the shoe store can be increased by making the shoe shining stand a part of the service you are prepared to sell. Well-worded cards suggesting a visit to the store's boot-black will effectively augment the salesman's efforts to encourage the spending of a few moments' time in this department. There are many devices for attracting trade in shoe polishes as in other things and it is a stepping-stone to larger sales and new ways of interesting the public in one's stock to thoroughly study the labels, directions, etc., on all polishes and be able to assist a customer in selecting the best for his use and thus pleasing and instructing him or her when a new kind of shoe is purchased and the proper dressing and renovating of it is an important question with the customer.

WHAT DEALERS HAVE FINALLY DECIDED FOR FALL.

(Continued from page 54.)

the cheaper ones. This Fall's shoe, in both men's and women's, varies from the new short to the old long vamp, with the former strongly featured. The toe will be flat; and in a few good lines only is there the slightest raise. The recede toe is here to stay, but the medium is in greatest favor, another indication of the avoidance of extremes.

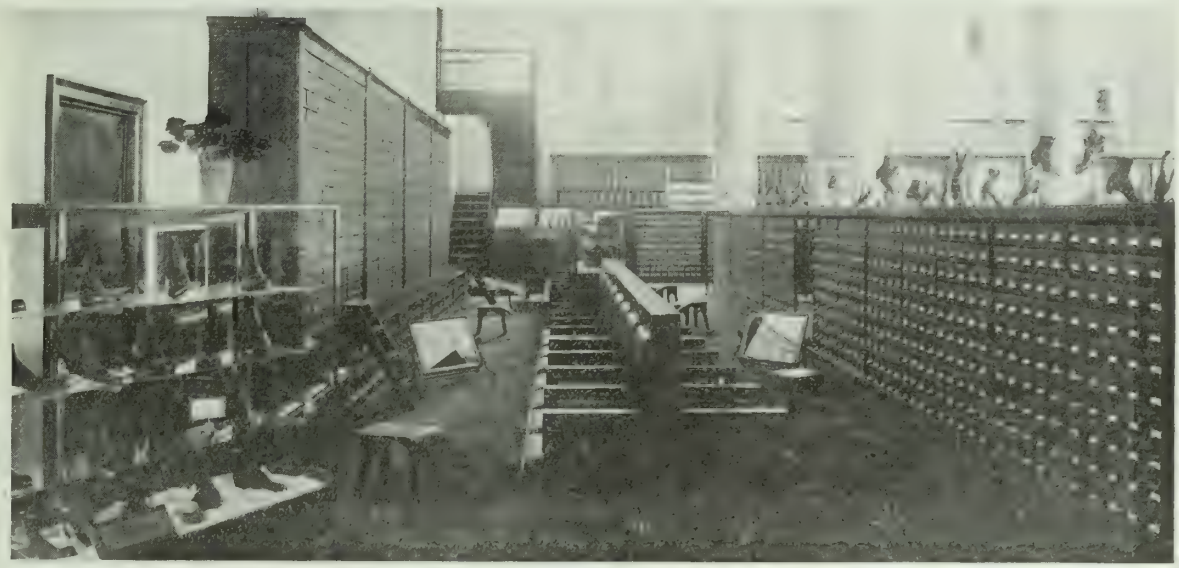
Rubber Soles Very Strong

Stocks of rubber soles have generally been cleaned out as a result of the hit they made.

The low flat heel or a variation of it appears in most Fall lines ordered. The "flange" heel for men and the kidney or leather Louis for women in pumps, slippers and boots is a noticeable feature of Fall orders. Wood heels covered with black celluloid are strong in patents.

There is no greater variety than usual in men's lines. Tan in the dark shades is going into Fall lines, as it did in Oxfords. Chocolates and mahoganys are the favorites. In patent leathers, cloth tops are the sellers.

View of Ladies' Shoe Department in a Calgary Store



CALGARY, July 31 (Special)—There are several features to the shoe section of the Hudson's Bay store here which are unique. Take for instance the stock boxes, which are used throughout instead of cartons. When stock comes in it is immediately transferred to these boxes, which are a nice dark green, fitted with brass pulls, and a frame, containing card bearing description of stock.

This card serves several purposes. If the box is full, the card is in its proper position. If the shoes are sold, the lid is on the bottom of the box. Every morning, clerks go around taking note of goods which have been sold. The boxes are re-filled, and the lid placed on top. If a line is sold, the card is turned upside down in the frame. This is of great assistance to the buyer, who knows exactly what lines are sold out.

A man is employed in a stock-room, reached by the stairs shown in the picture. Every morning the clerks supply this man with a list of stock required. The stock is supplied, and the clerks themselves place the stock in boxes. This work must be completed every morning by ten o'clock.

Their policy is not to show too many goods to a customer, the idea being that a big display is confusing, and delays selection. There are only four showcases, and an extra one for findings. There are two distinct sections, one for men, and the other for ladies. There is seating capacity for 70 persons. A staff of ten is employed, three ladies and seven men. The fixtures are low, and easily reached, except at the wall, where a traveling ladder is used.

At the rear is a shoe shine, with chairs for three, for both ladies and gentlemen. In the West, men and women are quite used to sitting together when having their shoes shined. No coupons are given when shoes are sold, as is often the custom. Five cents each is charged, and the shoe-shining department makes $75 a month, which pays. It has the advantage of bringing people to the store.

H. Taylor is the buyer. He was appointed last May, and was formerly with Stanley Mills & Co., Hamilton, Ont. J. P. Kavanagh, formerly with A. E. Rae Co., Limited, Ottawa, is assistant buyer.

DRESS FABRICS
AND SILKS

Silk Fabrics Have Been Ordered Freely for Fall

Satins, Crepes, Taffetas and Failles the Leading Materials—The 1860 Colors the Newest—Black and Dark Blues the Best Selling Colors — Greys and Brown Shades Coming to the Front — Gold and Silver Tissues in Paris.

FROM various market reports it is learned that buyers are only taking raw silk for present delivery. Stocks in the hands of the mills are low, but manufacturers are not inclined to make any large purchases until the situation regarding the new crop is clearly outlined. When this time arrives they will know more definitely than at the present moment what will be the extent of their requirements for the season now opening. Prices are very firm, and certain grades show some slight advances. The new Italian crop is reported to be 10 per cent. above the average, but the cocoon markets are closing at an advance, and the new silk promises to be high priced.

The Yokohama market is steady and there is a fair amount of business passing. The shipments of raw silk this season have reached 200,000 bales, against 180,400 bales last year. To the United States 143,800 bales have been sent and 52,800 to Europe. The stocks on hand total 2,500 bales. The Canton crop is about the same as last year, but damage to the fourth crop is reported from floods, and many holders are withdrawing from the market.

The silk business for the season now passing has been ahead of the same period in the previous year, and it is not too much to say that there has been no echo of depression in the silk department. Silks have been fashionable and people have satisfied their needs, and have paid the prices asked. There is a decided fashion development favoring bright finished silks, and again satins stand supreme on the list. Crepes are in second position, with crepe de chines as a staple fabric. Cords, failles, taffetas, warp prints, Roman stripes, and plaids are all to be good for Fall. There is a very well defined development favoring stripes, and, besides Romans and the newer Scotch stripes, Pekins and other fancy stripes are being taken up. Roman stripes have sold exceedingly well during the Spring and Summer season, and will continue to do so through the Fall.

Greater Yardage Needed.

Another feature that must not be lost sight of in buying is that the new styles call for more material, and that this feature alone means that a greater yardage will be sold than during the past season, and though the extremes predicted in some quarters will not materialize, allowance of from 1 yard to 1¾ yards must be made. This is not much in itself, but the aggregate means a big increase with the manufacturer.

Taffeta, it is authoritatively stated, is to continue in high favor, and buyers are favoring the yarn dyed silks that Zurich produces. The Zurich mills have received large orders for taffetas and manufacturers report the output as sold up to the new year.

Taffeta is to be used for millinery as well as for dress and trimming purposes. Taffeta will be combined with lace in the production of dancing and dressy gowns. The taffeta foundation veiled with lace and with the new basque bodice of the same silk is indicated as the latest style development in dress.

The new styles in dress are taken from periods when taffeta was worn, and if taffeta is accepted, then velvet follows and a very likely combination for the coming Winter is that of velvet and taffeta. This combination is approved now by many of the leading dressmaking houses, and taffeta dresses worn with a velvet cape are a recent idea. The velvet corsage is worn with the taffeta skirt.

Such 1860 tints as dove, grey, pearl, beige, tan and mastic are new, though the craze for navy and black still continues, and the corsage of one color worn with a skirt in strong contrast is also high style. At the French Derby a Cheruit dress had the skirt of French grey taffeta with the corsage in rose. The tunic was semi long and also of rose taffeta. This dress was embroidered in silk floss in varying shades of grey. Purple and puce are other colors talked of for the coming Winter.

Bengaline and Faille.

Faille is to be popular as well as taffeta, and it is said that the leading couturiers are all ordering faille in dark colors. Bengaline is expected to take the place of faille on the New York market, therefore both should be good here. There is marked favor accorded to striped bengalines both in Roman and fancy stripes. Brown in various shades is coming to the front. Other leading colors are dark blues, Bordeaux, mulberry and garnet, plum and smoke grey. This latter color will be much used for millinery. Here grey shades hold a very conspicuous place.

Tissues In Gold And Silver.

For evening wear, Paris is featuring some wondrous tissues in gold and silver. Brocades are showing with large metal flowers thrown on the surface. Gold and silver brocaded grounds have large floral patterns printed over them. Cloth of silver and of gold is to be used for foundations of evenings gowns, and bandings of the same will be used to trim both the tunic and the waist. Taffetas and other silks with patterns in metal brocade are looked upon with great favor.

Chiffon velvets, velvets, and dress plushes will be wanted for both dresses and trimming purposes. Many dresses will show velvet in solid colors or in fancy stripes in combination with silk or wool materials.

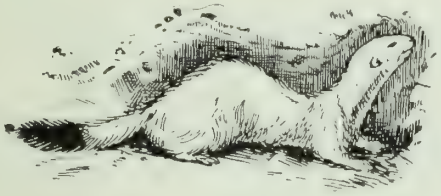
"By these names you know them"

Dominion Textile Co's
New Fall Range of
Famous Fancy Fabrics

is now on the
Market

¶ The designs, colors, patterns and finish are better and more numerous than ever before.

¶ Don't fail to see this big line of "Magog" Samples for Fall 1914.



Erminette Flannel



Rob Roy Checks

These Three Lines are 10c



Empire Twill



Lapland Robes



Deutchland Flannel



Angora Flannel



Monoplane Flannel

Four Big Lines at 11½c

Three Leading Lines at 8c

Saxony Flannel
Meleton Suiting
Reversible Saxony

German Flannel

Big Value at 16c

Dominion Textile
Company, Limited
Montreal

"Your Jobber has them"

Sheer Transparent Fabrics Will be Strong for 1915

Organdies, Swisses, Lawns and Voiles Are the Novelties—Crepes Finishing the Season Well and Will Continue to be Popular — Heavier Cottons Needed for Suits and Separate Skirts.

THIS is the end of the season in cotton dress goods and the trade both in its wholesale and retail branches are intent only on clearing out the balance of the Spring line. Crepes are holding their first rank right up to the end of the season and there is little price cutting on really desirable lines as the majority of buyers have disposed at full value of the bulk of their stock of high-grade cotton crepes. There are some cheap crepes on the market, but the bulk of them consist of narrow widths in printed materials. Crepes have sold so freely right up to the end of the season that buyers are including crepes in the purchases they are beginning to make for the season of 1915.

Sheer materials are being conspicuously featured for the Spring and Summer seasons of the coming year. Paris is interested in sheer fabrics, and manufacturers are including them in all their new lines. There is a widespread belief that skirts are to be wider and that flounces and ruffles will call for the return to the very sheerest effects in cotton materials.

The majority of buyers favor voiles, and this fabric is shown in the majority of ranges and is given a high place. Voiles are looked upon as certain both in plain and in novelty effects, and will certainly be shown in many new effects.

Organdie for Dresses.

Organdie has been used mainly for collars and for waists this season but another Summer this material will be in vogue for dresses. Very charming dresses are made of organdie, but the organdie dress when soiled has to be sent to the cleaner, and moreover, it is too frail a texture to give good service. Organdie is one of the materials that will have to be reckoned with and will be shown in plain and in striped and in floral and novelty plaids. Checks and stripes will be strong in Spring lines and novelties in the nature of checkerboard effects are being shown.

Thin and semi-transparent weaves dominate in white goods, and manufacturers are putting on the market both old and new ideas in weaves and fabrics to keep the buying public interested in this new development. The revival of organdies has brought Swiss muslins and Persian lawns to the fore, and during the Spring of 1915 the development so far as can now be seen tends in this direction.

The beautiful novelties in crepes and the interest they have created mean that crepes will again have a high place in the coming Spring. Rice cloth is another material that is expected to sell again another Summer.

Street suits of white cotton materials are the high novelty and therefore materials that are of a firm nature and which tailor well will be wanted both for suits and separate skirts. Therefore ratines, piques, poplins and various cords will be good. The return of suits means also that linens will be more sold than for several seasons.

Bigger Yardage Pleases All

Prices of All Woolen and Worsted Goods Are Advancing, and Besides it Will Take More Material to Make the Long Tunicked and Flounced Dresses Put Out for Fall.

ONE feature that the manufacturer, the distributor and the retailer are in accord in congratulating themselves over is that the long tunics, the flounces and the pleated skirts mean that an increased yardage of material will be wanted during the coming Fall. For quite a long period now very little material has been needed for either dress or suit. The trade in all its branches has felt the shortage, hence the feeling of satisfaction over the prospect of a change in the opposite direction. The reported increase comes from one to two yards for either suit or gown and in the aggregate will mean a material increase in the yardage sold in the coming season.

Reports from the New York market continue to emphasize broadcloths. The broadcloths that are selling have the high lustre finish, and fancies such as Roman stripes are selling quite as freely as the plain cloth. In this market so far, black has been the best seller, to which may be added navy and crow blues. Broadcloths in fancy colors are beginning to be taken for evening capes and for fancy gowns in combination with velvet.

News coming to hand of the trend of styles in Paris lays great stress upon the quantity of black materials worn. Black, and black and white are much more popular than colors and therefore we may look for a big increase in the sales of black materials in the coming season. Broadcloths, serges, cheviots, gabardines, zibelines, eponges, and various weaves of crepes will all be wanted, and voile, which has long been absent, is slated for a revival.

Buyers who have been over in Paris last month say that fashions are veering round to modifications of 1830 styles, and that the colors so popular then are coming to the front. This means that many shades of grey and shades of brown, will be good, as well as myrtle, olive, garnet, wine, magenta, purple and puce, also sapphire blue and various shades of yellow.

Almost indistinct stripes and plaids, and checks in cheviots, gabardines and other materials have been found very desirable. Velour cloths are very popular with the better trade.

NEW FALL LINES.

MONTREAL, Aug. 3.—(Special.)—A number of new lines are being shown in the Fall range of cotton prints now in the hands of the jobbers. Among the flannels, some very pretty checks are shown in medium-weight material. These cover a wide variety of designs and colorings, including Scotch plaids of many kinds. Some very neat designs, especially adapted for children's wear, are also shown. These, as have been indicated in illustrations, have cute figures and animals, etc., and some carry out the idea of reproducing the characters from the old-time nursery rhymes. They should be popular for children's kimonos, pyjamas, night-gowns, etc.

Several new lines of German flannel are being offered. These are heavier weight goods for kimonos, dressing gowns, etc. They come in a wide variety of floral designs, Dutch patterns and scroll and spot effects.

A new line of curtain material or drapery cloth is also being offered. It is a yard wide material, and is shown in a great variety of floral effects.

—and remember, they must be in WORRALL'S Fast Dyes.

That's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND
HAVE ADDED VASTLY TO THE BEAUTY
AND UTILITY OF

VELVETEENS

GRAND PRIX
FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S
FAST-DYED
VELVETEENS
DYED AND FINISHED BY
J. & J. M. WORRALL Limited MANCHESTER
THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX
TURIN EXHIBITION, 1911.

TRADE The Sun Bleaches MARK
"OLD BLEACH"

"Old Bleach" Linens
Beautiful Designs

Every pattern an exclusive work of art.

Finished in the old-fashioned way, without the use of chemicals; they retain their beautiful, soft, silky flaxen touch—all flax and no filling.

Neatly Boxed in Sets.

R. H. COSBIE LIMITED

IRISH LINEN AGENCY

30 Wellington St. W. TORONTO

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy Remnants for your Sales. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES

Shiffnall Mills,

BOLTON, England

BRITAINS BEST
"DREADNOUGHT"
(Registered)
COSTUME SERGES

Stylish and Durable

Best in All Weathers

ALL WOOL SPECIAL FINISH

Always Smart

SUPERIOR TEXTURE

Stamped "DREADNOUGHT" every Yard.

Always Fashionable

Wholesale Agents for Canada: J. B. Henderson & Co., Ltd.
439 King Street West, Toronto

For All-Wool and Union SHIRTINGS
"LOCKTITE" FINISH

(Regd.)

"Locktite" REG° BDA

(Selvedge Stamp)



(Stamp at end of piece)

A finish applied to ALL-WOOL and UNION SHIRTINGS which so locks the fibres as to make them UNSHRINKABLE.

SUPPLIES A LONG-FELT WANT

NO GUARANTEE without the "Selvedge" and "End of piece" Stamps, facsimiles of which are shown at side.

FABRICS DYED AND FINISHED BY BRANCHES OF THE B.D.A. ARE SOLD BY LEADING MERCHANTS THROUGHOUT THE WORLD.

PATTERNS showing FINISHES advertised on this page, and of many others, adaptable for all purposes, with full particulars, can be had on application to THE BRADFORD DYERS' ASSOCIATION, Ltd. (Dept. 6), Wells St., Bradford, and 128-129, Cheapside, London, E.C. (Tel. 8440 Central)

"Wulmella"

(Regd.)

FOR ALL-WOOL DRESS FABRICS.

A SPECIAL Finish devised to give a soft, mellow handle, and a rich appearance to all-wool dress fabrics. Goods so treated tailor well and drape artistically.

"Wulmella" Finish gives a richness to the Wool which has not been obtained before.

NO GUARANTEE WITHOUT THE STAMPS
facsimiles of which are shown below.

"Wulmella" BDA REG°

(Selvedge Stamp)



(Stamp at end of piece)

"Soap Shrunk Wulmella" BDA

EQUIPMENT & DISPLAY

By All Means Come to the Third Convention

President McNabb, of the C.W.T.A., Issues Urgent Invitation to Window Trimmers, Ad. Men and Card Writers to Attend on August 11, 12 and 13—Best Convention Yet Held—Experts in Many Lines Will Give Demonstrations.



C. W. T. A.'s PRESIDENT.
"Jack" McNabb, Peterborough.

THE Third Annual Convention of the Canadian Window Trimmers' Association, August 11, 12 and 13, will be by far the most important, instructive and entertaining event that has ever taken place in the three years' history of the Association.

The programme is the best that has ever been arranged, and it will be carried out to the letter. On it appear more prominent names than have ever appeared on any former programme. And every man whose name appears upon this 1914 programme is a leader in his line and his name is known by all trimmers from coast to coast. He will absolutely appear in person before the Convention, as well as several local Toronto men who will deliver "Surprise Talks" on subjects of much concern to every member present.

Boys, I tell you in all sincerity that the programme is full of "ginger"—red hot ideas that the Window, Card and Ad. man wants in his daily routine of work.

Preparations are now being made for the varied and numerous demonstrations. Materials and fixtures of all kinds will be at hand, and there will be no avoidable delays.

The official programme accompanies this issue of Dry Goods Review. Look for it. Scan the names of the distinguished speakers and demonstrators. Resolve to come, for in three days you will receive at this convention more pressed-up knowledge on your own work than it would take, otherwise, years to procure.

To the officers of the Association, who have done so much to make this meeting a success, the greatest credit is due. They have worked hard and conscientiously in the face of adverse circumstances. They are busy men, yet they have given their time willingly to make the third annual convention a huge success.

We want 300 members out. Will you help make that number? Every window, card and ad. man should appreciate what they have done.

I invite you to come and meet in convention with us, whether member or not, and furthermore, I assure you that your time will be well and very profitably spent.

Meet us at Victoria Hall, Queen St. E. and Bond Street. Come! Come! Come! By all means come!

Yours Very Sincerely,

J. A. McNABB.

French Wax Figures

The acme of perfection, at minimum cost

If it is your desire to make your Fall window and department displays more attractive and sales productive than ever before, a splendid method is to order a few Hall-Borchert Wax Figures. They are the last word in display forms—the real mineral wax, real hair done up in attractive and latest coiffures, the dignified lifelike features of the face, the molding of the form to conform accurately with the latest style—all these and several other features embodied in Hall-Borchert Wax Figures will mean the best possible display of your gowns.



We are expecting you to drop in and see our range—one of the largest in Canada—when you are at the Window Trimmers' Convention and at the Exhibition. Make our showrooms at 41 Lombard Street your headquarters while in the city.

Send for new catalogue of display forms, manufacturers' models, wax figures, wooden and brass fixtures—the newest and latest designs.

HALL-BORCHERT DRESS FORM CO.

41 Lombard St. TORONTO

Canadian Window Trimmers' Association

Third Annual Convention

VICTORIA HALL
TORONTO

TUESDAY, WEDNESDAY, THURSDAY,
August 11, 12, 13, 1914

TUESDAY, AUGUST 11th

10 A.M.—Address of Welcome.
President's address and report of Sec'y-Treas.
Announcement of prize winners.

11 A.M. to 12 A.M.—
Address — Advertising in connection with Window Display.
—By A. E. Hurst, Manager of Economist Training School.

2 P.M. to 3 P.M.—
Demonstration: — Alabastine and its uses for backgrounds and other decorative purposes.
—By an Expert Decorator from the Manufacturers.

3.30 P.M. to 4.30 P.M.—
Demonstration of Men's Wear Displays.
By Mr. John L. Loock, of the McFarlane Clothing Co., Rochester, Pa.

WEDNESDAY, AUGUST 12th

9.30 A.M. to 10 A.M.—
General business. Nomination of officers.

10 A.M. to 12 A.M.—
Demonstration of New Drapes.
—By Thos. A. Knapp, of Lord & Taylor, New York.

2.00 P.M. to 3.00 P.M.—
Demonstration and Lecture on Electrical Appliances for Window Trimmers' use.
—By Mr. A. J. Edgell, President of Greater New York Display Managers and Window Trimmers' Association.

3 P.M. to 4.30 P.M.—
Stereopticon Lecture, entitled "The Value of the Window Trimmer's Work."

5 P.M.—Election of Officers.

7.30 P.M.—Banquet and Presentation of Prizes.

THURSDAY, AUGUST 13th

9.30 A.M. to 10.30 P.M.—
Lecture, entitled "Efficiency of the Show Window."
—By Mr. Thos. A. Knapp, of Messrs. Lord & Taylor, New York.

10.30 A.M.—Cardwriting Demonstration.

Afternoon will be devoted to motor ride around city and visits through stores.

A. J. Edgell. Subject: "Electrical Devices of Service in Window Trimming." Mr. Edgell is in charge of the window display department of the Society for Electrical Development, with headquarters in New York. He is also the President of the Greater New York Display Managers and Window Trimmers' Association. He has made arrangements with the Toronto manufacturers and jobbers of electrical equipment so that he can demonstrate his talk with actual electrical devices. This is an unusual demonstration, and one of great instructive value.

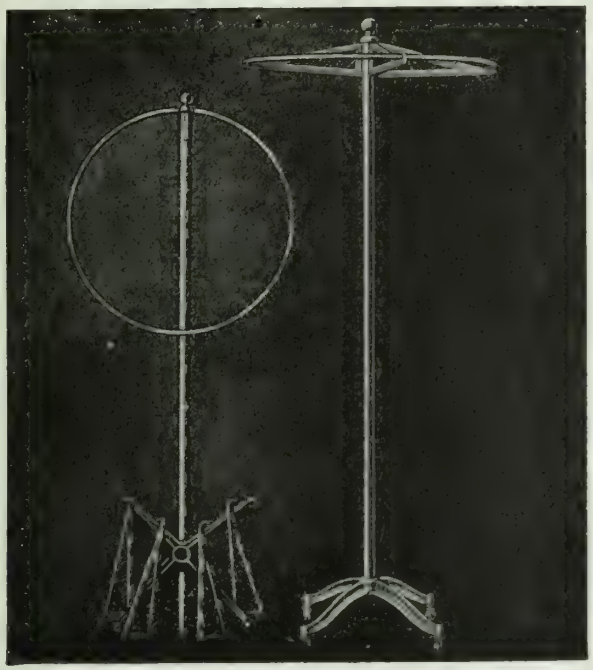
J. F. Loock. Subject: "Essential Details in Trimming a Correct Men's Wear Display." Mr. Loock is window dresser for the McFarlane Clothing Co., Rochester, N.Y. He is an adept in the display of all kinds of men's wear and has made a special study of the subject of arranging merchandise with their proper relation to each other.

Thos. A. Knapp. Subject: "The Efficiency of the Show Window." Mr. Knapp is with the Window Trimming Department of Lord & Taylor, New York. He is also an expert in dress goods draping, and will supplement his lecture with actual draping demonstrations.

A. E. Hurst. Subject: "The Value of the Window Trimmer's Work." This stereopticon lecture will show windows from the leading cities of the United States and Canada. About fifty slides will supplement the talk.

Use the Taylor-Made Racks and Hangers

For Ladies' Suits, Coats and Skirts, Men's Suits and Overcoats, Boys' Suits and Overcoats. They keep your stock in saleable shape and do not cost a lot of money.



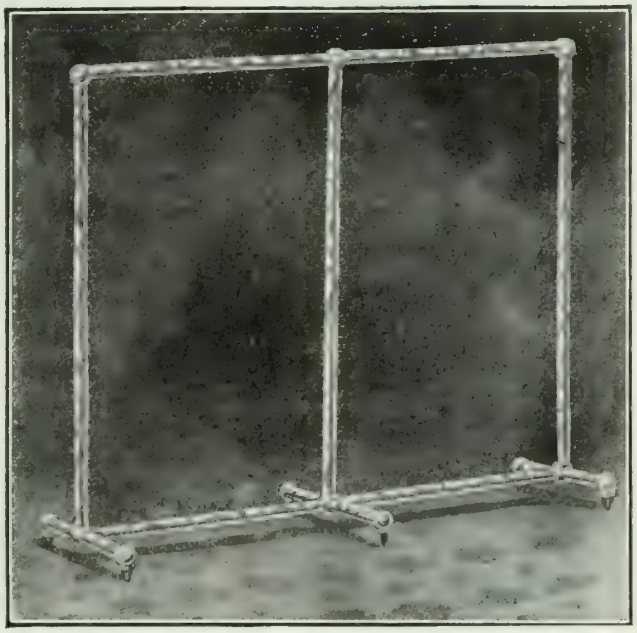
No. 3 Circle Rack

An entirely new Revolving Rack, beautiful copper finish, eight feet of hanging space. Circle head revolves on ball bearings.

68 in. from floor to circle.

Will carry a load of 500 pounds and revolves with ease.

$11.50.

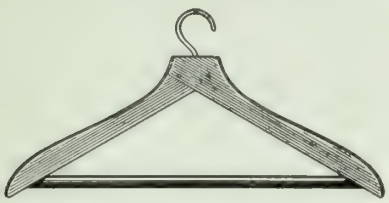


Model D Single Bar Rack

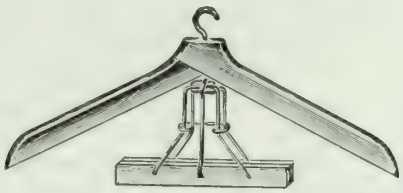
Made of 1¼-inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

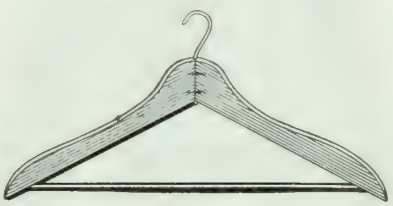
$2.00 extra for oxidized finish.



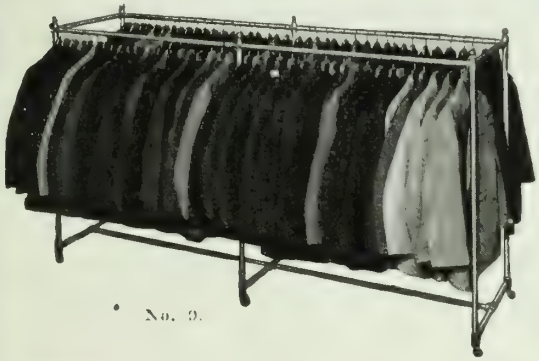
No. 33IB—Combination Suit Hanger, inserted trouser bar ..... $7.50 per 100
No. 33—Same without bar ..... 6.50 per 100
No. 331B—Boys', 15 inches wide..... 7.50 per 100
No. 39B—Overcoat Hanger, with inserted bar for extra size suits..... 8.50 per 100
No. 39—Same without bar ..... 7.50 per 100



No. 600. Combination Coat and Skirt Hanger, wax finished... **$12.00 per 100**



No. 321. Combination Suit Hanger, inserted bar, stained and waxed. **$5.00 per 100**



No. 9.

Model A Double Bar Racks

Made of Polished Steel Tubing, no paint, no rust.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

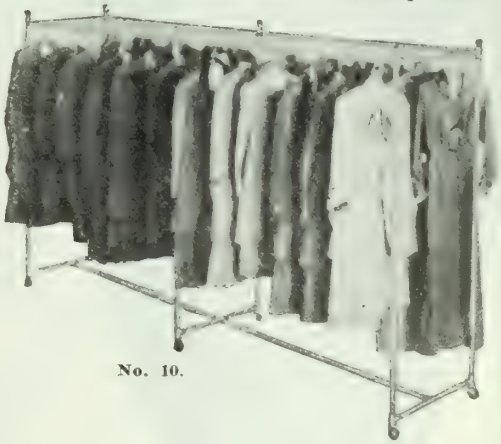
Made of Oxidized Steel Tubing

$2.50 extra to above prices.

Men's Suit Rack 5 feet high

Ladies' Rack 6 feet high

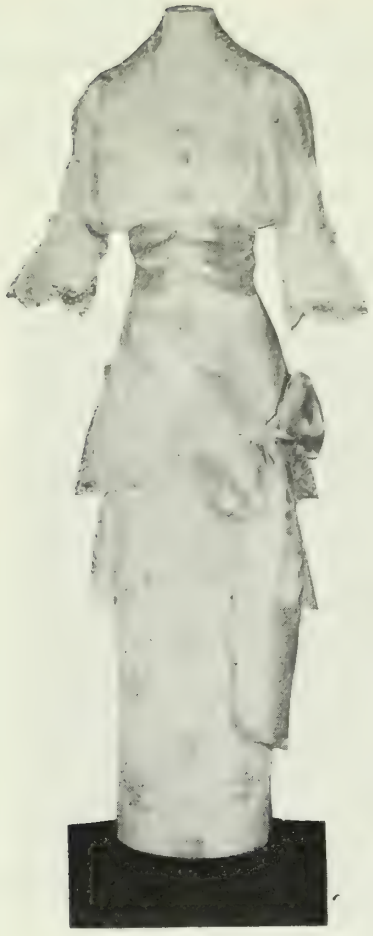
MAIL YOUR ORDER TO-DAY



No. 10.

The Taylor Mfg. Co.,

HAMILTON, CANADA



Drape 1.



Drape 2.

Trimming Window of

Full Form and Novelty Drapes Play an Important Part in Moving Merchandise Under Present-Day Conditions—New Styles Can Be Shown in Windows Long Before Garments Are in Stock.

Second of special articles written for The Review by C. J. Nowak, New York.

THE merchants of to-day are beginning to realize the great possibility of the window display for the moving of merchandise. Not only are the windows trimmed daintily, but there are other features such as full form draping and novelty displays that are taking the place of the over-crowded displays of yesterday. The display manager of to-day does not wait for the Fall and Spring opening to show his ability and artistic temperament, instead, he features the special styles as advocated by his pattern department, which he effects to advantage by plateaus and special unit settings with appropriate foliage. The national holidays have their consideration too, and as a result the store's front ten months of the year reflect the newest fashions.

STYLES, ACCESSORIES AND COLOR HARMONY.

The successful display manager of to-day must not only be a good display man, but he must study styles, and the accessories to be worn with them. He must be thoroughly conversant with color harmony, so that his arrangement of goods in the windows and interior of the store will be shown to their greatest value. In other words, the display manager's position of to-day is one of art, science and versatility, and the man who thinks he can bluff his way is only trying to fool himself, as the day of bluff is past.

GIGANTIC FASHION BOOK.

The store of to-day is a gigantic fashion book, as every woman is interested in styles, and the store that shows the styles in merchandise to best advantage naturally gets the greatest prestige. The display manager that can do full form draping is the man that will build business fastest for his employer, as every woman is interested in knowing what the length of sleeves will be—the style of the waist, and volume of the skirt—the newest thing in millinery, etc. These points of interest can be shown in full form draping long before the Ready To Wear section have stocked the new garments.

It is an excellent policy to advertise the store's knowledge of styles by this method, and if systematic displays are featured, the store will be looked forward to for other lines of merchandise besides wearing apparel, since your store will be the first in the customer's mind, having been associated so closely with the newest advance styles which are evermost in feminine thought.

A good point for every merchant is the fact that fine writing and a graceful flow of language are a help in advertising, but the values of the merchandise are really what counts, and so is it with your window displays: no business will be any better than your best arrangement of merchandise.

Displays should never be left in the window over a week, and with fine materials a change twice a week would be more effective and also guard against damage to the materials from fading.

Full form draping should be closely linked with newspaper advertising to get the best results. A most interesting story can be advertised about the drapes on display, and results will be more than you would hope for.

SOLD OUT IN TWO DAYS.

As an illustration, a merchant had a lot of wool goods on his shelf that did not sell. While the quality was of the best it was impossible to create a desire on the part of the public to purchase. The material was draped over forms both in the windows and in the dress goods section, and almost instantly they started to move and in two days' time were entirely disposed of, and they had many calls for these goods after they were all gone.

Styles when incorporated into merchandise are irresistible; in fact it's what the public is looking for. The merchant that gives the public what

Twentieth Century

No Business Will Be Better Than Best Arrangement of Merchandise—Four Drapes of Inexpensive Cotton Materials That Illustrate Styles Women Want to See.

it wants, is the successful man, and the show window is the logical place to make these arrangements.

Novelty drapes are of great interest, because styles have been very novel and odd for past seasons, and drapes of this character give the windows a change of atmosphere after so many years of constant "Tee" stand drapes, which do not give enough variety.

FOUR ILLUSTRATIVE DRAPES.

The four accompanying drapes will show what can be accomplished in full form draping with inexpensive cotton materials. But to obtain the greatest perfection in this work it is absolutely necessary to have a form that is specially constructed.

The materials range from 12½ to 39c. a yard. For this class of work it is recommended to use two-seven yard lengths of material. One length is used for the skirt and one length is used for the waist.

DRAPE NO. 1 is arranged by covering the skirt form starting end at the base and covering smoothly to the waist line. Turn back the material on an angle of 45 degrees which forms an end which is arranged around the waist line in graduated pleats which gives the desired fulness.

TUNIC EFFECTS.

The tunic effects are arranged by applying lace. This can be basted on the form. Next cover short sleeves with the ends of our second length. Then form two ends by folding the material next to each sleeve. These ends are brought over the shoulders and arranged around the waist line.

Then attach the sleeves. Girdle and bow and cuffs of lace with lace collar complete the drape.

DRAPE NO. 2 is arranged by draping the skirt with the ends of the goods starting at the waist line and arranging the folds as shown in the illustration. Cover the form smoothly to the base and turn under the material, which finishes the skirt at this point.

The waist is a kimono sleeve effect which is draped by fastening the ends of our second piece of material through the back of the form through openings in the shoulder and through the interior of the sleeves.

Open up the material and turn back the raw end about six inches. This is placed over each shoulder and arranged around neck in a collar effect which is further held by a basting thread gathered around the neck. Buttons and girdle and cuffs of sheer material complete the drape.

USING CURVED CARDBOARD.

Drapes 3 and 4 are arranged by covering the skirt starting the ends of one piece of material at the waist line and covering the form to the base. The curved effect at the base on drape No. 3 is arranged by using a piece of curved cardboard, the material being folded underneath and fastened to the base of the form.

Tunics are then arranged by bringing around the balance of the material and arranging as shown in illustrations.

The waist is next arranged by using three-quarter sleeves which are covered with each end of our second piece of goods. Form ends by doubling the material near the sleeves and bringing over each shoulder.

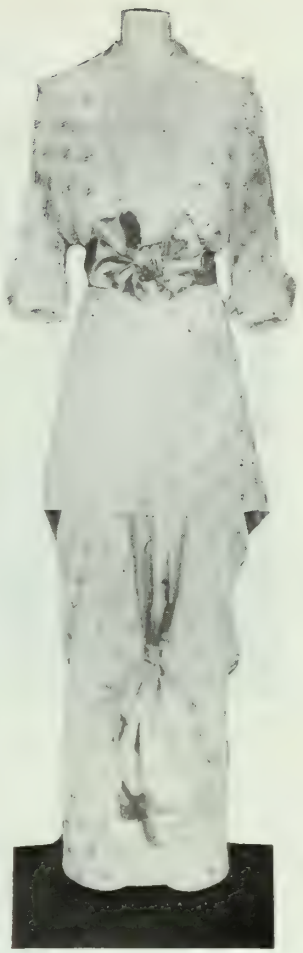
The ends formed are arranged around the waist line, then fasten the sleeves to the form.

In drape No. 3 the raglan effect is formed by bringing the material which covers the sleeves over the shoulders.

The vest in drape four is obtained by cutting one-eighth of a yard of material and arranging.

Lace and collar, cuffs and girdle, complete the drapes.

Yours very truly,



Drape 4.



Drape 3.

Window Trim for Fall Openings



Artistic decorative scheme produced in the window of James A. Ogilvy & Sons, Montreal. The central background shows a scenic effect, flanked by pillars with plaster of Paris figures and surmounted by a pergola, while at the sides is trellis work over which there is a covering of vines and foliage in autumn tints. Brown is the predominating color-note throughout. Trimmed by B. Dickson.

Autumn Foliage for Fall Opening Windows

Brown Shades are Expected to Predominate—Manufacturers are Producing Some Very Realistic Lines—Idea Seems to be to Give the Seasonable Impression without overshadowing the Goods and Styles.

THE Fall openings mark one of the red letter events of the year in the life of the window dresser and just now the men who arrange the public fashion shows are laying their plans for the inauguration of the next season and the showing of Fall and Winter styles to the best advantage.

To forecast definitely the nature of the displays would be giving away individual ideas—if they could be obtained—for window decoration is largely a matter of individuality so far as the details are concerned and each display has something about it that will be different from any other; even the same scheme handled by two different men would be considerably different in the general effect.

But while it is impossible to give definite outlines of actual displays there are certain general ideas regarding the Fall decorations which are to be obtained after discussing the matter with prominent men in the window dressing art and which have their significance in their relation to the tendencies of previous years.

The predominating feature, of course, of the Fall displays will be foliage in Autumn tints in which browns and tans will be strong and in which there will be relieving touches of colors in flowers, fruits, etc., for the most part it will be sprays and branches of brown leaves. Manufacturers have apparently been giving some special attention to the manufacture of material of this kind and the result has been that there are now imitations being offered which it would be almost impossible to tell from the real works of nature—and there is nothing which could be introduced which would so emphatically and directly give the desired impression and effect in the background.

There is a wide variety of ways in which the foliage can be used—this is where the individuality of the window dresser comes in, but the general tendency seems to be to get away from the over-elaborate. There are some window dressers who take the stand that there should be practically nothing in the way of a background and that the goods themselves only should be shown—but even they would not go so far as to eliminate the touches of realism which can be simply placed behind a style display of a season and without which the whole desire of the effect would be lacking.

However, there is such a thing as making the background so elaborate that the goods may not be given the full effect of the display. The tendency for the Fall displays this year seems to be to make the background fit into the picture but not to obtrude itself—with this idea in view there is opportunity for the effective arrangement of trellis work, pergolas, etc., upon which the foliage makes a natural display and where wood is exposed the advice would be to use circassion or some wood which can be stained to that shade.

In the window shown in the accompanying photograph is given an idea of an effective arrangement of trellis and

AT C.W.T.A. CONVENTION.

"Alabastine and Its Uses for Backgrounds and Other Decorative Purposes." Tuesday, Aug 11, 2-3 p.m.
See full program, page 66.

We are looking for you

(TYPE VS. TELEGRAPH)

THOUGH ticked off by dots and dashes with the Morse code over the G.N.W. wires, this could not convey a more direct message to you —no chance for the words to run together, no chance for the operator to send the message so that it would be misinterpreted at the other end of the wire. This message was given by us, set in type and O K'd by us—we mean it; we are looking for all the live window trimmers in Canada at the Canadian Window Trimmers' Convention held at Toronto on 11th, 12th and 13th of August, and more than that, we are looking for a call from them at our show rooms, where we are exhibiting a very fine range of display fixtures, drapery forms and wax figures.



WE ARE LOOKING FOR YOU.

Come and learn all about modern Display Fixtures—no need to come prepared to buy. Come and see.

DALE and PEARSALL

106 FRONT STREET EAST, TORONTO

pergola impression, which used with the gowned figures gives an outdoor savor. The introduction of the plaster of Paris figures is an elaboration which does not greatly add to the effect and might find the criticism in some quarters of being unnecessary and likely to detract from the gowns which it is desired to bring first to the attention, however, there can be no doubt but that there is an emphatic advantage from the artistic standpoint.

For outdoor scenes the effect can be heightened by the introduction of an imitation cement walk using dark green as a contrast. One manner of making the imitation cement is by finishing the surface with fine marble chips.

The arrangement of the garments, hats, etc., themselves, is another matter depending very much upon the individual taste of the window dresser, but it will be well to exercise care in not crowding the units. When it is desirable to attract particular attention to a few objects then show those few objects and nothing else. One might go so far as to argue that if the passerby gives a certain amount of attention to a window, the amount of attention given to a certain feature of the display will depend upon how many other displays there are to distract attention.

When and How to Advertise

The question of whether the advertising appropriation should be on a fixed or decided by sales percentage was one of the problems dealt with by W. A. Holt, advertising manager, Bullock's, Los Angeles, who took a firm stand in favor of spending in proportion to the store's turnover — although generally speaking his remarks referred to the store with a big advertising campaign to handle.

Mr. Holt favored a percentage fixed and definite, but which was at the same time elastic and permitted of changing the appropriation to suit changing conditions while the fixed sum might prove a serious handicap.

"Supposing that the advertising manager (in the case of a fixed appropriation) has spent his appropriation according to its distribution up to a given time, supposing some very important merchantdise feature comes up that needs extra publicity. He knows that he will need what remains of the fixed sum for the regular advertising throughout the remainder of the year, and he is either called upon to neglect this special feature, give it inadequate space and consequently get inadequate results, or he is forced to plead for an extra appropriation.

"This condition of special advertising is constantly coming up in progressive merchandising, and the more often repeated the more the handicap in the case of the fixed sum. On the other hand the percentage basis permits of meeting the conditions as they arise. Again the percentage idea fits into the general idea throughout the store and places advertising in relation to sales, deliveries, exchanges, and other departments.

Advance Sales the Basis.

"The percentage should certainly be based upon the expected sales for the ensuing year; if based on the previous year it would be a percentage in one sense, but really a fixed sum. The appropriation should fluctuate with the business.

AT C.W.T.A. CONVENTION.

"Efficiency of the Show Window," by Thomas A. Knapp, of Lord & Taylor, New York. See program, page 50.

"For the first year's appropriation it is my belief that the amount should fluctuate downward until a certain percentage has been reached that is in the judgment and the experience of the organization the percentage to be maintained. In cases that are within my knowledge that appropriation has been reduced 50 per cent. within ten years. To my mind the appropriation should be capable of fluctuation during times of business depression.

"During such times, the appropriation whether a fixed sum or a percentage should be expanded—in order to make possible the extra efforts necessary to meet the extraordinary conditions.

"Accepting the percentage of the first year to be 5% of the expected sales, there are businesses that have dropped gradually to 4%, 3%, 2½%, 2%, 1½%, and I understand that there are businesses which have an immense and successful turnover on an appropriation as little as 1%. But if a business with an appropriation of 1% can increase the volume of trade in the same premises by expending 2% then it would be a wise increase."

The address concluded with an appeal for organization among retail advertising men.

"A store's advertising should appear as regular as its front door opens. No one would think it advisable to ask whether a store should open every other day, or once in a while. The advertising of a store is an integral part of the store itself. To-day it may have only a few words to say; to-morrow it may have news of big importance which takes longer in the telling and on this depends the size of the advertisement.

AT C.W.T.A. CONVENTION.

Stereoptican lecture on "The Value of the Window Trimmers' Work," showing views of finest windows in America. See program, page 50.

HINTS TO TRIMMERS

COLOR COMBINATIONS IN POSTERS.

An experiment made recently in Leeds, England, is of value both to the advertising and to some extent also to the trimming department. This experiment had for its object a practical test as to the relative legibility at a distance of various color combinations. Posters, each consisting of the same combination of letters, were used, and the following color combinations: 1, black on yellow; 2, green on white; 3, red on white; 4, blue on white; 5, white on blue; 6, black on white; 7, yellow on black; 8, white on red; 9, white on green; 10, white on black; 11, red on yellow; 12, green on red; 13, red on green.

The test was made in an open field, which had been measured out into yards marked with little flags, and 80 persons were employed in the working of it out. Each individual was given a printed card on which to record results, and the whole crowd was collected at a distance too great for the longest-sighted to read even a letter. Each combination was shown in turn, and as they walked towards it each person recorded upon their cards the distance at which the whole of the colors became legible.

The results were duly corrected for eyesight so as to bring the results of all the observers to one standard, irrespective of the relative power of general distance vision, and the above table shows the average legibility of the combinations named, as given above.

AT C.W.T.A. CONVENTION.

"Advertising in Connection With Window Display," by A. E. Hurst. Remember the dates—Aug. 11, 12 and 13—in Toronto See program, page 50.



No. 116.



We extend a cordial invitation to all Window Trimmers attending the annual convention, to make our showroom their rendezvous.

Our premises are centrally situated, 2 doors east of the Princess Theatre, and just a few steps west of the Prince George Hotel.

Our new line of artificial vines, flowers, Fall and Christmas decorations will be of interest to you.



No. 1141.



No. 1239 B.



No. 993.



No. 1136 Glass Shelf Fixture



No. 886.

CLATWORTHY & SON, Limited

"The Largest Manufacturers of Display Fixtures in Canada"

161 KING ST. WEST

TORONTO

ESTABLISHED 1896 **INCORPORATED 1908**

A message to merchants



Send your window trimmer to the C.W.T.A. Convention

August 11, 12 and 13, 1914, at Toronto

"THE MAN WHO DOES NOT PUSH GETS PUSHED."

Apply this thought to business. You will see that it has "TRUTH." You are obliged to push for your business —we have to push for ours.

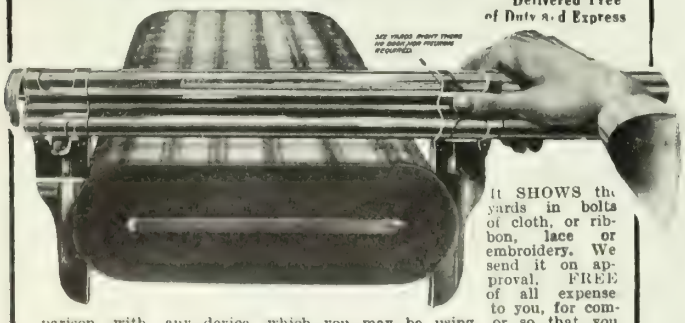
We are headquarters for merchants' requirements in forms, figures, fixtures, etc., and we can render you very best service on your purchases in lines up-to-date—at a reasonable price.

We cordially invite every window trimmer and merchant to drop in and we will be pleased to show you through our most complete stock.

A. S. Richardson & Company

99 ONTARIO ST. The oldest and still the best Wax Figure Manufacturers in Canada TORONTO

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

SHOW CASES

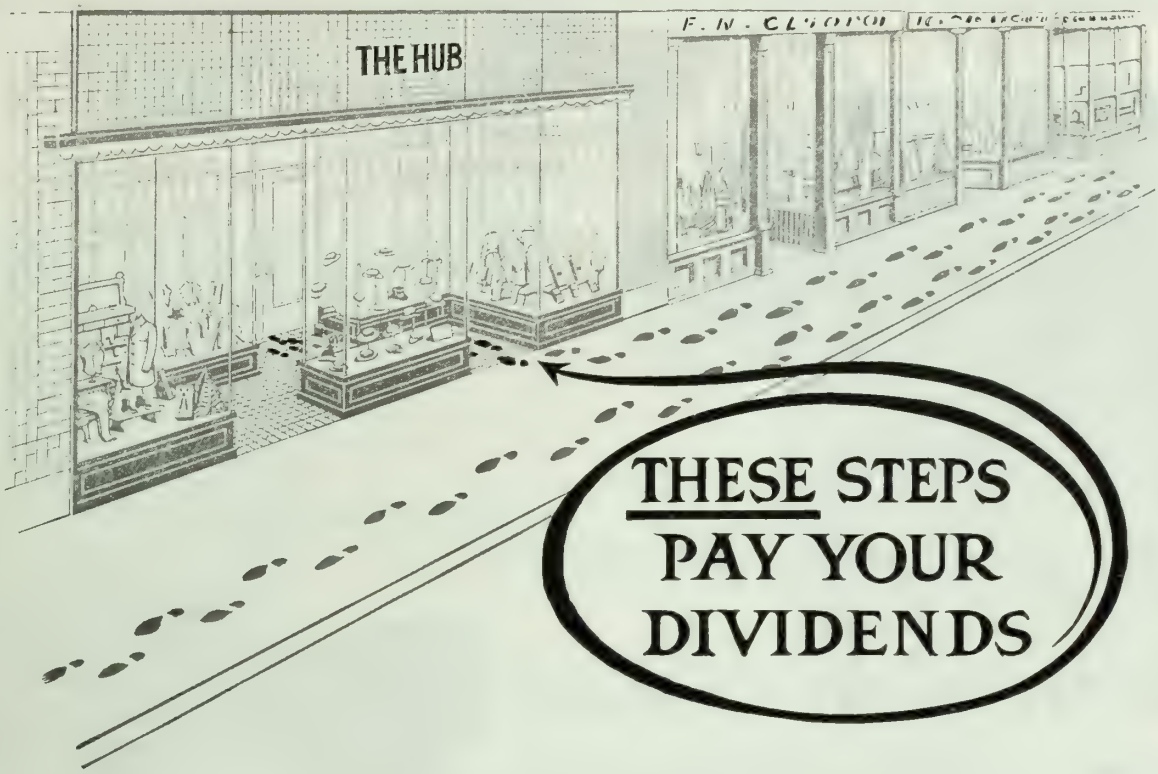
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO



NO matter how many dozens, hundreds or thousands of people pass your Store daily, only those who ENTER your Store pay your dividends. The sidewalk in front of your Store may show the wear of countless footsteps, but the story of your business is only told by the wear your threshold shows.

In wet weather foot-steps dirty up your vestibule—but each one represents money-dirt to you. Janitor service isn't expensive. LACK of business is.

Highest Store Front Development

Merchants in every section, state and town are adopting KAWNEER STORE FRONTS to modernize—to increase their businesses. Competition of to-day demands that every means of advertising and selling be pressed to the limit. During the past eight years 30,000 Merchants have placed their confidence in KAWNEER STORE FRONTS to make sales and to satisfy yourself of their success, see if you can recall of ever having seen a "Bankrupt," "Forced Out of Business" or "Receiver's Sale" sign tied to a KAWNEER FRONT? The next time you pass a KAWNEER FRONT just step inside the Store and ask the proprietor what HE thinks of his Front. Ask him how much his business has increased since he installed his KAWNEER FRONT. Ask him if he regrets the money he spent for it—if he considers his KAWNEER FRONT an expenditure or an investment.

To-day a modern Store Front is a PART of the business with which it is associated—not simply a material part of the building.

Since 1906 KAWNEER has been installed in more than 30,000 fronts. Proofs of Merchants' experiences are strongest and for that reason we feel your consideration is justified.

A Logical Demand

Store Fronts have a business reason for existence—not simply to keep out the rain and cold—not simply to let in daylight—not for a place to merely store merchandise, but a force to SELL. If yours does not sell then your Store Front is absolutely worthless from a business standpoint. You are paying a big rental to SHOW merchandise—are you benefiting?

Your Front is either a "partition" or a "salesman"—which?

KAWNEER FRONTS are made of either solid copper, brass, bronze or aluminum; made up in almost any finish to harmonize with the general color scheme you adopt. They cannot leak, rot, rust or warp, and you will not have to spend one cent for paint. Insurance agencies consider glass set in KAWNEER a good risk.

One merchant writes: "Have been in business 42 years, had 41 winters of frosted windows; placed a KAWNEER FRONT in last fall—have had one winter of clear windows." Think of the sales this one store lost during those 41 years because their windows couldn't be used. Show windows are supposed to SELL merchandise. Are yours doing it?

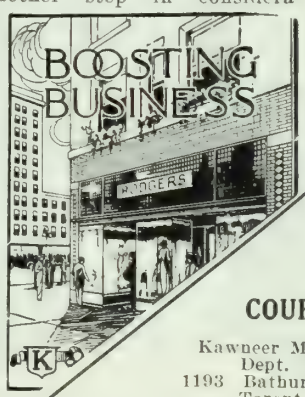
Kawneer
STORE FRONTS

Kawneer
Manufacturing Company
Francis J. Plym, President
Dept. Q - 1193 Bathurst St., TORONTO

STORE FRONT BOOK

Before you take another step in consideration of a new Store Front, send for "Boosting Business No. 21." It's a Store Front book full of practical Store Front ideas compiled and printed for you merchants. We are ready to help you—ready to give you the benefit of more than seven years of specialization—to tell you what we have learned by installing KAWNEER in 30,000 Fronts.

Just fill in the coupon and send to-day—each HOUR you conduct your business without a KAWNEER FRONT you are losing sales. FOOT-STEPS are PASSING by your door instead of entering. You will not be obligated—we want to show you.



COUPON

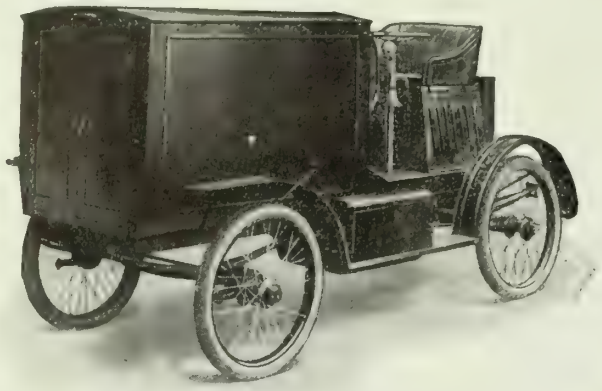
Kawneer Mfg. Co.,
Dept. Q
1193 Bathurst St.,
Toronto.

Kindly send "Boosting Business No. 21" without obligations.

Name .....

Street and No. .....

City or Town .....

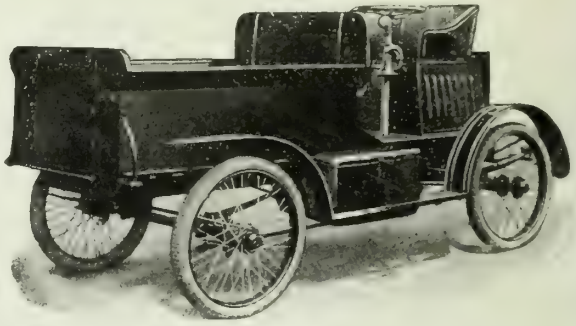


Modern Delivery

The MOTOKART is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MOTOKART can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service—MOTOKART delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00



THE MOTOKART COMPANY

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

THIRTY DAYS' FREE TRIAL

Buckingham Sunflower Rack

for hanging, displaying
and preserving skirts and petticoats.

The rack is the best silent salesman.



Saves space, beautifies your department, price $16.50 less 3-10 or 2.30, F.O.B. Chicago. Write for particulars.

BUCKINGHAM RAE CO.

4168 So. Halsted Street, CHICAGO, ILL.

PALMENBERG
NEW YORK

FOR the convenience of our up-town trade, and visiting buyers in general, we have established a branch salesroom at the

Hotel McAlpin

Broadway and Thirty-fourth Street, New York

Where we are showing a select sample line of our latest ideas in display fixtures, forms and wax figures.

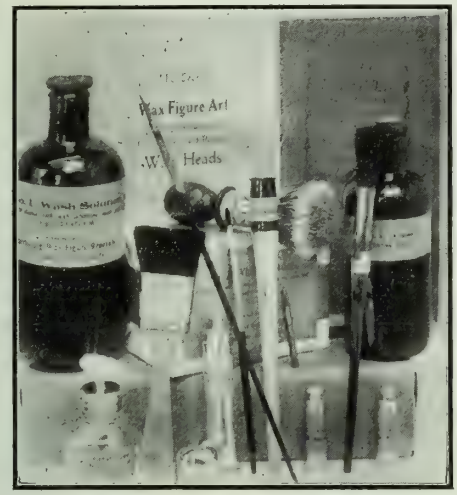
J. R. Palmenberg's Sons

MAIN OFFICE AND SALESROOM
710 BROADWAY, NEW YORK

A COLOSSAL SUCCESS--- NOW IS THE TIME TO ORDER YOUR OUTFIT.

CLEAN AND RETOUCH YOUR OWN WAX FIGURES.
COMPLETE WAX FIGURE CLEANING AND RETOUCHING OUTFIT, INCLUDING FORMULA OF ALL MATERIALS.
ABSOLUTELY GUARANTEED TO PRODUCE THE FINEST POSSIBLE FINISH ON WAX FIGURES.

THOUSANDS ARE NOW IN USE.
Oil Finish outfit No. 5. Ready for immediate use.



EITHER OUTFIT
Oil Finish No. 5, or French Powder No. 1

CONSISTS OF THE FOLLOWING:

Enough materials ready prepared to clean and retouch 100 wax figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch wax figures; full instructions are included on the repair of broken or damaged wax heads, arms, hands, etc., also resetting eyelashes and eyebrows.

WITH THE ABOVE IS INCLUDED A COMPLETE FORMULA OF ALL MATERIALS USED IN EITHER OUTFIT. These materials are very inexpensive, and can be purchased in your own city.

Price For Either Outfit Including the Formula $5.00

YOU SAVE MONEY.
French Powder outfit No. 1. Ready for immediate use.



SPECIAL PRICE OUTFITS

OIL FINISH OUTFITS.

No. 6. Oil finish outfit, same as No. 5, but not including any prepared materials. PRICE $3.00
No. 7. Oil finish outfit, same as No. 5, but not including any prepared materials or the equipment of tools. PRICE $2.00
No. 8. Oil finish outfit, same as No. 5, but not including the formula. PRICE $3.00

FRENCH POWDER OUTFIT No. 1.

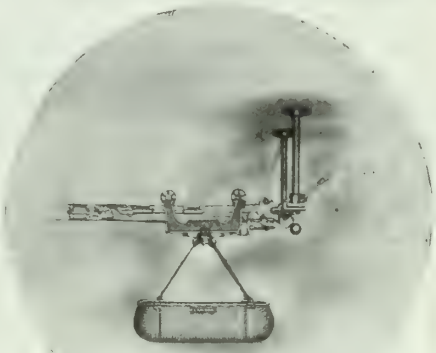
No. 2. French Powder outfit, same as No. 1, but not including any prepared materials. PRICE..... $2.50
No. 3. French Powder outfit, same as No. 1, but not including any prepared materials or the equipment of tools. PRICE $2.00
No. 4. French Powder outfit, same as No. 1, but not including the formula. PRICE $2.50

Invented and Sold Exclusively by THE HARRISBURG WAX FIGURE RENOVATING CO., 335 Crescent St., Harrisburg, Pa.



Lamson No. 9 Parcel Carrier

Simple, compact in construction, neat in appearance, light running, easily operated. Fewer parts than any other system. Rebound of car and swaying of basket made impossible. *Oilless bearings* used, preventing injury to goods. Can be installed in small space. Carries loads up to 20 lbs. over lines up to 200 ft. in length.



KEEPING PACE WITH PROGRESS!

The demands of your customers—the needs of your store—your methods of doing business are constantly changing.

Lamson cash and parcel carriers are being continually improved to help the modern merchant progress with the times.

The Lamson No. 9 Parcel Carrier is the **newest** and most improved carrier of its type on the market.

Quicker service to customers; The easiest way to handle change and goods quickly; A means for getting greatest protection for money and merchandise at least expense—these are some of the advantages provided by the Lamson No. 9 Carrier.

It is as great an advance over anything in the parcel carrier line as the first Lamson Store Service System was an improvement over the old "cash boy" method.

BETTER SERVICE with lower selling cost—that's **Lamson Service**

The Lamson Company, Boston, U.S.A.

Toronto Office, 126 Wellington St. West

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

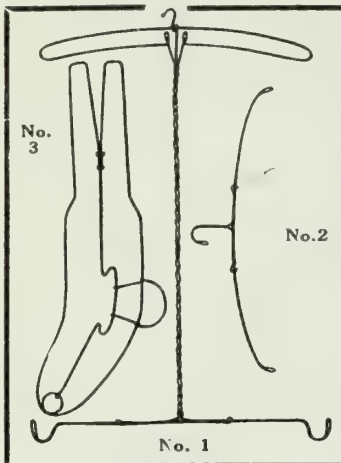
OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA



Unique Wire Specialties

We illustrate here three wire specialties which will appeal to the garment manufacturer and merchant. No. 1 is the wardrobe hanger, strong, neat and serviceable, $15.00 per 100; No. 2, waist hanger, $5.00 per 100; No. 3, hose stretcher, $20.00 per 100.
The latter is a rapid counter seller, being used by the housewife for the proper drying of hosiery.

Place your order now.

Ferrier Wire Goods Co.
613 King St. West
TORONTO

When writing to advertisers kindly mention having seen the ad. in the Review.



Learn the Ornamental Plaster Paris Art.
Beautify Your Window Displays.

You can make Handsome Vases, Pedestals, Shields, Column Caps, Flower Boxes, etc., etc.
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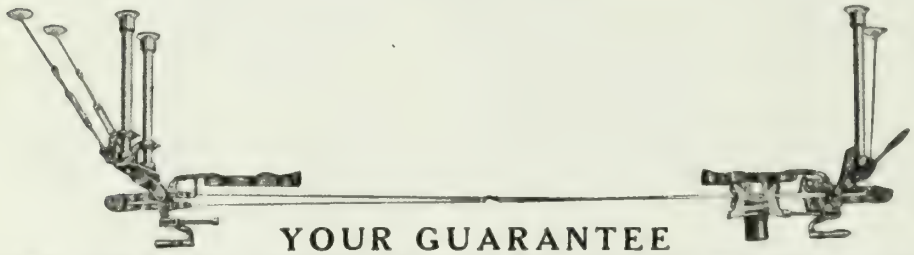
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YOUR GUARANTEE

Install **GIPE-HAZARD CARRIERS**—use them ten days—put them to every test—and if they do not give quicker, better and more satisfactory store service than any other system, they may be returned at our expense. Fair enough, isn't it? ¶Investigate our modern Electric Cable Cash Carrier and Pneumatic Dispatch Tubes. ¶**Send for our new Catalog G.**

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario Street, Toronto, Canada

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

A Powerful Canadian Story

A new serial story has been started in the August issue of MacLean's Magazine that YOU will want to read. It is not often that you find a story that appeals to you in every way. This one will. It is strong, readable, clean—and Canadian.

There are three elements that are needed to make a good story—Adventure, Mystery, Love. "Twisting Trails" has them all. It has the convincing appeal of realism; it has plenty of action—not too much—a thrilling mystery that is not cleared up until the finish; a heroine who steps right out of the printed page and becomes to the reader a real, flesh-and-blood person. There is nothing of the taint of modern day fiction about this tale of Northern Ontario. Not complex in theme or doubtful in treatment. Just a strong narrative of a stirring series of adventures, told with all the charm and graphic power of this well-known young Canadian writer.

In fact, just the very type of story YOU like to read.

"Twisting Trails" The story of a fight for a gold mine

Robert E. Pinkerton's new story, "Twisting Trails," centers around a struggle for the possession of a valuable mine. Two pretty girls are introduced into the story and both become lost on the trail to the mine. Enter the villain, a detective, a college student; and the stage is set for a story that has the unusual attraction of being new—quite distinctly original, not an old theme rearranged and rewritten.

He writes of the life he knows

There's another reason why this story grips the interest from start to finish. The author is writing of the country and the life that he knows. Robert E. Pinkerton and his wife live in a six-room cabin, built entirely by himself, in the bush eight miles from Atikokan, Ontario. Their only means of communication with the outside world is by canoe in summer and dog-team in winter. There they work—for Mrs. Pinkerton is a successful writer and collaborates with her husband in all he does—free from the distractions of modern life, aided to true standards by close communion with Nature and their life in the open. They expect to live in the woods for the rest of their lives.

Mr. Pinkerton has out-Londoned Jack London. Newspaper reporter, editor, press agent, bull cook, Indian trader, trapper, guide, farmer, fisherman; he has been them all. All of which explains why Robert E. Pinkerton writes stories that are full of human interest, that breathe familiarity with life in all its phases. And which explains also why no one can afford to miss the opening installment of "Twisting Trails"—for the new serial is one of Mr. Pinkerton's very best pieces of work.

Send for a free copy of the August issue to-day. Clip out this coupon and address to MacLean Publishing Co., 143-153 University Ave., Toronto, Department F.

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D.G.R.

DGR READY-TO-WEAR DGR

The Conflict Waging Over Suit Coat Lengths

New York's Example in Making Long Models Not Being Followed Generally—The Finger-tip Length for the Popular Trade—Exclusive Models Vary According to the Designer's Ideas.

THE attitude of the New York designers and manufacturers on the question of coat lengths for Fall, has received such wide publicity, that in the interests of both the Canadian buyer and manufacturer, the matter cannot be passed over without comment. The Canadian trade relies very largely upon New York in the matter of style adaptations, and this makes the matter of moment here.

It is reassuring to find that the Cleveland manufacturers do not believe that the diversity of opinion in New York is going to have a very wide influence. It is making no trouble in the markets of the Middle West, and they state that it has not resulted in any cancellations so far nor do they expect any of the strength of the action of New York manufacturers and designers. Their plans are all completed for Fall, and much of their merchandise is made and delivered, and there is no time now for any radical style change to come about that will affect the garments designed for popular selling.

The majority of the influential manufacturers in this section of the States are members of the National Cloak, Suit, Skirt and Dress Association, and under their style recommendations, provision is made for the bringing forward of any extreme fashion, which while it will not strike the fancy of the masses, will sell to the minority who wish to have exclusive styles. This defines the position of the long suit coat, and defines its true position, which is one of the objects the National Association has kept in view since its first inception.

From 32 to 38 Inches Standard.

For the popular trade for some seasons past this Association has recommended the finger-tip length, which is anywhere from 32 to 38 inches. This makes practically the same length, as the allowance is made for the different types of figure, viz., short, medium and tall. For the more exclusive trade and fancy models the coat length has been left to the taste of the individual designer to use the one which he felt would best express his ideas in the production of the particular model.

The advantages of such a classification are apparent, because with no settled length and with novelty garments of various lengths showing, there is less unsalable merchandise on the market, as it is not the length of the coat, but the general style that governs the salability of the garment. The working of this arrangement has stood the test of several seasons now, and has been found in every way satisfactory.

Styles Already Planned Will Sell.

There will certainly be long coat models, but if rightly handled they will not set such a standard of style as to affect the selling qualities of the styles that have been planned for the present season.

In New York the conflict of interests seems to be due to the lack of unanimity, and to the fact that a small minority of influential manufacturers catering to the high-class trade are making the long coat. Designers who are employed by the smaller firms instead of adhering to their earlier style recommendations have copied those brought out by these exclusive houses, and the clash between these recommendations and the garments shown have added to the unwillingness to purchase in advance engendered by the general trade conditions. The only remedy for conditions of this kind lies in the co-operation of buyers and manufacturers on the style question.

Read C.W.T.A. Convention Program on page 66—then come along.

Dresses

"Better Merchandise for Less Money"

LOUIS STECHER

ANNOUNCEMENT

We have made arrangements to have our line shown in Canada by

Ledoux, O'Brien & Co., of Winnipeg

who will cover the Dominion from coast to coast. Should you be interested in seeing our merchandise, communicate with us or Ledoux, O'Brien & Co. We shall be pleased to submit samples of our Silk Dresses, prices from

$7.50 to $16.50

Nothing higher.

LOUIS STECHER

NEW YORK, 33 W. 34th St. **PHILADELPHIA, 420 Market St.**

Canadian Office:

LEDOUX, O'BRIEN & CO.

601 Shabrook Place **WINNIPEG**



LONG TUNIC AND PLEATED SKIRT.

Practical dress with long tunic and machine-pleated skirt of black charmeuse. The importance of the girdle is a feature. The collar and cuffs are of organdie. From photo taken for The Review.

Cape Models Prominent

Children's Models Designed With Varied Cape Effects — Fur Fabric and Furs Used for Trimmings.

THE cape effect is the high novelty in women's coats, and, as designers always copy from the models brought out for the grown-ups when making garments for children's wear, the cape also is the newest feature in children's coats. Cape styles are always liked for children's wear, both because there is extra warmth where most needed, and because the cape effect is one that is peculiarly suitable to childish figures. These capes show short shoulder capes—capes that are placed over the shoulder, and are cut in various fanciful styles and secured with buttons and tabs. One pretty model had the cape cut out in the back, and again in the front, making it come from just over the shoulder. Some of the capes button on, and can be removed when desired, leaving a plain coat. In short, there is the greatest variety in these cape models.

Many coats are shown cut in modified kimono fashion or with the sleeves set on to a yoke with the long shoulder. Many models again have the sleeves set into a dropped shoulder. The newest cut shows the regulation coat sleeve put into the arm size of corresponding width, but coats of this cut are in the minority, as the wider armholes are more comfortable.

Children's coats are produced in a wonderful range of materials, velours, mixtures, zibelines, chinchillas and fur fabrics being all in favor. Trimmings are more used than on women's coats, as many models are piped with velvet in the seams. Plain and striped velvets, fur fabrics and fur, as well as novelty buttons, are the principal trimmings used. Some new models are of broadcloth, and are trimmed with wide braid. Corduroy velvet is also used for coats for the smaller children.

IMPROVING A VICTORIA STORE.

Angus Campbell & Co., Ltd., Victoria, B.C., have let a contract for several thousand dollars for the installation of a new system of stock and fitting rooms in the mantle department, which will include mahogany fixtures, plate glass and beveled mirrors.



THE NEW MARGOT EFFECT.

Gown of white charmeuse with net lace in the new Margot effect. The wide girdle of printed silk gives the fitted appearance that is coming into vogue.

Dress Styles for the Fall

The Long Tunic in Many Forms — Interest Centered in Dresses in Various Woolen and Worsted Fabrics.

THE long tunic gains in favor every day, and dresses showing the long tunic in various effects and modifications will make a strong showing when the season opens. Indeed, it looks as though the long tunic would be a feature, at least until the turn of the year. Buyers are interested chiefly now in dresses of serge, satin cloth, poplin, crepe finished materials and fancy wool materials. These dresses come in all one fabric, or are combined with satin or moire, and they all feature the long tunic idea in some form or other.

Dark colors lead with shades of navy in first place. Brown is good, and myrtle, mahogany and wine shades are also shown. Many tunics and pleated skirts are seen. Yokes with the tunic attached and fitted skirts with the tunic idea carried out in the form of a circular flounce are also a new idea. Some skirts have a panel at the back and another in front, and the tunic idea expressed in circular flounces at the side.



Kenyon
Weatherproofs

Stylish Durable Dependable

Something More Than A Raincoat

There is a "Chic" about a Kenyon Weatherproof that identifies it instantly. Whether you pay $3.00 or $30.00, there is a Fifth Avenue, New York, appearance to the garment that appeals.

Remember, hardly an individual in Canada does not know the Kenyon label, which has been advertised for many years.

C. Kenyon Company

Fifth Avenue Building, 23d Street and Fifth Avenue

CHICAGO: Congress & Franklin Sts. NEW YORK BOSTON: 501 Washington Street

The New Ideas in Corsets and Brassieres

The Tendency is to Higher Models—The Latest Corsets Have Higher Bust With Gores at Each Side, Back to Front, to Adapt the Figure to the Lines of the More Fitted Basque.

WITH the disappearance of loose drapery and waists that blouse over in front, comes the need for many women of a corset that is higher in the bust. With the style of waist that is passing the very low model was a possibility, but the return of the basque means that the lines of the corset must change to suit the altered waist fashion. The top of the corset is cut just high enough to form with the bust a continuous line without any break in the figure, and the height above the waist varies for the short, medium, and tall figure, but the height that rules is from 4 inches to 5. The top of the corset should be just full enough to receive the bust, but not sufficiently high to come over the curve, and it should neither push the bust up nor press on the body below. To accomplish this, gussets are let into the top both at the side of the back and in front, starting from the tape that gives the place of the waistline.

It must be emphasized that the waist is not any smaller, and that the new make of corset does not make any attempt at tightening the waist. This is the reason why the style of corset worn a few seasons ago will not fulfill the present requirements, for not only would it give the wrong figure line, but the woman accustomed to the corset styles now in vogue could not wear the older model with any degree of comfort.

Should the fashion for the small waist be the outcome of the revival of the basque, it will take time to bring it about, for women could not now wear it.

There is a tendency to make the skirt shorter in front, though in some models this at present means only that the fasteners and front steels are shorter, and that the skirt is adjusted by means of laces below.

Materials are all soft and pliable, and boning is as light as possible, and there is no particular change in the placing of the bones.

Just because the corset is higher does not mean that the brassiere will not be wanted. Brassieres are just as popular as ever, and perhaps even more so, as the brassiere will be necessary to hold the corset top to the figure and to prevent the appearance of any ridge through the gown. The brassiere will be wanted to hold the flesh in place under the shoulder blades, and give a generally well-rounded appearance to the figure.

Brassiere manufacturers are bringing out numerous better-priced models, and are making them of all-over and flouncing embroideries, shadow laces, batistes and various novelty cottons. A new idea is the brassiere with the corset shield attached. Many expensive brassieres come in crepe de chine with trimmings of fine lace. With this type of brassiere the sleeve that holds the dress shield is of flesh-colored net, and the shield itself is pink.

Two-Piece Dresses for Fall

Children's Two-piece Dresses Come in Two Materials, One Plain and the Other in Plaid or Checks.

MANUFACTURERS of children's dresses find that they have to combine smart, snappy styles with simplicity of effect, and therefore the elaborate over-trimmed model is a rarity now in children's lines. They are finding also that it is not possible to keep the trade up to the proper pitch without showing novelty lines. And since novelties are such a big factor the result is that new samples embodying the new style ideas as they come along are constantly coming from the designers' hands. This is a new way of doing business and means a readjustment of both ideas and methods in many factories, but it is the only one that results in order-getting at the present time.



Dress in moyen age style of white Georgette crepe over black satin. The collar effect is new and together with the sleeve frills is made of net lace.

Buyers are showing marked interest in two-piece dresses made on middy or long-waisted blouse lines. The majority are made of two materials, one being either plaid or check and the other plain, matching the predominating color in the plaid. Some models come on Norfolk lines and partake more of the nature of a two-piece suit.

Wonderfully smart, long-waisted dresses, belted low and finished with a flare flounce or a kilted flounce come in better styles than ever. Some of these models are trimmed to simulate a bolero, others are cut with Raglan sleeves. One model had the sleeves cut in, with a deep yoke to which the body of the waist was stitched. The waist was attached to the skirt under a peplum or tunic, cut away in front.

Serges, checks, face cloths, novelty worsteds in stripes and plaids and in crepe effects are the leading cloths. In wash fabrics, heavy cottons in granite and tweed effects, linens, chambrays and ginghams are featured.

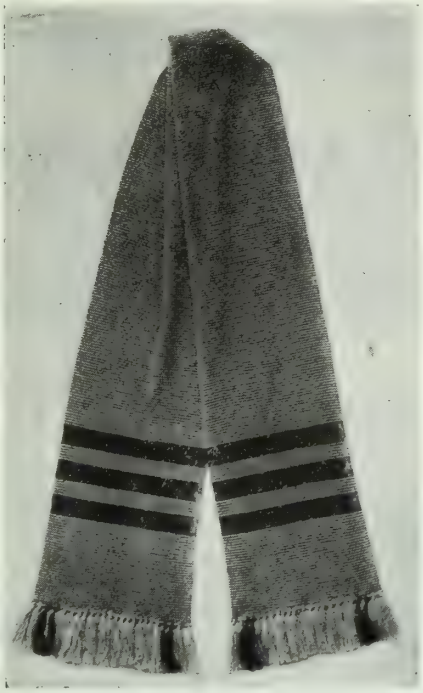
Designers are busy on party dresses in crepe, voile, muslin and batiste. So far little that is new is shown, but dresses of this class will be trimmed chiefly with lace. Shadows will be used as well as fine valenciennes. Sashes and ribbon effects form a big trimming feature.

CASHMERE HOSE TO MAKE SILK HOSE MORE DURABLE.

(Continued from page 42.)

The fashion of matching the hose and the gown or the hose with other accessories continues, and therefore both high colors and colors in shades that go with the popular Spring colors will be wanted. In expensive hosiery—that is, in hose to sell from the dollar mark up, artificial silk and silk hose will be needed. For the woman who wants to be in style and who cannaot pay the above mentioned figure an excellent substitute comes in silk lisle. Silk lisle hosiery are selling well in such colors as Paddy green, King's blue, Copenhagen, grey and sand color or Palm Beach shades.

Silk hosiery comes in ivory white, sand shade, taupe, grey, navy, and in various novelty shades. The majority of stores doing a large business in colored hosiery only stock the leading colors, and make arrangements with some reliable firm of dyers to match any color in a few days. A piece of the gown to be matched is forwarded with the hose, and a perfect match is the result.



Silk and natural camel's hair two-color combination. Shown by R. M. Ballantyne, Limited.

CONDEMNS NEW YORK MEN.

New York, Aug. 3.—The action of some manufacturers in coming out for one length coats is condemned in many quarters.

A. Printz, head of the Printz-Biederman Co., said that, looking at the mat-

(Continued on page 102.)

DEATH OF J. H. MEIR.

Members of the trade will regret to learn of the death of J. H. Meir, who, for about two years, has been calling upon dry goods merchants of Canada as subscription canvasser for Dry Goods Review.

He was taken sick on Friday, July 17th, and was removed to the Western Hospital, where he was operated upon. Death followed on Sunday. The funeral took place on Tuesday to Owen Sound, his old home, where for a long term of years he had been engaged in business and in newspaper work. He was a man of sterling character, straightforward, courteous and fair, and the most prominent citizens of his old town bore him to his last resting-place.

AT C.W.T.A. CONVENTION

One item on the C.W.T.A. Convention program: "Demonstration and Lecture on Electrical Appliances for Window Trimmers' Use," by the president of the Greater New York Display Managers' Association. See program, page 66.

E E. Miller, St. Thomas, Ont., is putting a new front on his clothing and furnishing store.



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE and PEARSALL
Front St. E., Toronto

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

We issue a catalog.



Little Prince

SEASON 1915

Latest Novelties in Boys' Wash SUITS

OUR REPRESENTATIVES ARE NOW TRAVELLING IN THE DOMINION. *Write for Appointment.*

Call on us when in New York

Oppenheim Roggen Co.
84-90 FIFTH AVENUE, N.W. COR. 14TH ST.
NEW YORK - - - - N. Y

DRESS ACCESSORIES

Visitor to Europe Picks "Winning" Lines

Evening Gown Very Diaphanous—Beet Root the Reigning Color —Crepe and Voile Very Strong—Assyrian Girdle a Great Success —"Ochre" Lace the Last Word.

Written for The Review by a European Buyer.

LONDON, July 20—(Special).—The feverish haste with which fashion beats down old ideals and raises up new ones makes dress a topic of more than usual interest. Every old and well established rule is being broken; the silhouette of the figure is being changed, and we are passing from stage to stage of an ever changing program involving the necessary aggrandisement of a fresh wardrobe, completely up to date in every detail. The bustle has subsided. The approach of the crinoline is, in consequence, viewed with little alarm. The bustle under another name—say for example, the "bunched tunic"— is a truly picturesque affair. The crinoline if called merely the "flounced skirt," is just as acceptable and a delightful change after the straight tube outline.

* * *

The evening frock next season will be a very diaphanous affair as regards the bodice almost sleeveless or with the lightest arm veiling, and the skirt beautifully draped and finished about the feet with the filmiest flower effects.

* * *

The latest frivolities in new lingerie pretty petticoats—white chiffon and lace over white charmeuse caught up with bows of black velvet ribbon.

* * *

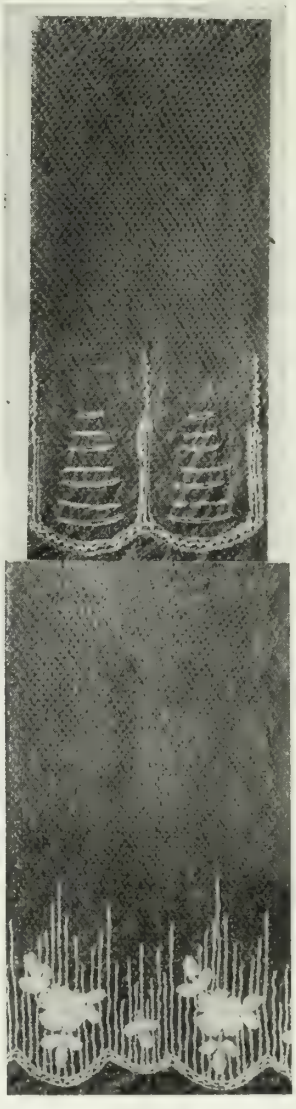
Capes of cloth, taffetas, satin and exquisite lace creations with big Japanese collars and long tie-ends of soft satin; superfine cashmere and the ribbed velvets are to arrive—bear this in mind.

* * *

Beet root is promised as a reigning beauty in colors, and bronze brown, too. These will lead.

* * *

Lace cannot be extolled too highly. It serves the purpose for every kind of gala frock from the bridal robe to the informal dance, expressing with infinite grace the modified pannier, the tunic skirt and the two or more tier flounces. Black and white will dominate—for example a white charmeuse petticoat veiled with a single very deep flounce of fine white lace with a lightly draped bodice to match and net sleeves to the elbow. Worn over this is a little black cape jacket with turnover collar and folded fichu fronts tied at the back in a butterfly bow.



Beaded net flouncings. Cup spangles and beads in nacre effect are used to form the pattern. Shown by Voss and Stuffmann.

* * *

Nothing crepe-like nor of the sponge cloth order should be overlooked and even the most cursory glance will realize the importance of voile. Akin to these is mousseline and net. These are shown strongly in Delphinirem colors and soft heliotropes draped over the charmeuse petticoats and sleeveless coats.

* * *

The comfortable arrangement of the open V at the throat should be insisted upon as a perpetual joy to the list of established fashions. The ruffle of net is added to cover the bare throat, also the "Corday" frill rising slightly at the back and almost meeting in front is being revived.

* * *

The sash is the great success—or Assyrian girdle — drooping in the front with fringed ends or made into a butterfly bow at the back, the ends finished with small beads embroidered in a handsome design.

* * *

The last words seems to be "ochre" lace, which is arranged as a tunic or deep flounce over taffetas — "Nasturtium" is also a color which promises to be popular as it blends well with the ochre lace.

* * *

Buckles, slides and all manner of ornaments are used with the girdles.

Our Salesmen Are Showing A Complete Range Of Boudoir Caps



Ladies' Wear Limited
Toronto

Arts & Crafts Bldg., Vancouver, B.C.

W. F. Goforth, President

Hammond Bldg., Winnipeg, Man.

Tendency of Neckwear Towards a High Back

Early Indications for Fall—Advance Styles Very Varied and Somewhat Conflicting—Tailored and Lace-Trimmed Modes Both Indicated—V Neck May Almost Disappear Towards Flatter Form of Collar.

THE outstanding feature in women's neckwear is the amount of present business that is passing. For a between seasons period neckwear is selling remarkably well and enough business is being received to retard the making up of new styles for Fall. That neckwear will show an excellent season is the opinion of both buyer and manufacturer, but the diversity comes when the style question is touched. Some authorities favor lace effects, and others go strong on the tailored idea. The true solution seems to be that due to the diversity of styles in garments, neckwear will show a corresponding variety and that more variety of types than usual will appear. Collars, sets and vestees indicate the basis of the mode, and this outline will be filled in both in tailored fashion and in lace-trimmed styles. There is little doubt that elaborate lace-trimmed neckwear will have a high place in the later season lines.

One settled point is that the V neck will be retained, though it will be not so pronounced, and most probably will be shortened almost to the vanishing point before the season is over. It would not be a matter of great astonishment, however, if it is found that the V effect is so firmly entrenched that it retains its place in fashion lines in spite of the prediction that high neck styles are coming into favor.

New Models Will Close at Neck.

The newest tendency and the one that is certain to be followed is that towards the high back. The majority of the new models sit close to the neck at the back instead of flaring away, and in extreme models the back is cut as a square collar or is rounded in cape effect, which does not in any way interfere with the flaring effect in front; but the tendency all round is to the flatter form of collar. On the other hand, there are models on the market that point to a Robespierre revival.

Collar-and-cuff sets are having an unusual vogue at the present time, and the outlook for Fall for sets is very bright. Sets are particularly good in pique, but organdie, handkerchief linen, batiste and fine Swiss are all used. In the lighter materials the collar and cuffs form the set, but in pique and linen the vestee belt is often added. Many sets are perfectly plain, some so much so that the usual row of stitching forming the edge finish is omitted; but on the lighter materials hemstitching, embroidery, as well as Valenciennes and net top laces are the accepted trimmings. Flat Venise edgings are also used.

Among the assured styles may be reckoned the vestee. The new vestees take many forms, and some of the new ones are ruched across like the new basque waists. Guimpes are still wanted and are showing with the new forms of collar attached.

Another new feature is the high ruche fitting around the base of the neck and standing erect all round. There is very little indication at the present favoring silk goods, the only idea being in favor of tailored effects in black and white liberty.

Neckwear houses are also showing lines of dancing caps, boudoir caps and aprons. Dancing caps are made of cloth of gold, and metal laces in gold and silver, metal printed brocades, and colored nets and maline. Some of these caps consist of a ruche of maline, net, or metallic tissue, with a border of metal lace and ribbon with a bow or mount in front. Others of fancy silk are in the shape of a liberty cap and are decorated with balls of silk or fancy tassels.

Vogue of Lace is Increasing

Net-tops, Chantillys and Metals the Leaders—Paris Dressmakers Are Using Lace Lavishly—New Lace Has Pattern Produced by Cord.

THE lace outlook seems to be developing in a manner that is most satisfactory. Buyers and importers who have been abroad and who spent the last week of the season in Paris, have come home full of enthusiasm as to the prospects for the continued and increasing use of lace in the coming Fall. Parisian dressmakers, they report, are making generous use of lace in the trimming of the new gowns. Flouncings are to be a big item, with the call coming on 12, 18 and 27 inch widths. These flounces are used for ruffled skirts and tunics in many forms. Lace is also being used for waists and neck finishes, and sleeve frills also call for the use of lace.

Net tops in a variety of filmy effects that introduce a big variety of the finest nets are the big feature. Some of these nets are so sheer that they are really tulles, and the pattern appears as a tracery on the satin of the gown. Paris is making a big feature of combinations of black and white, and for this purpose black Chantilly and net laces are used.

A new lace shows the pattern produced by a cord that forms patterns that look like fine braiding. Filet effects come in beautiful designs, and filet is often used in combination with other nets. White, ecru, biscuit and cream shades are all good, and handsome novelties showing the combination of black and white and black and ecru are very much favored.

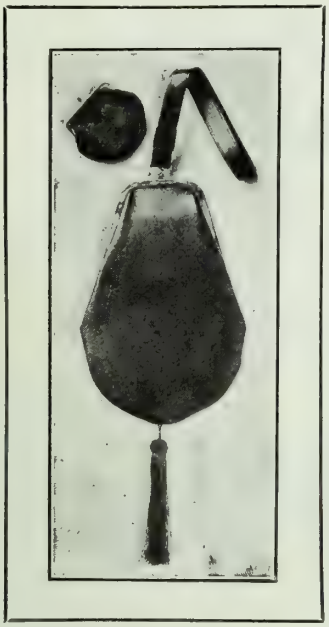
Metal laces come to the front late in the past season, and all kinds of light patterns in metals will be good. Gold, silver and gun-metal are all showing, and though silver leads at present, it may not keep its prominence all through the season. Laces in imitation of metals and closely following them in color are showing, and because of the price and the beauty of finish should score a well-merited success.

Nets are again a leading feature. All plain nets are selling, but the emphasis is placed upon silk nets and tulles in metal colors, and the leading shades. Tunics of net, and net for draping the waist, will be very largely worn, and will have as trimmings fur beads and flowers.

In high-class lines embroidered and tinted effects in colored laces are showing. Some of these are decorated with the new cut spangles in nacre and iridescent effects.

AT C.W.T.A. CONVENTION.

"Demonstration of Men's Wear Displays," by John L. Loock, of McFarlin Clothing Co., Rochester, Pa. See program, page 66.



HAND BAGS

IN ALL THE

NEWEST SHAPES

IN

LEATHERS

AND

FABRICS

Our New Fall Line Is Now In
Our Travellers' Hands

STYLES---Up to the Minute.
PRICES---Appeal to All Buyers.
QUALITY---The Highest.

HAVE YOUR BUYER INSPECT OUR
LINE BEFORE PLACING ORDER

MANUFACTURED BY

Flett, Lowndes & Co. Limited

142 - 144 WEST FRONT ST.
TORONTO, ONT.

CANADA VEILING CO.

Our Fall Line will be complete August Seventeenth specializing

CANVELCO BRAND

VELVET FINISH

Veilings and Malines

Chenille Borders,
Nose, Rose Bud and
Small Pattern
Plain Veilings
are Leaders



Net-Allovers

Madeira, Filet,
Gold and Silver
Metallic, Chantilly,
Silk and Cotton Nets,
Point D'Esprits

SAFETY FIRST

AS THE STYLE FOR THE COMING SEASON IS VERY DOUBTFUL, IT WILL BE GREATLY TO YOUR ADVANTAGE TO SEE OUR SHOWROOM BEFORE PURCHASING

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

TORONTO

RIBBONS RIBBONS RIBBONS

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS
very
fashionable,
you
need them.

We are the only
manufacturers
of Ribbons
in Canada.

Fancy
Dresden Ribbons
much in demand.

Soft Satins in
all new colors
for Fall season.



We can supply
you
at once.

Black Moires in
all widths.

Black cire or
stove-pipe finish.

Taffeta, black
and colored.

The largest range
of qualities and
prices in the
trade.

Wash Ribbons and Shoe-Tie Ribbons for Summer

Ribbon Girdles, the newest fashion out. We are showing a good range, Plain and Fancy, all made up ready for quick sales.

We are showing for the Fall season a very large range of plain and fancy ribbons, velvet ribbons, etc.

Wait and see our values.

If our traveler is not around when you require ribbons,
write us for samples and prices.

BELDING PAUL CORTICELLI LIMITED

Montreal Toronto Winnipeg Vancouver

OUR FALL LINE NOW READY

BEING SHOWN BY OUR REPRESENTATIVES

WE wish to call attention of the merchants to our trade-mark illustrated herewith, which will appear on all our lines, including

Veilings, Laces, Malines, Chiffons, Nettings, Scarfs, Neckwear, Hair Nets



THIS IS IT!

Goods with this label insure value and style

WATCH FOR IT

NOVELTY IMPORT COMPANY

76 Bay Street, Toronto

"The Lace and Veiling House of Canada"

Cords
Tassels
Braids
Silk Ornaments

The best and handsomest in the market

Also

Furriers' Trimmings

"Made in Montreal"

by

The Moulton Manufacturing Co.

LIMITED

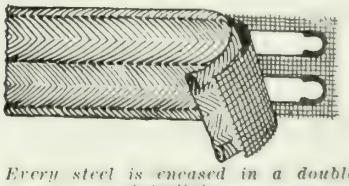
Craig East, Gosford and St. Louis Sts.

Comfort shakes hands with Style

Where is the woman who would prefer style unaccompanied by comfort to that graceful, ease-giving style produced by

P.C. Corsets

Days there were when STYLE was torture and COMFORT was unsightly, but those days went with the inception of P. C. Corsets. These corsets introduced a combination of grace, style, comfort and service. Their popularity is growing far and wide, for they meet the feminine requirements and give the merchant a satisfactory business.



Every steel is encased in a double interlining.

We do not ask for an order, but would like you to see a sample of our latest P. C. model—a card to-day will bring it, parcel post prepaid.



Parisian Corset Mfg. Co., Ltd.

QUEBEC

Ontario Branch: 77 York Street, Toronto

A glimpse at some *of* the good things in the Phoenix Fall Showing

Boudoir Caps

Phoenix Boudoir Caps are daintier and more useful than ever before. The modern dances make it difficult to keep the hair arrangement intact—hence a demand has been created for these caps. Made of sheer crepe, voile and fine valenciennes laces in several different styles.

Neckwear

High back collars, open at the front, promise to be a popular seller this Fall. We have these and many other styles in a wide variety of organdies with embroidered edges, net tops and tinsel effects.

Waists

Chic styles in chiffons, crepes, voiles, muslins at reasonable prices.

Tea Aprons

Dainty little articles that will instantly appeal to your customers. Makes a splendid Christmas gift.

Pleatings

Pleatings in gold and silver effects and black silk.



The Phoenix Fall range of novelties is going to be a popular and rapid seller; they're just the lines that will appeal to Feminine Canada during the Fall and Winter. Phoenix Novelry Goods are known by the "distinctive buff boxes" in which they are shipped to you.

We extend you a cordial invitation to inspect our Fall range at 154 *Pearl St. when you are at the exhibition.*

PHOENIX NOVELRY CO. Dry Goods Novelties

Phoenix Novelry Company

TORONTO, ONT.

PHOENIX NOVELRY CO. Dry Goods Novelties

The Sterling Lace and Novelty Co

"Sterling"—"All that the name implies"

"Sterling" Laces, Veilings, Neckwear *for* Fall 1914 Now Ready

We have been successful in gathering together one of the daintiest and most attractive ranges for Fall 1914 that we have ever offered. All Sterling in style, assortment and value. "Sterling" Novelties have long been the standard in its line, and this Fall 1914 assortment is no exception.



THE NEW HEXAGON MESH TEA VEIL

In no more effective way can we impress the real importance of our values than to say "They are Sterling, pure and simple."

Milliners *and* Merchants

When attending the exhibition call around at our large show rooms at 80-82 Wellington St. W., and see what's going to be the popular sellers for Fall; we have them all.

The Sterling Lace and Novelty Company
80-82 WELLINGTON ST. W., TORONTO

Holiday Novelties Appearing on the Market

"Party" Cases With Toilet Articles—"Futurist" Cat a Humorous Contribution—Japanese Gardens a New and Artistic Craze—A Complete Whist Set.

THE notion section each year is going more extensively into the sale of Christmas novelties, and manufacturers are now beginning to show many of their holiday lines, such as sewing baskets, work baskets and boxes, needle cases and needle books. These come in many original ideas, one of which shows a case that falls open when the lid is removed, revealing a bag of satin drawn up with silk cord which can be used to contain the work. On the inner part of the lid are two velvet pin-cushions, and two ivory holders on which skein silk may be wound. One side has holders for spools, while the opposite is fitted with scissors, bodkin, crochet needle, and two tape needles. On each end is placed a package of needles and different sized safety pins.

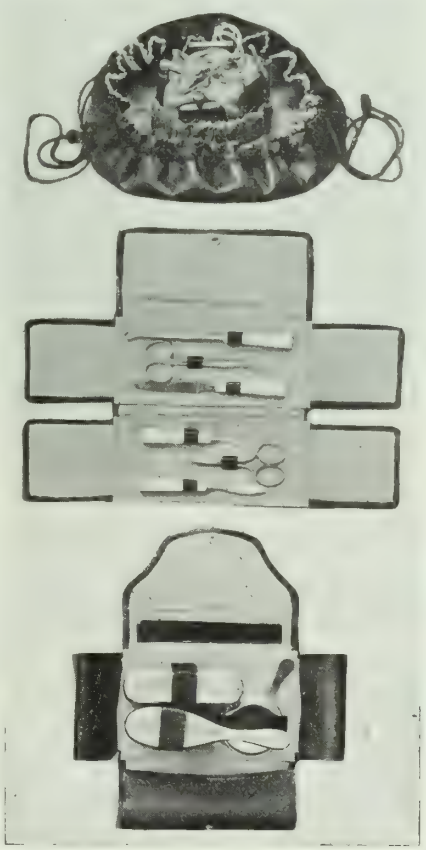
Novel Whist Set.

A whist set falls open in a similar manner when a sliding cover is removed. Upright in the center is a brass stand with ivory signs showing what are trumps, while the four sides show packs of cards, tally cards, etc.

Designed in the same way comes a combined dressing and manicure set, with the fittings in ivory, which would keep the toilet articles from dust on the dressing table or would pack easily into a suit case or trunk. Other articles in this line, such as music rolls, card cases, and drinking cups, manicure and shaving sets enclosed in a leather case, and bill books, wallets, collar bags and handkerchief and glove cases come in great variety. These are made in various leathers and in tan, blue, red, green and other colors.

Party Cases.

Another line that is going to be big this fall is "party cases." A party case contains all the toilet articles put up in convenient form and enclosed in a dainty leather case like a small suit case, with the handle on the top. These cases contain toilet requisites, and the leather comes in all the leading colors. The fittings are very dainty, and those in gilt are the newest. The leather comes in black, navy, Copenhagen, King's blue, green, purple, helio, and tango. The linings come in moire or heavy corded silk in matching or contrasting colors.



1. Party Bag of scarlet kid, lined with ecru watered silk. The gilt vanity fittings include pin-box, vinaigrette, comb, mirror, powder box and memo book. The powder puff is enclosed in the inner bag in the center.

2. Manicure Case of fine morocco leather containing six pieces. The handles are of mother of pearl and chased silver.

3. Week-End Case of fine morocco leather lined with bengaline contains hat brush, hair brush and comb and minature hand glass backed in highly polished nickel.

Shown by Western Leather Goods Co.

Futurist Cat.

Among the numerous novelty items shown so far for the holiday trade, one of the most striking is the Futurist cat. Just how weird looking this animal is may be imagined by anyone that has had the somewhat doubtful privilege of viewing a collection of the works of Futurist painters. The cat in question hails from the Old Country, and Mr. Louis Wain, an artist who enjoys a considerable reputation over there, is the person responsible for its creation. All the models are registered, and the designs without exception are of an extremely humorous character. One of the most striking shows the Sphinx carried out in black and green, with green eyes and claws and a crimson nose relieved with touches of green. Every cat has a motto of a humorous description and emphasizing its value as a mascot. The Futurist cat comes in many sizes and is modeled in various positions. Some of them are planned to be of use, and one of them has a hollow in its back which is fitted with a glass so that it can be used as a flower holder. In London these cats are shown in a special show-room designed by Mr. Wain and decorated in Futurist colors, of which black, green, and tomato-red are the most prominent.

Japanese Table Garden.

A novelty that is rapidly becoming a fad in the States, and which is really both decorative and artistic when well carried out, is the Japanese table garden. These miniature gardens are built in porcelain dishes of various shapes and sizes with miniature trees, pagodas, and other objects. These are combined with water and leaves, etc., and much of the effect depends upon the taste of the person who sets the miniature garden. These gardens form lovely center pieces or table ornaments, and a display can be made a very attractive one. The various small objects come by the dozen

and can be purchased separately from the dishes. These gardens promise to be a feature of the various holiday displays.

Dance Bags in Pannier Shape.

Evening bags have developed into dance bags. The best liked come in pannier shape. These bags come made of suede leather in delicate linings and with the upper part of satin, and the top is drawn together with a silk cord to match. The bag is designed to carry the slippers and other items. Many of these bags are decorated with hand-painted designs and medallions. Novelty bags are shown in big variety and for varied uses.

The toy line is so favored that it would seem as though it was well-nigh impossible to vary existing lines. A new idea is to pack a doll's tea set in a fancy basket. The bottom of the basket is of cretonne and the articles are tied in with ribbons, and ribbons to match are run through the sides of the basket and tied on a smart bow at the side of the handle. The china is patterned in bright colors and the whole article is very attractive.

Flat wooden toys were very much in evidence last holiday time, but were mostly confined to animal lines. The ducks, cows, and other animals are all shown again this year.

Leather Novelties for Fall

Party Bags Indicated as Best Sellers for Fall and Holiday Trade—Week End and Manicure Sets in Cases New—White Kid Belts.

AMONG the best sellers for the Fall and holiday trade party bags will have a high place. A very practical and at the same time a dainty and attractive bag comes in circular shape just like a big round ball gathered up into bag form by means of a silk cord. This bag comes in soft kid in all the leading colors and is silk lined either to match or in contrast; this point depending upon the color used for the outside. The center consists of a silk bag with the sides stiffened part way around which are shirred. A pocket holds the various vanity articles which are particularly fashionable in gilt finish. The various fittings are as follows: Pin-box, vinaigrette, comb, mirror, powder box, and memo book. The central bag draws up with a silk cord and contains a powder puff. Party bags also come in moire, and black, lined with color, is the best seller as it can be used with any gown.

Week-end and toilet sets come in folding cases that contain all that is necessary, and take up practically no room in the suit case. These cases open flat and are made of fine morocco leather with cord silk lining. These sets are fitted with clothes brush, hair brush, comb and miniature hand-mirror in highly polished nickel silver. Manicure sets come in similar cases also of fine morroco, bengaline lined. These sets are made in various sizes holding from three to seven pieces. The handsomest have the handles of pearl and chased silver and handsome sets come in highly polished nickel.

The latest development in leather belts comes in white kid, 3, 4 and 6 inches wide. The smartest have covered buckles, but the large white bow as a finish is also a big seller.

Flesh-Colored Shields Showing

These Are Made to Suit the Cut and Material of Present-Day Waists—Snap Fastener Tape.

NOTIONS and fancy goods are well established as the quick money lines, the lines where the turnover is the greatest. These departments are very important even in the small store and of first rank when the store has attained the departmental rank. Notion and fancy goods buyers are keen searchers for novelties with which to attract trade, and there is a large and increasing group of manufacturers who make the providing of these novelties both for special seasons such as Easter, Christmas, etc., as well as for the general, all-the-year-round business.

Flesh-colored Shields.

With many women the choice of a dress shield is a matter that receives much attention. Many women prefer to buy a washable shield, as a little work makes all fresh and clean again. The very transparent waists now worn are complicating the shield business, for it is a difficult matter to attach shields to the present-day waists, both because of the cut and the character of the material.

Manufacturers are putting flesh-colored shields on the market, and they are selling well, as they are almost invisible because of the color.

Fastener Tape.

Merchants will wish to begin the Fall campaign with a full stock of notions, small wares, and dressmakers' findings. Among the many ideas, snap-fastener tape will be found to fill a want, as it forms an invisible fastener. It comes in cotton, gros-grain, satin, pure silk, and mercerized cotton, and retails at prices running from 12½c to 30c per yard. A fastener is on the market that is oval instead of round, the idea being that this shape conforms better to the shape of the hem at the back of the waist and therefore is more easily hidden. Tape is an article that every dressmaker uses, and she is sure to be interested in a new tape that fills all the purposes of the ordinary tape and yet is so fine that it does not show through the very thin materials now worn. This is not the only merit this tape has to recommend it, but it is shown on a specially constructed display stand that not only holds the tape, but saves the sale people trouble in the handling.

ONE MILLION TOY BALLOONS.

One of the most animated spots in any New York department store during the month of June was the children's playground on the fifth floor of the mammoth building of the J. B. Greenhut Co. One of the interesting features among many attractions was an army of children receiving thousands of colored toy balloons as gifts from the management.

"We make a point of pleasing the children of New York and the suburbs by making them so happy that they want their parents to bring them often to spend the day in the big store," said one of the superintendents. "These toy balloons are wonderfully popular. We import them by the hundreds of thousands from Germany, where they are manufactured expressly for us of the best of silky rubber, which can be expanded to an extreme limit.

"I suppose we have given away more than half a million of these fairy balloons this season, and so great has been the success of the idea that we shall continue to give them away and make the children of New York always our friends. But this is not all. Look at the children's playground itself, with its swings, rocking autos, merry-go-rounds, seashore sand piles and sliding machines with shoot-the-chutes and hundreds of other devices for pleasing children."

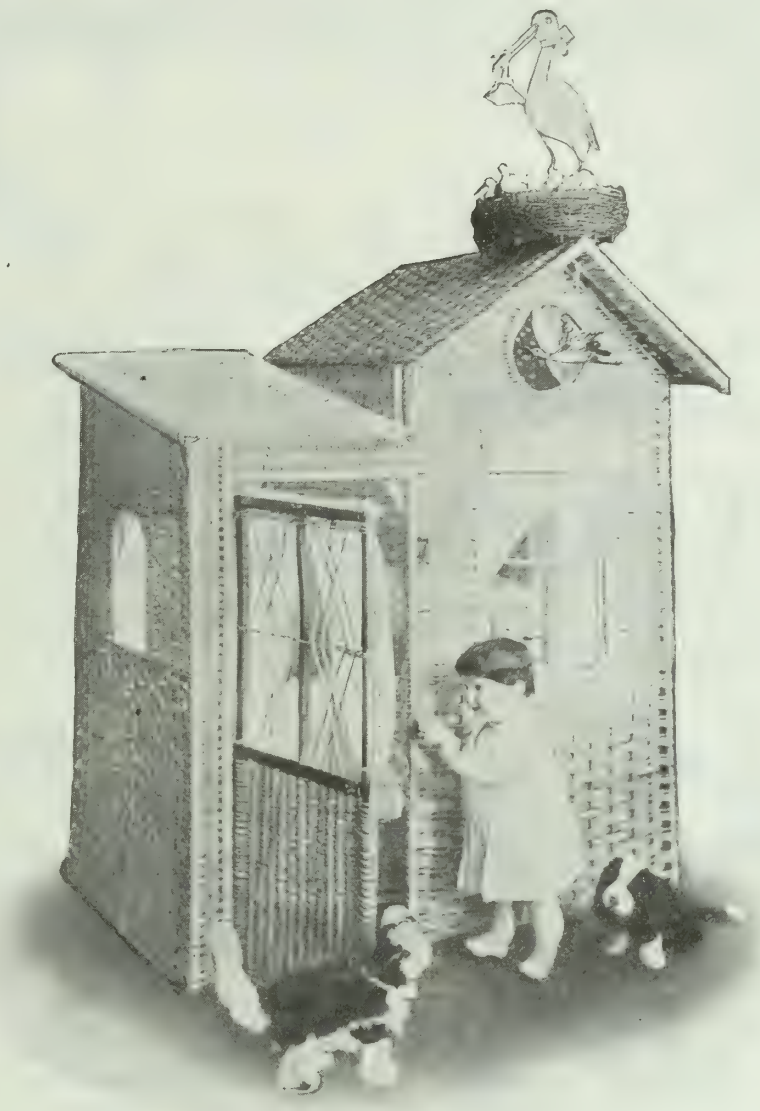
"In All the World, No Other Line Like This"

Some of the New Imported Ideas

Rite Baby Feeding Plates (keep food hot).
Rite Baby Soap (Floating).
Rite Baby (Ball Bearing) Pins.
Rite Stork Maisonettes.
Rite Baby-Raspberry Confection (for constipation).
Rite Nursery Baskets.
Rite Baby Refrigerator with Basket.
Rite Baby Nursery Bottles.
Rite Baby Bassinettes.

Baby Baskets in new and original shapes and sizes.

Stork Party Favors that are new and different.



"Rite" Baby Maisonette

New and Original Ideas in

Rite Baby Rattles.
Rite Baby Toilet Sets.
Rite Baby Stationery.
Rite Baby Record Books.
Rite Baby Coat Hangers.
Rite Baby Teething Rings.
Rite Nursery Toys.
Rite Baby Play Yards.
Rite Nursery Chairs.
Rite Baby Rubber Toys.
Rite Musical Cushions.

Another Important Feature this Year.

Wonderful Mechanical Pieces for Department Displays.

The Latest From Europe

Our special representative who has been in Germany, Austria, Italy, Holland, England and France for the past two months, has secured the

American Rights for Many Brand New Novelties

which are now on exhibition in the RITE Showrooms.

This European collection, big as it is, forms but a small part of our entire line of

5000 New Rite Originalities

-practical, amusing, instructive and sanitary.

And many other specialties of the sort for which the name RITE is famous.

An early visit to our showrooms will make your department the most popular in your city.

If you are not coming to New York, let us send you one of our $25, $50 or $75 Sample Assortments.

See Rite "Baby Toodles"



Full Line Ready July First



"Rite" Specialty Co.

35-39 West 36th St. Between Fifth and Sixth Avenues **NEW YORK**

QUALITY

is the keynote of your success as a merchant.

QUALITY

is the keynote of the success of

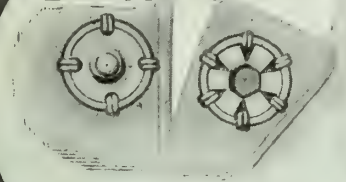
Kleinert's

Dress Shields

Is *Our* success helping *You*?

I.B. Kleinert Rubber Company
TORONTO, CANADA

DE LONG PRESS BUTTON



World's Flattest Fastener

ORIGINAL

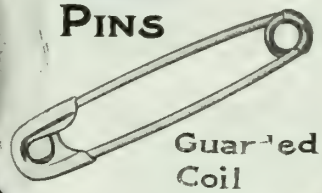
DE LONG HOOK AND EYE

See That hump?

TRADE MARK REG. U.S. PAT. OFF.



DE LONG SAFETY PINS



Guarded Coil

Rust? Never!!

DE LONG HOOKS AND EYES
DE LONG PRESS BUTTONS

There is a place for each on your Notion Counter.

There is a need for each in the making of every gown.

The good dressmaker knows how to use each in its proper place, for the greatest security, neatness and durability.

The good Notion Department displays complete assortments of both, in all sizes and colors; because every notion buyer knows that

DE LONG HOOKS AND EYES AND DE LONG PRESS BUTTONS

are the very best of their kind, and will give satisfaction, in selling and in use, unequalled by any other.

THE DE LONG HOOK AND EYE COMPANY

OF CANADA, LIMITED

ST. MARYS, - ONTARIO

See that hump?

TRADE MARK REG. U.S. PAT. OFF.



ORIGINAL

DE LONG HOOK AND EYE

PATENT INVISIBLE EYES

Nub

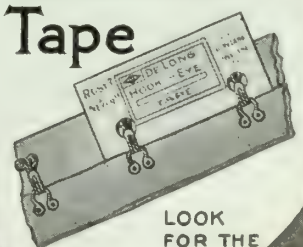
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



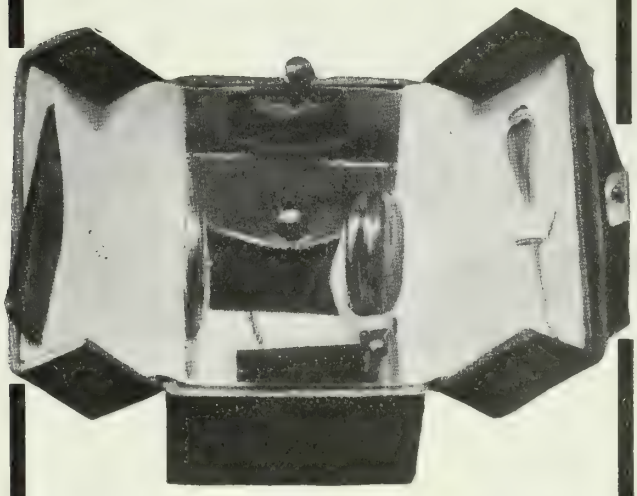
LOOK FOR THE TAGS

SEMPER PARATUS
PHOENIX
Walter Bretzfield
43 LEONARD ST. NEW YORK

Representing manufacturers for the Canadian Market in

FANCY and HOLIDAY GOODS

Have you seen our attractive new line of
VICTORIA PARTY CASES?



We are making a great variety of these and also call your attention to our new lines of hand bags. It will pay you to wait for our Mr. Walter Bretzfield. He shall cover the territory as usual in August for the Holiday season. Write for samples and information.

MORRIS WHITE,
73 West Houston St.
New York

WALTER BRETZFIELD
43 Leonard Street
New York

NEEDLE WORK NOVELTIES



WORK BAG 1050-A

This season we have a large range of novelties put up in envelopes ready for sale, with design printed on each envelope showing the article finished.

An illustrated circular of our latest novelties will be sent on request.

STAMPED GOODS

Centres—Trays—Corset Covers—Night Gowns — Cushion Tops — Runners — Dresser Scarfs — Pillow Cases — Aprons —Bibs—Bootees.

D. M. C. Threads **Berlin Wools**

The best quality of Artificial Silk is
FLOSSELL ROYAL

Hambly and Wilson

77 Wellington St. W., TORONTO

THE SUCCESS OF THE SEASON

THE TWO-PRONG PIN (ILLUSTRATED HEREWITH)
MADE IN PLAIN OR JEWEL-SET STYLES

BEADS

COMBS

SHOE
BUCKLES



JUST TEN MINUTES
FROM THE
EXHIBITION GROUNDS

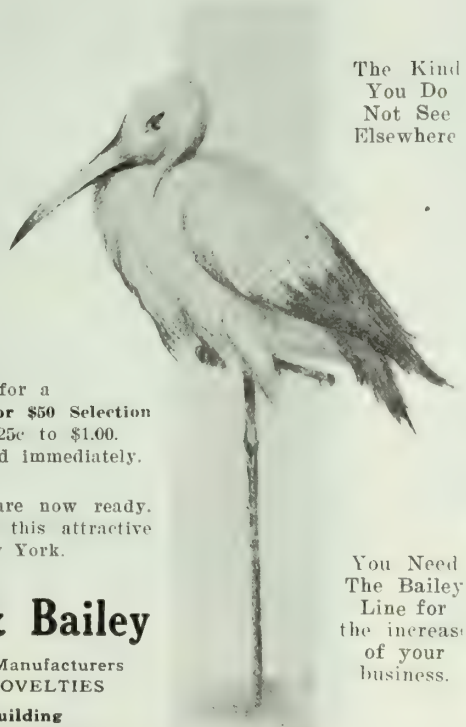
We extend to you a cordial invitation to visit us when at the fair or any time

The Smith-D'Entremont Co., Limited, 1475 Queen Street West TORONTO

Baby Novelties

Hundreds of Articles that Sell at Sight, at Popular Prices.

The Kind You Do Not See Elsewhere



Write for a
Special $25, $35 or $50 Selection
To retail at 25c to $1.00.
Mail orders filled immediately.

Our Fall lines are now ready. Call and inspect this attractive line when in New York.

You Need The Bailey Line for the increase of your business.

Bailey & Bailey

Importers and Manufacturers
INFANTS' NOVELTIES
Bailey Building
27 East 22nd Street, New York

VASSAR EMBROIDERY HOOPS

THE ADJUSTABLE "HOOP OF QUALITY"

The inner hoop is fashioned from seasoned maple, lathe turned and highly polished, the outer is made of highly polished **rustproof** metal, fastened with a strong coiled spring, which **cannot tear the fabric.** That's why the **Vassar is the only hoop that will instantly adjust itself to any thickness of fabric and hold it securely.** And it's a better hoop to sell for ten cents than most others at any price. Made 4, 5, 6, 7, and 8 inches in diameter, also oval 3x6, 4x9, and 6x12.

MILLIONS OF WOMEN ARE USING THE VASSAR

ARE YOU SELLING THEM? YOU CAN TRY THEM AT OUR RISK BY SAYING THE WORD

IT CANNOT TEAR THE FABRIC
IT CANNOT SLIP
IT CANNOT GET OUT OF ORDER

The THOS. P. TAYLOR CO.
MAKERS OF THE VASSAR HOOP
SINCE 1890
BRIDGEPORT, CONN., U.S.A.
487 Broadway, New York
67 Chauncy St., Boston, Mass.



HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.



This rack, which has just been brought out in Canada, serves a double purpose. It is called a "junior" rack and is convenient for hanging garments to keep them out of the way when clerks are waiting on customers. It is also of service for a few special garments that are on sale at one special price, which is prominently listed in the holder on top. Shown by A. S. Richardson & Co.

CONDEMNS NEW YORK MEN

(Continued from page 84.)

ter from a distance the New York manufacturers have made a big mistake in bringing up the question of length at this time, because there was really no question of the kind involved. He said it seemed to him that the manufacturers sent out their men earlier than usual and conditions in general operated against their securing orders as freely as they expected. They, therefore, jumped to the conclusion that there was something the matter with the styles and started an investigation which soon broke the bounds and the news spread over the country, but the trouble was probably due to the early start made more than anything else.

A point of particular interest made by Mr. Printz was that if longer coats should be desired, the merchants are not stocked to such an extent that they cannot safely handle all they will be able to sell of that design. The great majority of women will not accept the extremes at any time and this will, of course, leave the large bulk of the business to the garments in conservative lengths.

Individuality Controls.

There was really nothing in the length of the coat that will affect the style, he said, because all manufacturers had made the garments in various lengths. He agreed with others in the belief that women would select coats suited to their height and general lines, rather than to insist upon any certain fixed length. The increasing desire for individuality would aid women more than ever in the selection of their garments, and there would be less over twenty-five years and have never known a year that the conditions in New York were not exactly the same as they are to-day. That was the reason the New York market had lost its prestige and that the Cleveland market was so rapidly forging ahead as the cloak center of America."

EARLY CLOSING UPHELD.

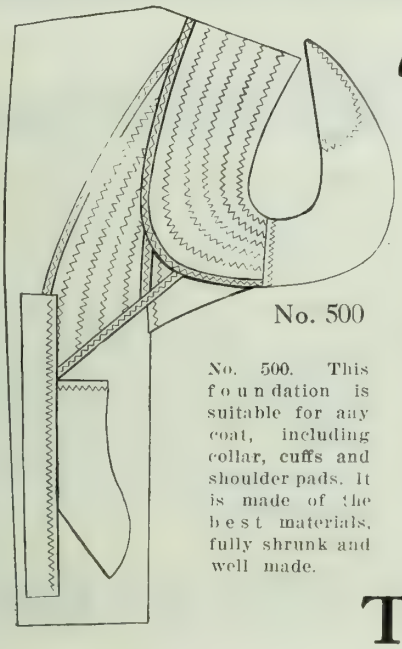
The early closing by-law in Galt has been upheld in the appeal at Osgoode Hall, Toronto. Messrs. W. J. McNaught & Son were fined and appealed, but lost their case.

In anticipation of a brisk demand for wax figures for Fall window displays, the Hall-Borchert Dress Form Co. have brought out a large stock of French models, distinguished for lifelike features, real hair done up in the latest coiffure styles, and forms moulded to conform with the most approved lines in ready-to-wear. The illustration is a sample of the firm's attractive lines. In addition, they have enlarged their stock by wooden and brass fixtures, embodying the most up-to-date ideas in the art of display. Window trimmers should inspect the stock when attending the C.W.T.A. Convention.



"Everlast" Coat Foundations

a splendid sales tonic

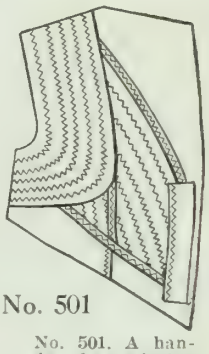


No. 500

No. 500. This foundation is suitable for any coat, including collar, cuffs and shoulder pads. It is made of the best materials, fully shrunk and well made.

Many women, who in the past never attempted to make their own suits because of the difficulty of getting the coats to hold their shape, are now obtaining just as good results as when they paid the tailor a large sum of money. These women use "Everlast" Coat Foundations. Why not take advantage of these splendid "dress-making simplifiers," and use them to boost the sale of your dress goods, trimmings, linings, etc.? Advertise them to your customers, explaining how every objection to home dress-making is removed when "Everlast" Coat Foundations are used.

Now is a good time to get in a stock for the Fall dress-making. Made in a size and style to suit every requirement.



No. 501

No. 501. A handy foundation which will appeal to the home dressmaker. Well constructed, best materials.

Toronto Pad Co., Ltd.

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DRY GOODS REVIEW

VOL. XXVI

No. 16

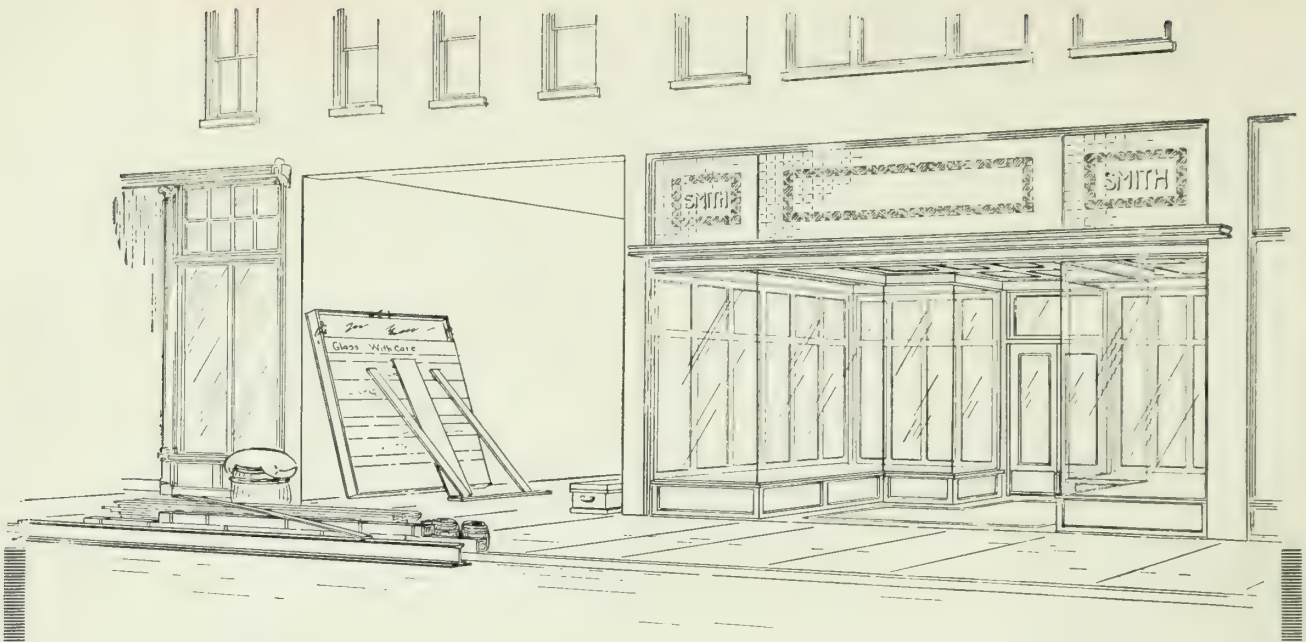
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FEATURING
MILLINERY

AUGUST 19
1914

COMPLETE REPORT C.W.T.A. CONVENTION



Will Your New Store Front be a SALES POWER or Simply a Combination of Building Materials

When you contract for a new Store Front make sure of one thing above all others—that it will add a *sales power* to your business, not merely a "partition" to keep out the cold and rain. Store Fronts should *sell*, not simply protect the merchandise on display.

During 1914 thousands of new Fronts will be installed—some will increase the sales of the Stores with which they are associated and others will do nothing more than insulate the store room from the street. Today competition among retail stores demands that the leaders be attractive. Attraction through show windows is the power that sells more merchandise than any other Store element. One Merchant tells us that 60% of his entire business is created by his KAWNEER FRONT—another says his Front is worth $5,000 a year (and it's only 20 feet wide)—another increased his business 40% by installing a KAWNEER FRONT. One Merchant said, "Our old Front was fair but it takes KAWNEER to increase business—Ours jumped 30%.

Kawneer Fronts Pay for Themselves

When you buy a KAWNEER FRONT you don't expend its cost—you simply loan it to your business because it will all come back to you in a few months, then for years and years the profits on the constantly increasing business will be yours—net—won't even have to paint or repair the Front as KAWNEER is built permanently—only solid copper, brass, bronze or aluminum is used. A KAWNEER FRONT can pay for itself in your Store.

Show Window Ventilation

Just think of the thousands of sales lost every winter day by frost or sweat on show windows. One Merchant wrote, "Have been in business 42 years, had 41 winters of frosted windows—placed a KAWNEER FRONT in last fall—have had one winter of clear windows." KAWNEER FRONTS give constant service. Just think what 365-day-and-night show window service would mean to your business.

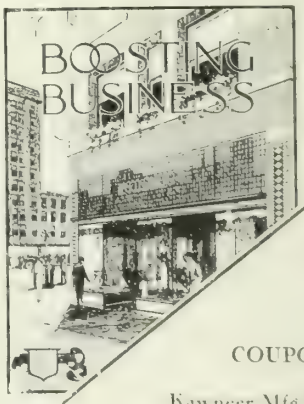
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Since 1906 we have worked with Merchants, Architects and Contractors in the construction of over 30,000 Store Fronts—not alone in big cities but in towns even as small as 150 people. Among this long list of users you will not find one Merchant who regrets the money spent—you will never hear even one say, "I wish I had the old Front." KAWNEER FRONTS have been developed around *your* requirements and we can help you increase sales, just as we have helped the Merchants behind the 30,000 KAWNEER FRONTS that now stand.

Kawneer
STORE FRONTS

A Store Front Book

Naturally during these years of specialization we have learned a great deal about Store Fronts that cannot be learned in any other way—information that cannot be bought, and to be of greater service to you who contemplate the erection of new Store Fronts, we have compiled a book "Boosting Business No. 21" which is without a doubt the most instructive and most interesting Store Front book ever published. This book we will gladly send to you free—yours in an envelope, stamped with a 5c stamp, and all ready for your name and address. Just send along this coupon and see the book that contains photographs and drawings of many of the best paying, big and little Store Fronts in the country. Don't risk the amount of money you will invest in a new Front when you get the most complete Store Front book for a 2c stamp. Send Coupon today.



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Kawneer
Manufacturing Company

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Dry Goods Review

VOL. XXVI. AUGUST 19, 1914 No. 16

Immediate Influences of the War on Fall Trade

Pronounced Shortages In Many Lines Of Imported Goods.—German, Austrian, French, Swiss And Italian Shipments Cut Off In Many Cases.—Hopes Of Goods Starting Again From England.—Rates Of Insurance Coming Down.—Interviews With Many Jobbers.—Protecting Retailers.

THE extent of the influences which will be felt, directly and indirectly, by the manufacturing, wholesale, and retail dry goods trade of Canada are exceedingly complex and, at the time of writing, difficult to diagnose with any claim to certainty. Even within a period of 24 hours access to and from England for merchandise has been opened up, at least theoretically, and a favorable factor is the steady decline in the rate of insurance.

This, as direct importers know, has run roughly between ⅛ and 1/3 of one per cent. On an invoice of $300 from England before the war one firm was charged 40 cents, and a shipment of $350 from Germany was charged 68 cents. The few rates that were quoted after war was declared were 10 and even 15 per cent., and for some ten days these prohibitive rates held. They were on paper only, of course, as practically no merchandise arrived that had not left port before the outbreak. By the twelfth of August, however, insurance companies reported to The Review that rates were only 5 to 6 per cent. and that some risks had been quoted as low as 4 per cent. with a likelihood of a further drop to 3 and even 2 per cent. These rates, while forcing increases in selling prices, would at least not prohibit the exchange of business.

Long Delays on the Continent.

No one was willing to venture a forecast, however, on the date at which there would be begun again the movement of goods from Continental Europe, France, Switzerland, Germany, Belgium, Austria, Italy, etc., and at this date it is recognized generally that there can be no little hope of merchandise moving for several months. Not only would there be the extreme difficulty of transportation but when European countries are involved in a war that calls out all able-bodied men, and in some cases results in the overrunning of a country with troops, every mill is closed.

INSURANCE RISKS FALLING.

A firm of insurance brokers stated to The Review that insurance risks which on the outbreak of war had jumped to 10 and 15 per cent., and even higher, were down to 5 and 6 per cent. and in a few cases to 4. It was likely they would soon be down to 3 or even 2 per cent. The before-the-war risks ran from one-eighth to one-third of 1 per cent. Shipments were expected to start soon again from England, although the Continent likely would be cut off for weeks or months.

JUMPED IN TO BUY.

As soon as war was declared, some of the larger Canadian stores that had been caught with large orders of Fall goods still undelivered jumped in to buy in all directions in Canada. Many jobbers refused big offers or gave only a percentage, declaring that they must protect their regular customers. One firm bought up every garment in a certain line of underwear, old and new, but got only one-third its order filled on some novelty lines.

Hopeful of English Shipments.

With Great Britain it may be possible to keep open the majority of the mills and manufacturing may be continued with a fair degree of regularity, while every week seems likely to improve the situation in regard to transportation.

To meet the universal call from retailers for information, The Review secured expressions of opinion from a large number of manufacturers and jobbers as to the position in which the wholesale and retail trade might have to face in regard to Fall supplies. In some lines, notably millinery, furs and toys, the replies have been usually reassuring, for import stocks are largely on hand. In the case of imported laces, embroideries, hats, ribbons, many lines of dress goods and silks and fancy goods the bulk of the stock ordered, it would appear, has not arrived and is inaccessible. It is taken for granted, of course, that the Canadian and United States manufacturers will be called on, wherever possible, to supply the deficit.

This, of course, will be impracticable in some lines, which it is needless to mention, and staple stocks must take the place of some of the novelty lines peculiar to several European countries.

An interesting and at the same time amusing situation has arisen in the States in regard to a famine of Paris "creations": dire prophecies are heard of "Americans being forced to depend on American designs in ready-to-wear lines," and there is talk here and there of "importing" French designers and working dressmakers to reproduce here the costumes that may be denied them in styleful Paris, but the suggestion has been met by the statement that Paris could not be expected to allow a migration of this kind.

In order to assist in an understanding of the situation The Review has prepared a list of Government returns for the year ending March 31, 1914, showing exactly the amount of goods imported, under various headings, from Great Britain, various European countries and the United States, in addition to the authorized statements from jobbers, etc.

Famine in Dye Stuffs.

Some account of the situation as viewed in the United States will also be of value, the most significant one, in a sense, being the fear that as 90 per cent. of dye stuffs used there come from Germany, that manufacturers may suffer from lack of a basic material if thrown on their own resources.

One noteworthy circumstance, that fortunately now can be turned to good account, is that the wholesalers as a result of light Spring orders, are well stocked in at least staple lines.

No Advance on Ordered Goods.

So far as The Review can learn those who gave advance orders will be supplied with goods without any advance on the early quotation, except in cases where goods may be brought over after this date at a heavy insurance rate, which probably will be added on.

For those who failed to order early, it is likely that in most cases an advance —large or small, according to the scarcity and the nature of the goods,—will be enforced. This has been stimulated by the rushing upon the market of buyers from some of the large Canadian stores, especially those who were in the habit of importing heavily, and found themselves in danger of being cut off altogether.

Interviews With Wholesalers and Retailers

The following are the results of a number of interviews secured in Canada by The Review, in addition to those appearing in Men's Wear Section:—

LACES, EMBROIDERIES, ETC

Head of firm with large import of laces, etc.—"The situation is very serious, as stock is nearly all imported and the shipments we have received do not amount to more than one-quarter of our season's supply. We depend on repeats to a great extent. If the war keeps up there will be a tremendous shortage in one month, with nothing coming from Germany, France, or Switzerland. We hope that shipments from England will soon be renewed.

"The worst of these lines we handle is that there is no other source of supply in other countries, as they are peculiar to the countries where they are made."

The speaker further mentioned higher rates of duty in the case of goods from the States.

"In various lines of colored goods it is 35 per cent., and in the case of white 20 per cent., whereas through the French preference we get them in from Switzerland at 17 per cent."

The question of insurance rates, he pointed out, was a most serious one, even if the transportation of merchandise were possible.

Before the war rates averaged about ¼ of 1 per cent. Two examples were given.

On $300 shipment from England, 40 cents.

On $350 shipment from Germany, 68 cents.

Since then rates of 5 and 10 per cent. had been paid, which in one of the cases quoted above would represent $30 instead of 40 cents, whereas in the other case any shipment would be impossible.

A SUMMARY.

Dress Goods.—About 90 per cent. of early importations for Fall appear to be in hands of wholesalers. Eastern retailers have fairly large stocks; some of western report stocks low.

Velvets.—Good stocks of velvets held. Shortage developing in low priced silk fabrics such as Paillettes, and unfinished satins, particularly in wide widths.

Laces, Embroideries.—Only part of Fall shipments so far received, and very little hope of balance from Continental Europe.

Fancy Goods.—In much the same position as above.

Toys.—Larger proportion of shipments for Fall and holiday season reported to be on hand.

Millinery.—Appears to be in pretty good shape. As season begins early Fall, importations are well to hand.

Ribbons.—Large shipments have come in early, but owing to heavy demand scarcity is expected.

Furs. — Manufacturers are stocked up with skins to March 1 at least. Scarcity expected of import lines of high-priced exclusive furs.

Knit Goods.—Domestic supply considered ample to meet all demands. Scarcity in some special imported lines.

Insurance Rates Prohibitive

The speaker called up a leading firm of insurance brokers, and was given this statement: "No rate of insurance will be given until it is learned what ship is coming, and then what goods it is proposed to bring over on her. The next step is to cable to London and get a rate, which finally must be accepted. Even then it is almost certain that certain lines of necessary merchandise will be given preference for a long time to come."

SILKS AND VELVETS.

A firm dealing in velvets from Germany and France, and silks from Switzerland and France, reported that they had a fair assortment of staple stock now on hand, although few goods of the new lines for Fall had left before the declaration of war.

"This Fall there will be no novelties, therefore, in these lines, and no late styles. Even if shipments could be made in time, the insurance rates would be 'absolutely prohibitive.'

"In a normal season we get 50 to 100 cases over in August and September. We will be lucky if we get ten altogether in the two or three boats that may yet arrive.

"We will try to keep the standard prices as long as possible, but if the situation becomes more serious we must advance prices," was the final comment. "For then we would have to face a 'landing' charge of 10 to 15 per cent. in place of 3½ to 5, and this would be prohibitive."

FURS.

Head of large fur manufacturers.—"Our furs for Fall and Winter are all manufactured and there will be no scarcity. Supplies of skins are usually bought a year ahead and we have ample up to the first of March. Deliveries to retailers will not suffer in the least."

Jobbers Should Guard Their Old Customers

THE war has developed a situation among wholesale houses and jobbers, and even manufacturers, that may result in unfair treatment to many retailers, and may react later to the permanent disadvantage of the supply houses. One or two department stores in the big cities in Canada were caught unprepared at the opening of the war, particularly some of those whose import business is of large proportions. At once realizing the certainty of long delays in receiving European shipments, and the possibility, if not probability, of these being cut off altogether in the case of a few countries, their buyers swooped down on supply houses with offers to clean up everything in sight in many lines of underwear, hosiery, woollens generally, gloves, laces, fancy goods, etc.

A number of these did not yield to the temptation of satisfying a single large order that might not be repeated under improved conditions; but determined to protect their customers. Refusals to sell any goods was the experience of some, while others had their orders cut down one-half, or one-quarter. A few houses allowed their stocks to be cleaned out, however, and now find themselves unable to satisfy the less bulky but equally legitimate demands of the other retailers who have dealt with them for years.

It should hardly be necessary to point out that this is neither fair treatment nor good business. The dependence of the supply houses will rest upon these same retailers, not one or two department stores, that then may be dealing as freely as before with outside countries. The very fact that the other stores felt themselves forced to restrict early buying for Fall has placed them in an unusually unprepared position; but this course was dictated by good sense, and it will be to the permanent advantage of the supply houses to protect them from the worse results of such a predicament. Nor need there be many misgivings as to the necessity for cleaning out stocks at the first offer that comes in. War conditions have taken too firm a foothold of Europe to be dislodged in a few weeks' time, and a policy of small sales to ease along the pressing requirements of the retailer would appear to be dictated not only by suggestions of fairness, but by sound business principles.

Protect the retailer now, and his loyalty will stand you in good stead.

"As to prices. If the war continues into next year Canadian skins, beaver, mink, muskrat, etc., are likely to drop in price as the European market would be cut off. European furs on the other hand, being difficult to secure, would advance tremendously, such as Persian lamb, Hudson seal, ermine, chinchilla, etc. Indeed, I would not be surprised to see these double in price."

Local manager for fur house.—"Imported fur pieces, such as these sets of mole, will be very scarce as a large proportion of shipments are not yet arrived. None of the repeat orders have been filled at all. Prices also will be higher as a result."

A WHOLESALER'S VIEW.

A wholesaler said: "Our fabric gloves are not one-quarter in, but our kid gloves are in pretty good shape.

"In hosiery we do not get much from Germany for Fall, but are dealing more and more with Canadian houses. We will have to depend a good deal on the States for silk hosiery.

"We will cut out all Spring orders for imported stuff."

GOOD SUPPLIES ON HAND.

In estimating stocks on hand it is interesting to note the reports of two Canadian textile manufacturers. In one case the balance-sheet on March 31, 1914, showed: Raw cotton, $718,314; stock in process, $1,744,050; and supplies, $354,892—a total of almost $3,000,000. In this case the stock in process was $840,000 more than one year before. A second firm reported on December 31 last: Cloth and waste, $383,650; raw cotton, $826,444; and supplies, $260,560.

MILLINERY.

Head of a wholesale millinery house.—"We do not anticipate any delays in Fall deliveries through the war. Our shipments have come in in good shape, and there are large stocks in England that they will be glad to dispose of if we need them. Present prices will be maintained on all goods for which orders have been taken."

FEATHERS, FLOWERS, ETC.

Partner in large millinery supply house.—"We have 75 per cent. of our shipments from Europe on hand. We get our goods early—generally in July—from France, Germany and Austria. While prices have not been advanced yet, there is no question but that

they will be. It simply will resolve itself into a question of supply and demand.

A WHOLESALER'S VIEW

Manager of a large wholesale house: —"There are heavy stocks on hand of Canadian manufactured goods and heavy wear generally, such as underwear, blankets, knit goods, etc. Recent sales have been light in these lines, so that the placing orders for Fall trade this year have been comparatively light. The sorting trade should be good, but it all depends upon harvests, Fall weather and war conditions. Undoubtedly the manufacture and sale of our Canadian manufactured products that have been meeting outside competition should receive fresh impetus from this war, which will keep from our shores so much of foreign and British goods.

Scarcity of Imported Goods.

"There is a scarcity of imported goods on hand, due to the business conditions of the past year. Our ability to replace the previously imported goods is greatly hampered by present conditions. Manufacturing is found to be affected to a great extent in the Old Country by the call for 500,000 additional soldiers, who will be recruited to some extent from factory help. The reduced output that is shipped to us may cost so much through increased freights and insurance as to be prohibitive. Linens and other necessities of English manufacture are likely to present the most serious problems. We can do without the luxuries and can wear cheap cloth instead of good worsted, but we must have towels and necessary garments. Carpets will be hard to replace, and are likely to come under the head of luxuries when the high duty from the States is considered.

No Simon Pure Fashions.

"However, if the necessity arises and people will pay the price, almost everything can be replaced except the simon pure fashions. Fancy goods, silks and gloves of all kinds, except the coarse variety, feathers and millinery supplies, hosiery, linens, dress goods, laces and embroideries are among the goods usually imported from Continental Europe. Some of these can be partially replaced, but others, chief among which are laces and embroideries, may prove to be very scarce.

"It is at least to be hoped that the chief British products will be less interfered with than the European, in which case we might not be so badly off for carpets, curtains and other goods for which we depend chiefly upon England.

Prices Very High.

"Prices are certain to be very high if the present conditions or anything approaching them continue. This may not apply so much to present stocks as to those purchased at war prices."

Face the Situation with Courage and Confidence

In view of the events taking place in Europe which will constitute an epoch of perhaps unprecedented importance in history, we appeal strongly to all Canadian business men and all who hold securities or investments of any kind, to meet the present situation with calmness and confidence. Our first duty, at any cost, is to aid in Great Britain's sustenance and defence, and our next duty, not less important, is to keep the business of the Dominion moving as normally as possible.

"In the unprecedented and critical situation that exists," says Sir George Paish, in the London Statist, "we would make a special appeal to the patriotism as well as to the interest of the investing public.

"At such a time it is of the greatest importance that everyone should endeavor to act as if great events were not impending. Were confidence seriously disturbed business would come practically to an end, and our ability to face the difficulties that may be in front of us would be seriously impaired. Therefore, it is of vital importance that, as far as possible, the events that are now taking place should not interfere with the daily life and the daily work of the nation. Orders should be given, factories should be run, and everything should be arranged to maintain, as far as possible, the productive power and the income of the country.

"But for this to be accomplished the situation must be faced with courage and confidence on the part of everyone. Investors must continue to invest, bankers must continue to lend, the Stock Exchange must continue to deal, and everyone, according to his ability, must endeavor to work hard in order that individual incomes, and therefore the income of the whole nation, may be maintained at the highest possible level.

"A little over a century ago, when the nation was at war with Napoleon, its income was a very small one, being less than one-eighth of what it is at present, and in a comparatively short space of time the British people succeeded in raising about £1,000,000,000 of money for war purposes, and so great was their confidence and courage that at the end of the great war, which severely taxed their resources, they were stronger and wealthier than they had been at the beginning."

May Fall Back on Japan.

The manager of a wholesale silk house said: "Silk stocks held by retailers are very low throughout the country; retailers and jobbers are buying everything in sight to such an extent that prices are a secondary consideration. Switzerland is our chief source of supply, and the present problem is to find another source. The duty on United States silks runs about 30 per cent., so that we may have to fall back upon Japan for this line. In such a case there should be no extraordinary war costs on their goods but we might be subjected to considerable delay owing to this Government requisition of the Canadian Pacific steamers."

Can Supply Laces.

A wholesale firm dealing in laces, etc., say that Nottingham will be nearly able to fill Canadian orders for laces, and look to see reasonable insurance rates in effect as soon as the British fleet clears the trade routes. According to them, England has a three or four months' supply of cotton, and in any event a number of Canadian houses have the bulk of their Fall lines in. They add that retailers have very light stocks, and that 95 per cent. of them are asking for immediate delivery now instead of in part against 60 per cent. of five years ago.

Shortage of Dye Stuffs.

Stocks, always important, are the court of last resort now. All other things are of secondary importance in the merchant's equipment. The whole face of costs have changed overnight. Styles are of secondary importance. Staples that will clothe us hold the place of honor. Plain colors, particularly black, will be quite au fait.

A Shortage in Dye Stuffs Will Tend to Accentuate This Fact.

Confidence in the country is such that the best gilt-edged firms are buying as never before, everything that they can get their hands on, but not at war term prices. That jobber summed it up well who said to a Review representative a few days ago: "I would gladly have taken fifty cents on the dollar for the goods on these shelves: to-day I want one dollar. I can get seventy-five cents."

HATS.

Head of a large hat firm: "In anticipation of a dull season for Fall orders we sent out our travelers

(Continued on page 31.)

Sources of Canada's Heaviest Imports

BELOW is given a table which shows the chief sources of Canada's imports in dry goods and kindred lines. This shows to what extent we have been dependent in the past upon countries now heavily involved in war, in many of which manufacturing has been compelled to cease.

The total imports from three of these countries and Italy were as follows for the year ending March 31, 1914:—

Belgium	$4,491,126
France	14,276,378
Germany	14,586,223
Italy	2,090,387

Note.—The first sum in the case of each item represents the value of imports in 1913, and the second sum those of 1914 to the end of March 31 in each year.

BUTTONS.—Austria-Hungary, $75,301, $69,-314; France, $40,649, $34,629; Germany, $65,-582, $83,081.

COLLARS AND CUFFS. Austria-Hungary, $41,989, $30,947.

COMBS.—France, $22,849, $12,830; Germany, $81,689, $60,528.

CLOTHING.—France, $108,014; $113,529; Germany, $71,691, $64,139.

COTTON.—France, $80,733, $75,738; Switzerland, $985,481, $711,478.

FABRICS (UNBLEACHED).—France, $14,-889, $22,041.

FABRICS (PRINTED). — France, 65,775, $107,450; Germany, $61,637, $90,886.

HANDKERCHIEFS. Switzerland, $61,071, $39,430.

LACE.—France, $109,440, $85,379; Germany, $225,849,105,721; Switzerland, $158,809, $52,409.

SHEETS. Germany, $41,705, $31,717.

SOCKS.—Germany, $442,376, $399,697.

VELVETS. France, $116,402, $101,928; Germany, $25,944, $33,073.

CURTAINS.—France, $33,231, $30,767; Switzerland, $37,470, *$29,534.

DYES.—Germany, $228,468, $223,871; Switzerland, $28,378, $32,553.

TABLEWARE OF CHINA. — Austria-Hungary, $76,168, $71,060; France, $174,431, $180,-199; Germany, $303,325, $258,702.

EMBROIDERIES.—France, $21,750, $12,-126; Germany, $24,581, $18,436.

BRAIDS.—France, $61,688, $39,750; Germany, $141,543, $77,044.

FEATHERS (FANCY). — Germany, $7,302, $24,776.

FEATHERS, FRUITS, ETC.—France, $120,-560, $91,955; Germany, $126,008, $121,441.

FEATHERS (FANCY AND OTHER).—France, $69,775, $123,095.

LACE.—France, $215,212, $206,337; Germany, $196,748, $157,791; Switzerland, $25,-146, $24,747.

FANCY ARTICLES. — France, $19,303, $33,214; Germany, $536,242, $579,547.

RIBBONS. — France, $377,591, $453,431; Switzerland, $479,266, $512,504.

CLOTHING (N. O. P.).—France, $57,610, $774,648.

FABRICS (N. O. P.).—Austria-Hungary, $170,535, $214,008; France, $990,612, $1,357,-521; Germany, $50,485, $122,111; Italy, $41,-978, 43,544; Switzerland, $1,465,802, $1,860,-865.

SOCKS AND STOCKINGS.—Germany, $81,-126, $45,933.

VELVETS (N. O. P.).—France, $93,839, $125,-199; Germany, $24,385, $31,396.

MATS AND RUGS.—Germany, $22,360, $30,-699.

WHOLE CARPETS. — Germany, $12,077, $20,812.

CASSIMIERES, CLOTHS, Etc. — France, $110,580 $112,538; Germany, $46,163, $54,382.

CLOTHING (READY-MADE).—France, $19,-208, $20,671; Germany, $244,963, $157,437.

CLOTHING (WOMEN'S).—Germany, $148,-048, $101,299.

FABRICS. — Belgium, $104,636, $81,494; France, $948,493, $826,604; Germany, $212,-111, $235,841.

FELT. — Austria-Hungary, $29,981, $50,530; Germany, $48,739, $66,535.

KNITTED GOODS. — Germany, $103,934, $98,854; Switzerland, $28,044, $19,015.

WOOL SOCKS AND STOCKINGS. — Germany, $66,084, $55,493.

WOOL AND CATTLES' HAIR. — France, $234,060, $242,640*.

YARN.—Germany, $77,367, $57,646.

HATS, CAPS, Etc.—France, $32,626, $49,-631; Italy, $81,764, $96,264.

STRAW HATS. — France, $95,872, $91,876; Italy, $61,482, $60,482.

LINEN.—France, $26,825, $24,779; Germany, $29,736, $36,062.

HANDKERCHIEFS.—Switzerland, $23,466; $26,822.

HEMP YARN.—Italy, $35,752*, $——.

FURS, SKINS OF ALL KINDS.—Germany, $1,204,169*, $411,607*; Russia, $313,116*, $67,-110*.

FURS, SKINS.—France, $231,139, $164,311; Germany, $390,336, $215,357.

MANUFACTURERS OF FURS. — Germany, $63,988, $50,331.

GLOVES AND MITTENS. — Austria-Hungary, $53,742, $51,412; France, $716,048, $649,-218; Germany, $386,618, $387,686; Italy, $57,-512, $80,058.

*Indicates Free List.

Western Crop Will Be Good

Conclusion Arrived at After Traversing the Prairie Provinces—Absence of Rain in Many Places Had Serious Effect—Little Hail This Year and an Early Harvest.

By Staff Correspondent, David Williams.

Edmonton, Alta., Aug. 10.—The crop situation in the West this season is quite varied.

From present appearances there will be a very large quantity of grain harvested but it is doubtful if upon the whole there will be as much in the aggregate as last year.

Judging from the most reliable sources of information, Manitoba will produce according to present indications a bumper crop. In Saskatchewan the situation is more mixed. In the northern parts of the province reports indicate an excellent crop, also in the south-eastern section the large district south and east of Moose Jaw and Regina known as the Weyburn district. In the south-western part of the province, the Maple Creek country, there is a wide section where from present indications the crop will be much below the average. The rainfall there has been very deficient and crops have suffered badly. The same conditions prevail to a great extent in the Kindersley section in the Goose Lake district.

In Alberta a similar situation prevails to that in Saskatchewan. The northern sections of the province promise well—in fact were never better. The south-western part from MacLeod to the Foot Hills is also good, and to all appearances an abundant harvest will be reaped. In the large section east of MacLeod—the Lethbridge country and as far north as Medicine Hat—the dry weather has seriously affected the crops.

In some of these sections late rains have improved conditions but were too long in coming to be of material value.

It must be borne in mind, however, that farming methods through a large part of the West have materially changed during the last two years and the failure of a crop does not mean to the farmers of the district where it occurs what it would have done a few years ago.

Mixed farming has largely taken the place of the all-grain methods formerly prevailing, and should there be a fair amount of moisture during the latter part of the season it will naturally help the farmers out.

Owing to the warm and comparatively dry weather the harvest in most sections will be earlier than usual. So far there has been an absence of hail storms except in a few isolated places, making the damage from this source very slight.

The question of outside help for harvesting the crop is being considered, and it is generally felt that owing to the shortness of the straw in many places, thus requiring less men to handle it, and taking into consideration the number of unemployed and partially employed around the towns and cities, there will not be the necessity of bringing the crowd of helpers from the Eastern provinces there was formerly. Taking the West as a whole the outlook is good.

J. Somerville, manager of the gents' furnishings, and R. Sharpe, manager of the dress goods department at McKinnon's, Ltd., Weyburn, Sask, left on Thursday, July 30, on a purchasing trip in the east.

Sends Booklets Out in English and in French

New Ladies' Tailoring Establishment in Montreal Has Handsome Interior—Potted Palms and Tables With Cloths and Fashion Journals—In Up-Town District.

By Staff Correspondent.

MONTREAL, Aug. 3.—(Special).—There was opened recently at 568 St. Denis street, Montreal, a ladies' tailoring establishment that has a number of features of interest. It combines all the facilities of a high-class made-to-measure tailoring salon with the advantages and attractiveness of a ready-to-wear store.

The proprietor is M. H. Levesque, who has had considerable experience as a designer in one of the foremost ladies' tailoring establishments in New York. He concluded, after looking over the ground in Montreal, that there was an opportunity there for a high-class tailoring establishment where the latest dictates of fashion could be secured at a reasonable price.

One of the first problems was to find a suitable location and this was not easy of solution. To open in the main retail district means a high rental, so after considering several available premises down town, and deciding that the rent was too high, he found the present stand on St. Denis street, in the heart of a high-class residential district.

He figures that to secure the trade of women desiring exclusive models in gowns it is not necessary to be in the downtown area, but that it is rather an advantage to have a location somewhat removed from the hustle and bustle of business. His judgment seems to be justified by the number of orders already received.

An Attractive Room for Customers.

The store or salon has a high ceiling, paneled walls and fitting rooms with latticed-work effect. Numerous potted palms are arrayed artistically and there are tables with exhibits of cloths and tables with the latest fashion journals for the visitor to peruse and examine. Colored fashion plates in frames adorn the walls at intervals. Just inside the entrance is a large silent salesman showcase containing an array of ready-to-wear waists and some of the latest models in neckwear. Wax models and display forms are also used to exhibit samples of the newest modes in gowns and suits, etc. Rich rugs and furniture add to the air of distinction and refinement of the establishment.

The workrooms are situated at the rear and operators, several of them from the world-famous establishments of Paquin and Drecol of Paris, make up the garments as they are ordered, or in slack periods turn out models for show purposes or for patrons who want rush orders and are willing to take what is already made up.

For French and English.

The only advertising Mr. Levesque has done is to issue about 2,000 small booklets, announcing the opening of the es-

(Continued on page 14.)

Interior of High Class Store in Residential District



Salon of Levesque establishment in Montreal, with high ceiling, paneled walls and fitting rooms with latticed effect. At entrance is silent salesman with array of waists. Wax models and display forms used extensively. Rich rugs, furniture and palms add to distinction of store.

DEVICES of OTHER DRY GOODS MERCHANTS



ON TO THEIR CURVES

JOHN Hadden, who is running a large tailoring establishment in Winnipeg, has posted the following notice: "All requests for leave of absence owing to grandmothers' funerals, lame-back, housecleaning, moving, sore-throat, baby sick, headache, wedding, etc., must be handed to the manager not later than 10 a.m. on the morning of the game."

• • •

STORE CLOSED ALL DAY THURSDAY, JULY 9th

EMPLOYES SEVENTH ANNUAL PICNIC

On Thursday the Store will remain closed all day, for on that occasion we hold our Seventh Annual Picnic and Excursion, and following the example of last year, we are making this an all day event. The steamer has been chartered for the day's cruise, and with Music, Sports, Refreshments, etc., we purpose having a truly delightful "day off"

The GRESSMAN Company Limited

This Peterborough firm took their whole space to announce to the public a "family" affair, the seventh annual picnic, letting the public in behind the scenes.

• • •

THE announcement which is prominently displayed on a card at the entrance to the stock room of the store of Jas. Ogilvy & Son, Montreal, briefly and emphatically sets forth the system under which the receiving department of the establishment operates—and what is more, it is strictly enforced.

Goods must not remain in this room

LONGER THAN ONE DAY.

Must be marked up same day they arrive,

Or first thing following morning. Receiving clerk must notify heads of depts. soon as goods are ready to be marked.

JAS. OGILVY.

The stock department of the store is located upon the top floor of the building and there is direct freight elevator connection with the unloading platforms. Cases are taken upstairs without being opened and as soon as the goods are taken out of the boxes they are placed on the tables of the department where the receiving clerk has his headquarters. This department is separated from the main storage area by strong wire partitions.

In the receiving room where the checking up is done there are eight large tables besides the desk of the receiving clerk. The goods are placed on the tables and the heads of the departments interested are notified by telephone of the receipt of the consignments. They are expected to report for checking up within twenty-four hours as stated in the notice—and it is the policy of the store that they do so.

In the desk of the chief there are separate files in which are kept the invoices of the goods, each compartment bearing the name of the head of the individual department. When the invoices have been checked up and the goods removed from receiving room to their place in the stock room, they are signed by both the department manager and the receiving clerk and then passed on to the office.

• • •

$7,438 IN EDMONTON BONUSES

EDMONTON, Aug. 10 (Special).—Charles H. Reed, general manager of the James Ramsey department store, announces the disbursement of $7,438 in semi-annual bonuses to the department managers and employees who have been in the employ of the establishment continuously for a year.

Under this arrangement, each department manager's bonus is determined by the profit shown in his department, while the bonus of clerks, drivers and other employees is arrived at by a division of a percentage of the net profit of the entire establishment in proportion to the salaries received. Thus a clerk receiving $20 a week would receive twice the amount as the one receiving $10 a week. For the six month period just closed the amount of the bonuses for the rank and file was equal in each instance to a month's salary. In other words, every person who participated received an extra month's salary at the end of the six month period. The employees express themselves as highly pleased with the plan.

• • •



AN effective price card system was used throughout the store of D. E. Macdonald & Bros., Guelph, during the sale held to clear up stocks prior to making extensive alterations and additions. It will be noted that the card is very appropriate in that it is illustrative of the main idea of the sale and brings that idea home to the shopper every time a price is consulted. In marking a reduced price, the figure in each instance is backed up with the idea of holding operations and alterations and the necessity for clearing stocks. The criticism that might be offered of a card of this kind is that there is possibly too much detail in the drawing to catch the eye at a casual glance at a distance.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, AUGUST 19, 1914 No. 16

WAR AND BUSINESS

THE WAR clouds that have been threatening Europe for years have broken with startling suddenness and in tremendous volume. What the outcome will be no one can predict. It is enough to say that the destiny of nations hangs in the balance.

Neither can anyone speak authoritatively with regard to the financial situation consequent upon the war, for, like the war itself, it is a situation entirely unprecedented in the world's history. Canada, although fortunately situated geographically, is, nevertheless, so closely involved as a part of the British Empire as to make the effect of the war upon the business of this country a matter of the most vital concern. Without attempting to minimize the seriousness of the situation or the generally acknowledged need for retrenchment and economy wherever possible, we feel constrained to warn our readers against being unduly alarmed. We will display greater wisdom and accomplish most if we face whatever is in store for us calmly and courageously instead of with pessimism and desperation.

Canada's position financially is essentially secure. The Government has already made provision—in giving reasonably leeway to chartered banks—that will aid materially in the carrying on of all legitimate business enterprises without serious embarrassment. Other steps will probably be taken with a view to putting into circulation a still larger quantity of legal tender, should this be necessary. The ability to readily make these practical provisions against possible injury to business is a tribute to the vast resources of this country and the Canadian banking system. Busines men should respond to this confidence in Canada being shown by those at the head of affairs. Another fact for which we Canadians should be thankful is that our country is largely occupied with agriculture and the production of food. Because of this the war will not only cause us less inconvenience than would otherwise be the case but our industries, being principally devoted to supplying the necessities of life, will be less seriously affected by financial stringency. Keeping these facts in mind we believe our readers will be justified in mixing an intelligent spirit of optimism and much thankfulness with the caution and patient waiting that will most naturally prevail at this time.

Needless to say, speculation and all unnecessary expenditures should be absolutely tabooed.

A BRIGHTER OUTLOOK

WITH the thought of war uppermost in men's minds, and the peculiarly intimate connection of Canada with the theatre of the grim conflict, the sentimental aspect is apt to control, almost to daze the business man, and prevent a calm outlook upon commercial conditions. Moreover the situation is so unprecedented in the world's history that cool judgment has scarcely anything tangible to operate upon. Gradually however, the first chaotic impression is being resolved into something like definite shape, and the almost magical assertion of financial control has had a wonderful effect in steadying the individual mind. At first we rushed to the conclusion that this continent was condemned to an absolute isolation for months from the workshops of Europe and in many lines the instantaneous stock-taking that ensued was not encouraging. But more lately, with a certain guarantee of safety for the ocean routes to and from Europe and the English Government's guarantee against extortionate rates, the prospect for receiving the balance of shipments of English goods has brightened materially, relieving to some extent anxiety over lines whose duplication on this Continent might be impossible, at least on such short notice. In some special lines of imported goods there will be an extreme scarcity, and prices promise to soar, but the merchant must in these cases study how best to find a suitable substitute. The edict against "substitution" must be suspended during war.

Meanwhile The Review in this issue is presenting a survey of the situation in regard to stocks as it can be sized up at present, and will continue to keep its readers informed on the situation.

"ON TO NEW YORK!"

APART from the excellent and varied program submitted, the third annual convention of the Canadian Window Trimmers' Association was notable for the decision to accept the offer of those in charge of the International Association and meet with them in New York next August. On this account there will be no separate convention held in Canada but the full proceedings in New York will be available for all who belong to the Canadian organization. A wise step, agreed upon unanimously, was taken in the determination to retain the identity of the members as a Canadian body and the business meeting will work out its own policy, as before. Probably the feeling of individuality will be accentuated the more strongly through the influence of the new surroundings and the fraternizing of Canadian members. An effort will be made to induce the international body to meet in Canada in the near future and a strong member-

ship will be sought towards this and other ends. The holding of a separate meeting in this country will depend entirely on assurances of support that may come from the display men of this country. The trip next year will be beneficial in affording an opportunity for broadening the viewpoint of the Canadian men, who appreciate the generous offer extended by the association across the border.

Plans are being worked out for enlarging the membership of the Canadian Association of Display men as the organization will now be called, through the formation of local associations.

FACE THE SITUATION CALMLY.

THE war will extract heavy toll of the world, and Canada will bear a share of the loss. How great or how small this share will be time alone can tell. It may be that the gain from selling supplies to Europe at war prices will serve as compensation for the inevitable loss from other sources. Be this as it may, Canadians must face the stern reality, must prepare to meet the inevitable consequences of a big war.

But, in the name of common sense, let us take things cooly. Let us look at the situation squarely without undue alarm or hysteria. It may be that business in Canada will not feel any serious effects; but if the aftermath of the conflict prove as black as the alarmists are prone to paint it, the greater need will be for cool and courageous handling of the situation. Let courage, coolness and confidence be the watch-words of business.

And as a first indication of a sane outlook, let the business man do his best to curb the very evident tendency toward hysteria that the public is manifesting. The crowd aronud the bulletin board wildly cheering disjointed despatches of more than doubtful authenticity, the frenzied publication of "specials" containing sensational stories, the parading of bands; all these indications of an unsettled public mind are helping to upset conditions and to undermine confidence. It is impossible to prevent excitement during war time; but business interests should strive to keep it within bounds.

The newspapers are doing a lot of harm by their mad scramble to outdo each other in the dissemination of rehashed, unreliable news. The publication of alleged "specials," the loud hawking of papers everywhere, the rush to the bulletin boards, all go to further upset business. There is not a newspaper in the country but what would gladly forego the expense and worry, if it were not for fear that competing papers would outdo them. If publishers cannot reach an agreement to return to methods that smack of sanity at least, then the merchants should step in and use their influence. The hysteria of the press is hurting business for the merchant.

War is a sufficient menace to prosperity. Let us minimize the menace by grappling cooly with the situation.

EDITORIAL NOTES

INSURANCE RISKS DOWN from 15 per cent. to 4 is one of the most encouraging features in the business situation.

* * *

THE JOBBERS will find it to their interests to treat old customers with consideration even in the face of tempting new and larger orders.

* * *

CANADA SHOULD BE THANKFUL that the inflation of 1912 in real estate and other lines had been reduced before the nations of Europe divided into hostile camps.

"Shop Where You Are Invited to Shop"

DID YOU ever hear a person remark that they dealt with So-and-So, because he always expressed appreciation of their patronage or that they gave So-and-So an order because he asked them to? Of course we all have heard these and similar remarks and we would hear them much oftener if every customer were to analyze the motives behind each purchase and put the result into words.

This characteristic of human nature—call it vanity, if you will—has been recognized and applied by the writer of a series of advertisements which are at present appearing in over 300 weekly newspapers throughout Canada. Their object is to stimulate local retail advertising and they are incidentally but surely creating a well-deserved prejudice in favor of stores that advertise (i.e., invite customers to purchase their goods) and a consequent prejudice against stores that do not advertise. The writer of the advertisements was for seven years proprietor of a general store in a typical Canadian town and this experience enabled him to take into consideration the position and needs of the local retailer in a particular way.

"Shop where you are invited to shop," is the slogan with which nearly all of these advertisements are concluded and there isn't any doubt but that it will have the desired effect on a large proportion of the buying public. It is a reasonable argument and the words are easily remembered.

Retail booksellers and stationers, whether hitherto advertisers or not, would do well to appropriate to their own business the general benefits accruing from this campaign in favor of advertising and advertised goods.

The way to do this most successfully, in our opinion, is to make the newspapers' slogan—"Shop where you are invited to shop,"—a prominent feature of each advertisement. Make this slogan work for you. If the goods you have to sell are of benefit to your community, if you are prepared to render service to your neighbors—and service is the keynote of modern business success then is it not worth while telling the public about it? Don't give anyone a chance to say you didn't invite them to buy your merchandise. Invite them in every issue of your local paper, in space commensurate with the size of your business, varying it only when some announcement of unusual importance warrants doing so. Make your invitation so sincere and so insistent that the people who should be your customers and to whom it is primarily addressed "just cannot resist." And don't forget or neglect to back up your invitation with sound, reasonable arguements and above all with genuine service, making it your aim never to lose a customer when once a trial order has been given.

Advertising is the greatest factor in the enormous stream of business that goes out of your town and every town and small city in the Dominion to the mail order houses in the big cities. The alluring invitation—conveyed in a hundred subtle ways, is, after all, the connecting link between these houses and their customers. There is only one way to combat this menacing competition, which injures not only your business, but hinders the growth and prosperity of every interest in your town, and that is to set every agency you can to work to divert the stream of business into local stores instead of into the letter box. Window and interior display, personal solicitation, circulars, letters, special store attractions are all of value, but there is no better or surer method than judiciously advertising in your local newspaper.

DRESS FABRICS
AND SILKS

War Causes Uncertainty as to Future Supplies

No Further Shipments From Europe Expected This Season—Silks from Other Sources Will Have to be Substituted.—Prominence to Black and White as Dyes are Very Scarce.—Velvets Safe.

FOR the present the Milan and the Yokohama silk markets are closed as both shippers and importers are awaiting the re-arrangements confronting them. This means that it all depends upon the stocks of raw silk on hand as to whether the American mills will be handicapped in the near future.

Though a fair proportion of the Fall shipments of silk fabrics from Europe are either in the hands of the importers or actually on Canadian soil, much of the Fall shipments are still undelivered, and from Europe until hostilities are over and the mills again in working order Canadian importers do not look for any further supplies. Switzerland has no seaboard, and all her goods must come through countries now in a state of war unless Italy maintains her neutrality and her ports remain open. Besides, the Swiss army is called out and this means that many workers will be withdrawn from all industries.

The withdrawal of men, necessitating the shutting down of the mills and the difficulties attending the exportation of goods means that the leading stores will be short of high grade silks in the near future.

In America the fact that Germany supplies the world with fully 90 per cent. of the dye stuffs used will be a source of delay. This will mean that few high colored fabrics will be in the market, and that prominence will be given to black, white and staple shades.

The fashion tendency even before the war broke out was setting strongly in this direction, and therefore black, black and white combinations, and such colors as navy, seal, bottle green, and wine shades will be the colors for the Fall season.

Canadian importers are very uncertain as to the future, but at present a general activity prevails as buyers are in the market to protect their stocks as far as possible and already there is a shortage developing in the cheaper lines of silks. Wide widths in such cloths as paillette and other soft satin weaves are becoming very scarce.

The situation in millinery silks and velvets seems to be in good shape as the millinery houses have received their stocks for the coming season. The importation of velvets has been very large and there is no cause to apprehend any shortage in the near future.

BATTLESHIP GREY.

A Paris cable states that a new color has already been brought out that will figure prominently in fabrics next season, "Battleship Grey." Anyone who has seen the British warships in Quebec harbor will appreciate the name.

Softer Tones Pervade Fall Dress Goods

MONTREAL, August 18 (Special).—The reign of high color in dress goods appears to have passed the day of its greatest glory. In the Fall materials which are now being delivered to the trade there is a noticeable absence of vivid shades. There is a big range of color, but the tones are softer, and blue, olive, purple, currant, tete de negre, and the browns are having the run.

And not only is this the case in the Fall lines, which is to some extent natural, but for next season the outlook is for the continued popularity of the black-and-white combinations and less high color. The blacks and whites have had a good season this year, but they may be even stronger next, and the range will not be confined to stripes, but will be found in checks and in a large number of novelty designs.

A feature of the Fall displays will be the return to popularity of the broadcloth, which is coming in a full range of soft color shades. For broadcloths, higher prices may be expected; much of it is secured from the mills of France.

Checks are having a very good run, and there is a big range of patterns and designs, including everything from half an inch to three and four inches in rough-surfaced goods.

Roman stripes have had a big sale in the Fall costume cloths, and the line goes entirely through the popular materials in the more sombre shades.

In materials for inside wear, crepe continues very strong and it is a particularly good seller in black, although there is a very big range of colors, and here there is still a noticeable demand for the high-colored stuff.



WE occupy a peculiarly fortunate position by having had our buyers in Europe at the time war was declared. By our prompt action at that time we succeeded in securing a large stock of

Silks and Ribbons

that will go a long way toward helping out our Customers for the Early Fall trade.

Order Early and protect your stock.

The Silks Company, Limited

55 BAY STREET
TORONTO, ONTARIO

THOMAS BLOCK
CALGARY, ALBERTA

Uncertainty in Cotton Market

While Raw Cotton is Certain to Drop, Manufactured Materials Probably Will Advance—Full Effect Not Felt Until 1915.

COMING at the close of the cotton dress goods season the conditions created by the war in Europe threaten the Spring season of 1915, rather than the one now passing. The cotton goods market is now facing unexpected conditions, and a situation such as was never experienced before. The immediate effect is seen in the closing down or the putting on short time of both European and American mills. American mills are closing as they use up their present stocks because they anticipate that raw cotton will be much cheaper because Europe cannot take the 15,000,000 bales that usually make her share.

But because raw cotton is down in price it would not be wise to assume that there will be a corresponding drop in cotton materials. With cotton goods from Continental Europe out of the market, and the supply of English goods depending upon the keeping open of the trade routes, it does not take long to figure out that goods now on the shelves will be worth more money very quickly and that changes in price will be in the nature of advances.

Linen importers are evidently not counting upon any general cessation of shipments for British sources, but the shortage will come in the low priced German lines. Stocks are fairly heavy on this market but there is bound to be a shortage later, and a corresponding advance in prices.

TIERED SKIRTS OF FLOUNCINGS.

Several of Paquin gowns worn at Ascot were fashioned with tiered skirts of lace flouncings mounted on white or beige-colored satin foundations. Black tulle was often effectively introduced, either in alternating flounces or as a hem to finish the flounces. The corsage, with low V or square neck, was trimmed with the high, flaring Paquin collar, often falling far away at the back. The corsetless effect was pronounced, as only a narrow waistband supported the bust.

FALL COLOR CHART.

THE Claude Freres color chart for woollen and worsted dress fabrics for the Fall and Winter of 1914-15 has been received. There are 102 shades shown and considerably over one-half of them are dark. In light colors there is a new currant shade and a bluish green that is named "drags" that are interesting. A new yellow is named "minaret" and there are several nasturtium shades and a new carmine red.

Subdued pastel shades in green, gray, and brown tints are introduced. These new shades, especially the greens, have a washed-out appearance. The grays are shown in many shades, running from dark elephant to a light tint that shades into helio. Plums, purple and blue shades are numerous, and red and violet shades are scattered through the color ranges in both light and dark shades. There is a very wide choice of browns and tans, particularly in the darker shades, and also some very dark wine shades.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

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Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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Canadian Representatives:
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An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.

FANCY GOODS
NOTIONS & TOYS

Useful Novelties in Fancy Goods for Fall

Jet the Feature in Bead Lines—Most Favored When Combined With Pearl, Jade and Other Colored Beads—All Kinds of Pendants and Necklets Good — The Single Strap Handle the Best Seller in Both Fabric and Leather Bags — Novelty Strong in Needlework Lines.

BUYERS who are rounding out their Fall supplies ,and who are planning for Christmas selling in view of the present situation, should give preference to articles that have some idea of usefulness attached, as economy doubtless will be the watchword in many homes. Fortunately notions are for the most part positive necessities, and always sell, and, therefore, a steady trade in this section may be counted upon. The craving for adornment will be all the stronger, because many an old gown may be made to do duty again; therefore, the popular priced jewelry lines afford a promising field. Though bead necklaces will sell, pendants and necklaces will not be out of it, like in the season past. One new idea comes in pendants of nacre suspended from chains of pearl or colored beads. Slender platinum or fire gold have drops of crystal and other fancy pendants suspended. Cut jet has obtained a wonderful footing, and many pretty necklaces come in beads of jet, combined with other beads. Jet beads, combined with pearl alternately, a large one of jet and a smaller one of pearl, or one of pearl and three of jet, or the reverse, is immensely popular. Jet is also combined with crystal amber, coral and jade, and, what is remarkable, these come both in the popular priced imitations and in the real semi-precious stones. Imitation jet is cut black glass, while the real jet is a kind of very hard coal that is capable of receiving a very high polish, and which lends itself to beautiful cutting and carving. With real jet, rose quartz, lapis lazuli, jade, amazonite, clear and clouded amber, and coral are used. In the necklet line also comes plaques in celluloid, galalith, and wood carved in Chinese patterns, and hung on silk cords finished with long silk tassels. Similar plaques are used to finish sash ends. Jet beads are used on black velvet neckbands. Other jet articles are combs and pins set with rhinestones, fine buckles, both combined with and without the rhinestones, for shoes, as well as fans of jet, net and sequins.

New Leather Bags.

For Fall, bags come in both leather and fabric. The new leather bag is small and flat, and is long rather than wide, and the single strap handle has to a large extent taken the place of other styles. Pin seal, morocco calf and other fine soft leathers are used, and every bag has a dainty contrasting ben-



Party Box, the latest novelty. Shown by Hibbert & Jaslow.

galine silk or moire lining and vanity fittings. Party cases, party bags, week-end cases, emergency or accident cases containing scissors, antiseptics, various bandages and screw-top bottles for such remedies as witch hazel, vaseline, etc., are on the market. The fittings are various, but gilt, nickel, ivory and silver are those most seen. Highly-polished nickel leads in popular priced lines.

Belts and Girdles.

Gelts and girdles promise to be a big line for Fall. The low-priced patent leather imitations are still selling, but they have gotten on to the bargain counter. For Fall their place will be taken by belts of soft white kid. The belts shown so far are 2, 4 and 6 inches wide, and are finished either with a covered buckle or with a large flat bow. Fabric girdles will be wanted chiefly in black and faille; taffeta and moire silks will be used. In satins, the new Pekin and what are known as peppermint candy stripes will be shown.

Hecklen Embroidery.

The time of the year is now entered upon when the art needlework department becomes specially profitable, and merchants who are alive to this fact will make arrangements to start classes in their departments at an early date. Classes should attract extra attention at the present time, as many women will want to economize by making up their Christmas gifts. There are many new ideas in the later lines, and the majority of the articles shown are decidedly of a practical nature. Many also come in a semi-finished state, and only require a moderate expenditure of time and labor to turn out the finished article. The new Hecklen embroidery furnishes an exemple. This embroidery is really crochet worked on to the ground of linen. Centrepieces, runners, doilies, luncheon sets, etc., all come in this new work. The linen is a special weave, with an even round thread and the crochet forms the border, and is also applied to form a circle or circles at a stated distance from the edge. The rest of the pattern consists of Irish crochet roses and other motifs with raised petals applied between the middle circles and the outer edge.

Luncheon Sets

Among the very attractive offerings for the holiday trade come the luncheon sets. These sets usually consist of one

24-inch centrepiece, six 10-inch plate doilies, and six 6-inch tumbler doilies. Some of the best liked designs come in Delft blues and in Chinese designs. Strictly conventional designs and buttonholed edges in solid colors are also a new feature. These luncheon sets come in boxed sets.

Felt is again being used for such items as oblong pillows, scarfs, centrepieces and bags, and many of these are embroidered in chenille. Floral and semi-conventional floral designs in rich deep colorings are used, and the result is very attractive, as the color blendings are artistic. A new feature of the pillows is the scalloping of the ends and the use of touches of embroidery as an enrichment.

One of the leading lines all through the Summer selling has been made up dresses for children's wear, and gowns, corset covers, combinations, slips, etc., for personal wear. These garments are well cut and well made, and can be had finished with a lace edge and beading of the usual buttonhole finish. Many of these articles come as package goods, and as new patterns are constantly introduced and all the new tricks of fashion copied, the sale is very large.

New Lines of Cushions.

Cushions have always a big sale, and the new patterns and designs are shown in big variety. Many designs come in cross-stitch, while others come in floral and conventional patterns. Many cushion tops come with a plain centre, designed so that the desired initials can be stamped there and worked over. In smaller cushions, such as pincushions, Baby cushions, etc., batiste and Swiss tops, embroidered in imitation of hand work and with eyelet holes, through which a ribbon lacing can be run, are very prominent. Moreover, it is only when these lines are looked over that the great variety and the manner in which machine embroidery imitates hand work is really appreciated.

Novelties in Needlework

BUYERS of needlework are becoming more interested in the new lines for Fall that are now approaching completion. Each year needlework novelties show that better taste is used in their production. This year the color harmonies are of a high class, though some of the effects are quite daring. Very few designs are on the conventional order this year, the tendency strongly favoring the designs on the floral order. Some of the very best come in cross-stitch patterns. Punch work, the "laisy daisy," and other simple stitches are also well used. Calling for more ability in the execution, though the application of the needlewoman is not unduly taxed in their production, come handsome designs in Reticella worked in buttonhole stitch on loosely woven canvas.

In more popular lines ribbon scene work on filet squares has been well taken up. Luncheon sets and chafing dish sets are among the new ideas. These show either double runners or a large centerpiece and runner and six each of two or three sizes of doileys. The very newest of these sets are worked in Chinese blues and in patterns on the Chinese order.

Cushions are always a big feature, and the pillow-shaped cushion with the pattern on the upper half is the leading form, and each end is finished with a knotted fringe or a fringe that is sewn on. White and colored coronation braid is used for some patterns, but floral patterns are as a rule worked in artificial silk because it is so lustrous and also because it comes cheaper than floss. Mercerized cotton is also used, and most departments stock the colors in all three, viz.:—embroidery silk, artificial silk, and mercerized cotton. There is a new braid on the market for producing flowers of the daisy order that gives very natural effect.

Articles of personal wear, such as corset covers, gowns, combinations, etc., and garments for children's wear are selling now and will continue to sell all through the winter season. Children's dresses stamped on natural and white linen, soft pique, and poplin, are wonderful sellers. Many of the straight dresses have buttoned slashes through which a Roman striped ribbon is drawn which finishes under a flat bow in the center of the front. Some of these little dresses are two-piece, with a kilted or a flare flounce attached to an underwaist, and with blouse ending in a tunic forming the upper part. These garments come all made up, and as soon as the embroidery is finished are ready for wear. The designs are worked out in eyelet and solid work in either white or solid color. Dark blue, Copenhagen, pink and cherry are the other colors used.

Fancy bags for various kinds are very much in evidence. Many of them come in pannier shape, and the decoration shows to special advantage on the flat sides. These bags are stamped ready for working in various sizes and on reseda, brown, and tan shades of cloth. They are faced and finished with the same, and have cords to match, run through brass or pyroxaline rings.

SENDS BOOKLETS OUT IN ENGLISH AND IN FRENCH.

(Continued from page 6.)

tablishment and setting forth the service to be given. This booklet is an invitation to the recipient to call and inspect the premises. Already there has been a generous response from these booklets and Mr. Levesque contemplates issuing others of a like character from time to time. On account of the dual language condition in Montreal, Mr. Levesque has the literature printed in both French and English.

The Booklet.

The booklet is in grey stock and is of eight pages, only four of which, 1, 4, 5 and 8 are printed. After extending an invitation to visit the establishment on page one, the booklet continues:

Tailoring, properly done, has to-day become a fine art; the artistic mind is as essential to the modern ladies' tailors and dressmakers as is the needle itself.

Designing and cutting will do more for a garment than the quality of the fabric itself.

With the increased cost of living it has become a most serious problem with many women to dress as they really desire.

Page 5 reads as follows:

We Offer a Solution.

Our new premises are in a section of the city where the rents are comparatively low, that is, much lower than on St. Catherine street.

The benefit of this very considerable saving we offer to our patrons.

As to the quality of our productions, our Mr. Levesque has been, until recently, designer for one of the foremost tailoring and dressmaking establishments in New York City.

Mr. Levesque will also do cutting and fitting of every garment.

The last page reads:

The Result Is:

We are in a position to give our patrons the most up-to-date creations at prices which will enable the most economical of women to patronize us.

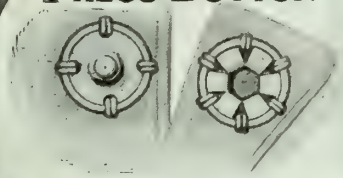
Quality, Service and Low Prices.

are the three mottoes in our establishment. We guarantee satisfaction to the most fastidious taste.

All we ask of you is a call. We feel absolutely sure it will prove of mutual advantage.

A. G. Dickson, Peterborough, Ont., dry goods merchant, is dead.

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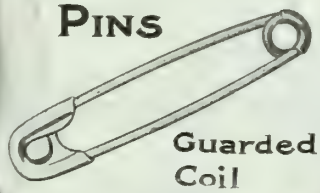
DE LONG HOOK AND EYE

See That hump?

TRADE MARK REG. U.S. PAT. OFF.



DE LONG SAFETY PINS



Guarded Coil

Rust? Never!!

DE LONG HOOKS AND EYES
DE LONG PRESS BUTTONS

There is a place for each on your Notion Counter.

There is a need for each in the making of every gown.

The good dressmaker knows how to use each in its proper place, for the greatest security, neatness and durability.

The good Notion Department displays complete assortments of both, in all sizes and colors; because every notion buyer knows that

DE LONG HOOKS AND EYES AND DE LONG PRESS BUTTONS

are the very best of their kind, and will give satisfaction, in selling and in use, unequalled by any other.

THE DE LONG HOOK AND EYE COMPANY
OF CANADA, LIMITED
ST. MARYS, - ONTARIO

See that hump?

TRADE MARK REG. U.S. PAT. OFF.

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DE LONG HOOK AND EYE



PATENT INVISIBLE EYES

Nub

HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT. OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

MILLINERY

Large Stocks are on Hand for the Near Future

French and German Supplies Cut Off Indefinitely—Adaptation of Materials the Problem for Retailers—Black Velvet First, Giving Way to Plush—Some of the Fall Models.

THE fashion situation is overshadowed at the present moment by the question of supply. Taking the trade as a whole, the wholesale houses have plenty of goods on hand and large stocks to draw from, but scarcity is sure to develop at an early date in some lines, particularly those that are in heavy demand. This will not mean that things will be at a standstill, for the supply houses are preparing to make use of their own initiative, and will furnish hints to the trade on the effective use of the materials on hand. No further shipments can come from Austria and Germany, and little or nothing more is expected from France. This narrows down the situation materially, and forces Canada to rely almost entirely upon her own manufacturers and those of the United States and Great Britain for the time being—a situation that will color the styles of the near future.

Black Velvet First, Then Plush.

The small or medium-sized hat of black velvet will begin the season, and later plush will take the place of velvet as long as supplies hold out; afterwards satin or other available black material will be used. Blck is high style, and black and white combinations are very much in favor. In colors, those next to black, navy and dark blues in the popular trade and tete de negre will lead. Other prominent colors are seal brown, bottle green, dark wine shades and deep purple.

Many hats are all of the one color—that is, the hat and its trimmings are one tone. Other models show a little relief color, and tinsel in dull shades is much used for this purpose. The all white hat is also very desirable, and pink and sky models promise some prominence. Very few models are wholly of the one material, but satin is combined with velvet, and velvet with ottoman or moire.

The imported model hats are as a rule decidedly small, but there are exceptions and hats on the sailor order with large flat brims are numerous. One shape of this kind that promises well has the brim cut somewhat in the shape of a painter's palette, and can be worn with the cut part either at the front or back.

A Germain model in this shape had an oval crown with the top rounded, and crown and upper and under brim were covered plainly and smoothly with a deep shade of Burgundy moire laid flat on the brim was a band of ostrich very regularly curled, and where the brim was cut was placed a simple loop and end bow ornament of gelatine plates in dull silver.

Another of these flat brimmed sailors was of medium size, and was covered with black velvet. The crown had a soft top surrounded by a collar. Soft loops of the velvet were placed at the side and the brim was covered flat. Bunches of tan and gold tinsel grapes formed the trimming.

MILITARY TENDENCY.



Caplike toque showing the military tendency of the later fashions. The piping around the crown and the brim are of faille. Ornament of colored jet in iridescent shades of copper.

Sailor Models Simple.

Sailor models and models on the sailor order are very numerous. This lends a certain simplicity to the new model, as both the sailors and the toques, which come next to the sailors, are along simple lines. Many of these models are made of very rich materials, and so treated that they are very elaborate in effect. Developments in this direction come in portrait and shepherdess sailors, which, though at the first glance seem devoid of any elaboration, and yet are of such exquisite materials, so perfect in line and make, and so beautifully arranged, that they quite take on the character of a dressy hat. These new shepherdess sailors are of the 1860 type, with the brim drooping both back and front, and leaving the sides either straight or with a slight roll upwards. The crown is quite broad and perfectly straight, being the same width at the top as the base, giving it a decidedly flat effect. A beautiful model was covered with black velvet, and was trimmed with a broad quill-like plume of burnt ostrich fastened with a prim little bow of two-inch ribbon to the crown directly in the centre front and extending over the crown and falling gracefully over the brim edge at the back. Another model, this time of crow blue, was wreathed with white gardenias and white foliage.

Pork Pie Shape.

Toques, from the high, straight brimmed Cossack toque to small cap-like models, and models with narrow stiff brims, are developed in all the new materials. Faille silk, combined with velvet, is very much used, and Ottoman and moire and velvet combinations are strong. An imported turban, almost in the pork pie shape of mid-Victorian days, had the high brim covered with interlaced bands of tete de negre faille,

GAGE STYLES

SIMPLICITY AND UNIQUENESS OF LINE are the foremost features of hats of the moment. While decidedly "dress" in effect, due to the use of novel forms of ostrich and fancy feathers and hackle, the new models suggest strongly the semi-dress type.

While the strictly tailored hat of former days is still the correct thing for certain informal costumes, the fashion requirements of all other events are met by this simple yet rich type of headwear, relieved as it is by innumerable forms of brilliant decoration. The addition of ostrich, fancy feathers, burnt coque effects in such a variety of fancies as to suggest numidi, the paradise aigrette, and even the osprey, lends a formal touch, and makes the former tailored hat decidedly semi-dress, to be worn at even the most formal functions.

THE SMALL HAT i
still very much in vog
though favor is perhaps e
ly divided between the
and toque types
brimmed canot
in the mediu
Trim



The "Come to Market" Number of our newspaper will be mailed you free, for the asking.

We Want You To Have A Copy

of our 12-page newspaper, from which these cuts and the fashion article were taken. It is a complete style exhibit, and millinery merchandise market in itself.

All Grades of Hats. Fashion News
Untrimmed Shapes Business Helps
Flowers, Ostrich, Ornaments, Ribbons, Velvets

WRITE FOR IT TODAY

Gage Brothers & Co., Chicago

A new model that has come to the front is the elongated tall Glengarry cap without brim. This model is being featured by the trade in New York in both velvet and plush; also there are a number of jaunty dented tricorne models. These models come in velvet or plush with brim edged with a piping of faille and a stitched band of the same for decoration, and with highly original spikey or folded wing-like ornaments of colored jet laid in overlapping plates.

The crown of the hat is a prominent feature, and there is considerable variety of treatment. There seems to be a tendency to the long oval and crowns of this shape and round medium high blocked crowns are very extensively seen. The berreta crown also keeps a place; but two-piece crowns, with soft oval or round tops and stiffened sides, lend themselves extremely well to the development of two material effects.

Brim bindings are important, for a good deal of attention is paid to the finish of the edge of the brim, and rolls, overlapping folds, and bindings of all the used millinery fabrics or braid are used. Brims are also covered with pleatings, flat ruches or scallops made out of piece goods or ribbon. Feather brim finishes are good, and most probably brim finishes of fur will appear later. Marabout is used with good effect for this purpose.

Jet for Ornaments.

Both feather and flower trimmings and trimmings made of fur and piece goods will be used, while jet, which is really gelatine, will be much used for the new ornaments. These ornaments are made of thin overlapping plates, and they come in dull gold, silver, gun metal, copper and iridescent effects in various dark colors.

Feather Trimmings.

Feather trimmings naturally occupy the centre of the picture, and have most prominence in the varied fancy effects. Hackle is very much en evidence, and is better liked than breast for the base of the high quills and mounts. The majority of these effects are very high, consisting of quill-like spikes, combined with fringe-like treated feathers. Curled coque and hackle and nearly every high mount springs from a base of hackle or breast feathers. These little round tufts of hackle and breast come in pairs as a rule, and can be used with any desired mount, thus enabling the milliner to vary her feather arrangements. Treated ostrich, treated peacock and treated pheasant novelties are strong in the novelty line, and will be very much used. Numidi is very closely imitated, and both the imitation and the real is very much sought after. Paradise and aigrette imitations are numerous, and are largely bought when they have any merit. Paradise and aigrette are not off the market, nor will they be for some time yet, as importers have laid in big stocks. Though the importation of these feathers are prohibited after the middle of next January, there is no law against either the buying, selling or wearing of the same.



HIGH PLUME NOVELTIES.

1—Numidi plume made up of two graceful sprays placed so as to droop each way. 2—Wing effect opening at the base to place flat against the hat crown either at the side or front. 3—Mount of coque and hackle. 4—High mount of silver pheasant and base of the same. 5—Wing-like mount ending in spray of treated ostrich. 6—Mount of treated coque and osprey. 7—Slender quill ending with a spray of paradise flues. 8—Mount of coque, hackle and treated ostrich. Shown by Strachan, Burden & Plaskett, Ltd.

Wings of all kinds are in big demand. Some are very small, and others are immensely long and pointed. Wing effects in various smart shapes made to open flat the base and intended for placing flat the side or the front of the hat come in decidedly smart numbers. Among the newest of items come the soft birds. Feather numbers imitating birds, but resolving themselves into bird-like feather arrangements when examined, are new. Bird novelties come in jet and sequin, in black, metallic effects, and various colors. Collars and shaped trimming pieces of coque mixed with flues of treated ostrich are among the many coque effects shown. Many ostrich novelties in the shape of bands, bandeaux and mounts are showing. These are expensive, and will come in to trim the more expensive hats.

Many wings and many quills have a fringe of burnt ostrich falling from one side, and clipped pom-poms of ostrich are used to form the base of the high standing effects. Metalized effects are strong, such as metalized wings and quills, as well as mounts tipped and touched with gilt or silver.

Flowers and Fruit Freely Used.

Flowers have been gaining ground all season, and flowers and fruit will certainly be very freely used. Just at the present moment selling centres largely on the metallic novelties made of cloth, of gold and silver, in dulled effects. Roses, poppies and pansies are the flowers selling; in fact, any open large petalled flower is good. These flowers will be used singly or in pairs—one at the side front and one at the side back, and will be particularly good later to combine with fur. Large handsome velvet and plush roses with dark lacquered foliage, large pansies and poppies are to be used in rich, deep, natural tones. Just one of these large flowers forms sufficient trimming for the hat. Large flat brimmed sailors have the crown of white and brim of black velvet, and just one of these large flowers laid on the brim. Tiny flowers, berries and natural mosses mingled together and massed on the sides of the crown in wreath form are seen on imported models. White flowers and white foliage continues to sell. Gardenias and loose petalled roses are some of the favored flowers. Grapes, plums and berries of all descriptions are good.

Hand-made Features.

Each season the exclusive trade introduces hand-made features in floral effects that are distinctive, and which lend a touch that lifts the models trimmed with them above the plane of the commonplace. This year Germaine is using large magnolia buds made wide ribbon, drawn in at the top and bottom, and finished with a silk wound stem

White Dominates Late Season

White Sailors Trimmed With Wings, Ribbon and Glazed Flowers, Fruit and Foliage, the Feature of the End of the Season.

WHITE dominates the end of the season millinery, and white hats, wings, quills, moire ribbon, and white flowers and foliage lead the procession. The sailor is the leading shape, and little white wings on odd shapes, white cire ribbon, or moire or cord ribbon with glazed fruit and white flowers and foliage form the trimming.

The newest sailor shapes have high stove pipe crowns and very narrow brims and while very smart are not very suitable for mid-summer wear because they do not shade the face. The best-liked sailors have wider brims and the crowns are dented or cut low on one side. Square crowns, octagonal, and uneven sided crowns are also seen. The latest craze is for the fabric hat and white satin hats are taking the place of those of white straw. Satin sailors predominate, and small turbans are showing with the soft crown of satin and the upturned brim of straw. Black velvet and black satin hats also have this brim of straw and water lilies half blown are posed as stickups in front.

Trimmed With Basket of Fruit.

Black sailors are trimmed with white, and a novel trimming on one hat was in the form of a tiny basket filled with white fruit in front, and the high handle carrying a bow of lace. Quite a number of all black hats are seen and these are usually trimmed with black moire ribbon and wings. Black hats with white wings and moire ribbon are smart, and some of them have bandeaux covered with white fruit and black and white wings. Though the majority of wings are small, long white wings made of pasted feathers are high style. Small wings in pairs are often set along the edge of the sailor with the high crown. Coque plumes are quite frequently used.

Organdie trimmed hats are showing for garden parties and for dressy wear. Some are made of embroidered organdie used exactly in the same manner as lace. Entire lace hats are either of Chantilly or shadow lace and are both white and black. Ribbons are used to trim these hats as well as flowers. The favored flowers are roses, wisteria, lilacs and sweet peas. Wreaths of blue and white daisies are a Parisian touch and blue daisies with white foliage is a new line. Lacquered dahlias and glazed fruits and leaves are among the novelties of the late season.



Paris is showing many conical shapes on this order. This model is of tete de negre velvet, with graceful draped bow of soft satin. Two treated ostrich quills are posed, one at the front and one at the back, crossing above the apex of the pointed crown.

Insurance Against Fire

NOW that the Summer season for all practical purposes is over and the Fall season is well in sight, it is not out of place to remind milliners of the wisdom of having her stock fully covered by insurance. Fires in stores are altogether too frequent during the Winter season, and one fruitful cause is the trying to get extra heat during extra cold weather. It is remarkable that many people, men as well as women, who are otherwise shrewd business people, are content to run large risks in connection with fire danger. And this is particularly true in the case of those who can least afford to stand the loss. It is often noted that when a small business is burned out, that when the loss is under $5,000, the insurance is generally for only about half that amount.

This is a serious matter even if the sufferer can stand the loss, but it is extremely serious when such a loss represents all the surplus, or still worse when the surplus is less than the amount of the loss. Many times the loss represents the whole equity in the business, and this means that the milliner finds herself without the means of carrying on the business.

It is more than unwise—it is criminally foolish—for a milliner or indeed for any merchant to go to bed at night well knowing that before morning a fire might leave nothing but a debt of one or two thousand dollars in place of a flourishing business. And it is not worth while to run the risk when insurance provides the remedy.

It is true that the paying for this safeguard means an additional expense, but

(Continued on page 21.)

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Building Up Millinery Business in a Town

How Misses Mantell and Schooley in Galt Have Secured Custom the Past Eight Months—Showing Illustrations and the Same Hats Made Up—Attractive Parlors and Bright Windows.

An Authorized Interview with Miss Mantell.

GALT, August 15 (Special).—The adaptation of some of the most approved ideas of large departments, with some special changes to suit the special conditions of a town business, has been behind the success of the Mantell-Schooley millinery parlors in the first season of its young career. "Success" is used advisedly; the returns far exceeded our expectations, buoyant as they were.

"Our choice of location, you might disapprove. It was not on the main street. But we saved rent on a street just off this—and the public came to us. In a town the size of this the 'transient' business is comparatively small: you don't so much 'drop in when you are passing.' You go, generally, because you've heard that so-and-so is likely to have what you want, for your friends have told you so. The location of every business place soon becomes known in Galt as in any town. If you suit people, your location does not matter so much. 'Mahomet will go to the mountain.'

Competition of the Cities.

"We recognized from the start that we had strong competition in Toronto, London, Hamilton, and other cities. The goods in these places, if they did not draw off custom so much, at least set a standard we must approach in some way. Our stock had to be right up-to-date; our ideas in trimming had to follow in lines with the fashions that are now coming into the hands of nearly all the public.

No Faddy Styles.

"But we decided early on one line of policy: we would not push extreme styles. We felt that people were able to discriminate between styles and fads. We were determined to be up-to-date, but not faddy. We felt that the former was the only safe line, for it was more likely to produce satisfied customers and to leave us with smaller stocks of unsaleable goods on hand as the season advanced.

Attractive Interior.

"The fitting up of our quarters was, of course, our first test. We tried to make them attractive, a regular millinery "parlor." The sales part was in green, walls and carpet. Between this and our workroom was a divider in lattice work, backed with light green velvetine to match the walls, while the doorway at the back was hung with heavy green velour. On top of the divider on each side of the doorway was a jardiniere with flowers, and over the doorway our crest, M. & S., in gold and black.

"Owing to lack of space, we had shelf formations under each of two large oval mirrors along the side walls. These were used for standing hats on instead of tables, while a customer was trying them on. These shelves were covered with green felt.

"The hats themselves were shown on various-sized millinery stands on display tables.

Cards With Illustrations.

"But however attractive our millinery parlors inside, the drawing power at first, and to a great extent right along, would be our window. How to attract the public was the problem, and how to convince them.

The background of the window was a heavy brass rod on which a green curtain was draped to match the green velour floor of the window. No display was ever put in without a showcard thoroughly in keeping with the goods in the window. Price tickets were used occasionally, when the price was a strong feature of the hat, but this was chiefly between seasons.



SIMPLE FALL MODEL.

This picture sailor shape shows the perfect simplicity of line and effect that is the feature of the Fall models. Loops of ribbon and just a large flower made of dull gold metallic tissue trims this hat.

"One plan in regard to our cards that we found to work out very satisfactorily was to take illustrations from The Dry Goods Review and other publications, arrange them artistically on uniform cards, and set them out in the windows. Each card contained a suggestion that might be followed up. But the real drawing power resulted from actual reproductions of these illustrations shown beside them in the window, as if announcing: 'Look, we can make you up the very latest Paris models — or anything else that you fancy.' We found time and again direct sales coming from such displays.

"The samples of showcards that are being reproduced will illustrate the style of work that was turned out for us on our showcards. You will see on each one appears our monogram, M. & S., in a shield. The constant use of this served to make it not only a familiar combination, but, we believe, added a certain distinction to our business. It was a little out of the ordinary style, perhaps. We made use of this monogram-shield design at every opportunity, on hat-bags, boxes, labels, etc.

Refused Credit.

"The only drawback to the small city or town business is sometimes the tendency to give credit, or the habit of asking it. We have found this the case in Galt, and it has required a very rigid censorship and some diplomacy to avoid both losing money in the one case or offended customers on the other. However, we managed to maintain a clear cash course, and are more thankful every week that we have held to this policy.

Saving Odds and Ends.

"One point that has contributed to our success in this new business in the line of economy has been the co-operation between the selling and the trimming ends. There is a great saving made in the sales lady knowing the stock in hand, and in this way many odds and ends are utilized that might otherwise be left on hand, through being unseasonable or out-of-date.

"For instance, two slow-selling hats are often pulled to pieces and combined in one line that will sell, with only the shape wasted.

"Our main advertisement has been our window, with circular announcements that are distributed at times in Galt and the surrounding district."

ILLUSTRATED WINDOW CARDS FOR MILLINERY PARLORS



Illustrating the hat label which is used in all hats leaving the workrooms. This label is printed in gold on white or black satin.



The cards here illustrated are representative of the Mantell-Schooley window and showroom cards. The five outside samples are the standard of this firm, being white with gold monogram in the top left hand corner. These cards, made to carry out a color scheme by the application of simple decorations, such as cross bands, corner bands or scrolls, are used in small gold frames with detachable back and easel.

TOP CARDS. No. 1 shows the applied illustration in colors with the corner bands and ground of the monogram carrying out the same color scheme. No. 2 This is a unique card, working in a cut representing a crayon drawing, with actual pencil work, and the inscription, "An Exquisite Paris Model" in handwriting with ordinary black crayon, which has been lost in reproduction. No. 3—This card, simple though it appears, is very effective on account of the delicate colorings—the crossbar at the bottom carried out the same refined color scheme.

LOWER CARDS.—No. 1—The color scheme of this card is apple green applied to both relief scroll and background of monogram. The style of lettering used is brush stroke black, which stands out strong, and is in keeping with the announcement. No. 2—The center card is of an unusual order, being an oval with bevelled edge, supported by the illustration on the one side which serves as a support for the card. This card has a self-easel which holds it in position without any visible support. This card was used during the horse show in Galt. No. 3 The illuminated capital in this card was elaborated by the use of a beautifully colored pansy clipped from a colored postal and applied over the broken panel of a blending shade. The pen stroke lettering is underlined throughout with a bridge shade of yellow to correspond with the yellow center of the flower.

EARLY DISPLAYS.

The big departmental stores are evidently counting upon an early beginning to the Fall millinery season, for they are arranging their showrooms and filling their showcases with black hats, and hats in black and white for the mid-season. They are also making a showing of mourning millinery and the feature here is the number of models shown with white crepe combined with black. The present type of hat suits the needs of mourning millinery exceptionally well, as dependence is placed on the line and all trimming effects are kept plain and simple.

For the early Fall wear the felt models that always appear are white with bound silk edges and trimmings of white wings and hackle. A few models present a very decided contrast, for they are wreathed with black foliage and flowers. One smart model had a drape veil of black depending from its brim. Satin and hackle, and black velvet models are the rule this season, and they come largely in black, and black and white.

The felts showing are of the rough variety and come in staple and novelty colors.

INSURANCE AGAINST FIRE.

(Continued from page 19.)

after all this is considered in with the cost of doing business and in reality the customer pays.

What I would like to impress upon every milliner is that it is the small business that is most in need of fire protection, and that the smaller the resources of the proprietor, the less are the chances that she can afford to take of having her all wiped out by fire.

During the last few years there has been a great advance in the cost of building and of all other necessaries. Fittings and fixtures cost more and are more elaborate. Also people are not satisfied with the cheaper goods and therefore more money goes into stock than formerly. Therefore fire insurance that was ample a few years ago is not adequate now. Just sit down and figure out what would be the cost of your store equipment on the basis of present prices, and compare the value of your stock at the beginning of last season with what it was five or six years ago, and see if the insurance you are at present carrying is sufficient to cover. If not make a proper increase and rest secure in the fact that you are properly protected from one loss.

War Does Not Interfere With Summer Sales

Majority Of Merchants Are In The Position Where Their Fall Goods Are Assured, And Tendency Is To Clear Up The Summer Lines—Heavier Stocks Than Usual Were Carried Past the End of July.

MONTREAL, Aug. 17—(Special). —Whatever may be the ultimate effect, or the influence in the immediate future—and these points are problematical in the opinion of the trade just now—the fact remains that up to the present time the general public has found little if any change in the dry goods business. The retailers and the wholesalers as well as the manufacturers have been confronted by many problems but with the exception of a few lines which come rather as luxuries than staples there have been no changes made in prices—in fact the tendency if anything has thus far been in the other direction.

Since the war excitement hit the cities and the towns there have been even quieter conditions prevailing in the trade than during the previous Summer months. As it was the July sales had failed to clear up stocks to the usual extent, and the turn of the month merely found that another act of the sale drama was being staged, the only difference being that there was a change of names. And the war has not interfered with the sale programs so far as prices are concerned, although it is generally admitted that the volume of business has fallen lower than had been looked for.

With the buying public the available funds from the family coffer seem to be devoted pretty much to the buying of food supplies and it is evident here that there has been a panic which has been occasioned by the raising of prices, by some retailers and wholesalers above a level which would appear to be warranted. It is not expected that this condition will last for Canada should be in a pretty strong position so far as the staples of life are concerned. In department stores since the war it has been found that the chief activity has been in the grocery department. In one big establishment in particular where an effort was made generally to keep the prices to a low level and where there were heavy stocks on hand, it was found almost impossible to handle the business. The staff was increased to the limit and the packing departments were crowded while additional parcelling counters were installed by moving back some of the displays of chinaware. Stocks were brought in so rapidly and so heavy was the consumption that there was the unusual picture of sacks of sugar and flour in a huge pile on a portion of the floor adjoining the grocery department which had been devoted to chinaware, while the statement was made that if the rush for supplies was continued the advisability of abolishing the latter department for the time being was under consideration.

Still An Effort to Clear.

So far as the general lines of dry goods, dresses, dress goods, wearing apparel, white wear, etc., were concerned, however, the sales at reduced prices have been continued. This is being done in pursuance of the usual custom of clearing the Summer goods before the Fall lines are displayed and the war has made little difference in the average store policy. In most cases the bulk of the Fall goods had been put into stock and preparations are being made for showing them; to do this to advantage the tail ends of the Summer goods must go.

With the possible exception of some lines of silks, hosiery, gloves and other goods of European manufacture where there would be difficulty in replacing the present stocks, it is not expected that there will be any immediate effect of the war in the dry goods business. Goods are pretty well in shape for the demands of the Winter season and there is not likely to be a demand that from the business standpoint would warrant increasing the prices if there was a desire to do so. Of the future everything depends upon the developments and if war conditions prevail through the Winter there is no saying what the result may be. However, the consensus of opinion seems to be that there will be an adjustment in the face of a serious situation, that people would buy cheaper goods to replace those not available.

CARD FOR FLOWERS AND PLUMES.

The Chambre Syndicate of Flowers and Plumes has just issued a color chart for Fall and Winter. This card shows the latest colors put out by the manufacturers of flowers and plumes. Among the more staple shades come mahogany and terracotta, and dark shades of brown, green and blue. Grey is again of importance and there is a set of shades in dull greyish blue,—three graphite greys are new. There are three striking taupes, and three steel greys. Cardinal, wine, four tones of seal brown, and two tete de negre shades complete the list of staple shades.

Among the novelty colors a bright greenish lemon yellow is featured. Another shade is a light apple green; other greens are light peacock, light emerald, creme de menthe, light myrtle. Peacock blues, royal blue and greenish blues on the sapphire and turquoise order are shown. There are three wood violet shades, an orange yellow, a corn yellow, and in pinks and reds there comes vivid coral, cerise, fuchsia, and deep reddish plum shades.

Hackle Hats

These Are Showing For Early Fall—Coming in Small Round Toques—Usually Mounted on Velvet Covered Brims.

HACKLE hats, in black, and black and white, and a few dark colors, such as seal, navy, bottle green and wine shades, are showing for the early trade. These hats come in small round toques and in toque shapes that show the crown higher at one side. The hackle crown is continued in the form of a high mount from the centre of the crown or into wing-like trimmings at the side. As a general rule these hats are mounted on velvet-covered brims. Small toque shapes, with the brim covered with black velvet and the crown of white pasted feathers, have been introduced. The trimming used on these hats is of the quill variety, with the ends thrust through a hole made in the side of the crown. Two wavering feathers in paradise effect trim the hackle and pasted hats most effectively.

RETAILERS COMBINE.

With a view to buying at lower prices and thus being better equipped to offset mail-order house competition, 221 merchants doing business in small towns in the Northwest have formed an organization. Purchases are made through a buying committee, whose members visit the markets at stated intervals. Owing to their large aggregate purchases, the concerns are able to obtain much better prices than they could if acting individually.

How War Situation Affects Western Canada

By a Staff Correspondent

WINNIPEG, Aug. 13.—(Special.)—Several prominent men in the dry goods wholesale business were interviewed by The Review on deliveries and prices affected by the war in Europe. A feature of the interviews was the confidence everywhere expressed that the British navy would be able to keep the trade routes open almost from the beginning, and that deliveries from Great Britain would be little affected, except where a shortage exists due to men being at the war. The results of these statements are tabulated below.

German Hosiery—There is not much sold here, the demand being for a heavier class of goods. It may be difficult to replace it exactly by anything on this continent. Orders had just been placed when the war broke out, and, of course, will not be filled. Wholesalers state that it will be necessary for them to supply Canadian and American goods in their place.

Ribbons—Most of the ribbons worn in Canada come from Switzerland, and Switzerland being surrounded, it will be difficult getting supplies through. The Swiss manufacturers, however, are not refusing orders, but do not guarantee delivery. Prices of ribbons are likely to advance.

Fancy Jewelry—Lines such as necklaces, hatpins, and all kinds of cheap jewelry are things people can do without, and which they have to be induced to buy. Much of this class of goods had already been delivered.

Lace Collars—Plauen lace had begun to move slowly before the war.

Dress Trimmings—Manufactured in Germany and Austria, but indications point to a large use of piece goods for trimming purposes. Stocks are large enough.

Ready-to-Wear—The greater proportion of the ready-to-wear garments are made in Canada, and there should be no difficulty about substituting the French and German cloths with those of Canadian and British manufacture, with materials made in the States to fall back upon in case of the failure of the above mills to keep up the supply. The ready-to-wear garments that in some lines were imported from Germany and Austria will be replaced by garments made in Canada, Great Britain or the United States.

Buttons—This trade used to be enjoyed by the Austrians, but these were ousted to a great extent by the Japanese. Many fresh water pearls come from the United States. Fancy glass buttons and imitation stone are imported from Austria.

Deliveries of embroideries from Switzerland will be delayed, but prices should not be affected much.

Men's furnishings are mostly made in Canada or the United States, with the exception of underwear and hosiery coming from Great Britain. Hardly a dollar's worth comes from Germany or Austria. British underwear for Fall is in. Others have been ordered to be delivered December 1.

Carpets—Spring carpets have been bought, but samples used by travelers have not arrived.

Situation in the United States

How the European War is Affecting the Dry Goods Trade in the United States—Hard Up for Dyes—Many Shipments Not in and Shortage Will Be Felt.

NEW YORK, Aug. 15 (Special).—Trade in the United States is keenly affected by the European war developments, for there are very few lines that are wholly independent of European productions, for supplies of the finished article, or for raw materials. Uncertainty rules, and will rule until it is seen how far-reaching is the holding up of merchandise because of the lack of shipping facilities and the danger attending the passage of goods over ocean routes.

Large retailers who import direct are in the worst position as many of them have only a portion of their Fall importations, and they are endeavoring to purchase goods they need in the open market.

The lines most seriously affected are laces, embroideries, gloves, dolls, toys, notions, small wares and linens, all of which are produced largely in Europe. Many orders that would have gone under ordinary circumstances to Europe will have to be filled in the United States, and the manufacturers are all recognizing their opportunity. Any jubilation that may be felt over the conditions is tempered by the difficulty in providing for the raw material requirements. This applies to silk and wool in the textiles.

Manufacturers in all textile lines will find the dye-stuff situation to be a big problem for more than 90 per cent. of the dye stuffs used come from Germany and France. And the dye-stuffs situation is going to be a very serious one, for when the supplies in the hands of the mills and the dealers are exhausted it is going to be impossible to obtain more. Even should the war come to a quick close, and no present indications would point to such a desirable conclusion it will be many months before either France or Germany will be settled down to business and in a position to furnish the usual supplies. Attempts must inevitably be made to manufacture dye stuffs in America, but it will take a long time before plants are in a position to supply the enormous requirements of this market.

When the shortage of dye stuffs becomes acute enough to reach the fabric market, buyers will find themselves in the same predicament as the manufacturers, but it will take some months before this develops.

Raw cotton and raw silk are likely to fall in price as the European mills will not take their usual supplies, but lower prices for the raw materials will by no means mean that the values of piece goods will correspond. Goods will be in short supply, and the difficulties and costs of manufacturing will be multiplied. Already converters and mills are refusing business and are revising their price lists.

It must be borne in mind that production is not going to cease entirely in all the countries that are now involved in the struggle, and with the re-establishment of the ocean trade routes shipments of goods from Europe will be resumed, but these goods will have to bear the added charges of war-time insurance and exchange. It is stated that United States war ships may be employed to carry freight and passengers and the government will act in other ways to relieve the situation.

(Continued on page 31.)

DRESS ACCESSORIES

Laces and Many Other Accessory Lines Short

Possibilities Improving of Receiving Goods from Great Britain and France, but Shortage is Certain in Many Lines.

THE merchant will most probably find his chief difficulty lies in keeping up his assortments in the fancy and dress accessory lines, lines, by the way, that have a big importance, particularly when holiday selling comes along. Nearly every article carried in these sections is primarily or wholly the product of the countries most actively embroiled. Moreover the war came when importers in many lines were in the midst of the preparations for the Fall season. These were by no means complete, only partial shipments having been made. Early views were decidedly pessimistic though perhaps not blacker than the outlook warranted and importers of such lines as laces, embroideries, etc., had very little hope of receiving the balance of their Fall goods as the main ports in Europe and the ocean routes were closed.

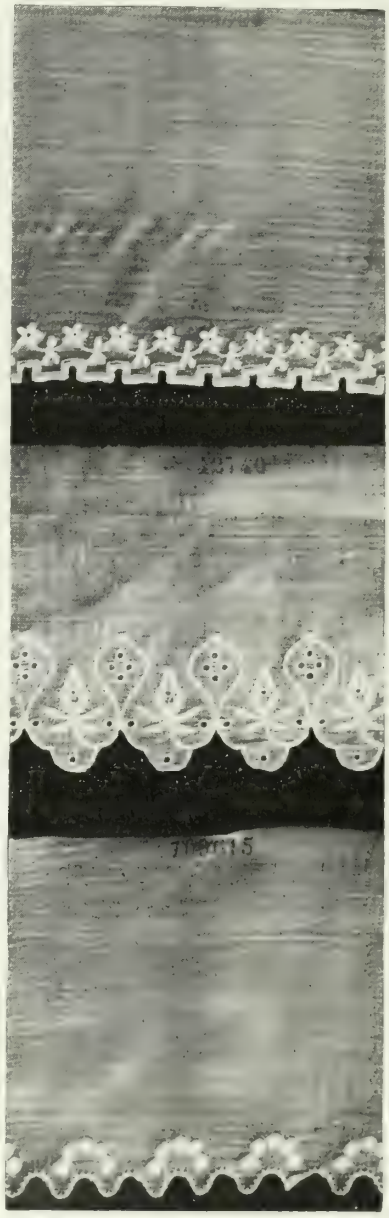
The situation seems to be clearing as news has reached Toronto by way of New York that England and France now have the situation in hand sufficiently far to permit large ships such as the Lusitania and Olympic to resume their regular service. This news has received confirmation from one of the leading steamship agents in Canada, who states that though there may be interruptions it may be regarded as settled that regular sailings are resumed.

This he further states applies to the routes between the Dominion, Great Britain and France.

Therefore the possibilities that Canadian importers will receive more of their Fall stocks than they had anticipated are improved. Buyers must remember that all goods arriving in the future must carry higher prices because of the added costs of laying down, owing to the higher cost of transit and insurance, and the increase in the rates of exchange. Manufacturers will also be facing many difficulties, and the fact that goods will no doubt be in short supply will be an important factor in fixing prices.

SOME VEILING NOVELTIES.

There will be less interruption and less difficulty experienced in doing business in the veiling department than in many others, for besides the stocks in importers' hands the Dominion buys veilings largely from United States manufacturers. Therefore, there will be a constant supply of novelties to choose from. Buyers should note this fact, as when less money is expended upon the important items, such as coats, gowns and suits, women look to the small accessories to preserve their well dressed appearance. Therefore, the veiling department that stocks novelties that are not too high priced should do a good business.



Chiffon embroideries as shown by Canada Veiling Co.

The latest ideas include a host of novelties in the nose or "Bobby" veilings. This class of veilings has the lead, and all indications point to these being the leading feature of the coming Fall season.

Hexagons maintain their place, but some very attractive novelties in filets are showing. Borders of chenille in lightly traced lines are good. Small spot designs are very good. The beauty spot idea is good as ever, and the collection of "spots" is growing. Sprawling ramage patterns are selling in expensive veilings, but fine meshes and neat designs are best liked for popular selling.

A few colored novelties are shown, but black and white are the leading sellers.

IMPORTS WILL COME OVER.

From New York we learn that large lace importing houses in the United States have been informed from their representatives abroad that it will now be safe for them to write up orders for imported goods. Evidently efforts are being successfully made to resume business activities, and though shortages are bound to occur in many lines, the cutting off of supplies will not be of as drastic a nature as was feared.

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Glove Prices Down as Long as Stocks Last

The Big European Houses Announce That There Will be no Increase While Supplies Hold Out, Probably 1st of October—For the Spring Trade Purchases Must be Made Under the Risks of War—Not Likely to be Any More Dollar "Kids."

By a Staff Correspondent.

MONTREAL, Aug. 15.—(Special.)—If there is a dollar glove in the market next Spring it will not be kid, and it is doubtful if it will be lamb. This epitomizes the glove business for the future so far as can be done in a sentence; if anything else were to be said, it would be that the situation is altogether uncertain.

There is no feature of the dry goods business which had been more directly hit by the outbreak of the war than the glove trade. Practically everything in the way of fine leather gloves in the Dominion is imported from Germany, France, England, Italy and Austria, with England perhaps in the more prominent position, and France next; but while Germany takes third rank in shipments, it must be considered that she plays a more prominent part than is indicated in the preparation of leathers, which are manufactured by other European countries.

The Dry Goods Review has investigated the situation, and this is summarized after interviews with the Canadian heads of three of the largest glove concerns of the world. At the time of the declaration of war—and although there have been some shipments received since, there have been none which have left points of exportation—stocks were coming forward and were in pretty good shape, generally speaking. However, when the Fall orders are filled from the stocks now in hand, there will be little more than enough left on hand to take care of the sorting orders for the Fall business.

There will be no advance in prices on the stocks now in hand. This has been decided. There is no attitude on the part of the manufacturers to take advantage of the trade as they might have done. In fact, the statement is made that already it is quite a sane basis to figure that the value of gloves has advanced 15 per cent. Orders which may be received from this time forward will be considered in relation to the duty which these firms consider they owe the trade in general, and with regard to previous consignments.

Prices may be expected to advance about the 1st of October from the present outlook. And even were the war to be finished at once there would be some increases to be looked for. At that time present stocks will be exhausted, but there is little reason to believe that retailers cannot get supplies for their legitimate Winter needs without paying more than the present market.

As to the spring no one can foretell definitely. Everything depends upon the developments in the war situation. It is expected that travelers will be put out about the 1st of September. They would be out now under usual conditions, and in fact some of them were on the road and had to be recalled. They will accept sorting orders to the limit of stocks on hand, and future booking will have to be at the market—whatever that may be—at the time of the arrival of consignments—whenever that might be.

Situation is Serious.

The future situation, then, is serious. Business may be resumed with Great Britain, and it may be expected that Canada will get a large share of the trade from there with other markets cut off, but this is only temporary. The real trouble lies in the direction of raw material.

Kid skins come from different sections of Europe. There is no organized method of getting them. Trappers go out individually and get their small quota and market them indiscriminately. These trappers have now all been called to the colors, and breeding is likely to suffer as a consequence. For a time there may be stocks for the manufacturers, but these cannot last long. Raw material for the heavier walking gloves comes from Russia, and this source of supply is likely to suffer in the same manner.

The future is clouded in the glove trade. The retailer may be able to find other lines which will take the place of the kid gloves, but the manufacturer must suffer.

Efforts have been made to buy up everything available in the glove lines. Some sales have been made, but they are not of a material character, and the regular trade is being generally protected.

GLOVE LENGTHS.

GLOVE lengths always follow the lengths fashion prescribes for the sleeve. For the early Fall the majority of waists and dresses will have the short sleeve, but as the season advances the proportion of long sleeves worn will increase, until fully 90 per cent. of the sleeves worn will be long and only the few dressy and evening gowns will have the short sleeve. The glove lengths for the season will conform, and for Fall wear 8, 12, and 16 button lengths will be the best sellers; but before Mid-Winter arrives the demand will have switched over to wrist lengths, save for evening wear.

Big Ribbon Season Opening Up

Repetition of Last Season—Roman Stripes Lead in Fancies—Metal Effects and Ombres New—Colors Generally Are Dark.

THE fashion trend is most encouraging to the buyers of ribbons, for many of the main features are built upon the lavish use of ribbons. The use of ribbons as in border fashion as a finish to the tunic is new and promises to be followed by other features of the same kind. Nearly every gown is finished with a girdle of some kind, and the sale of handsome ribbons for sash and girdle purposes promises to account for a large ribbon yardage. The wide hip sashes are latest feature and finish moyenage and long basque gowns.

Roman stripes have sold all summer, but this fact does not seem in any way to have told against their popularity for the Fall season and all buyers have placed large orders on this class of ribbon. The new Romans come in 1860 colors and in the ecossais or Scotch colorings. The newest idea in stripes is Pekins, and Pekins particularly in the very fashionable black and white are safe to make their appearance later. Ombre are back again and are showing in wide ribbons and also as a black ground for Roman stripes.

READY-TO-WEAR

Little Movement So Far in Ready-to-Wear Lines

Buyers Apparently Are Relying on the Manufacturer—Do Not Realize Effect of War Situation—Scarcity in Many Lines Used in Making up Garments Seems Unavoidable—Orders Should be Given Without Delay—Regulation Coat Lengths.

BUYERS of ready-to-wear garments do not seem to be very generally alive to the true inwardness of the present situation and though buyers in many lines of materials are hastening to protect their assortments before the lines become broken, ready-to-wear buyers seem to be trusting in the aggregate to some lucky chance in the future to pull them through. The truth is that they have become used to the manufacturers protecting their interests and do not seem to be considering the effects of a possible shortage, and the certainty that goods that come through from Europe from now on will of necessity be higher. Even if the manufacturers did not raise prices—which is itself a most remote possibility, as manufacturing costs are bound to go up rapidly and the additional cost of transportation, insurance and exchange alone will account for a material advance. Goods that have actually come to hand during the last few days have cost 15% more to lay down from these causes. No more German goods will be received and there is very little hope for shipments for the presnt season from France, therefore the shortage will come first in novelty fabrics. Buttons is another line that is badly affected as Austria and Germany send large quantities of buttons to Canada, and every buyer knows how handsome and appropriate buttons add to the appearance and value of the garments he places in stock.

Following what has been laid down as the very general rule buyers will not find the manufacturers are advancing prices so long as they can make use of the materials bought and imported before the war conditions. Therefore it is the direct interest of all buyers to place their orders, now. The buyer who does will secure his merchandise, the one who delays will be caught short, and moreover will have to take what the manufacturer can give him.

No Radical Style Changes Now.

Parisian model houses are being forced to cancel their Fall openings. This should have a steadying influence on styles as there will be no introduction of radical style changes from this source to be feared later. This means that the styles already introduced will carry through the season, and that the usual developments that come when the later models are introduced will be along well settled lines.

Enough variety has already been introduced to secure the interest of the customer and to make the showings at retail attractive.

Regulation Coats Sell Best.

Separate coat styles for the coming season show a good deal of variety, and though the lengths are more uniform than in suits still even in this feature there is room left for individual choice. There is no shortage on the market of practical models — models designed to give both comfort and service and which at the same time present a very smart appearance.

The regulation coat in either ¾ or ⅞ lengths and though loose and as comfortable as ever is built upon lines that are decidedly more fitted than for several seasons. These models should attract the average woman as the cut is very becoming to the average figure.

Coats of this kind are designed for practical use and to give service in actual wear. The collars are either convertible or are high around the neck so as to protect the wearer. Sleeves are either set or cut in one with the back giving a loose and comfortable arm hole that makes the slipping on and off an



MISSES' AND GIRLS' EARLY MODELS FOR FALL.

No. 1.—The waist coat is the novel feature of this little dress, being on skeleton order and showing blouse of plain material.

No. 2.—Misses' dress of poplin and satin. Long pleated tunic cut in points at side.

No. 3.—New long basque model with long pleated tunic, underskirt and girdle all of dark blue serge. Shown by Bonwit Teller Co., N.Y.

easy process. The sleeves are full length and are finished by turn back cuffs.

Cape Models.

Among novelty coats and coats designed for evening wear many cape models are shown. Capes are most used for utility wear when the models are designed for misses and slender women. Coats of this kind come in the heavy seasonable cloths.

Dressy models and models for evening wear are nearly all designed along cape lines. Broadcloth is very generally used, and heavy duvetyne, charmeuse, and light weight pile fabrics are materials most in use.

Materials are on the soft rough finished order, and mixtures in two-tone effect, plaids and plain cloths on the boucle and chinchilla order are the materials most popular. Pile fabrics, particularly plushes and velours, are good. Furs and fur imitations are extensively used for trimmings. Other trimmings are very ornate buttons, plain and novelty silks, velvets and plushes and some fancy braids.

Coat Lengths Show Variation

Finger Length Models for Popular Selling and 45 and 48-Inch Redingote and Paddock Models in Better-Priced Suits.

SUIT styles are beginning to divide themselves naturally into two classes, namely, the suit with the coats that are finger tip length, and the models with the 45 and 48 in redingote or paddock coats. Though there has been so much discussion raised as to the suit coat lengths there seems little doubt that both will sell, for they are both required to meet the price situation. Popular priced business will be done in suits with the shorter length coat. The very generally expressed opinion is that even if lengths are varied styles are settled and that both lengths will be wanted though varying quantities, and that point the buyer must decide for himself according to the class of business he does.

The majority of the shorter length coats are only this length at the back, as the suit is variously cutaway either from the lower button gradually to the back or so as to produce a bolero effect in front with long postillions at the back. Quite a number of cape effects are shown. Some of the capes are detachable and the suit is complete without them.

Skirts are decidedly shorter, and when the short coat is used to complete the suit some form of long tunic is used on the skirt. With the long coat pleats are let in at the sides of the skirt and tunic effects are not used for obvious reasons. The later models have long plain skirts with inverted kick pleats at the sides.

The majority of separate skirts shown are in $^{3}/_{4}$ or 50 in. lengths, and while the arm size is large it is considerably smaller than it has been and the sleeve is more on the coat order. The tendency is towards the regulation arm size, but kimono, set-in and Raglan effects are all used. The collars include the military and the high-backed collars cut down a little in front, and with flaring points.

Imitation fur fabrics are unusually handsome and the majority of manufacturers are showing handsome models in imitation broadtail, pony, moire, lamb and other furs such as mole and leopard skin. These imitation furs often take the place of the real fur for collar and trimming purposes.

In cloths it is the soft, rough surfaced materials that are in high favor in plain colors and in stripes and plaids. Zibelines are good and so are the worsted plushes. Shawls are being used for some coats with the fringe as trimming.

HALF-PRICE SALES

THERE are some wonderful bargains offering in lingerie at the present time not only in cheap garments but in the high-priced lines. Camisoles of lace net and crepe de chine ribbon and silk flower trimmed were offered by one store at half price. This idea of offering whitewear at half price is a feature this Summer. Tables in the department with the half-price card are placed wherever there is room and the fact that there is always a crowd round them speaks for itself as to the nature of the offerings.

These sales are having quite a success as many women are taking advantage of the reduced prices to stock up with lingerie garments. Slips, gowns, and drawer and corset cover combinations appear to be the best sellers.

REDINGOTE OF 25 YEARS AGO.

At the polo match at Meadowbrook grounds, a remarkable redingote, an exact copy of that worn some twenty-five years ago throughout Europe, was of black gabardine. It was simplicity itself, tight-fitting around the neck and shoulders and hanging straight down, without any fullness. There were no sleeves. The open front was held by a strap over the bust. Each front had a pocket on the inside, near to the edge and about in line with the natural waistline. It was to hold the garment together, with the hands, against the strong wind.

PRINTED CHIFFONS IN FAVOR.

Flowered and striped chiffons are modish. Very distinctive is a frock with skirt of bluet satin with long tunic and corsage of black chiffon printed in clusters of bluets. Another is of white chiffon flowered in pink; the long tunic of which is finished with a band of cadet blue satin ribbon. The tunic is slightly draped on the left side; the drapery being held in place with a bow of cadet blue satin ribbon. It is slightly fulled at the waist line and the fullness is held in with two rows of baby ribbon. The chiffon corsage is very full and the neck is cut low and round. It is trimmed over the shoulders with bands of white lace. The short sleeves are of lace.

STYLE NOTES.

Circle brooches are well liked.

Women now favor the heavy ring.

The pendant is still a great favorite.

Skirts of street suits are extremely short.

Wide striped linens are used for morning frocks.

Coats promise deep cape collars and full skirts.

The nose veil is here with all its bewitching effect.

Many of the newest dance frocks are made of chiffon.

Evening gowns either have long sleeves or are sleeveless.

Long suede gloves are worn with the little short sleeved coats.

For the tiny tots quaint ruffled frocks of crepon are designed.

Little girls' suits in the three-piece style are most practical.

The bloomer suit is growing more and more popular for swimming.

The narrow skirt will probably be a thing of the past before long.

Frocks of white swiss are trimmed with bands of flowered muslin.

Maxixe blue is a new light electric; maxixe green is a grass green.

Dresses

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LOUIS STECHER

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PHILADELPHIA



No. 926—Crepe Meteor

FUR DEPARTMENT

Why We Get Many Furs From Germany

Russian And Canadian Skins Go To That Country To Be Transformed Into Furs—War May Have Effect of Improving Conditions at Home—No Increase of Prices Looked For—Stocks all in Good Position.

By a Staff Correspondent.

MONTREAL, Aug. 17 –(Special). —When the dealer in furs hunts through the government blue books and in the volume which contains the figures of the department of trade and commerce, finds that we imported from Germany furs to the value of $1,594,505 in 1912-13, and $626,964 in 1913-14, and from France to the value of $231,139 and $164,311 respectively, and when he reads from the war news that from the former country at least we are to be cut off for months at least—then he might almost begin to wonder where the fur busines is going to.

If he sought reassurance he might consider in the first place that Canada is a fur exporting country and should be able to look after herself in regards to necessities and in the second place he might begin to figure that there are few furs which have Germany as their primary source.

If were in a position to set down here the value of the Canadian furs which are represented in the imports from Germany, and the amount must be very large, we would no doubt give a better complexion to Canada's position in relation to her own resources; and we would also find if the information were all at hand that Russia also supplies a great portion of the furs which are imported from Germany.

Come Back Under Different Names.

It might be said that furs are "made in Germany." They go into the country as skins and they come out as furs. There is all the difference in the world; in color, in the fur and in the price. Canadian muskrat skins and there are few real Russian rat skins indeed go to Germany in their natural state and they come back as seal skin. This is only one instance in the trade. There are many other skins which are treated in the same or a similar way.

Bigger Business in Canada

If the war continues and Germany is cut off for a long period there would appear to be bigger possibilities for the fur business in Canada. We may not have the knowledge here which gives the fine results obtained in Germany, but with Germany eliminated in the field of competition there is no reason why there should not be something just as good produced even if the cost is a little more.



Illustrating the cape tendency in fur coats.

Canada in the fur business should be able to look after herself pretty well. We have the coon, the wolf, the fox, the mink, the muskrat, the beaver, the otter, and many other fur-bearing animals. From Russia, largely through Germany, we get the sable and the ermine, the latter of which we can nearly duplicate, and the Persian lamb and astrachan skins. It is the latter which are most likely to be affected by a continuance of the war.

But from any attitude it is looking far to the future to see anything like a shortage or higher prices in the fur business. In fact it is expected that during the next season there will rather be a demand for cheaper furs such as was in evidence last Winter and, with the exception of such staples and seals and Persian lamb, the dealers will be in a position to make better prices.

The trade is on a good footing from the fact that stocks are all prepared for the Winter season and it is not likely that there will be any tendency on the part of the wholesalers to do anything in the way of increasing prices for some time at least.

There has been an exceedingly strong run on wolf and fox, both in blacks and the Isabella shade of brown.

Ermine sets are among the most popular sellers this year and they are being shown in a great variety of designs.

Hudson seal is holding a strong position and is especially good for large pieces. Hudson seal cloaks are particularly good.

The War Situation as It Affects the Trade in Canada

INTERVIEW WITH WHOLESALERS AND RETAILERS.

(Continued from page 4.)

last March instead of in April, one month earlier, and we are thus fortunate in having more stock on hand at this time than usually, and our warehouse full. That is, of English goods, which represent 60 per cent. of our sales. The fifteen per cent. of foreign (European) import has not yet come and we do not expect any of it now. This includes the full line of Austrian velours.''

Mr. Dineen does not anticipate any immediate increase in the price of hats, as the U.S. market is so close, and the facilities there and in Canada are regarded as ample. Just after the war broke out he placed a large order in the States to supplement his own stock on hand to handle new orders.

''What will be your attitude towards Spring business?''

''We have most of our samples on hand, but will take no orders on Belgian, Italian, or Austrian stuff unless we are allowed to substitute.''

TOYS AND FANCY GOODS.

In toys and fancy goods investigation has shown that in some cases jobbers are filled up with toys, but are very short of fancy goods. In the case of those dealing only in import orders, the condition is less favorable. On the whole, however, conservative opinion tends to the belief that 60 per cent. of the Fall and Winter goods are either in or accessible. Some United States factories are already refusing orders, but it is expected that they can furnish some kind of substitutes for the toys and fancy goods that are cut off from Austria and Germany. Prices were affected as a matter of course. There is one possible solution of the problem in that these goods might come through Holland and leave there on neutral bottoms.

One wholesale firm has nearly all its toys in, but very little of fancy goods.

Better News

JUST before going to press The Review received a very encouraging statement from the merchandise manager of one of the largest dry goods stores in Canada. This firm has already sent a couple of buyers to England and France, and expects shipments from France and Switzerland to come through in a very few weeks. Merchandise prices will not be advanced on account of scarcity, but only where charges to them in Europe compel an increase in the regular prices.

''Shipments have been coming to us fairly freely for the last ten days, since say August 7 or 8,'' he said. ''We got goods in on the Calgarian, Laurentic, Royal Edward, Olympic and other boats.

Our insurance risks are now down to about 3½ or 4 per cent., and likely to come lower, but in most of the lines coming in now we will not advance prices for all that, and will even pocket the higher exchange rates.

''At first things looked very bad, and we thought we were caught with small stocks in a number of lines, but the prospects are brightening very much For instance we cabled for Nottingham laces. It was four days before we got a reply but the promise given us then was that the goods would be shipped in six days.

''Canadians probably will be hit most in toys, perhaps silks, Swiss embroideries, and lines of German goods. We expect nothing more from these. But in England our information is that the mills will be kept going, although at a little below normal capacity, by women and the older men.

''Yes, the situation is becoming much more cheerful and shipments of goods we expect to come in regularly. We cabled to rush everything over as soon as there was danger of war, and our receiving warehouses are fuller than ever.''

WITH GERMAN TOYS CUT OFF.

Montreal, Aug. 15.—(Special).—The trade well knows that there was no country which could compete with hthe Germans in the making of certain kinds of toys.

The question arises as to what we are going to do if the war continues and the German market is cut off.

The answer would appear to be up to the manufacturers of Canada and the United States, and Great Britain also, for assurance is being given that it will not be long until the ocean traffic of the Atlantic will be on a safe basis again.

There will be some toys, of course, which will not be available. For the most part these are the high priced goods of a highly manufactured character.

With German competition eliminated it is probable that there will be slightly higher prices for toys, but it is quesionable if this will be noticed to any serious extent, as the place of the costly playthings of the rising generation will be replaced with cheaper articles made right at home.

Does Not Miss the Invisible.

Then too if war continues the majority of parents who undertake the role of Santa Claus are not likely to be looking for such costly toys as some children have been getting in the past. There is this point too, about the toy trade that the business is in what can be shown. There are so many new creations all the time that if some of the new things do not appear no one knows that they are missing—the business largely depends upon the wants and the desires of the child and the child is not so very hard to please and is not likely to be demanding something it has never seen.

Again in the toy market it is likely that Britain will now take a more prominent position and we will probably find too that if the step is taken to quash all German patents that toys which have been made in the ''Fatherland'' will now be turned out across the British channel.

HINTS TO BUYERS

"From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

PALMENBERG AT THE McALPIN.

J. R. Palmenberg's Sons of New York, announce that they have taken sample and selling quarters at the Hotel McAlpin, Broadway and 34th Street. The Palmenberg exhibit at the McAlpin will be, it is understood, complete and representative of that firm's production of display fixtures, wax figures and other specialties interesting to display managers and window trimmers. The location, Broadway and 34th street, is an ideal one for the visiting trade. Meanwhile the main salesrooms and office of J. R. Palmenberg's Sons remain at 710 Broadway, nor are their branches in other cities in any way disturbed.

MR. ELLIOTT FOR EASTERN CANADA.

In a recent advertisement of Messrs. Pawsons & Leafs, Limited, London, E. C., the name of F. D. Elliott, 126 Wellington street west, Toronto, their Eastern Canadian representative, was inadvertently omitted.

MONARCH KNIT'S CATALOGUE.

The Monarch Knitting Co. are working on their new catalogue for sorting orders, and it will be mailed to the trade about Sept 1. It will surpass anything this firm has yet put out in the line of beautiful and elaborate art work and the values offered. If you are not on the mailing list drop a card to the Monarch Knitting Co., Dunnville, Ont.



THOMAS DALE.

The well known wax figure expert and founder of the firm of Dale & Pearsall, has purchased Mr. Russell's entire interests in the business, and will continue this business under the name of the Dale Wax Figure Co., Limited. In moving into their new premises, which are undergoing extensive alterations, they will have the largest factory of its kind in the Dominion. The remarkably rapid expansion of this firm has been wholly due to the fact that they have had an aim in view, which has been to put goods of a high standard of quality on the market, and in this they have succeeded. This is another instance of the development of Canadian manufacturing.

"ONE PRICE TO ALL."

A short time ago a dry goods merchant who had made a remarkable record in one of the smaller cities of Canada and had just opened a beautiful large store that would have been a credit to a city five times the size, and for a straight dry goods business, a credit to any city in this country stated in The Review that he had built up his business out of cash discounts. Probably a realization of this will be of more service to the trade than any other maxim that could be conceived. Towards this end the action of the well known millinery firm of Chicago, Messrs. Gage Brothers & Co., is likely to contribute to no small degree, in fixing a hard and fast rule of strictly "One Price to All." In an announcement of the inauguration of this unique system the firm state that they had come to realize that if they fixed a price on their merchandise which would warrant the credit risk they would alienate the cash buyers. Therefore, they decided to fix a price that would secure the trade of the responsible buyer. Under the new system the firm declare that it is obligatory upon them to establish a price that "is absolutely the lowest to be obtained for equal value anywhere."

The situation brings up another interesting question, one of quantity. The jobber can afford to sell a piece of goods cheaper than one cut into several lengths as he saves expenses of cutting, wrapping and handling as well as shrinkage due to faulty measuring. Since this is so they are prepared to make a quantity price which will warrant the purchase of an additional amount. This they claim is quite consistent with their one price to all policy, as it is open to everyone. In this effort to standardize the millinery business the firm ask the cociate fair dealings and correct business operation of all merchants who appre methods.

DELFOSSE & CO. EXTEND.

Delfosse & Co., Montreal, have recently made alterations and extensions to their plant for the manufacture of store fixtures, forms, figures and other equipment of interest to the merchant. The manufacturing department was formerly above the show room at the quarters on Craig street, but this was found unsatisfactory for heavy machinery, and large additional space has now been secured at the back, where there has been installed equipment of the most modern kind. There are about a dozen large machines of up-to-date make, and Mr. Delfosse states that he now has as good a plant for his line of work as there is in the country. The accompanying illustration indicates the natural, life-like posture that is secured in the firm's wax figures.



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The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, AUGUST 19, 1914 No. 16

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SHOES

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ANY shoe retailer, or any clerk in a shoe store, sending us the correct answer before Sept. 1st, will be entitled to a pair of our new

WOMEN'S TANGO PUMPS,

which will be presented with our compliments to any lady he names. Address your answer to the *Editor of Foot-Prints, P.O. Box 330, Montreal.*

The correct answer will be published in September *Foot Prints,* which will contain the complete *Fleet Foot* catalogue of styles for 1914-15.

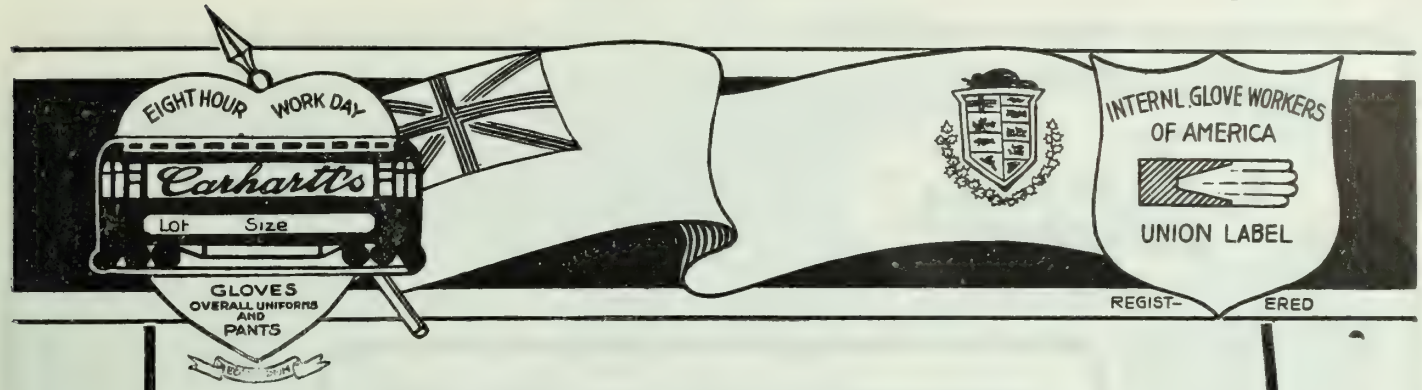
By the way, summer is not over yet. Better look over your stock of *Fleet Foots,* and sort up with a few pairs.

Canadian Consolidated Rubber Co.

Limited

MONTREAL, P.Q.

28 BRANCHES THROUGHOUT CANADA



An eight-hour day and "Carhartt's"

The eight-hour day, a direct benefit to the working man, is an indirect benefit to the merchant, because he is enabled to supply the laborer with his requirements when he wants them without keeping his store open late. He gets this trade when the workman realizes that his work clothes need replenishing and holds it if he supplies

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The Carhartt agency is very desirable if you have working men, union or non-union, in your town.

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Toronto *and* **Vancouver**

Classic
HATS FOR MEN

1915
Announcement

Full range
of Classic
HATS FOR MEN

Straw Hats
is now ready

SAMPLES NOW IN
THE HANDS OF OUR
REPRESENTATIVES

The Crown Hat Co., Limited
Main Office, Galt, Ontario.

THE CROWN HAT
MADE IN CANADA



IF you are in the merchant tailoring business you know that the two items which prevent you from making a handsome profit are your heavy unsold stock of materials and your high-priced tailors who are often idle in the dull seasons. Why not eliminate both by changing your method of selling?

Continue to conduct the merchant tailoring end, but instead of making the clothes in your own shop, cut out this overhead expense and let us make them for you to your customers' measurements.

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Campbell's Clothing

will be quickly sold, leaving you with no unsold odd-sized lots—no out-of-style suit lengths as formerly—no expense for expert tailors—and no bargain sales. Your business will be all cash and your money will be in the bank or wherever it will bring you the best returns.

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The Campbell Manufacturing Co.
LIMITED

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Poole's "Paragon" Pants

have purchased and are continuing the Pant Department of

The Andrew Darling Company, Limited

business. An examination of our range will demonstrate why

"Poole's Paragon Pants Please"

When in the City call and examine the special clearing values we are offering. It will pay you at this time for careful buying

GEORGE C. POOLE *and* COMPANY

SUCCESSORS TO THE ANDREW DARLING COMPANY, LIMITED

The Darling Building, Spadina Avenue, Toronto

Challenge Collars



Selling Point *Number 7*

With The Free Tie Space

Few of your male patrons do not know the distinct advantages there are in having a collar that allows the tie to slide easily.

If a collar is cut right there is no necessity for it binding the tie and ruffling the temper, to say nothing of putting the tie out of commission. Arlington collars never bind the tie, but allow it to slide easily. They come in six grades, of which the Challenge is the $2.00 a dozen line, all styles.

Let us send samples.

The Arlington Co. of Canada, Limited, 54-56 Fraser Ave. Toronto, Ont.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.



MEN'S WEAR SECTION

The War and Men's Wear Supplies

No Scarcity For Months To Come, Although Some Special Lines Will be Cut off Entirely—Underwear Likely to Advance—Hats in Pretty Good Shape—No Danger for Ties.

THE influences which will be felt in the wholesale and retail business of Canada in men's wear as the result of the war in Europe operates from so many sources that it is difficult at this time to gauge their extent. These influences are direct and indirect. There will in the first place be many articles from Europe which we will not be able to get; there is the great volume of trade with the United Kingdom which will be interfered with to some extent at least until Britain establishes herself in the position of being able to guarantee absolutely the Atlantic routes; there will be higher cartage charges undoubtedly, higher insurance, dearer exchange, etc., which must be considered in their relation to the markets.

The position as regards men's clothing and furnishings is more favorable than lines of dry goods, such as dress fabrics, silks, laces, fancy goods and toys, where serious deficiences are being felt already in the supply with prospects for a famine in some lines before a month has passed. But in clothing the present situation is not alarming. Canada is more self-sufficient in this repect—given the cloths themselves—than in many another branch of manufacture. The imported cloths for Fall and Winter, it would appear, are mostly in the country already, while the English make-up stocks that have not yet arrived, will gradually be sent over, although necessarily after considerable delay.

90 Per Cent. of Suitings In.

One large dealer in suitings for men and boys, told The Review that he had 90 per cent. of his imported stock on hand ready to be cut up in Canadian clothing factories. The intermediate process—the making—naturally compels these cloths to be delivered early in the Summer, and the most of it even in the Spring.

The delivery of English goods will be facilitated by the arrangement entered into by the Canadian Government, by which the high cost and delay in exchange is avoided. In addition to this is the British Government's guarantee of insurance risks up to 80 per cent. and the steady drop in the early rates.

Canadian mills, it is certain, will be working overtime in supplementing the supply.

What effect this situation will have on prices is difficult at the time of writing to determine, but few wholesalers or jobbers who were approached believed that there would be much advance unless the war dragged on for many months or a year, when an almost limitless number of factors would have to be taken into consideration.

There are a few lines of German goods, such as dressing gowns that will not come in time, as they are not due usually before about the first of November. Nor will there be any stocks on hand to cover this demand as most dealers take care to clean them out in the Christmas gift season, but this is a very small end of the clothing business.

In men's furnishings there is not much more cause for alarm. There are some lines of course, that will be cut off entirely. One of these naturally suggests itself, velour hats that have been coming out from Austria for several years past. So far as can be learned, none of the new stock has arrived yet, but the sales of these goods have not been increasing of late and in any event, they bear a very small proportion to the total in any store.

Italian hats will at least be long delayed and no French are expected.

There are also some lines of Austrian shirts, and some hat bands and bindings, that will be absent from the line-up of men's wear stores.

SOME IMPORTANT FIGURES.

A brief summary of the importations to Canada in some of the principal lines of men's wear will be interesting.

Socks—Germany, $399,697.

Knitted Goods, Germany, $98,854.

Hats, caps.—France, $49,631; Italy, $96,264.

Straw hats.—France, $91,876; Italy, $60,487.

Clothing, ready-made. — Germany, $157,437.

Collars and cuffs.—Austria-Hungary, $30,947.

In other lines it is impossible to separate between men's and women's in the official figures.

Lots of Silk For Ties.

In ties not much trouble is anticipated. One of the largest buyers in the Dominion stated to The Review that supplies up to Christmas were in good shape, and a scarcity of silk was not anticipated. There was no lack even when the U. S. mills had a serious strike barely one year ago. The German silks were used a great deal for ties, but as a rule Canadian and U. S. buyers had to furnish the patterns, or greatly tone down those of Europe. French silk was used only for the most expensive and 'freaky' lines, and was of comparatively little importance. His opinion was that whatever extra cost there was would be borne by the manufacturers.

Underwear From Canada.

In underwear the situation as to price, at all events, was not quite so clear. German lines, which are more popular in lighter wear, than heavier, would, of course, be cut off, but Canadian goods have been displacing these to quite an extent of late. In silk underwear the States would be used to supplement stocks along with Canadian goods, but these, of course, are a comparatively small amount of the total. The price in these was likely to advance, particularly as artificial silk was becoming scarce with Germany cut off. A U. S. buyer

was in Canada the middle of August taking all he could get in artificial silk hosiery, Germany, and in knit neckwear England have been large exporters.

English stocks of underwear, it was expected, would come in gradually, but Canadian, in any case, form the big bulk. One firm mentioned handling $20,000 of "foreign" to $200,000 of Canadian. The whole tendency, however, was in the direction of an advance in underwear. It should be remembered, also, that many retailers are pretty well stocked up from last year, and, for once this will not be an unmixed evil.

Hats Good Supply.

In hats there is not much likelihood of trouble. A large portion of the stocks in soft and stiff hats has arrived, one of the largest Canadian retailers reporting that he had enough soft hats to last until the beginning of February.

A large wholesaler reported that he had received most of his English goods, although none had arrived from any other country of Europe. This firm gets 75 per cent. of their goods from Great Britain and the Continent and 25 per cent. from Canada and the States. If the stock from England was cut off the last two sources would supply a good portion of it, but the English shipments he expected to resume very shortly.

There is expected to be an advance in hats, however, owing to the general situation, and the fact that the duty from the States is higher than from England.

Collars and shirts are in pretty good shape, as the imports bear a smaller ratio to the total than in some other lines. In any case large stocks are on hand.

GAS PIPES TO RAISE TABLES

A unique scheme for raising tables by extending the legs was noted in the men's clothing store of Grafton & Co., at Woodstock, Ont., where sections of gas pipe had been fitted to the supports. The tables were of the low variety generally used for displaying clothing under the old method, and it was desirable to raise them for the showing of shirts and other furnishings to bring them closer to the eye. The pieces of pipe secured were of a size which just nicely fitted to the bottom of the table legs and the desired result was very simply attained.

F. Chorniere, Granby, Que., is making the fourth addition to his men's wear store.

Fred French, Sarnia, Ont., has sold out his tailoring business and accepted a position with MacDonald Bros., men's furnishers.

As Montreal Views the Situation

Clothing, Ties, Raincoats, Hosiery

Woolens From Britain, Silks From Switzerland, France and Belgium, Fine Hosiery From Germany — Establishment of Transportation to England the Important Thing.

By a Staff Correspondent.

MONTREAL, Aug 15—(Special). —So appaling and so unexpected has been the crisis which the business world has been brought to face as the result of the greatest conflict of history; so unhinged is the fine financial balance upon which the structure of modern trade has been built up and so uncertain is the future, that it is almost impossible to find any solid viewpoint from which to obtain an outlook.

In the supplying of clothing and furnishings for men there is nothing more affected than the importation of the higher class materials from which Canadian clothing is made. Here the whole problem hangs on the result of the conflict in the north sea. We can see only one outcome to that conflict; there is only one result from the meeting of the two great armadas which science can forsee, and with that result—the victory of the English navy and the re-establishment of the means of transportation between Canada and Great Britain — clothing men are looking for business to continue without very radical changes.

Of course there are many factors to be figured on even in the event of trade being resumed with the United Kingdom —and we do not care to look at the other side of the picture. War insurance and dear exchange may be expected to advance the costs. On the other hand it is not to be expected that there will be as good demand for some classes of clothing goods under war conditions.

Women Workers.

It is pointed out, too, that industry in England would be handicapped in a comparatively short time by the taking of men for the army and this argument is offset by the other that in the event of war continuing Great Britain will find the continental market cut off and will be glad to export everything possible to this country; also that there is a large percentage of women workers in the textile and woollen industries in England and that this percentage would probably be increased in the event of workmen being called to the front.

But as we have said before, the situation is too new to consider what the developments may be and if the worst comes to the worst the mills of Canada and the United States might be able to supply our imperative demands.

Generally speaking Fall stocks have been pretty well received, with the exception of cases where retailers are importing direct, and attention was being directed to the Spring business which gives a breathing spell in which a slight pause may be made to see what the immediate developments may be.

Neckwear From the Continent

In furnishings Canada looks to be in a position to meet pretty well primary demands at least on this side of the water. There are heavy imports of shirtings from the mills of Great Britain, but as stated before the trade is not looking for anything very serious in regard to English goods. Raincoats are also imported in large numbers from the United Kingdom and from Germany comes much of the light lisle and silk hoisery which the wholesalers would now soon be purchasing for the Spring business. However, practically all of these goods can be secured in the United States and our own country.

In neckwear the continental trade is very important, for it is from France and Switzerland that the most of our high class silks are secured. So far as Fall business is concerned, however, many of the shipments had already been received.

Spring Samples Here.

Houses which import largely report that in most lines the furnishings for the Fall business had been received, and in fact samples had been in hand for some time for Spring business. The quandary that many of the wholesalers now find themselves in is what to do with regard to orders for Spring goods and what attitude they should take with regard to taking orders for foreign manufactures which they may not be able to fill.

However, as stated before, there is little doubt that can be said of the whole situation until there comes word of the solution of the problem of the North Sea.

Satiating Public Appetite for War News

News Pictures and Bulletins Attract Crowds to Windows of Men's Stores—Patriotic Trims, With Display of Flags, Photographs of Royal Subjects, Etc.

By a Staff Correspondent.

MONTREAL, Aug. 10—(special).—Not with the idea of attracting the interest of the public at this critical time in the history of the Empire for the furtherance of business interests but rather to appease the appetite for war news at a time when the censors are trimming the news dispatches and when anything relating to the situation between the great powers is seized upon with avidity, proprietors of men's stores generally have been quick to take advantage of the public attitude. Patriotic displays in the window trimmings and photographs and bulletins have been used with great effect and when one passes along the street many of the clothing and furnishings shops are to be distinguished by knots of eager men attracted by war pictures, maps or bulletins.

Enthusiastic Crowds in Montreal.

In no part of the Dominion did the feelings of Canadians find vent in more patriotic displays than in Montreal and for many nights the crowds of the day were augmented by thousands who left their homes to march the streets until midnight and watch the bulletin boards for the news from the front. In the Province of Quebec we find the spirit of France still smouldering behind the love of Empire and at this time with England supporting the one-time rulers of Canada in a fight for continental democracy there has been an opportunity for a full display of that highly emotional spirit of the French-Canadian—and the more stolid British spirit was not slow to follow. In the port cities of the St. Lawrence, too, Canadian troops first saw actual service and the squads and detachments moving through the streets to take up their positions along the waterfront and at the strategic points along the canal met with enthusiastic demonstrations.

Between watching the troops and the bulletin boards and extras, the crowds turned their attention to the patriotic displays in the windows and many of the men's stores in their displays did their best to satiate the appetite for war information.

Simple and effective patriotic displays which attracted much interest were mere ly arrangements of flags with a central figure—the likeness of His Majesty; the picture of a British fleet, or some of the great dreadnoughts; pictures representing glorious chapters of Empire's history, etc.

In other cases magazine pictures of the last great naval review, charts showing the relative power of the great navies of the world, news photographs of recent events of great international import and war maps were pasted on the glass windows where they drew crowds which impeded traffic in the streets.

Ran Bulletin Service.

Two furnishing stores in the business section of Montreal ran a bulletin service of the war news on their windows by pasting up the front pages of the war extras as they came from the press and these drew knots of busy people who stopped for a moment on their way by and took at least time to read the headings, which in most cases were discernible across the sidewalks.

A War Sale.

One large men's establishment, quick to take advantage of the war interest, commenced a war sale, the windows being pasted with large streamers on which in large bold letters in red was flashed the striking word "WAR," while in the different departments the balance of the lettering was worded to indicate war on prices of suits; war on prices of straw hats; war on prices of shirts, etc.

All Colors Now for Suitings

Men of Present Day Look to Mixtures and Patterns Coupled with Cut for Individuality—A Shade for a Season no Longer the Idea.

From interview with Ed. Mack.

THAT men are getting away from the old idea that a certain color of clothing is identified with a season and that so far as the color is concerned the business suit can be almost any shade at any time, is the opinion expressed by Ed. Mack, the well-known Toronto clothier. No longer is it necessary to wear grey in the Spring and brown in the Fall, and these colors are not confined to the seasons with which they were formerly identified, although they may be somewhat more in demand at those particular periods, nor will it be found that there will be a strong run on any one color at any time.

By this Mr. Mack did not mean that men's clothing was losing its distinctiveness as regards material, or that light-colored clothing was not the right thing for Summer, but he advances an opinion that is borne out in the clothing business generally—that it is in the patterns and mixtures that men now find individuality rather than in color. But more than pattern and color, the modern man depends upon the tailoring of his clothes, and it is in the cut that he gets distinctiveness.

One of the reasons we think for the change is the tendency of men to-day to wear not the same as other men, but something different, and even where there is a popularity for a color for a time, that time is short and the run will not be so general as a few years ago. It has been the same with overcoat materials—a certain class of material becomes popular for a time, but the time is short before there will be a demand for something that will be different to the other fellow.

Illustrative of what he said with regard to clothing materials, Mr. Mack expresses the opinion that for the Fall business there will be a strong run on tartans, but it will be a popularity of pattern rather than of color, for there will be a wide range of colorings in browns, blues, dark grays, etc., with the tendency, of course, towards more sombre shades for the cold weather.

EARLY CLOSING IN BARRIE

An early closing by-law affecting dry goods, clothing and men's furnishings stores was passed by Barrie Town Council.

S. Jacobsen, Belleville, will open a clothing store in Picton, Ont.

"Ten p.c. Discount If You're in This Group"

Men's Wear Store in Hamilton Draws Trade from Large Area by Snap Shots—Combination Sales Successful—Special Bargains in Socks, Ties and Suspenders.

THERE'S a men's store in Hamilton that is working out a very successful "photograph stunt," as the proprietor calls it, — **Armstrong, the Make-It-Right, Clothing, Furnishings and Hats, 163 King East.**

In the window any time may be seen a photograph, a snap shot of a group of men, taken on busy King or James street, at the market, on a ball field, at the boats, or on a comparatively quiet side street.

It does not matter much which, provided the group contains prospective buyers, such a one as is reproduced in this article.

The virtue of being a member of such a group is that it entitles such a one to a ten per cent. discount on any purchase in Armstrong's from date of recognition of his photograph for one year.

It is astonishing the amount of notice, of publicity, the scheme has insured for the store. The success, to a certain extent, depends on the well-known fact, that most groups contain faces with which each one in the group is familiar, that men, particularly young men—prospective buyers at Armstrong's—do not act like Lord Dundreary pictures a bird—going in a corner and "flocking by itself." Young men do not "flock" alone.



Sample of photograph in 10 per cent. discount scheme.

Half a Dozen From Oakville.

This is how it works: A short time ago a group of young men from Oakville, about 20 miles away, happened to be snapped in this way. One saw the picture in the window with the announcement of the terms, and forthwith found another, and still another, until finally six of the Oakville boys found themselves in that store, buying goods under the 10 per cent. arrangement. Chances are some of them will trade there for the rest of the twelvemonth.

"Did you see your picture at Armstrong's?"

How natural a salutation, over this novel scheme.

Mr. Armstrong in order to keep track of those who eligible, gives each one a certificate of yellow paper, fitted in a leather case, which is reproduced here, with name and address. This certificate is good to Mr. ————, for one year from ————, 1914, to ————, 1915, for a ten per cent. discount . . . ," and at the bottom appears the proprietor's name.

The influences are far-reaching. A man in England wrote the firm enquiring whether it were true that his photograph had appeared; friends in Hamilton had written him after a visit he had made to the Ambitious City.

This is one of many stunts that Mr. Armstrong has found helpful in that problem of all problems for the men's furnisher, inducing men to enter store.

"If I once get them in, it is the fault of myself or my clerk if they do not come back," is Mr. Armstrong's firm conviction as to the responsibility for holding a man once he tries your store.

It is also a theory of his that few men come in definitely to buy clothing; that is few in comparison with the number who do buy. They come in for ties, collars, etc., and when they are in is the time to show them lines of clothing.

But how important the effect of this visit for clothing: "If a man comes in to buy clothing and you can't suit him, he never comes again."

Another "stunt" tried in this store is a "Combination Sale," that is, on the theory that people want something for nothing."

For $10 you get $2; for $15 a $3 gift; for $20, a $4 gift. If the purchase is small, perhaps a 5-cent collar, or a pair of garters.

In one case Lodge Pins were given away with purchases of $5 or over, and there were 160 of these taken.

Mr. Armstrong believes in having one or two lots of goods always on hand: "leaders," they are often called; year in and year out.

One of the most popular "bargain" lots is: "**Lisle Socks, regular 35, 21 cents, or 5 for $1.**"

These, it is hardly necessary to state are bought up in large quantities, and on them the profit is small, but very large sales are made. Sometimes suspenders are sold at 20 cents, as a drawing card.

An attempt is made in socks and collars, especially, to induce buyers to take more than one. For instance, in 25-cent lines, a reduction of 25 cents is made on taking one dozen. Wash ties at $1.50 a half dozen are reduced to $2.75 for a dozen. An exception in socks is the 25-cent cashmere line which is kept at $3 flat for a dozen as the margin on these is close.

In the case of straw hat sales the firm is careful to make it clear that when a general selling price is adopted, that all hats, say in straws, are put on sale. There are no reservations. "Any straw hat in this store for $1," is the usual announcement.

Most of the publicity work is done by means of the window, and as to results from this, Mr. Armstrong can hardly speak with emphasis enough.

W. L. T. Weldon, Chatham, Ont., tailor, is dead.

Clinkskills, Ltd., Saskatoon, furnishers, have increased their capital to $75,000.



This shows certificate given to each person who is in the snap-shot taken every week and is good for a 10 per cent. discount on all goods in the Armstrong store.

Devices for Drawing in the Shy Male Species

Guelph Store Gave Ten Hats Away Free.—On Another Occasion Each Purchaser Had Choice Of Best Collar On Premises.—Post-card Superior To Enclosed Circular?

TO entice that shy animal, the human male, to a display of new styles in clothing and accessories, is a problem that has worried many a furnisher. Style is something which seems at once to attract Eve, but Adam —that is, the average Adam in the small cities and towns—shuns anything of the kind. Special attraction to draw the so-called head of the family and the trousered branches thereof into the store where they can be talked to and where they can be shown what is what in men's wear have been the policy in connection with the men's wear department of G. B. Ryan & Co., of Guelph, Ont.

Giving away hats free was one of the special attraction arranged to bring men to the store—ten of the best hats in stock were offered absolutely free. Each man who came into the store was given a numbered coupon. The coupons were given at the back of the store so that each man who received one had to pass all the way through. The following day the winning numbers were advertised and the lucky men asked to call for the hats.

Best Collar in Store Free.

This device was so successful that for the Spring style opening free collars were advertised. During one whole Saturday throughout the day and evening every customer in the men's department making a purchase was given a collar free. These collars were not a job lot; they were not special purchase for the occasion; every customer had his choice of any collar in the store of any brand or of any style.

Mr. Ryan does not say how many collars he gave away, but he is satisfied that the experiment was a success in attracting men to the style display.

The Ryan firm has also adopted the personal letter idea in appealing to the men of Guelph. This letter gives a little talk on men's wear and the Ryan store, and is a direct invitation to come in and talk things over.

Post Cards Bring Results.

That the post card is the best method of getting advertising through the mails, is the opinion of R. E. Nelson, a prominent specialist in men's wear in Guelph. He points out that with the post card the recipient is sure to turn it over and look at it and that he is likely to read the major portion of it before he quits; with the circular there is an envelope to open, a sheet to unfold, and usually before this the idea is borne in upon the recipient that it is an advertising circular and it finds its way to the waste paper basket, the fireplace or the kitchen stove.

Mr. Nelson says that he has not only got results from this method but that he has got them quickly. He gives an instance where cards were mailed in the afternoon and where he had closed a good sale the next morning before nine o'clock—a sale which he traced directly to the post card suggestion.

PERSONALS.

Chas. H. Reed, Edmonton, Alta., has been appointed manager of James Ramsay Co., Limited, after having served for three years as secretary-treasurer.

S. Graham, St. Thomas, men's clothier, was robbed of nearly $400 by burglars getting at the safe.

Carn Bros., Hull, Que., were robbed of a small amount of money lately by burglars forcing the till.

H. J. Lacey, Imperial, Sask., dry goods merchant, lost his store and entire stock by fire, as the result of lightning.

Mabee Black, Tillsonburg, Ont., has decided to close out the stock in his ladies' supply store.

W. H. Scroggie's, Montreal, gave a big picnic for its employees on the 18th at Auvergne Farm, Lachine.

"Count Discount" Provides Count-less Bargains

Play on Words With New Personality That Introduced Original Note Into Summer Clothing Sales—Featured Arrival in Town and Stirred up Public Interest—Used Count on Show Cards With Reduction Mark on His Shirt.

THE flaunting of the foregoing announcement from the bill boards of the city or the advertising columns of the newspapers does not mean that some scion of a noble family is due to arrive in town. The idea is to arouse the curiosity of the public and usually that end is attained. For a couple of weeks the advertising announcements continue until naturally the question gets to the tongue of everybody on the streets—and then comes the explanation. A second big poster with a striking picture of the count appears and likewise the newspaper advertisements become more definite:—

This is the Count. He is of the finest stock, now in reduced circumstances. During the Great Price-cutting sales of Clothing now on at _____.

A "Phony" Nobleman.

And then for several days the distinguished looking Count Discount is kept before the public eye. Perhaps there will be an announcement that he is to arrive in town on a certain train and there will be a "phony" nobleman alight and proceed to the store where the sale is being held.

Does it get the public attention?

Inquire in any city where such a sale has been held—that will be the best answer.

Grafton & Co. were one of the firms that used the scheme to give variety to their Summer sales and The Review found on inquiry, both in and out of one of the stores, that on the one hand there was no doubt about the interest which had been created through the city and on the other hand of the benefits gained by the promoters as the result.

Some Clever Advertising.

In addition to the newspaper and the bill board advertising large sheets were distributed generally throughout the city and the district announcing the arrival of Count Discount for a twenty days' visit. The introduction to this announcement shows the clever manner in which the Count Discount idea was carried out:

> If you have been looking for the count you've found him now. His full name is Count Discount, and you will find him a royal good fellow in the generosity of apparel bargains he will offer you during this exceptional sale. Of course no real live count is here, for this is a peerless sale and the bargains offered are countless, but the discounts are here; such liberal savings that it will more than recompense you for any disappointments you may feel at not seeing a real specimen of nobility. If you count the dollars that you can save here now in good clothing merchandise you will come away more gratified than if you had seen the whole House of Lords.



Form used on cards or in enlarged form as posters announcing bargains in this sale.

Another feature of the sale was the price cards used throughout the store. These were of various sizes, but all of the same design, showing the count with the percent. mark on his shirt front holding out his arms and extending his coat and with the words "The coat of arms of Count Discount." On one side of the figure was placed the price with which the article of clothing had been acquainted, and at the other the sale price—the effect being a very striking one.

Free Trips Offered.

In connection with this sale a special effort was made to bring out of town buyers to the store and the city, and an offer was made in the announcements that railroad fares to and from any point within fifty miles would be refunded on presentation of the round trip ticket and purchase checks to the amount of $25.

The Count Discount had all the advantages of being a distinct novelty and of attracting public attention in a season when many sales were being held and when competition among merchants was unusually keen.

R.M.A. IN GODERICH.

Dry goods men are well represented in a branch of the Retail Merchants' Association which was organized in Goderich. The officers were: P. T. Dean, president; T. R. Hodgens and Wm. Sharman, vice-presidents; J. J. McEwen, secretary; John Spahr, president.

PERSONALS.

Dugal & Lacombe, Montreal, have been registered as tailors.

Benjamin's, Bancroft, Ont., a dry goods store, was destroyed by fire.

Raphael & Co., of Hamilton, have opened a women's wear store in Berlin.

W. H. Shaw, Stouffville, Ont., sustained a loss by fire in his dry goods and grocery store.

Herbert White, Briercrest, Sask., has taken over the Semi-Ready store in Regina, formerly conducted by Henderson's, Limited.

Thomas Ogilvie, of Thos. Ogilvie & Sons, wholesale dry goods merchants of Scotland, with a branch in Toronto, left an estate of $592,260, of which $207,140 was invested in the Toronto property.

Providing Mannish Clothing for the Boys

Montreal Store For Women Opens a Department To Handle Clothing and Furnishings for the Boy—Giving the Little Man all the Fashions and Styles of His Big Brother and Father — Popular Naval Overcoat.

By a Staff Correspondent.

MONTREAL, Aug. 15—(Special). —A department for the boys where the little man can get the same attention and the same consideration for his style ideas as his father and big brother, is the idea behind the establishment of a new department in the store of the John Murphy Co., Ltd., of this city. The innovation is being introduced as a feature of the expansion which the establishment is undertaking by the removal of the offices into an annex, and the devotion of the top floor of the building to the handling of merchandise.

For years the house of Murphy has made a specialty of catering to the needs of woman and everything that finds a place in the wardrobe of milady has been carried. Up to the present the only consideration that there has been for the male of any age has been in hose and some kinds of gloves. Now we find that the growing consideration for the wearing apparel of the boy, which has been more and more in evidence during the past few years, has had its effect, and in the expansion scheme there is space devoted to a boys' department—and it will be for "boys" alone. There will be clothing for the little chap of two years and there will be the latest thing in mannish effects for the boy of 14 or 15; but when he reaches the age where he begins to think of covering that portion of the legs between the knee and the shoe top he will have to go elsewhere.

J. E. James, who comes to give this new department his special attention, is a boy's man, and he shows it in the clothing which he has stocked pending the opening. Models are to be found in which all the style is evident which is today tailored into the clothing of men.

There are mannish coats for the little fellows as young as six which are made on the big brother style, with rolled collars, belted backs, inverted pleats, and all the latest novelties in effects; there are Norfolk coats for the bigger boys, with everything up to the moment in cut and design. In fact, almost anything in style to be found in the latest outputs of the tailors for men may be found worked into the clothing for the boy. And there are the serviceable staples, too — well tailored overcoats and suits, reefers, etc.

A Naval Overcoat.

Two of the overcoat models shown should be extremely popular with the little fellows at the present time, with the war excitement in the atmosphere. One is a naval overcoat of the approved blue, cut on the same model as any admiral on the quarter-deck, with the high collar, inverted pleat in the back, "R.N.R." strapped over the shoulder and a silk emblem with "Canada Navy" worked on the sleeve. Another is after the army model, made in khaki, belted back, brass buttons, worked shoulder straps, etc.

To this line of boys' clothing will be added furnishings, to include collars and ties, in which the same consideration to to style, color, and cut will be given as with regards to the clothing. The idea of Mr. James is that in the details as well as the garments the individuality of the taste of the boy should be catered to—a well-dressed boy is the groundwork for a well-dressed man.

An Effective Location.

The boys' department is being located on the top floor of the building and will be oblong in form so as to gain the advantage of the long row of windows which give splendid lighting facilities. From these windows there is a refreshing view of Mount Royal in the immediate distance. Such a view is sure to have an effect in drawing patrons to this side of the store, and at the same time it is not hard to imagine that it will prove an attraction to the boys.

To the Parents Also.

In establishing a boys' department of this kind there is one feature that is not lost sight of, and that is that clients will probably buy with the consent and on the final approval of their parents, and this involves the question of quality as a factor just as important as style—the former appeals to the parent, the latter to the boy himself.

And in the clothing which is being put in stock Mr. James has kept this consideration in view. There has been no sacrifice to quality to secure style—one is as important as the other.

THE "YOU MUTT" LABEL.

AN incident in a theater in a Western city last winter showed the effectiveness of the "This ain't your hat, you mut" label on the inside of the hat referred to in the July issue, and at the same time caused a laugh with the members of a small party of young men at the expense of one of the well-known boys about town. One of the young men of the party occupying a portion of the front row had a label of the kind mentioned in his hat, and while the performance was in progress the popular young man referred to, who was sitting next to him, got up and went out, taking the wrong hat. Before he had gone far the mistake was discovered and the word passed along with the result that there was an interested quartette waiting developments—and the developments were not long delayed. The label was so prominent that it could not be missed by any one attempting to put the hat on and in a minute or so a sheepish looking young man made his way down the aisle to the front seat, exchanged hats under the fire of a general laugh and went out again.

Of course, the idea is not to cause the discomfiture which was incident to this case, but it shows how such a label is likely to prevent mistakes in the exchange of headgear.

LIABILITY FOR REPAIR GOODS.

An establishment which takes furs or any personal property to repair for the owner is not an absolute insurer of the safety of the property while under its control. For any loss or damage caused by its own negligence the repairing establishment is liable, but for nothing beyond this. The rule is, of course, different if the custodian of the goods expressly agrees to be liable for their safety; it is also different if such custodian has tacitly assumed this liability.

"Not a Store for the Masses but the Classes"

Clear-cut Policy Of New "Case" Men's Wear Store In Montreal. —Handsome Fittings And Attractive Service.—Crest Used In Ads. And Window Cards.—Appeals For A Distinctive Following.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special). The new "Case Store" in the Drummond Building, corner of St. Catherine and Peel streets, Montreal, is decidedly a high-class emporium for men's clothing and furnishings. Opened a couple of months ago in a brand new building, with a brand new stock, and some brand new ideas for getting after and holding the trade of men who are seeking exclusive and attractive articles of wearing apparel, it has nothing to hold it back.

The proprietor, Glen S. Case, has had ten years' experience in several of the leading stores in the country, and he is brimful of ideas for making his store inviting to the man who would be dressed right. The store is finished in solid oak, with very attractive wall fixtures and show cases, and though the front is not very large it has a handsomely tiled vestibuled entrance and two advantageous show windows, which offer a splendid opportunity for alluring trims.

A special feature of the Case store is the manner in which the dressing and retiring rooms, at the rear, are fitted with lockers where customers may keep their dress clothes, to be used when the press of business, or some other reason, prevents them from going home to change.

Store for the Classes.

Mr. Case does not aim to get the popular-priced trade. He is after the high class business. In a neat booklet he has distributed he has this to say: "This shall be a store of the better order, not a store for the masses, but distinctly a store for the classes—those who appreciate the niceties of correct dress, and who bow to the dictates of fashion." This is a clear cut statement of policy and the store, to judge from appearances and service, is living up to it. Mr. Case does not believe evidently that the two classes will mix successfully.

"Case" Crest In All Ads.

In his advertising, Mr. Case adopts a dignified style, and the ads invariably bear the "Case" trademark or crest, the name Case, with an arm and drawn dagger above, and the line: **Nouveautes pour hommes,"** (Novelties for men), in a scroll beneath. The same crest is used on the window cards, which are distinctive in design and are made up in easel form. These cards are made of stiff cover paper, similar to the cards used for mounting photographs, and they are artistically arranged with cut-out figures and neat lettering.

This firm has gotten out one of the neatest booklets seen in a long time, with pages 4 inches wide by 9 inches long. On the right hand lower corner of the first page, which has a cut of the 10-storey building in which the store is located, is this announcement:

> "To the man who regards apparel not merely as a necessity of life but as true index to his character and personality, this little brochure is dedicated."

On each of the succeeding pages appears an artistic pen and ink sketch of men in various styles of clothes, and under each are a few catchy words, to bring out the different lines of service of the store or the types of clothes kept. Among these are the following:

A SPECIAL feature of Case service will be exemplified in our dressing and retiring rooms, properly fitted with lockers where one may keep dress clothes to be used when the press of business prevents one from going home to change.

* * *

AT FIRST blush, all suits are quite alike, but upon fuller investigation one finds the style quite different—some unquestionably smart, others undeniably commonplace. Commonplace ideas will never be shown here.

* * *

IN THIS hurrying and scurrying age one seldom hears of a man as careful of his apparel as was Beau Brummel, Lord Chesterfield or Disraeli. But much of this lack of care may be properly attributed to tradesmen who fail to provide thoroughly individual and highly distinctive ideas. Realizing this, we have assembled exceedingly meritorious ideas from at home and abroad, ideas that will soon stamp this store as the leading appareler of the Dominioin.



A sample ad.

AFTER SHOPLIFTERS.

The Merchants' Association of Kansas City recently entered actively into the prosecution of shoplifters who have been, it is understood, very active in that city for some time, and many of those already arrested have proven to be drug victims.

"The opium evidently makes them quick-witted, temporarily, for they are the greatest and smartest liars I ever heard," said C. Z. Coffin, manager of the Merchants' Association.

"The pitiful stories told by the girls when arrested arouse the sympathy of the auditors, who often believe them. Local papers frequently play up the tales, which makes it more difficult for the prosecution to punish offenders. But the merchants have decided that the depraved type of shoplifters should be vigorously prosecuted, that the practice may be stamped out."

One of the most troublesome tactics of the shoplifters is to order goods sent C.O.D. to fictitious addresses, which is an excuse handy for their being in the store. Drivers make many tedious searches for addresses given on such parcels.

Every Salesman as an Authority on Style

Regular Customers Should Get Confidence in Your Judgment—Crowding One Objection on New Lines—Choosing Ties—Yourself for the Inquirer—Bringing Out the Latest Goods.

Fourth of Series on Salesmanship by J. Willoughby.

WHEN the clerk in a men's store realizes that he is the connecting link between the patron of the store and the style market, then he becomes a salesman in the true sense of the word. In the present day styles may be said to change over night. The average man who would be well dressed has not the time to keep in touch with these changes and developments; in fact so many are the changes and variations that it will keep the clerk himself pretty busy in his spare time revising his knowledge of styles and style tendencies, and storing this information in his mind so that it can be taken out for the benefit of the customer when wanted.

To keep the stock of the furnishing store up-to-date requires novelty goods which will be shown to the customers of the store for the first time. If the salesman does not present these novelties to the patron, the majority of them stand a small chance of knowing anything about them. Bringing the new goods to the attention of the customer is really a duty of the salesman.

In the towns and cities which are apart from the style centers, the point which I am endeavoring to make is particularly true. It should be the object of the clerk, particularly in the smaller cities and towns, to create for himself something of a reputation as an authority on style. This he can do by the careful handling of the customers of the store and keeping in touch with what is going on in the world of fashions for men. Then, too, the salesman who would be a success behind the counter should be careful of his own dress. He should wear the new things but he should be very careful not to sacrifice good taste for extremes in style or the good effect that might be created will be lost.

Be Known as a Style Authority.

When a salesman can get himself known as something of an authority on style, he is sure to attract custom to the store. Style works best through the advertising of the wearer. Get a small circle of young men in your city or town wearing better clothing and up to date hats and neckwear, and they will create a following. Many wear the old things because they do not want to look different, and "well dressed" often is synonymous with "different" with them. Get things moving in the other direction, and make the old-fashioned attired man appear different, or think that he is different, and you will have them jumping over the barricade of prejudice like sheep over a gate.

Keep Customer's Mind Occupied.

If you get a hat on a man's head which is a new model and which he may think is extreme or different in style, do not ask him if he does not think that it looks well. Tell him that it looks well on him; get him in front of a mirror and enlarge upon the points of style and appearance. Do not give him an opportunity to think of his own prejudices. Suggest only the points which will go towards making a sale and your suggestions will crowd the objections out of the mind.

Crowding Out Objections.

Then if you are closely in touch with what people are wearing and can tell the customer that the model he had on was what everybody was wearing in New York, or Montreal, or Toronto, or Ottawa, or any other style center which might bear relative interest, you have a strong argument. If you happen to be able to quote the authority of some trade paper on the subject it would also help. The important point is to keep suggesting points to support your sale argument until the sale is closed. Every idea you bring up is occupying the mind of the customer to the exclusion of any objections or criticisms which might be created in his own mind. If when a man is looking at a hat in a glass you are able to keep talking persuasively of the good points of the hat you will crowd out the opportunity for objections.

Be Posted on Dress Etiquette.

This applies to many of the lines carried in the men's store. I am not talking of selling hats particularly but of salesmanship. And in connection with the idea which I am trying to drive home here, there is a great deal to be learned from the study of style charts. There are few men who are posted on what is correct to wear for different occasions. This is particularly true of formal address. Few men like to make inquiries on the subject and display their ignorance. The observant salesman will often find an opportunity for suggestions along this line in the way of general conversation; the purchase the customer is making will sometimes give the desired hint.

If you are able to show the customer that you are in touch with what is correct in clothing you are likely to find that man back again. In addition to knowing the correct accessories for dress or other formal wear, the color charts provide a fund of information which will be of great value. A customer wants to buy a necktie. Merely to show the selection is poor salesmanship. The customer will see so many and of such bewildering variety that he is not likely to get anywhere. The dazzle is likely to spoil his sense of taste and lead him to take something that will not be satisfactory.

Select a Tie From Your Own Judgment.

When a tie is asked for, reply with something to the effect that you are carrying some of the very latest things—or make some observation of a positive character that should be impressive with the particular customer. Note his complexion; dark men can seldom wear yellow or brown and fair men will not look good in bright red or orange. Ask with what color of suit the tie will be worn. Here is where a color chart comes in handy, for you can at once show the customer what will go best with his clothing and taste in neckwear is very important. Then with the exercise of some little judgment of the general tastes of the customer, his age, profession or calling, etc., produce a line which you think best suited.

If you can do this with discretion the next step is to pick out the tie you think you should sell, display it and in a positive manner put it forward as the tie the patron can wear; make him think if possible that it is the selection of the stock for him and a sale of that tie will usually result.

Looking for the Up-to-Date.

These same ideas apply all along the line—to shirts, hosiery and all accessories as well as to suits and overcoats. If the new things are to be sold they must be properly presented to the customer. Displaying them is of great importance also. A display is often the original attraction.

(Continued on page 53.)

Some Knotty Newspaper Advertising Problems

Should Aggressive or Conservative Talks Be Used?—Should Space Be Given to Regular Goods or Special Lots?—Is Catering to the Regular Trade Rather Than to Transients Preferable?—One Man's Opinion.

Reported by Staff Correspondent.

ONE of the several addresses given before the Retail Division of the Associated Advertising Clubs of the World at the recent Toronto convention was that by Frank T. Black, of the advertising department of Filenes, Boston, Mass., a man with a wide experience in the various phases of newspaper advertising.

Mr. Black discussed the following questions:

1—Should a department store split up its advertising, running each department separately; or is it better to group the departments in one large "ad"?

2—What percentage of the advertising space, if any, should be given to editorial advertising?

3—Should the tone of the advertising be very aggressive or conservative?

4—Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?

5—Should comparative prices be used?

6—Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?

7—Should the advertising be illustrated and should the illustrations reproduce the actual merchandise supplied?

So far as the retail grocer is concerned, it is not necessary to go into all these questions, but the discussion on many of them will probably bring out new thoughts which will be of value to all. Question No. 3, "Should the tone of the advertising be very aggressive or conservative?" is one that will appeal to every dealer who uses newspaper space, handbills, showcards, or streamers.

"In propounding this question," said Mr. Black, "I had in my mind two distinct classes of retail copy:

First, the class that says "To-morrow when the doors open at 8.30 we inaugurate the most stupendous, epoch-making economy event," etc., etc.

Second, the kind of copy of which a better composite representation would read, "This store has for sale," etc.

There seems to be little choice here. As purchasers we all prefer to be tempted rather than to be sandbagged.

And yet we venture to say there are more stores—large stores—in this country to-day using class No. 1 advertising than there are using the second class.

"Aggressive," meaning "to fight, to quarrel, to attack"—is there anything in the meaning of the word in harmony with service, with the recognized mission of the modern store?

On the other hand, we have "conservative," meaning "the desire or power to preserve." Isn't that what we all desire, to preserve our friendly relations with our public—to preserve or conserve our mutual interests?

Good advertising "preserves" rather than "attacks"—tells what "the store can do" rather than what the "customer must or should do"—is a guide to the buyer rather than a spur, a leader rather than a driver.

Effective publicity dwells not in the aggressiveness of the language; the size or blackness of the type, but largely in the degree of intent or willingness to serve behind the publicity does its power dwell.

Advertising that helps the buyer to buy rather than advertising that sells—in such small distinctions lies the difference between success and failure.

Many Lured on Rocks of Disaster.

Question No. 4 will also be of interest. "Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?"

One man says, "Why talk about regular things? Use all your space for the extraordinary, the bargain. Everyone is keen to save money."

The other says, "Everybody is yelling bargains. I want to be different. I will talk good staple things at fair prices. My very modesty will attract."

Both are right. Everyone is keen to save money—but not at the expense of everything else. There is a time and place for everything including bargain advertising.

I know a store selling nothing but apparel. It is a highly specialized store, dividing its stocks into many divisions and expecting the head of each division to know all there is to know about his or her branch of apparel. At the height of the season, when these experts have scoured the markets of the world for the best and newest and gathered the fruits of their work together for all to see, **that** is big news—bigger than any temporary price advantage on a limited lot.

Later, perhaps, when the newness has worn off, when there are gaps in the merchandise ranks, when the public are supplied save those who have waited from motives of economy—**then**, the bargain comes into its own.

Style, fit, assortment, price—that is the order in season. Price, style, fit, assortment—so the ranking of publicity items runs after the season's zenith.

There are exceptions. I know another store that deals in nothing but bargains—a store that cares nothing for assortment—that has no regular stocks or prices. Yet even in that store the plan, the scheme that makes these constant bargains possible is a greater attraction, a stronger talking point than the bargains themselves.

The bargain siren has lured many an advertiser to disaster on the rocks. It seems but common sense to suggest that expensive newspaper space can be used with greater profit to feature something that can be supplied as well a week or a month later, than when devoted to opportunities of which many of the people we pay to reach cannot avail themselves, because of the time limitation alone, if for no other.

Transients or Regular Readers.

Many dealers have pondered over the question—"Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?"

Mr. Black treated it as follows:—The question was prompted by a pet theory of my own, which I will present here as my answer to the question.

My theory is—

—that every reliable store has its own following.

—that it is a store's duty and privilege to keep that following informed as to style, value and other merchandise features and changes.

—that the store doing this most thoroughly will soon have the largest following.

(Continued on page 63.)

Complete Report of Canadian Window Trimmers' Convention

"On To New York," Display Men's Slogan

Canadian Association Decides To Accept Invitation Of International Association To Participate In Convention There Next Year. —Many Helpful Demonstrations And Addresses At Third Annual Convention.—A Change Of Name.

THE third annual convention of the Canadian Window Trimmers' Association took several momentous steps. A minor one, suggested some months ago by The Review, was a change in name of the organization to the Canadian Association of Display Men. This was in line with the feeling that the term "window trimmer" was too limited, not only because card writers and ad. men were included in the membership, but because the work of the men who dressed the windows had come to include display work that covered every activity of the store along this line. The change found unanimous support.

The most radical movement launched at this convention, however, was the decision to hold the next annual meeting in New York city during the first week of August next year. This was done on receipt of a cordial invitation from Messrs. Hurst and Edgell, of the International Association of Display Men, and the Greater New York Association, to take part in the International meeting which had been won from Chicago for next year by the ambitious New Yorkers. The decision was reached on the understanding that the Canadian association would maintain a separate identity, hold a regular business meeting and elect officers next year, affiliate externally with the United States Association, and reap the benefit of its full program, and be free to choose to hold a separate convention in Canada in 1916 or continue to meet along with the other organization.

THE NEW OFFICERS.

Hon. President—H. W. Hollinsworth.

President—J. A. McNabb, of Richard Hall & Son, Peterborough.

First Vice-President—F. L. Kickley, C. W. Sherwood's, Regina.

Second Vice-President — A. W. Murdison, R. H. Williams, Regina.

Executive Committee — H. H. Black, Dry Goods Review, chairman; Roy Root, The Robinson Co., Napanee; Mr. Van Potter, of H. S. Falls Co., Simcoe; Mr. Jervis, O'Reilly's, Ottawa; Warren Andrews, Anderson Co., St. Thomas.

Committee of Arrangement for New York Convention.—A. E. Hurst, A. J. Edgell, New York.

Committee of Publicity.—H. H. Black, N. R. Perry.

The representatives of the International made it clear that no Canadian would be accepted for membership unless he came in through the Canadian society and paid its annual fees. An effort will be made shortly by the "C. A. D.M." to bring the International Convention with its 1,000 and more attending members to Canada, and the first onslaught along this connection will be made next year.

The opportunity of reaping all the advantages in the older association appealed strongly to the Canadian members who already are planning for a special car.

"We will put up a number of stunts to show Canada's on the map and bring the convention to Canada," declared President J. A. McNabb, who was re-elected, at the closing session.

The convention brought out a number of new members and keen competitions

(Continued on page 53.)

To Do a Thing Effectively Do It Electrically

The Latest Designs For Lighting Windows, Showcases, And Interiors.—The Brilliant Nitrogen Lamp.—Fifty-foot Clocks.—Types of Reflectors.—Outlet Boxes, Time Switches and Color Caps.

Verbatim Report of Address by A. J. Edgell* at C.W.T.A. Convention.

IN the broad sense, store front publicity means not only the show windows, but every exterior feature that draws attention to the front or even the building itself. Electricity lends itself very effectively to store-front publicity. Attractive store fronts and light are the builders of a modern business street. Light will inject new life into a street and will often overcome a bad location, as brightly lighted streets attract the public. Good illumination is the greatest aid to selling, for people are gayer and readier to spend money when lights are bright.

Wise merchants take advantage of this fact and band together for the better illumination of the business districts.

By means of ornamental posts, with clusters of bright lights, arches of light over the streets, electric signs, outlining their buildings with lights, and effective illumination of their show windows, merchants turn these business sections into Great Light Ways. Publicity of this kind pays big dividends in increased business. A good electric sign gives a store front an air of prosperity. People can't escape an electric sign—it forces itself on their vision and burns its mes-

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sage into their minds. The electric sign's efficiency is greatly increased if run on a flasher. The movement arrests the attention, as the eye is naturally attracted by anything in motion.

* * *

Brilliant Light With Help of Nitrogen.

For lighting large areas, both interior and exterior, a new lamp has been brought out. This is the high candlepower mazda lamp and operates at an efficiency that is thirty-three per cent. higher than ever before obtained in a commercial incandescent lamp for standard lighting circuits. The color of light given by these lamps is superior to that given by any other form of incandescent lamp. Because of the intense brilliancy of the filament, it is desirable that the lamps be used with some form of diffusing glassware. They are ideal for use with indirect or semi-indirect lighting fixtures. They may be used with a shade to throw the light into the show window. Instead of the tungsten filament burning in a vacuum as in the past, the bulb of these high candle-power lamps is filled witsh nitrogen gas, greatly increasing their brilliancy and efficiency without increasing the amount of current consumed. The one shown is a 500-watt lamp, giving about a thousand candlepower light. These lamps can be had in smaller sizes, and in sizes up to 1,000 watts, giving about two thousand candlepower—**and that is some light!** Imagine the brilliancy that it is possible to get from these lamps! Picture a business section with a row of them on either side of the street!

* * *

Fifty-Foot Electric Clock

Another important feature of store-front publicity might be an electric clock. A merchant who includes an electric clock in his store-front publicity is doing the public a good turn and incidentally makes good advertising for himself. These clocks are in pairs; a master clock which is of ordinary size and placed in the store interior, and the secondary clock, which is the one used on the exterior. The secondary clock range from twelve inches to fifty feet in diameter.

More Time at Night to Observe.

During the day people may not have time to give more than a passing glance; at night they have more time and inclination to observe displays, and therefore it is apparent that the more effective is the night showing the bigger is the result. But no matter how excellent window displays are, if they are not lighted properly they will not attract the attention and sell the goods they show. Brilliant lights from hidden sources will increase the selling power of the best window display. The show windows are the eyes of a business and it is important that they should be kept bright and sparkling.

No Bright Lights in Field of Vision.

In order to see a window display clearly and easily, without eye-strain, bright lights in the field of vision should be avoided, as the picture of the light source itself will be formed on the retina of the eye and other objects will appear dim in comparison. A point of light attracts the eye and so detracts from the display. Exposed lamps running around the border of the window or installed in ceiling sockets or in chandeliers, dazzle the eye and so blind the prospective purchaser that it is impossible for him to see properly the goods exhibited. A blaze and glare of light may attract attention; but a window so lighted fails as a sales producer.

ELECTRICAL SERIES.

The Review has arranged for a series of special articles by Mr. Edgell on Window, Interior and Show Case Lighting, Street Lighting and Electric Service, including Elevators and Delivery. These articles will be illustrated and keep our readers in touch with the many developments in electrical illumination.

Show Case Lighting.

A brilliantly lighted show case is as attractive an object within a store as a well-lighted window is to the outside.

It is advisable to consult a window-lighting expert when lighting systems are to be purchased. There is probably more waste in the illumination of show windows than in any other department of a store, as merchants who may display great business intelligence in other matters sometimes disregard the laws pertaining to this important matter and select systems of lighting entirely unfitted for their particular types of windows Window illumination is a different proposition from other kinds of lighting and all illuminating engineers are not competent to advise correctly in this matter.

No Light and Dark Patches.

For show case lighting special reflectors are manufactured and a special lamp is made for use instead of the ordinary lamp which would be too bulky. The filament in a lamp of this kind is a straight tungsten wire that gives a line of light. With lamps of this kind a case may be lighted without alternate dark and light patches, the line of light giving a uniform illumination. A lamp of this kind is also used with a trough reflector for show window lighting, and the same claims are made for it as in the lighting of cases—that the line of light gives a uniform illumination. In a reflector of this sort a mazda tungsten lamp of the ordinary shape might be used. It is not necessary to say that the ordinary carbon filament lamp should not be used; it is too well known that a mazda lamp gives three times the light at the same current consumption. This is a 50-watt carbon filament lamp and consumes 10 watts more current than the 40-watt mazda lamp. It is readily seen how much better light the mazda lamp gives.

The holophane system of lighting is used frequently in open windows and also in windows where it is desired to throw the light straight down, as in the case of drug store and cigar store windows. Holophane is also used when a sign is lettered on the windows or a sign of stained glass at the top of the window is to be illuminated. A sign of this kind has interchangeable letters and can be used to feature the goods carried, or special sales. Letters come in the different colors shown. This is one way to make the window lights serve the double purpose of illuminating the show window and a sign.

Silver Plated Mirrors.

Individual reflectors are favored by many and there are many different shapes to be had, ranging from that shaped like a poke-bonnet through the scoop, visor, helmet and numerous other shapes, each having the power of effectively illuminating certain types of windows, the reflecting surfaces ranging from mirrors with quicksilver backs to pure silves-plated mirrors—one of the most powerful reflecting surfaces known.

There is a type of lighting for every window; whether trough reflector, helmet reflector or holophane depends on the window to be lighted.

No Annoying Shadows

The ideal window illumination is that in which the light units are concealed and the light itself is thrown from the

OUR NEW CONSTRUCTION: THE FIXTURE WITH "THE SUNKEN STEEL SOCKET." THERE ARE NO SCREWS SCREWING INTO WOOD

500 Window Trims Like This.



The Storage Chest. The 130 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Stock Carried In
Cincinnati, New York, San Francisco and Canada.
Address all correspondence for above points to Cincinnati, O.

Now!

A complete set of wood Window Display Fixtures for the

General Store Trade

So complete in every detail that you can make over 500 distinct Window Trims with this one set. This will keep your window in good trims for the next dozen years, for

$25.00 Net

F. O. B. Hamilton, Ont.
Write for particulars and special Catalog No. 104
You then can order through your Wholesale Dry Goods House

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Foreign distributor:
Australia—Chas. Ritchie, Sidney, Australia.
Write above for foreign prices.

THE OSCAR ONKEN CO.

382 Fourth Ave.,

Cincinnati, Ohio, U. S. A.

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top and front so that no annoying shadows are made. The effect of this kind of lighting is that of a well-lighted stage; all objects in the display show clearly and there is no eye strain.

A Time Switch.

A time switch for controlling the window lights is an excellent investment and soon pays for itself in that it can be regulated to turn the lights on at dusk and off after the theater crowds have passed, and so prevent waste of light. It has been wisely said that a time switch for controlling the lights is as far ahead of a clerk or watchman as a mazda lamp is in advance of a tallow candle. A time switch saves the annoyance of going back to the store once or twice every evening to turn the lights on or off.

Outlet Boxes.

To get an electric connection for any of the many devices that may be used, every show window should have an outlet box, eliminating the necessity of running unsightly cords from lamp sockets. These outlet boxes should be at the rear of the window. Two of these outlets are sufficient for the ordinary window, for with two, and devices of this kind, as many connections may be made as desired. This is a Benjamin cluster plug and has four sockets. With two of these plugs of course eight connections could be had.

In order for a show window to be a sales producer, it must carry a message. One very efficient manner is by means of show cards; but when it is desired to make the message especially strong, electric miniature signs should be used. Letters for these signs are interchangeable and require no special wiring. These letters have glass slides on either side and each side may be made to carry a different message, as sometimes might be desired in the store interior. The type of letters reading "Do It Electrically," are probably familiar to all of you because of their extensive use in show windows and interiors; in the show windows for announcing special sales, trade-mark names, and so on; and in the store interior for calling attention to departments, stairways, elevators, or any of the many other uses to which they might be put.

Many novel signs may be operated and many stunts may be pulled off with the aid of electricity, and in this way a "punch" can often be put into a display.

Small motors ranging from one-thirtieth horse-power may be used to operate window devices of this kind. Several manufacturers make a specialty of such motors. Small flashers of this kind may be used to illuminate a sign after the window lights are out, or to wink a sign over a department.

Colored Caps.

It is no longer necessary to dip lamps in dyes to get colored effects, since color caps of this kind are to be had; they are made to fit all standard sized lamps, give a uniform color and can be had in practically any color. The advantages of these colored caps will be readily apparent to any one who has used the messy dyes for coloring purposes.

Frequently the yard-goods departments have only artificial light; and electricity, as usual, comes to the aid of a customer who wishes to match colors with a device of this kind. This color matching device filters the light so that it has the color of daylight and permits the matching even of delicate shades. A device of this kind in the show window, and a card telling the public that they may match colors in the yard-goods department day or night, will undoubtedly help this department materially.

The simplest method of removing frost from show windows is by means of an electric fan, while in the summer a fan in operation near the entrance to a show window will not only circulate the air but will prevent flies from entering.

Vacuum Cleaners, Flashers, etc.

An electric vacuum cleaner should be used in windows with carpeted floors, for instead of dust and lint rising to be breathed in by the trimmer, as is the case when a broom is used, all dust and lint are removed and the air is left clear.

An electric flatiron may be used for pressing ribbons or other materials belonging to the display department, that become mussed in the show window.

An electric flasher is of service not only for signs, but can be used for changing light effects in the show window and store interior. One is made with 30 different combinations of light and when used in Toronto drew such a crowd that the police intervened.

An electric fountain in the show window or store interior makes a beautiful centerpiece when banked with plants. This electric fountain has a self-contained motor and pump, using the water over and over and requiring no outside water connections. It can be attached to the ordinary lighting circuit and when once filled will run for hours without attention. Central stations usually have devices of this kind to rent at a reasonable price if it is not advisable to purchase one.

Other decorative features, such as electric flowers, fruits, etc., can also be had from central stations.

Miniature lamps can frequently be used to advantage in the show window as a decorative feature, as their brilliancy is not great enough to dazzle the eye and detract from the balance of the display. During the Fall and Winter months such decorative features are especially effective. Miniature lamps, when used in interior displays, twined through artificial foliage, enhance the appearance of the decorations.

These are but a few of the many electric devices that may be used in the show window; and in closing let me give you a tip: When you wish to do a thing effectively—**"Do It Electrically."**

*Mr. Edgell, in addition to being in charge of the Display Science Bureau of the Society for Electrical Development, Inc., of New York, is second vice-president of the International Association of Display Men; chairman of the Educational Committee of the same association, and president of the Greater New York Display Managers' Association.

"ON TO NEW YORK"

(Continued from page 49.)

in window displays, card writing and ad. writing. The judges will make their decisions about August 25, and the results will be announced in the September 2 issue of The Review.

The demonstrations were of a highly practical nature, and provided a most valuable experience for the members in attendance. Among these were talks by Mr. A. E. Hurst on window trims with stereopticon views, and the connecting up of windows and advertising. Mr. Edgell on the latest electrical appliances for display work; drapery demonstrations by E. P. Burns and demonstrations on the uses of alabastine for backgrounds and other decorative work.

EVERY SALESMAN AN AUTHORITY ON STYLE.

(Continued from page 47.)

Sometimes it is an unconscious one and what is seen in the window will only be brought again to the attention of the customer by a reference to it by the salesman. New goods should always be put on display in the windows; it is there that they will be looked for and if your store has a reputation for being up-to-date you will find that there will be a following of your display; just as soon as a man begins dressing up-to-date he begins to take an interest in the changes in the styles and he will keep in touch with your windows.

D.& P. Full Wax Figures

WILL MAKE YOUR DISPLAYS A STRONGER PULLING FORCE

Buy from the factory

Don't close your eyes to the needs of your display department, thinking that you are practising economy, for the strong pulling power of your store is its display—why cripple it with poor fixtures? Keep up the big pulling force by using D. & P. Wax Figures for the true-to-life exhibiting of your Fall costumes. Anticipate your needs now while there is time to get good service right from the D. & P. factory.

Write for the catalog showing complete range of fixtures, forms, etc.

We extend a cordial invitation to merchants visiting the Exhibition to call and see us.



DALE *and* PEARSALL

"The Wax Figure People" Toronto

EXHIBITION VISITORS

NOTE:

We absolutely guarantee:

Natural human hair.

Finest wax.

New-fashioned hips.

No wire skirt to show where garment is tight.

Solid base completely covered by skirt.

Rubber bumpers.

Total—

Every point right.



No. 47-C
Price $30.00

Take a "Parliament" car near Union Depot to Ontario—call at 99 and see what's new in wax figures and fixtures for Fall display

We're always pleased to have you step in and look around whether purchases are made or not. We are here to show and explain the merits of our goods.

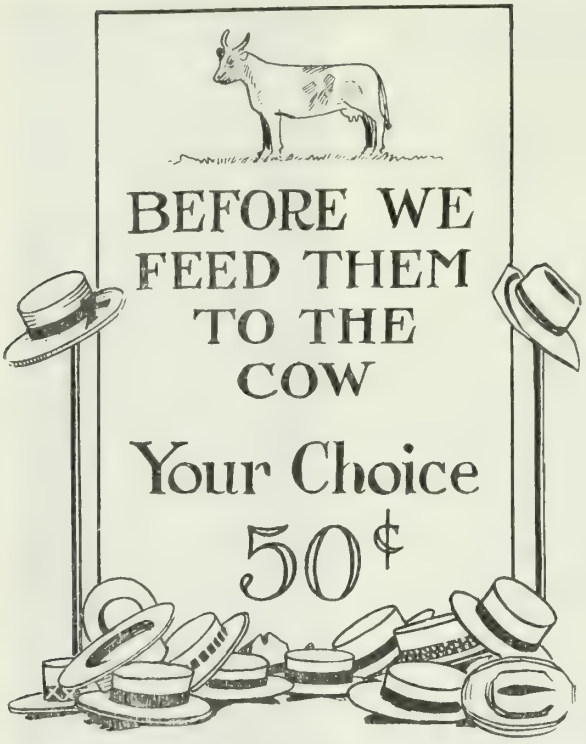
We are "on the inside" when it comes to window and department display fixtures. Call when in the city.

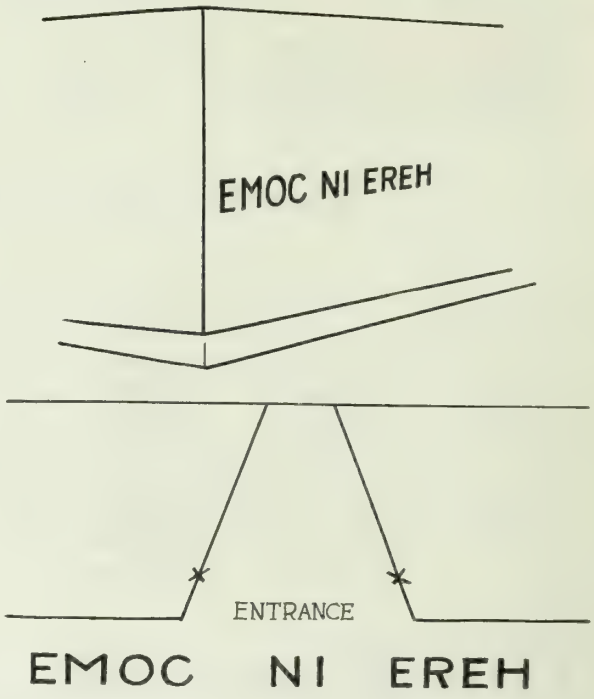
A. S. Richardson and Company

The oldest and still the best Wax Figure Manufacturers in Canada

99 Ontario Street (Corner Queen East and Ontario) TORONTO

Two "Stunts" in Men's Wear Trims That Proved Good Sellers





Some Stunts in Men's Wear Window Trims

Clever Devices to Attract Public Attention — How the "Sir Thomas" Was Launched—A Dutch or Chinese Message?—Red Line Across Sidewalk—His Master's Choice—One a Week Best of Publicity.

"SOME stunts in men's wear window displays," or "Connecting up advertising and window displays" as a secondary title, was the subject of a bright talk and demonstration of Mr. Hurst on Wednesday morning, the second day of the convention. He illustrated his address by some sketches of his own, a couple of which are reproduced here, and the balance will follow in next issue.

He picked out as his first illustration a very recent one by Truly Warner, "the well-known hat man" of New York city. It was in connection with bringing out a new style, which he aptly called the "Sir Thomas," catching public attention at the moment when the challenger for the Blue Ribbon of the sailing world was on its way across the ocean.

"One of the best campaigns ever placed," was Mr. Hurst's admiring comment. This was done both by window and newspaper advertising. He first placed in his window a large hat-box with the lid on, and a champagne bottle, corked, beside it, and a representation of an ocean. "We're going to launch a new one," was the wording of the card.

The day before the Great Event the card in the window read: "Watch this window to-morrow; we're going to launch a new one."

Christening To-morrow.

The same day the newspaper ad. reproduced to a great extent the window with hat-box and bottle. Under the double cut were the words: "To-morrow I Christen a New One," and directly under this a big interrogation point.

The next day the new hat rested on a stand on top of the box, on exhibition, and beside it a shattered champagne bottle. The background was a sea scene, with a yacht sweeping across under full sail. The dividers of this section were edged with rope, and on top of each a lifebuoy was hung, inscribed "Sir Thomas." The showcard read: "We've launched another success." Sand covered the floor and shells with $2 written on them were utilized as price tickets.

Newspaper ads. the same day connected up the display window and this was repeated for several days. One read below a cut of a man's head and the hat showing across a big sail: "Sir Thomas is my latest hat success. It's new in every way—a soft brim sailor with high tapering, diamond-shaped crown. See "Sir Thomas" in my windows," etc.

* * *

A Red Strip.

ONE PLAN TO CALL attention to a display in a window was to paint a strip with red ink across the walk and run it up the face of the glass with red or white paper, and have a strip of cardboard inside the glass meeting this and continued for 2 or 3 inches within, and from this point connected by a number of cords a paper with the display.

* * *

"Before we feed them to the cow."

THIS WAS THE CAPTION on a price ticket used in a tail end of the season display of straws. In a large panel of compo board was set a toy cow, while a number of hats were piled on either side at the base. The card read: "Before we feed them to the cow"; your choice, 50 cents each!

* * *

"Emoc Ni Ereh."

THIS, AS WELL AS the following scheme, is reproduced in an illustration herewith. The latter was an idea of the speaker's, who had the following in-



Fine French Wax Figure *for Fall Displays*

This Is The Time To Think Improvement For Fall

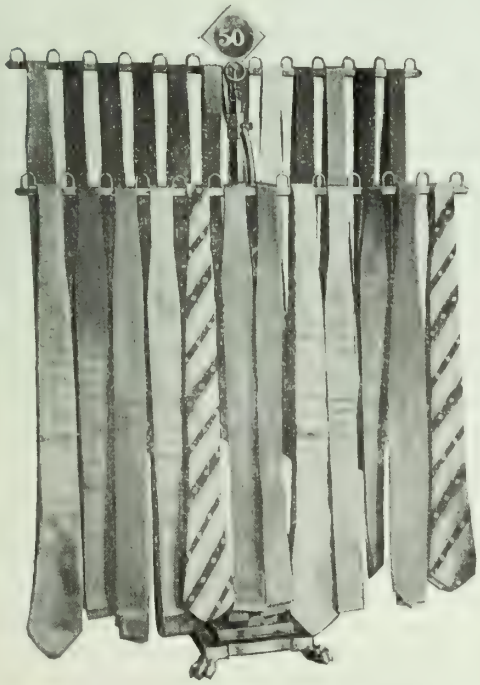
You may need a little change in your Displays — you require new Figures, new stands, to make them more attractive, write us at once for our catalogue illustrating thousands of different up-to-date stands, and Busts, Wax Figures, Mirrors, Show Cases.

DELFOSSE & CO.

No. 247 - 249 CRAIG STREET WEST

FACTORY, 1 to 19 HERMINE ST., MONTREAL

Two fine sales-producers from the Clatworthy range



No. 1056—**Price each $5.50**

"Goods well displayed are half sold" is one of the great secrets of successful merchandising. Make your displays a success by showing your merchandise on modern, scientifically-correct Clatworthy fixtures. Two fine numbers from our large range are here illustrated.

No. 1058. A splendid stand for showing shirts and collars to the best possible advantage. Makes a fine display for either counter or window.

No. 1056. Loop Tie Stand. The base is 8 inches square, heavily weighted and provided with rubber tips on the bottom to prevent scratching counter. Standard ½-inch square, 28 inches long, cross bars are ⅜-inch square, and have 12 loop divisions on each. The stand is absolutely rigid in every part. As many as 2 gross of ties may be shown on one of these stands. Finished in ox. copper or brushed brass.

Price, each $5.50



No. 1058—**Price each $3.75**

Clatworthy & Son, Limited

The largest Manufacturers of Display Fixtures in Canada

161 King St. W. - - - TORONTO

scription painted on the walk in front of the window.

EMOC NI EREH.

This was repeated on the glass in both windows in letters of gold one inch high.

What was this, Greek or Dutch or Hindustani?

Nothing more formidable than "Come In Here," backwards! And yet it attracted a large amount of attention.

* * *

With Apologies.

STILL ANOTHER "STUNT" that had worked out well was to set up a hat on a stand on top of a box and a figure of a small dog beside it; then on the face of the box inscribe the words: "His Master's Choice," and in smaller letters: "With Apologies to Victor Talking Machine."

* * *

"Why Hesitate?"

FOR A NECKWEAR display a phonograph was the main need, with a piece of cardboard running out of it and these words on it: "Tango Ties! Why Hesitate?" A line of music on cardboard should be placed above this.

* * *

Fig Leaf.

FOR A CLOTHING WINDOW an idea that "caught on" tremendously was a clothesline strung diagonally across at about the elevation of the eye. To this in the centre was attached an Autumn leaf with a clothes pin to hold it in place.

The card read, prominently: "Have You Bought Your New Fig Leaf Yet?"

A display of clothing of course, filled the rest of the space.

* * *

A Big Question Mark.

A SIMPLE DECREE good for a showing of clothes or hats, or almost any other line of men's wear was to use a large question mark of compo board, painted red. The caption of the window card would be: "Let This Answer Your Hat Question," or "Your Clothes Question," etc.

* * *

All Eyes on a Special Brand.

FOR EMPHASIZING A CERTAIN trade-mark that was widely advertised it was suggested that a series of faces be drawn and attached to the window at different points, and tapes run from the eyes to the trade-mark on the shirt inside the window. To get a more realistic effect of the famous "Mutt and Jeff" dotted line, the tape could be touched up with black dots here and there.

"All Eyes on the Blankton Shirt" would be a good card for such a display.

* * *

"It is not hard if you stop and think," declared Mr. Hurst in advocating a series of ideas like this, say once a week. The effect would be to make that window a drawing feature all over the place, so that people would say, "Let's go over and see what's doing now at Blank's this week."

Stereoptican Views.

The series of stereoptican views of windows included those in many of the largest cities all over the United States, Seattle, San Francisco, Salt Lake City, Denver, Chicago, Pittsburgh, Pa., Cleveland, Boston, New York, etc., and the running comments of the speaker were much appreciated in the interpretation of the points worthy of imitation in the building up of the displays. A St. Louis store in an opening window showed two columns with chopping bowls on top.

In one store where the bridal idea had been introduced and a procession shown, the display man had made an innovation by ticketing with price cards the gowns worn. Result: 100 gowns sold from that one window!

Be Not Classed With Long-Haired Artists

Be Known Rather as Show Window Advertisers — Points in Trimmer's Work Most Appreciated by the Average Employer is Their Sales Power, the Punch Behind Them.

Verbatim Report of A. E. Hurst at C.W.T.A. Convention.

AS an introductory remark, I want to make a statement which may not meet with your entire approval, but I can assure you it is one on which I have given considerable thought. In my opinion the one big thing that has been largely instrumental in retarding the growth and progress of the display manager and window trimmer as a greater important factor in retailing is the fact that he is often called an artist instead of an advertising man, as he is truly in every sense of the word.

What is the result?

When you men allow yourselves or anyone else to place you in the same class with long-haired artists, you are lessening your chances for success as important retail publicity and sales experts. I believe you will find it advisable not to dwell too strongly on the artistic side of your work, but rather on its results from an advertising and sales standpoint.

An Advertising Man.

In my estimation your profession does not entitle you to call yourself or allow anyone else to call you an artist any more than that of the advertising man. True, you must have an eye for the artistic and ability to select color and harmony in layout and suggestion; but these are also essential requirements necessary for the successful advertising man.

Again, let me repeat, do not allow yourself to be dubbed artist or class yourself as such.

Most of Them Are Dead.

The only real successful artists, with very few exceptions, are dead ones. In other words, the long-haired artist has to die before his work is really appreciated. Unless a similar condition exists in your store, it is the only real reason for calling yourself an artist. Such a condition will hardly exist where the window trimmer or display manager is a live wire.

Please do not misunderstand me to mean that the artistic side of your work should be neglected. Not so, but rather that the true producing value of your services be used as the important feature in advertising your profession and the artistic side referred to as a secondary acknowledged requirement in order to make your work most productive of results.

Through my eight years' experience in trade paper work, I know that the commercial artist of to-day does a great deal toward making present day printed advertising more effective, but he receives very little recognition for his work, and, in most cases, none. If you continue as display managers or window trimmers to place yourself in the same class as the commercial artist, you likewise will continue to receive but a meagre share of true recogntion for your services.

If you class yourself as an artist, there is another point worth your consideration, which is this: that you are apt to allow the man in charge of the store advertising to reap a great deal of the advertising value of your work, simply because he is exploited as the advertising man, and not as an artistic producer of advertising copy.

Therefore, I earnestly urge you for the sake of your own importance to supplement the now too common expression, "Show window art," with "Show window advertising."

Do merchants want artistic windows?

Real Punch Behind.

My experience leads me to believe that they do not want strictly artistic windows any more than they want strictly artistic newspaper advertising.

Show window and newspaper ads with a real punch behind them are the ones that sell the most goods at a profit. Therefore, if you as a display manager, in order to make your showing more artistic, produce an expense which lessens the profit producing end of your work, you are also lessening the power of the punch. I make this point to illustrate that it is essential to have your windows attractive, but attractiveness should always be governed by keen judgment in regard to the expenditure compared with the sale and advertising value of your scheme.

To the Average Merchant.

I believe the average merchant places the following divisions of display work in the following order:—

1st. Sale and profit producing.
2nd. Cleverness in advertising value.
3rd. Strictly artistic appearance.

Therefore, I wish to again try to drive home the point that you are all display advertising men, not window trimming artists.

While attending the Convention of the Associated Advertising Clubs in your city the latter part of June, I was impressed with a large number of departments in advertising that were represented at the meeting. The following are a few of the departmental meetings:

Outdoor advertising division.
Street car publicity.
Premium advertising.
Magazines.
Farm papers.
Trade papers.
Metal signs.
Lithography, etc.

Lacking at Ad. Convention.

One of the most important branches of advertising was, in my opinion, sadly missing. That department was the window advertising men.

Surely your advertising work is of equal importance to that of billboards and others, yet billboards as a department are prominently represented in the A. A. C.

Showing the Article Itself.

Why do I class windows ahead of billboards or other means of advertising? Because show windows advertise an article by the showing of the article itself, not a picture at a place where the manufacturer has secured a distribution of the product, and at a place where the consuming public may immediately satisfy their desire for possession. No other kind or form of advertising offers such strong features in its favor.

I hope to see the day, which I trust will not be in the far distant future, when window advertising men will occupy their true position of importance in the advertising field.

CONVENTION NOTES.

The New York boosters, Messrs. Hurst and Edgell, promise an attendance of 1,500 at next year's convention.

The president and secretary were re-elected by acclamation.

A. W. Murdison and Fred Kickley, both from Regina, had the honor of coming the farthest distance to the convention.

Illustrations of "Eddie" Burns' clever drapings before the convention will appear in next issue.

FIFTY BUYERS IN PARIS.

A significant cable was received on Monday, August 17, stating that the Fall openings had been held in Paris, and fifty buyers were present.

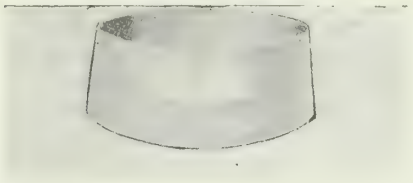
¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Odd Twists and Fancies in Men's Fashions

A COAT MODELLED after the style originated by "Mugsy McGraw" for his baseball players is being manufactured and placed on the market as a sports garment for men while some makers also have it in a line for boys.

* * *

PATCH POCKETS ARE coming strong for men's clothing. They are to be seen on overcoats, sack coats and even on the vests.



New lap wing collar put out by Geo. P. Ide & Co., Troy, N.Y., an extreme style, with the wings overlapping.

A CONNECTICUT FIRM is showing a soft hat with telescope crown in three-color effects, the band white and three-quarter bow of slightly darker shade than the hat.

* * *

IN LONDON WHITE TOPPERS are coming back again as there are few cab drivers left and chauffers cannot use them. The best style is a shape 5⅛ deep, ¼ bell, 1¾ brim flattish set with roll curl and 1¾ black cloth band. A few have self color band.

* * *

SPIKE EDGE brims have been the best sellers in straws among the high-class trade in London this year, while in the medium and cheap the plain edge has predominated.

* * *

A LEADING LONDON FIRM reports that Canadians for the Fall trade took mostly soft felts with fancy bows.

* * *

SILK SUSPENDERS and adjustable initial buckle belts are both declared to be passé. The latter in particular has never appealed to the retailer owing to the large amount of extra trouble that the handling of them necessitates and it is held that the high-class trade has never taken them up.

* * *

OWING TO THE POPULARITY of white and light colored clothing, white belts in leather and fabric have sold much better than usual this year.

* * *



This is a novelty intended to prevent the shirt front from bulging and at the same time hold up the trousers. The buckle is attached to the front fly of the shirt; a patent button is then attached to the inside fly of the trousers, two and one-half inches from the top of the waistband, to button inwardly. The webbing is fastened to a button already attached, thereby connecting the trousers with the shirt front. The buckle is adjustable, and when properly attached is entirely hidden from view. Made by Richards.

A CLASSY GARTER with mountings in eighteen carat gold has been put out to several tones of one color in the figure.

* * *

THE LARGE SCARFS in all-over designs are still in the best demand. Club stripes are also doing well. The effect of the war on these and other fashions is problematical as the use of other goods may require a change to more convenient patterns and styles.

* * *

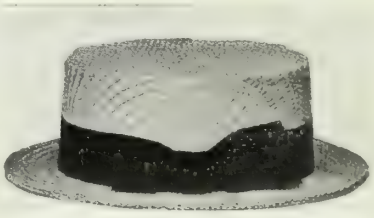
DARK COLORED SACK SUITS and black jackets with shepherd's check trousers are still very popular with fashionable dressers and as a part of them the single and double-breasted white waistcoat is being introduced with great success. It is cut so low as to show the effect of the full ends of the sailor's knot scarfs that are worn with them. With the very informal clothes a total lack of jewelry is noticeable among correct dressers.

* * *

IN THE SACK COATS there is an increased drapery in the back but without any flare and the opening of the waistcoat is now covered by the coat lapels although they will still expose considerable scarf or shirt.

* * *

IT IS PREDICTED that there will be a better demand for the ascot tie this Winter following the popularity of the large scarf.



Sample of novelty style in weave in straw hats that will be a feature of the Spring, 1915, output.

THERE IS EVIDENCE of a strong demand for brown suitings this Fall should have somewhat of a counter effect against the very vivid colors of ties. Rich shades of mahogany and chocolate are making a strong bid for favor and the most correct of these will be of solid brown unrelieved by the introduction of any foreign stripe. A touch of green in scarfs and shirts is likely to appear in conjunction with the brown suits.

* * *

FINE COLORED STRIPES as well as plain white will be noticeable in the new effects in the new shape of the double collar. The colors are also appearing in the plain band standing collar and in the wing with the slightly rounded point. The variety of color used depends, of course, as in women's wear, upon the main color scheme of the individual. The combination of grey suit with purple or lilac effects in shirts and ties is quite popular in some centers of fashion. Some shirts of a rather gaudy appearance are in evidence in these color combinations. Purple shirts with white collar and cuffs and combinations of even more startling colors are run in some quarters. Such usage, of course, necessitates scarfs to match and in some cases even handkerchiefs.

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO



They Wear Like Iron!

The Double Knees, Elbows *and* Seat

—these are three special features embodied in Lion Brand Boys' Clothing which stand for double wear, double satisfaction, double sales. And Lion Brand Clothes are made in that snappy, stylish cut that so delights the youth who desires to be well dressed.

A stock of these popular, quick-selling clothes will cement the boys' patronage of your town to your store.

Write for catalogue to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect In Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

ll the consumer

Hamgh BRAND

Some of our lines are:

Waiters' coats, cooks' coats, barbers' coats, porters' coats, butchers' frocks, bar vests, surgeons' gowns, dentists' coats. Duck trousers, boys' bloomers, aprons, working shirts, dusters, boys' scout suits.

Our white duck clothing comes to you wrapped in **individual dust-proof packages** —thus eliminating loss from soiling. It is always fresh from our finishing rooms when your customer gets the garment. Write for samples and prices. **We specialize on mail orders.**

Write for Catalog and Samples.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

Fall and Winter Styles in Suits and Overcoats

Tendency Stronger Than Ever Towards Close Fitting—Young Men's and Older Models — Higher Cut Vests — Meltons and Beavers Coming Back in Overcoats, Which Are Shorter.

Styles of Suits

More scantiness in young men's suits.

Narrow athletic shoulders.

Patch pockets appearing on Fall coats. Flaps still in majority.

Lapels, long or short, with soft roll and bluff edges.

Four-button coats, six-button vests. Latter high cut, with or without collar.

Trousers straight and narrow.

Older men's styles a modification of extreme points of the above. Not so narrow and tight-fitting.

Increasing prevalence of unfinished rough cloth.

Styles of Overcoats

Overcoats tending to simplicity.

Lack of belts and other frills noticeable.

Styles are shorter than heretofore.

Double and single breasts competing for popularity.

Unlined coats and patch pockets will be in both Fall and Winter overcoats. Bluff edges, heavy lapels, and close bodies represent extremes for young men.

THE Fall and Winter styles for men's clothes show an accentuation and a narrowing down of last year's styles in the well dressed trade. In some districts roomy suits, padded shoulders, double-breasted coats, peg-shaped trousers, etc., are still being made up, and no doubt will continue to be to a great extent.

In the Fall styles for young men are seen a few more tendencies to extremes in some respects. There is a fair sprinkling of long patch pockets on the lined coats of fairly heavy weight, even though they were originally meant for unlined Summer suits. The flap pockets, however, are still in the majority. The outstanding feature in recent changes is the still further close-fitting of already scant suits.

The shoulders and sleeves are very narrow, with an athletic effect, and coats are running to soft fronts more than ever before. The canvas or hair front is decidedly becoming a thing of the past among those who follow the English styles.

Form-fitting, four-button coats are the correct thing usually in the twenty-nine and a half inch length, for the thirty-eight breast model. Some lapels are cut peaked, with fairly long soft roll, but the bluff edges and very short roll appears to be quite as popular.

The most expensive and best appearing suits are notable for their simplicity and lack of the most extreme touches, in accordance with ideals of good taste that fortunately are becoming more frequent in the general public.

Vests Cut Higher.

The vests are very high cut, more so than before, with the narrow shoulder in line with the prevailing mode in coats. There appears to be no rule about the collar, which is entirely absent to a great extent, as it was a few years ago. There appears to be an equal popularity for each. Six-button vests are decidedly in the ascendant.

Trousers still show the straight, narrow lines, possibly somewhat accentuated. For the thirty-eight breast size, the nineteen knee and fifteen and three quarter bottom are the proper lengths. Cuffs follow as a matter of course on such trousers.

Long Lapels On Older Models.

For the well-dressed man of thirty or thereabouts a less youthful and possibly a more tasteful style of suit is offered. The English fondness for soft fronts is favored here more than in the other lines. The frequent necessity of pressing has done something toward lessening the demand for this style, but its suitableness cannot be denied. A striking feature is the increasing prevalence of unfinished rough cloths in Fall lines. In this medium class, styles follow the young men's in a general way as usual, but are modified in some of the extreme points of the latter. The shoulders are quite natural, with a slight tendency to narrowness instead of a most decided one. Coats are thirty and one-half inches in length, except some staples, and fit fairly close and have the soft roll, long lapel and four buttons. There is an almost entire absence of short lapels. The lapels are fairly heavy and are usually peaked or otherwise out of the ordinary. Fewer patch pockets are seen here than in young men's suits. The vest is fairly high cut, both with and without collar, with six buttons and shoulders similar to the coat, not too narrow. Trousers are twenty (knee) and sixteen (bottom) for the thirty-eight breast, and are fairly narrow, with cuffs or without. This less extreme line more nearly approaches good taste and good dressing in general than usual. The tendency appears to be working steadily in that direction.

Overcoats.

Overcoats for Fall will cover a more varied line of colors than is usual, ranging as they do through browns, greys, blues, tans and purples. The styles are much shorter than before, forty-two inches being the prevailing length. The coats are coming back to the close fitting style of a few years ago, and lack belts or even half belts in any quantity. The prevailing tendency is toward simplicity and a lack of fancy effects. Sleeves are narrower, quite narrow in fact, and the double breasts appear to be quite popular, although the singles promise to be in very good demand too. The collars are mostly plain, but a few fancy effects are noticeable. The weights are likely to run from sixteen to eighteen ounces for the best sellers. Staple lines will be found in the customary lengths of forty-four and six inches, but the shorter, close body fitting variety will make the strongest bid for popularity.

In Winter coats, the dark cloths naturally receive the most attention, with beavers and meltons, ignored for the past five years, making a strong bid in the

(Continued on page 62.)

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HAMILTON, ONT.

Wide Lapel a New Feature on Coats

American Manufacturers Bring Out Model With Soft Roll Fold and Almost as Broad as it is Long — Gives an Emphatically Distinctive Appearance to Overcoats.

CLOTHING manufacturers who depend largely on their trade with the young dressers by bringing out something distinctive to the season are beginning to show their hands so far as the Fall business is concerned. One very widely-advertised American house will make its bow with something very emphatic in the direction of the wide lapel—a short lapel with a soft roll, which will be almost as broad as it is long, and which gives a very distinctive appearance to the garment; and it will be worn on both the sack suits and the overcoats.

The models of this company will be distinguished by this wide lapel, but as regards general cut, there will be little change. The lines will follow the close form-fitting English models, which have been popular for several seasons, with the moderately narrow trousers and the cuff, while some of the pockets will be slightly on the bias. There is a new note in the appearance of some of the coats by a more pronounced cut-away at the bottom. The usual model will be single-breasted, with three buttons and the roll collar, with which usually only the two bottom buttons are used. Some double-breasted styles are shown, and on these, too, the wide lapel is used.

Distinctive Overcoat Cuts.

On the overcoats the wide lapel is even more pronounced, and the effect is more distinctive. The fold takes almost the shape of a triangle, and is used on both the single and double-breasted models.

One coat is shown which is a modified cut of the Balmacaan with the raglan shoulder, but, as will be generally appreciated, the contrast of the broad lapel to the Prussian collar is a startling one. Another model is on the full Balmacaan style, with a convertible collar which can either be used closed or opened—giving either the Prussian or the lapel effect. This should help the Balmacaan, which has been largely used as a storm coat.

Many of the dressy coats are of the form-fitting style, and on several of these the double-breasted cut is used.

The designs of this clothing house give a good idea of what may be expected in the clothing trade from manufacturers who, with their own selling agencies, can keep their plans from the trade until the season is at hand. How popular opinion will receive a new departure of this kind is difficult to forecast, but there can be no doubt that the tendency of young men is to wear the new stuff as soon as they can get it, or not to wear it at all.

CLOTHES AT ASCOT

THE 1914 Ascot was remarkable for the number of well-dressed men in attendance. Features of it were the grey or white top hats, particularly in the case of the young men, trousers



Latest style of vest.

pressed at the side and white ties. The usual black morning coat and light trousers were quite de rigeur.

This light-colored hat, previously confined to grey morning or frock suits, is now open to use with black coat and waistcoat or with black morning coat and white vest.

White spots have given sway at this fashion centre to the cream, white or biscuit-colored cloth uppers of patent leathers. There is promise of the frock coat returning to favor judging by the favor shown it by several of the younger leaders of fashion. It will, however, be form-fitting with no looseness in the skirt.

Possibly, the return to favor here of the double-breasted waistcoat is not unconnected with the frock coat's return. At any rate the former is here to stay a while again. Wing collars have almost entirely given way to double collars for wear with morning and frock coats.

The fashion for check trousers received fresh impetus here. The best-dressed men appeared in black and white check trousers with black morning coats and waist coats. Cheviots, worsteds and tweeds are very popular for trousers.

Colored shirts worn with wide ties were another Ascot feature, particularly with the younger men.

White, hand-sewn kid gloves have entirely replaced white suede and buckskin.

The variations from the above were mostly of a more informal nature, such as soft silk shirts, with morning coats, blue vicuna in the latter, etc.

STYLES IN SUITS AND OVERCOATS.

(Continued from page 60.)

market again. All the plain cloths appear to have the preference over fancy effects.

Weights are running from thirty-two to thirty-eight ounces, and lengths are the same as in Fall coats. In the young men's, the lapels and collar are quite wide and heavy, with the body cut to a corset fitting degree in the more extreme styles. Velvet collars cut quarter line are noticed to some extent and promise fairly well, according to present indications.

In the better grades, patch pockets and unlined bodies are quite noticeable. These features were noticed last year, but were not as generally adopted then as they promise now. The bluff edges, smooth, fairly close and decidedly simple stuff are being paid the most attention in the better grades, which in all lines are tending steadily to an increasing evidence in good taste in dress for men.

DEPARTMENT STORE IN CHINA.

In Swatow near Canton, China, a three-storey, luxuriously-furnished department store has been erected. This is the first department store of the Far East and shows a decided step forward besides creating a veritable sensation among the inhabitants. The furnishings alone are said to have cost about $50,000.

Novelty in Men's Dancing Suit

THE popularity of the tango and the worship of terpsichore, which has spread from the ballroom to the Summer verandah, has led to a new costume for the man who would attend the popular Summer resorts and take part in the festivities to which society is devoting itself. Well-dressed men are now wearing a dancing suit, which makes certain concessions to the demands of formality, while at the same time introducing elements of comfort which are very important in the hot weather.

The accompanying reproduction gives a good idea of what may be expected at the fashionable resorts late this season, and especially next year. The coat is distinctly new, being something between a tuxedo and a sack. Note the very long lapels, the angle of the pocket vents and the single button. With it the vest is low, and a soft-pleated shirt is worn. Formality is also reduced by the wearing of the wing collar and a black bow tie, large in shape and with a pattern design. Headwear and footwear are shown in the extremes—the formal pumps and the sailor straw hat.

So long as the popularity of the dance continues and the tango and other forms of the craze are made the feature of social gatherings, this new suit will find favor with a limited class of men—it is a very sensible idea and combines appearance with a wide concession to the demands of comfort. For Summer evening wear, at house parties, etc., it would also be very correct.

Wide Belt to Replace Vest.

The demand for comfort for the hot weather and the necessity for maintaining formality in dress at many affairs at the resorts is bringing about a limited revival of popularity for the vest belt. This is nothing more or less than a wide belt, which can be worn with a cutaway coat in such a manner that the front is an exact imitation of the appearance of the vest, and the difference could not be told after the coat is put on. The vest is worn with either the regulation front or the mushroom front dress shirt, and permits entire freedom of the body.

FISH SWAM IN RAINCOAT.

In one of its show windows devoted to raincoats, The Hub, Chicago, recently placed a cravanette coat over a square frame, which allowed a part of the coat to hang down forming a bowl, and in the water were several goldfish swimming as happily as though they had never known any other home. It was watched by thousands of persons. It also increased sales of that particular raincoat, many styles of which were shown in the same window.

NOVELTIES IN TWEEDS.

A novelty in Shetland tweeds that is offered the trade this Fall is a woven cloth in a knit design, that was ribbed like a stocking, except that the ribs are fully three-quarters of an inch in width. The cloth is very elastic, and particularly suitable for sports. With the suit is offered stockings, hand knitted, and of the same color wool and general design as the suit. The whole effect is quite unique.



NEW TYPE OF COSTUME.

This is a dancing suit introducing certain elements of comfort—between Tuxedo and sack. Note very long lapels, low vest, soft pleated shirt, wing collar, black bow tie with pattern design, and informal sailor straw. Courtesy of James W. Bell, Son & Co., New York.

MEN'S MILITARY CAPES.

Military capes for men's evening wear threaten to have a run if the recent Paris indications count for anything. They are an adaption of the popular ladies' cape, cut very full in the back, of rich and soft black Shetland cloth, and with a full face of West of England beaver. Extreme Balmacaan styles are also shown in this. Some samples include very deep sleeves and cuffs of double width that are turned back for five or six inches by means of a rich black corded silk. The whole was set off by an extreme shawl collar.

STRAWS FOR TRAVELING

An adaptable straw hat for traveling has come into use abroad this Summer. It can be put into any box or bag with perfect safety, as it is made along the lines of the crush opera hat. It folds into a flat shape, and occupies a remarkably small space when ready for packing.

SOME KNOTTY NEWSPAPER ADVERTISING PROBLEMS.

(Continued from page 48.)

—that from this permanent following every store secures a very large, perhaps the largest part of its response to daily advertising.

—that violent display and startling headlines are more annoying than gratifying to that following, which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way of accounting for the uniform success of widely differing styles of store publicity.)

—that this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.

—that failure to recognize this last fact will soon result in a dwindling audience.

—that the store discharging its news-telling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.

—and that this store will, in this way, build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.

It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort, and with satisfaction.

Louder Shirts Coming: A New Soft Collar

Golds and Greens Will be Added to the Pinks According to Predictions of Those in Touch With the Big Style Centres—Soft Cuff Becoming General for All-year-round Wear — Flannel Shirts Popular.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special).—The popularity for the highly colored shirt has reached New York, having crossed the waters from England and the continent, and shirt manufacturers are looking for a strong demand for this class of goods in the Canadian trade for next Spring. Already in the Fall business the "loud" tendency is noticeable in the popularity for pink; and fancy fronts with cross and vertical pleats, mushroom effects, etc. For Spring in that portion of the trade which follows the fashions and where the effect of the New York example is soon felt, there will undoubtedly be a demand to some extent at least for gold and greens as well as the pinks and for the bold Roman stripes — or "candy" stripes as they are generally called, being a representation of some of the color schemes which the small boy of a generation ago found worked out on the penny sugar stick which he got at the corner grocery.



Samples of Fall neckwear showing the tendency for allover designs in high-class materials to retail at $1 and up to $2.50. The silks from which these swatches were cut had just been received from Europe prior to the declaration of war. Shown by Tooke Bros., Ltd.

In the trade there is a noticeable increase in the demand for the light flannel shirt in conservative patterns and for the fine wool taffetas.

Collar styles for Spring are now having the consideration of the designers but it is yet too early to predict what may be done with the stiff linens, although it looks as though the novelty models in which the material rather than the shape bore the important part, will become more generally popular.

A New Soft Collar.

This season has apparently seen the death of the soft collar which disappeared with the wash tie, but from the sources of fashion comes the forecast that the negligee neck decoration will be resurrected next Spring—not as the soft collar that we have known but as something so entirely different that it ranks as a novelty. This collar will follow more after the style of the neck band of the negligee shirt and in front it will be fastened loosely and held only by the tie, there being no buttons or clasp such as featured the soft collar we have known.

Soft Cuff Strong.

The popularity of the soft cuff seems to be growing all the time. More and more are the starched wrist bands failing to come back with the cool weather and there are now many men who wear the soft cuff with their business shirts the whole year round—certainly there are strong arguments from the common sense standpoint in favor of the negligee style; it is not only more comfortable but it has a tendency to reduce laundry bills and at the same time the life of the garment is certainly lengthened.

No Simplicity in Ties

Except to Tendency in Men's Wear—No Sign of Improvement in Wash Lines for Spring.

THE Fall and Winter lines in ties threatened a larger amount than usual of high-priced goods, before the existence of the present state of affairs, which, of course, only serves to strengthen that tendency. The broad, showy ties of large patterns, striking contrasts, broad stripes, brocades, etc., are predominant in lines shown. Incidentally, ties appear to be the chief exception to the present tendency to simplicity in men's wear. The larger knots that these ties make are partricularly suitable to the wing collar and the extra wide opening in double collars that are so popular now. Such is the riot of color that tango ties are making a bid for favor.

Dress and tuxedo ties remain the same, with silk and piques showing increasing popularity. The white-edged black tuxedo tie appears to be fairly well thought of.

In the spring lines there is little that is new that is showing up, but the present situation is so ripe with possibilities that anything may happen.

Bow ties are becoming more and more popular and promise a heavier sale for Spring. The wash lines are dead and show no signs of recovery. The tubular variety is just fairly strongly and will, no doubt, be sold to a reasonable extent. The advance in artificial silk may affect this line unfavorably though. The price has gone up twenty-five cents a pound, nearly forty-five per cent.



Typical broad pattern tie, with stripe in basket weave effect. Shown by E. & S. Currie, Limited.

High Price the Feature of New Cravats

Rich, Heavy Imported Silk Being Used — Over Designs With Floral Persian and Moorish Patterns Introducing Four, Five and Six Different Colors—Printed Warps Imitating These in Design and Pattern.

By a Staff Correspondent.

MONTREAL, Aug. 17.—(Special).—There is something distinctive about the new Fall neckwear as compared with other seasons—despite the big range that has been displayed for a year or so now, and the latitude which fashion permits in design and colorings. The new feature is the allover designs with large patterns and the rich color combinations in lower tone effects. It is in quality, however, more than style that the new ties differ from what the men have been wearing, and we find that the manufacturers have bought imported silk of the highest quality which will be made into cravats which will retail from $1 to $2 and even higher. Where there are cheaper grades it will be found that the effort is to imitate the expensive silks.

Practically all the new stuff is in allover designs with large figures, the designs including leaves and flowers and Moorish and Persian designs in rich color combinations in which there will be seen four, five, and six different shades worked into the one design, and where there has been in the past a tendency to introduce contrasts in colors, the whole effect is now one of harmony—but, in striking impression, what has been lost in color is made up in pattern and the new stuff cannot be said to be quiet.

To get the effect of some of these very expensive imported silks in cheaper grades of goods there has been made a new line of printed warps which follow after the popularity of the printed crepes and bengalines which were so strong in the Summer trade, although in the new designs the color effects are changed. In the cheaper grades also there are many of the border ends still shown and even in the high-priced lines a few stripe combinations are shown, but in these there is a tendency to use the allover patterns between the bands.

For the holiday trade, then, this Winter, there will be an opportunity such as there has never been before for spending money in the purchase of cravats and some very beautiful lines may be secured for the Christmas shoppers.

The high-priced silk is a very heavy material and practically all ties will be cut on the bias with very large loose ends and this means that there will be large knots. The ascot, which is always more or less popular, will be found to have a stronger run, and the new materials are very well adapted to this kind of large cravat.

NECKWEAR IN PARIS.

Paris shops show an increasing tendency toward moires. They are shown in tobacco brown, mauve, grey, etc., and are used more particularly in the larger ties. Tubular ties are seen with insertions of black satin down their centre.

One of the newest and best liked shades in all ties is the corn flower blue so long associated as a part of the color scheme for blonde beauties. Extreme patterns, tangos, etc., are all the rage, the more complicated, the better. Foulard foundations, polka dot patterns, satin borders on bat ties and changeable designs in two tones are all innovations that give promise of a run.

In knitted goods, bands of closely meshed silk, for strength's sake are popular. A novelty wide mesh knit on a solid silk foundation is another new idea.

Oriental cashmere patterns in printed foulard are quite common in many color combinations. In brocades, foliage patterns and all-over designs are the most popular. Checks of all sizes are being introduced and promise well. The displays as a whole are quite bewildering in the large variety of silks offered in every conceivable pattern.

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Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

As New York Views Hats for Fall and Spring

NEW YORK, Aug 17.—In the main hats will be found to be a repetition of Spring lines with the usual amount of novelties in the way of emphasis on the strikingly successful styles of the past Spring and Summer.

In this country the bell shaped and the tapering effects appear to have dwindled in popularity. The rolled brim in felts appears to be coming in strongly. The usual colors in felts will be found again to range from dark blue and green down to slates. Instead of tapering a great many hats are almost square. The rolled brim has been adapted more particularly to this variety.

The three-color novelty bands are coming in stronger than ever in light and gaudy colors. The "American Hatter" sums up the outlook as follows:

There will be more orders to fill during August and September than ever before, and there are fewer factories than in many years to turn them out.

The popularity of soft hats will continue unabated and unlike the early season expectations of most of the authoritative observers of the vogue of men's headwear, Fall styles will be even a little more extreme than last season.

Fancy Effects More Pronounced.

Many of the keenest judges of hat styles believe that the limit of development of fancy effects had been reached this Spring but still more pronounced shapes will prevail this Fall, particularly for the popular trade.

In soft hats dimensions will be more extreme—crowns higher and brims narrower.

Diamond telescopes, the double crease producing the diamond shape drop tip and the regular circular drop tip effect, describes the dominent note in crowns. For the last named 4½ and 4¾ inches are the best heights, while for the others 5½ inches prevail. There will be some demand, especially for the better class of trade, for a high taper round crown in the old-fashioned center crease about 6 inches deep.

Flat set brims will be the rule, chiefly 2⅛ and 2¼ inches wide, pencil curls being favored close rolled and open roll, although there will be a good undercurrent of demand for flat brims and some business for turban brims. Droop brims or dish brims are passe. Dark colors of body, with light contrast trimmings, will dominate the soft hat style everywhere.

Dark Blues First Choice.

Dark blues will be the first choice with dark shades of green a close second, after which favor will be divided between seal, brown, slate and stone.

There has ben a general feeling that on account of the widespread vogue of fancy colors a reaction was due which would revive the popularity of pearls and this Spring the first concrete evidence of such a tendency appeared in Boston and spread throughout New England in the form of a general demand for pearl soft hats trimmed with black band and white binding.

This vogue grew steadily throughout the Spring and it was confidently expected by many that it would spread to other sections, but there has been no such tendency elsewhere.

Strong Contrast in Trimmings.

For popular trade trimmings will be a strong contrast, while for the high-class trade the bands and bindings will be only a shade lighter than the body of the hat, producing a two-toned or "mismatch" effect. In the width of the band there is also a marked distinction between the popular and the exclusive trade; for the former the narrower bands, principally 14 to 18 ligne will be best especially in heavy rib effect, while the latter will require 24 to 30 ligne in both taffeta and the heavy rib, the taffeta being somewhat favored.

Sash bands have run their course and if the demand should maintain itself sufficiently to permit retailers to clear out their stocks they will be fortunate.

All manner of fancy bows on the rear quarter will be rampant—it is these that are the most pronounced distinguishing feature of the late styles.

The Panama crease in the felt is another effect that will be in favor.

Daring Color Effects in Bands

Some very daring three- and four-color effects have been shown for Fall and while several seasons back any man would have had his sanity questioned if he had hinted at such a style development, nowadays, in view of the extreme fancy colors and trimmings of last season and the generally accepted belief that the limit is not yet, one is tempted to say with reference to the rainbow combinations—"Why not?" These color combinations are produced by the use of different colors for body, band, bow and binding, for instance a green hat will have a blue band, a green bow and perhaps a white binding. The combination mentioned, however, is decidedly mild compared with some that are shown.

There is no immediate danger of such an eruption in the trade—a few of these hats have been bought, probably just enough to be used for a window display—and it is too early to consider the possibilities for next Spring.

* * *

Taper Crowns in Stiff Hats.

In stiff hat fashions there is little or no change. The vogue will continue decidedly in favor of taper crowns, 5½ x 1⅞ being the best dimensions, other variations of these proportions in the taper crown effect also being well favored. Retailers are advised to allow the present stocks of full tip low crown, wide brim styles to exhaust themselves without replenishing. They are passe—old fashioned—"augespielt"—and the merchant who continues to feature them proclaims himself of ancient vintage.

* * *

Straws for 1915.

In straw hats the style problem is not quite well enough defined to make predictions with any degree of assurance regarding the probable development of straw hat fashions for 1915.

In Panama hats fancy styles will be well featured and as the development of the Panama is substantially stimulated by the up-to-date styles which takes it out of the staple class, the demand continues to grow steadily.

A steady sales of Bangkoks is assured for 1915, and Leghorn will also come forward as a favorite of fashion.

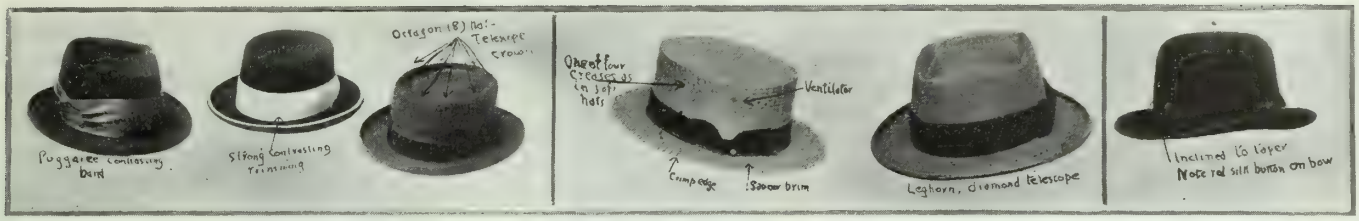
Increase in Panama Prices.

In recent years there has been a steady advance in the price for Panama hats as a natural result of the wide-spread demand. In the articles of general manufacture an increased demand is usually well taken care of by the use of an increased number of machines, but Panama hats, being an article of native hand works the supply is restricted to the quantity that the natives can weave.

The steady upward advance in prices has recently been augmented by a marked increased of 10 per cent. on heavy buying orders from Cuba, London and Panama, especially London.

In addition to the actual increase in quotations this is still further enhanced by a reduction in exchange with South American countries. While retailers will undoubtedly pay the same prices as formerly, the effect of the increased cost of bodies will be reflected in the inferior qualities, compared with former grades and in the increasing difficulty to secure the lowest grades as formerly.

(Continued on page 67.)



Samples of Spring hats shown by Ansley-Dineen Hat and Fur Co., Limited.

Flood of Novelties in Hats for Spring of 1915

Many New Makes in Straws on the Market—High Crowns and Narrow Brims, With Taper Missing—Octagon Shape in Soft Hats With Contrasting Colors Prominent—High Crowns in Stiff Hats.

WITH a six months' margin of safety to come and go on, hat manufacturers are beginning with confidence to display their new ideas for Spring, 1915. This will take rank as the season most fertile in new ideas, in real novelties. The variety is simply astonishing.

There were many retailers who thought that the extreme novelties of the past Summer had run their course, and that there would be a reaction towards more staple lines. The former conclusion in many ways is correct, the latter far from it. It is quite true that few of last year's novelties are coming back into favor, but the variety is greatly increased. One firm is sending its travelers out with nearly 300 samples of straws apiece.

The reason for this seems fairly clear: an effort to stimulate trade; something new to prod the retailer, who in turn will prod the fancy or sluggish buying tendencies of the public. The sale of a novelty hat usually results in a second sale a month or two later, for the buyer tires of his early choice.

One does not find many of the high taper straws of this season in the 1915 lines. It ran its course, as The Review pointed out, and a short one at that. Hats are high, higher slightly than this year, and the bands are narrow—an opposite condition from soft hats. The puggaree band has not gone well on straws, and is relegated to soft hats now. The bow still dwells towards the back, three-quarter or full.

It is in the brims and braids that the chief variety exists. There are all kinds of new braids, one of which is illustrated elsewhere in this issue. Many depart on the top of the crown from the series of rings and straight lines run across.

There is an attempt being made to introduce a couple of braids that hitherto have been limited almost entirely to women, the Leghorn and the Bangkok, and a sample of the former is illustrated here in telescope crown. The Leghorn comes in both the diamond telescope and the ordinary telescope.

1915 *HAT LINES.*

Straw with straight saucer brim and tartan puggaree band.

Crimp edge, ventilator in crown, four creases in brim.

Hat mirror inside hat.

Leghorn hat.

Octagon and sextette hats.

Bell-shape hat.

Brims of straw wider in front and rear than at sides.

The creases of the soft hat, usually four in number, have been adapted to straws, as is shown in one model here. Many have this innovation.

The saucer brim is found on a number both of straws and soft hats.

Another novelty in straws is a double brim all the way through, instead of just at the edging, as before.

Another wrinkle is a mirror placed inside the hat, almost enabling this creation to secure recognition from the "party" bags in the fancy goods departments.

As a rule, the brims tend to be narrower. The most approved for Spring is the one that is slightly broader in front and back than at the sides, the former measurement being 2⅛ inches, and the latter only 2 inches.

In soft hats the most pronounced tendency is the contrasted trimming, which is often expressed in a light and a dark shade of the same color, greys, greens, etc. Other combinations were a brown hat, with green band; a light fawn, with green band, etc.

The pencil brim is coming strongly into favor, and creases on the crown are everywhere recognized. These extend not only to four points, but hats are being made with six (sextette) and eight, an octagon with a telescope crown.

The butterfly bow is going strong.

Among shades a moss green is one of the new colors, and greys are also popular as well as the ever present blue and the green.

In stiff hats the edict is "higher in the crown and inclined to taper." One of the latter is seen in the illustration. The low flat brim is no more, but these are close curled and small. Big hats are not seen. The bell-shaped stiff hat, one of the present season's showing, has met with little demand as a Spring article of wear.

BLACK AND WHITE WINDOW.

Following the news from Paris of the returning vogue of black and white, one store that is always well in advance on the question of style news put in a black and white trim, that attracted much attention. The centre portion was a handsome wax figure attired in a white accordion-pleated overskirt with drop skirt of black and waist of black and white combined, and wearing one of the new white hackle turbans. Black and white materials suitable for Summer wear were draped on forms and stands. Surrounding the central figure, black and white hosiery and pumps were shown. These were displayed on shoe and stocking figures on low mahogany pedestals.

ADS AND STORE LOCATIONS

In the store of James A. Ogilvy & Sons, Montreal, there are three neat frames placed on the elevator cages between the different shafts. The centre of these contains a diagram of the store showing the different floors and giving a list of the different departments, with its location on each. The others are used for the daily posting of the store advertisement taken from the morning papers. Shoppers who pay attention to the store advertising may at once refer to some item which attracted them, and from the store diagram find the location of the department to which they desire to go.

The Hat and Cap Market

New York Opinion That Straw Crowns Will be Lower and Wider — Few Taper Crowns — Leghorns in Demand.

IN an article on "The Hat and Cap Market," Men's Wear, New York, says: "The traveling straw hat salesmen, now on the road with their new lines for next Spring, report that there is a pronounced tendency on the part of the retailers to defer placing the larger portion of their advance orders for straw hats until they are able to more definitely determine what the safest and most salable styles are going to be. Manufacturers naturally do not welcome a situation of this kind, but most of them realize that, on account of this prevailing uncertainty in the matter of styles, waiting is really the only intelligent course for the retail merchants to pursue, because it is utterly impossible for anybody to accurately foretell this far ahead of time just what styles of straw hats the consumer is going to demand next Spring.

"Buyers are reasonably confident, however, that sennits will continue to be the most popular straw hats next season, but they do not know in what dimensions the majority of them will be wanted, what heights of crowns and widths of brims, so that any orders which they might place are based merely upon conjectures, and may have to be changed later. The general opinion in the wholesale market is that fewer high-crown, narrow-brim hats will be sold, or, in other words, that hats with slightly lower crowns and wider brims, 3½ x 2⅜, or thereabouts, will predominate. More than a dozen manufacturers agree on these figures as being their choice for one of the leading proportions and best sellers in sennits next season.

"There seems to be a disposition to get away from the high taper crown hats, and only a very few of them are being shown in the new lines. Bands are principally of medium width, 1½ to 1¾ inches, with bows either on the side or quarter. Almost every manufacturer in the business is showing one or more of the self-conforming, flexible-brim sennits in his line this season, but how much success they will have with them remains to be seen. One of the few retailers who showed these hats this Summer recently declared that his customers had not been very favorably impressed with them, one objection being that the brims, being flat, often buckle out of shape.

"Manufacturers anticipate a fairly big demand for soft straw hats in all grades, from the cheapest to the most expensive, and there are some strong indications that certain styles of soft straws will be more popular next season than probably ever before. The shapes of these will be somewhat similar to the most popular soft felt hats, with telescope, diamond crease and Alpine crowns, and natural turn-up and curled-edge brims. Leghorns especially, it is believed, will be in greater demand than usual among the better class of trade. A few of these are being shown in novelty shapes and fancy colors, such as green, pearl, brown, blue, etc., but it is expected that a large percentage of the orders will call for staple shapes in the natural color."

Personal Notes of the Trade

Thomas Sturdy, Malakwa, B.C., general merchant, is dead.

L. Eisenstat, Montreal, clothier, had considerable loss by fire.

Stephen McMillan, Isaacs Harbor, N.S., general merchant, is dead.

W. G. Murphy & Co., Binscarth, Man., have sold out to Robert A. Grosby.

M. W. Rice, Springford, Ont., has sold out his general business to F. Malcolm.

J. B. Caldwell, Sedley, Sask., general merchant, has been succeeded by J. E. McCall.

Ferguson & Harris, Walton, Ont., general merchants, have sold out to A. J. Lyddiatt.

John English, Nackawick, N.B., general merchant, has been succeeded by J. F. McGuire.

Philip Cramer, North Battleford, Sask., men's furnisher, has opened a general store at Speers.

Mark Hall Vancouver, B.C., clothier, suffered considerable damage as the result of a recent fire.

Donald Smith, Hamilton, a pioneer merchant tailor and clothier of the city, recently died at the age of eighty-five.

The Man Store, Ltd., Sault Ste. Marie, has been organized with a capital of $40,000 to succeed to the men's furnishing business of the late D. I. Millar.

Norman D. and Mrs. McKinnon, of McKinnon's, Ltd., Weyburn, Sask., left on Thursday, July 30, for Toronto and other Ontario points.

Bohan Bros., Toronto, men's furnishers, have purchased 145 feet on the south side of Adelaide between York and Simcoe streets for $100,000 to serve as a warehouse site.

THE LATE GEORGE MILLS.

The death of a well-known business man in Eastern Ontario took place in the removal of Mr. George Mills, head of George Mills & Co., Kingston. The business had of late been extended to include large wholesale transactions in hats and furs. Mr. Mills was aided in this by two sons, William and Charles, who had received valuable experience on the road from the Atlantic to the Pacific.

THE VALUE OF GOOD PAPER.

EVEN IF YOU are going after rural business, don't send out circulars or letters on shoddy paper, says a man who has tried both ways, and don't sign your name with a rubber stamp. Farmers are advancing rapidly and now own autos and many of them have typewriters. Remember, farmers are big buyers of automobiles, and other machinery, so just study the character of the advertising that firms making these articles put out, and see how far you come short of matching up. In hundreds of districts in Canada farmers have pretty solid balances with their bankers, and their trade is in the steady and reliable class. Of course, you can make an error in the opposite direction and put out literature that will give the impression that you are carrying goods of a class that the farmer has little use for, but you should err rather on the side of the too expensive, rather than the too cheap.

A PROMINENT MANUFACTURER OF HATS.

Arthur Allan (A. A. Allan & Co.).— "Our German stocks had left the factories before the war broke out, but have probably been tied up at Hamburg. We would sooner have them at the bottom of the sea, for we would at least get our insurance out of them.

"There will be no Austrian velour hats arrive in Canada, and the few on hand from last year will be at a premium. There will also be a lack of wool hats that Germany has supplied hiterto.

"Bindings and bands that came from the Continent will also be cut off, and for a supply Canadians must depend on America. Our Italian stock is in."

AS OTHERS SEE US.



High Waistline for Coats

Clothing Worn by Stylish Men at the Polo Games in New York Cut on Different Lines to That Turned Out by the American Manufacturers—New Ideas in Lapel Notches.

A HIGH waistline in the design of the coat for men is advocated by a writer in Men's Wear, New York, who expresses the strong opinion that the clothing worn by the guests at the polo games in New York indicated a defeat for American clothing manufacturers just as great as that suffered by the American four. The letter is in part, as follows:

"I hope there were a goodly number of clothing manufacturers at the international polo match. And I hope that they had seats in the west stand, where society congregated, and in which I was able to get a seat at the last minute, adjoining the timers' box and overlooking the Meadow Brook Clubhouse lawn.

"Above all, I hope that those clothing manufacturers or their designers that were in the west stand had their eyes open and their powers of perception keyed up to a high pitch, for the clothes I saw on the hundreds of smartly-garbed male members of the Meadow Brook Club and their guests meant as great a defeat to the ability of the American clothing manufacturers as that suffered by the American four. Getting back to Broadway and Forty-second street, after the game, and seeing the clothes of the masses, made me regret that I don't understand the intricacies of tailoring. I wish I did. Then possibly I might be able to explain the definite and apparent difference in the clothes of the men I watched strolling about the clubhouse lawn and on the west stand, and the clothes on the men of the masses, who are garbed by the clothing manufacturer. There is a difference—a big difference—and it isn't just a few men that I saw that make the difference apparent, but the hundreds.

"As I have said, if I knew the intricacies of tailoring I might be able to explain details of this difference. But there are a few points about the clothes of the smart followers of polo that make them different from the ready-made garments, and that I think I can explain. One of these is the high waistline. In the single-breasted jackets (I saw a mere half dozen double-breasted coats) the waistline is very high. The coat fits snug to the figure down to that line of the body that touches the lowest rib. From there on it drapes away. This gives all the smartly-garbed men an appearance of having a well-muscled, powerful back.

"Why can't the clothing manufacturers get this high waistline effect that Boughton has been talking about in Men's Wear and the Chicago Apparel Gazette for the last three years? I've seen a good many lines of clothing, and this principal point is absolutely lost.

"Another point I noticed was the lapel notch. None of the coats I saw had the long-point, narrow-notch lapel, such as has been prevalent on ready-made clothing for the last few years.

"These few points, with the fact that none of the men wore coats that fit snugly over the hips, were the most noticeable when I got to making mental comparisons between the clothes of the manufacturers and those of the smart Fifth avenue and Saville Row tailors."

Kindly mention this paper when writing advertisers.

WRITE TO SHAWS

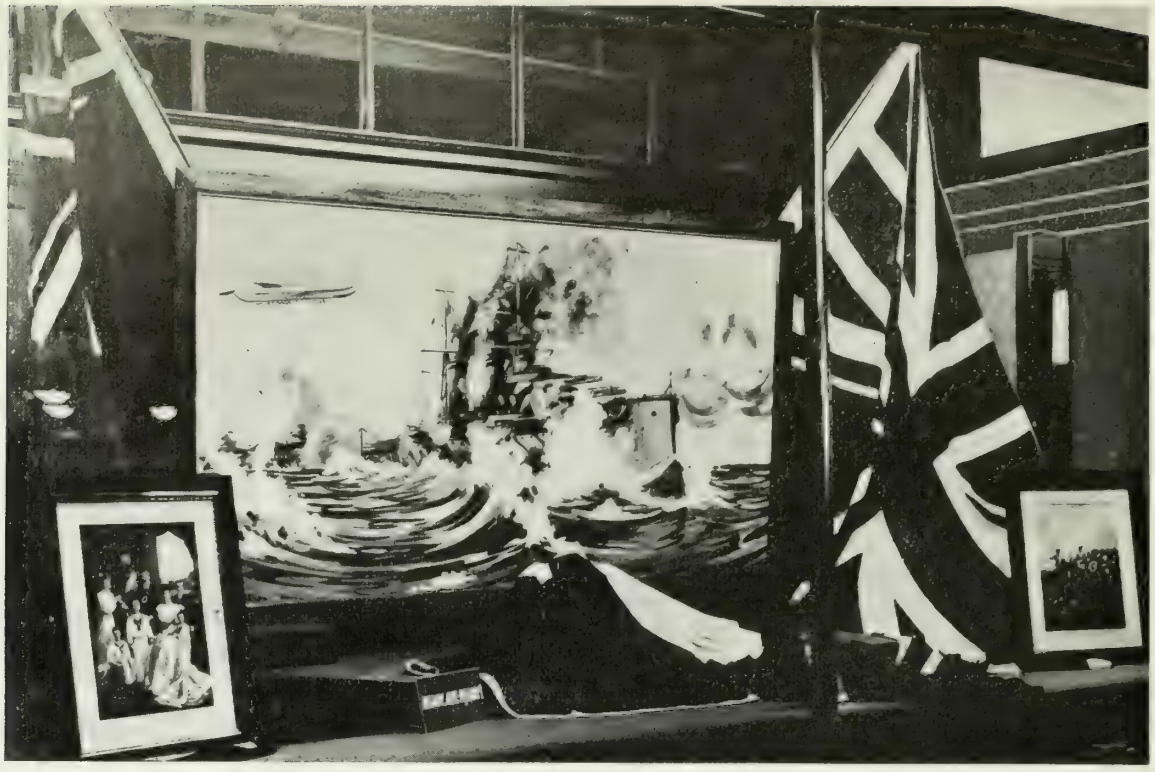
and ask about the most modern and simple method of show-card writing instruction—The Edwards Short-Cut System.

Double your earning capacity in a few weeks.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO Mention this paper

Write to-day for Prospectus and full information.



War window in the store of Godwin's, Limited, Montreal. The central subject, a warship in full action, is the work of E. Lemieux, the staff artist of the company and is the result of his labors for a day and a half. The window was probably the most impressive seen in Montreal's stores and it was with difficulty that the crowds were restrained during the period occupied in taking the picture for The Review.

Large Crowds Drawn by Realistic War Windows

Montreal Stores, With Fitting Enterprise, Followed Universal Feelings in Planning Displays — Backgrounds of Flags and Bunting—Sergeants' Mess Represented.

By a Staff Correspondent.

MONTREAL, Aug. 15.—(Special.)—War time has its special call upon the window dresser. Since the outbreak of hostilities in Europe, and especially since Great Britain has stepped into the arena of the battlefield, the streets of Canadian cities and towns from coast to coast have been thronged with patriotic crowds. To draw the attention of these crowds to the store windows has been the duty of the display artists, and this has required patriotic displays, for there is little in the public mind at the present time.

To make a display at such a time that will appeal is simple the showing of a flag will do that; the showing of many flags will do it better. To make a display that will draw and hold the crowds is another thing entirely; it is not a question of elaboration, people at such times are not looking for details. The most effective windows which have been shown are those where there is one or two outstanding figures or ideas with a background of flags or bunting.

A Realistic Picture.

In the display made in the window of Goodwin's, Limited, Montreal, is one of the most impelling from the standpoint of public interest, and, as will be noted from the accompanying photograph, it is not elaborate. The realistic picture of one of the iron hounds of the sea is one to arouse the patriotic sentiment and the surroundings, a draping of the Union Jack and the Canadian flag is simplicity itself, while the pictures of the King and his field marshals and the Royal family are notes of relief.

It is to the picture itself that special attention is drawn, and as a work of art it is worthy of consideration—and particularly so when it is explained that it is the work of the staff artist of the store, and that it was done under high pressure. If there had been an announcement to the effect that this work was by one of the "modern masters," that it if in fact it was a noted portrayal of modern warfare on the high seas, there would not be many in the crowds which it attracted to the window who would have doubted; there is a note of the modern school of art in the realism which hints of the futuristic idea.

E. Lemieux, who executed the work, is, needless to say, an artist with considerable reputation, and the picture is a very creditable production, considering the fact that the time devoted to it was only a day and a half.

Fur Windows Effective.

But there are not many stores who have men like Mr. Lemieux on the staff, and many other effective showings were made. In a number of fur stores where there were lion skins they were used to good advantage. One window backed by French and British flags had for the central figure a lion rug, with the large head, with open jaws, resting on a pillar and the paws were drawn around to the front. Another had a stuffed animal, with an animated head, which moved up and down, while the jaws opened and closed at the same time, and an electric

light arrangement behind the eyes shot vicious shafts of light.

In other windows, pictures of the King, of the Royal family, of famous generals and chapters from Empire history served for the outstanding features against backgrounds of flags and bunting. Even in displays which were for commercial purposes, and where there was nothing but a jumble of flags of all sizes, formed an attraction for the crowds.

Used Mess Furniture

One of the windows on Montreal's main street, which introduced more than the usual advertising element for a patriotic display, contained specially-designed furniture, rugs, curtains, etc., for the sergeants' mess, Grenadier Guards. Here was shown a big reading table with books upon it, chairs, etc., and the background was formed with a big rug in rich shades of brown, in which the central figure of the design was the royal coat of arms.

The war spirit was introduced by three figures in uniform standing as on guard with rifles grounded and bayonets fixed. These figures wore the dress and service uniforms of the Highlanders and of the Grenadier Guards. In addition, there was a stack of three rifles with bayonets fixed.

CARE OF THE SHOW CASE.

Many glass cases are ruined yearly by lack of proper attention. Small cracks appear, caused by the heat or contact with large, heavy bodies, and if these cracks are not soon attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short crack with a glass cutter at right angles with the crack. This will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all-glass variety, which are otherwise certain to warp. The legs of the case should be propped to the required height from the floor to insure their sitting true.

FALL CLOTHING FOR BOYS.

Fall buying in the different lines of boys' clothing indicates the popularity of the Norfolk style coat for this model is being stocked very extensively. With it are worn the bloomer trousers which have been generally popular for some years. In colorings greys seem to be having the popular run.

Overcoats for boys will be generally along mannish lines, the models shown being about knee length with belted back and the roll collar. In materials the boy, like his father, will find many of the models made of soft surfaced cloths of quiet shades covering a wide range but few showing patterns.

Elliott & Scroggie, Sarnia, Ont., will start a dry goods store, occupying the site formerly occupied by Smith & Ash.

Tozer & Brown, Clinton, Ont., dry goods and men's furnishings, have dissolved partnership, W. C. Brown continuing.

Western Window Display of Soft Hats and Caps



This is an attractive and good selling window of the Tom Campbell Hat store, of Edmonton, a description of whose methods appeared in a late issue of The Review. While taken in the Spring, a similar gala appearance could be secured by as lavish a use of Fall foliage. There is an unusual variety in the posing of the hats, assisted by a liberal use of stands. The criss-cross effect in draping at the top is rather striking.

What is a Moratorium? A Live Question Just Now

There is No Moratorium in Canada and None Likely—Government Merely Taking Precautionery Measures to Bring About a Moratorium in Case Future Events Should Make it Necessary.

TECHNICALLY a moratorium is a period during which a debtor has a legal right to delay meeting an obligation. A limited moratorium was proclaimed in Great Britain on the 3rd of August last, but it related only to the postponement of payment of certain bills of exchange. It did not relate to the payment of wages, the payment of grocers' accounts or any ordinary obligation. Much mischief has been done in Canada by reference to the subject, or to the probability of a moratorium being declared in Canada, which has created the impression that debtors are not required to pay their debts. As yet the Canadian Government has not taken power to declare a moratorium. It is proposed to pass an act which will give the Government power to declare a moratorium if the circumstances warrant. It is, however, only a precautionary measure. At the present time there is absolutely no occasion for the declaration of a moratorium. As far as we can learn business is moving satisfactorily in view of the extraordinary conditions that prevail, and the result of a moratorium would only be to make matters worse.

In our opinion the Government has acted very wisely in having legislation prepared which will give it power to handle a panic if the British forces in the field or on the sea should meet with a serious reverse. That difficulty can be met, however, when it arises. At the moment the outlook is extremely bright, not only for the success of British arms, but also for the absence of any further stress and strain on the commercial system in Canada other than already experienced. We append herewith a copy of the Act of the British Parliament which gives the Government power to proclaim a postponement of payment of certain bills of exchange for a limited period and which is usually known as moratorium.

"POSTPONEMENT OF PAYMENT ACT, 1914."

1. His Majesty may by proclamation authorize the postponement of the payment of any bill of exchange or of any negotiable instrument or any other payment in pursuance of any contract to such extent, for such time, and subject to such conditions or other provisions as may be specified in the proclamation.

2. No additional stamp duty shall be payable in respect of any instrument as a consequence of any postponement of payment in pursuance of a proclamation under this act, unless the proclamation otherwise directs.

3. Any such proclamation may be varied, extended or revoked by any subsequent proclamation, and separate proclamations may be made dealing with separate subjects.

4. The proclamation dated the 3rd of August nineteen hundred and fourteen, relating to the postponement of payment of certain bills of exchange is hereby confirmed and shall be deemed to have been made under this act.

BRITISH PROCLAMATION.

Whereas in view of the critical situation in Europe and the financial conditions caused thereby it is expedient that the payment of certain bills of exchange should be postponed as appears in this proclamation. Now, therefore, we have thought it fit by and with the advice of our privy council to issue this our royal proclamation and we do hereby proclaim, direct and ordain as follows:

If on the presentation for payment of a bill of exchange, other than a cheque or bill on demand which has been accepted before the beginning of the fourth day of August, nineteen hundred and fourteen, the acceptor reaccepts the bill by a declaration on the face of the bill in the form set out hereunder, the bill shall for all purposes, including the liability of any drawer or endorser or any other party thereto, be deemed to be due and be payable on a date one calendar month after the date of its original maturity and to be a bill for the original amount thereof increased by the amount of interest thereon calculated from the date of reacceptance to the new date of payment at the Bank of England rate current on the date of the reacceptance of the bill.

The form of reacceptance requires that across the bill be endorsed the words "Reacceptance under proclamation for £———." Whatever the sum may be.

The Canadian Government propose to pass a law enabling them to declare a moratorium, but if they have recourse to that law, which is a somewhat remote possibility, the proclamation will state specifically to what class of payment it will apply.

Bright Spots

(London Financier and Bullionist, Aug. 4, 1914.)

Presently it may appear that dark as the European situation is, there may be bright spots elsewhere, and these mainly in the far-flung Dominions and Dependencies of the British Empire. They, like the United States, are feeling the shock of Europe's financial stress at the moment, but there seems no reason to apprehend that their ever-expanding activities will be checked. On the contrary, they and America—which is quite outside the sphere of Europe's great war—may positively benefit by the development of their natural resources while the trade and industry of the European Continent are brought to a standstill and the desolation of land areas induce the horrors of famine. The fertile soil of Canada will yield abundantly, and the manifold other sources of wealth in the Dominion will still be available without let or hindrance. Her mines and those of South Africa and Australasia will still be producing, India will continue to yield a surplus of grain for exportation to the United Kingdom, and the Empire's plantation interests will remain in being. Why, then, should the investor in Imperial securities waver in confidence? He is in an enviable position compared with the investor on the Continent, where destruction, not production, is now the law of life. It is true that such Imperial securities as Canadas have had a nasty slump, but why have they fallen? Largely because there has been panicky selling by Continental holders, who have found them easier to realize on than European securities on the eve of a war that means chaos. But Bourse panics in Europe do not affect intrinsic conditions in Greater Britain, where no such calamity impends as now threatens to devastate the Continent. When the situation that has come to pass is seen in true focus, British investors in the oversea Dominions of the Empire may well see cause for thankfulness, and, whatever else may happen as the result of the awful conflict now begun, it is extremely likely that when Continental nations are bled to the white by exhaustion, there may be an unexampled increase in immigration to Greater Britain, where the victims of militarism may find peace, security and prosperity under the all-embracing folds of the British flag.

Ed Gendron, of Gendron Bros., gents' furnishers, Weyburn, Sask., left on Wednesday, July 29, for a month's visit to Toronto and other eastern points.

Knit Goods Situation in the United States

Interesting Survey of Effect of War on Supplies and Manufacturing Industry—Mercerized Hosiery May be Stronger with Silk Uncertain—Dyestuffs Scarce.

IN the United States, separated though it is from direct connection with the war, commercial dependence on Europe has thrown affairs into as uncertain conditions as in Canada. The Textile Manufacturers' Journal discusses the situation as it appeared at the end of the second week of August in certain lines.

In referring to hosiery, it says:

Imports of Hosiery.

It is idle to talk of further increase of hosiery imports as long as conditions in Europe remain as at present. Shipments from Germany are out of the question, and no one can tell how long it will be before it may be possible to secure deliveries on orders which have already been placed. Of course, any new business of an import nature is equally impossible, so that imported hosiery as a factor in this market is practically negligible.

Low prices made by domestic manufacturers and a fortunate turn of demand to silk goods had prevented a serious rise in the tide of foreign hosiery imports prior to the outbreak of the European war. Our hosiery manufacturers had held their prices down to rock bottom, and, value for value, they had beaten what the German market had to offer, but at the cost of profits. It is stated by an authority from Chemnitz that whereas exports to the United States have recorded only a moderate increase in total volume lately, they have been marked by a radical increase in number of individual orders. An American buyer who visits Chemnitz states that this is indicative of less buying by the jobber and more by the retailer. How long the domestic mills could have successfully combatted the foreign will remain an unsolved problem unless the present war is short and decisive.

Silk Hosiery Situation.

In view of the fact that such a large proportion of the domestic business booked for the last few months is either on pure silk hosiery or on plated goods made from artificial silk, the situation with regard to the raw material is an important consideration. While the supply of raw silk is expected to show little effect of the war and shipments are unlikely to be seriously depleted, yet there may be radical disruption in connection with the artificial silk supply. It is claimed that the product in this country is dependent to a degree at least upon certain acids and chemicals obtainable only from Germany, in which case it may be necessary to curtail production or even to intermit it for a certain period. While certain mills, as has been reported in these columns, have taken large contracts on silk hosiery, a portion of which at least must be made from the artificial product, it is not generally believed that their stocks of raw material are heavy enough to admit of these orders being made up without some material additions. Consequently there is a feeling that developments may occur that will make it difficult for silk hosiery manufacturers to fulfil their contract obligations. The possibility in connection with this section of the trade is not regarded as an unmixed evil, for if a scarcity should develop in silk goods the influence upon mercerized lines, which have so long been depressed, might be material. The yarn situation here is also an uncertain problem, for while on the lower grades of yarn there would seem to be a possibility of radical concessions, no one imagines to-day that mercerized yarns are likely to decline to any material extent. It is possible that they will feel the sentimental effect of a general decline in prices, but no material slump is anticipated.

Buyers Have Been Misled.

Some domestic hosiery buyers have believed that the market was to be flooded with low-priced German goods, and this belief had dulled their interest in the domestic product. Such buyers are now in a serious position, and must be satisfied with such domestic goods as they can secure. The lower duty as it now exists was a dangerous menace to the industry, as it rendered the United States a potential market upon which foreign makers might dump quantities of goods when their regular customers failed them, or when American mills found they must raise prices to live. Such a danger is temporarily eliminated. European wars afford domestic hosiery mills the highest protection that they have ever enjoyed.

The Mill Situation.

Generally speaking, the larger mills are in better condition with regard to the coming Spring than is the case with their smaller competitors. This situation also is likely to be accentuated if the scarcity of dyestuffs and other supplies obtainable from abroad should grow more acute. It is natural that the larger customers are likely to receive the best attention from dealers in supplies, and the small manufacturer who is not a regular customer, may suffer proportionately. While it is felt that the majority of mills have more or less stock of dyestuffs upon which they can draw, yet the situation would seem to make it probable that considerable substituting will have to be done, and buyers will probably have to be content with such shades as can be supplied with the material on hand.

Under the title "War's Effects on Textiles," it says:—

"It will be well to remember that, however seriously war may hamper export trade of German and Austrian textile mills, they will be operated by female and child labor to meet a large home and army demand, and that there is an ample supply of similar labor to operate mills in Great Britain, France, Italy, Russia and the few other European textile countries. England and France in particular must exert themselves to hold export trade in manufactured goods and thus furnish sinews of war—money.

"With a large portion of the European demand for British and French textiles effectually cut off it reasonably may be expected that outlets for stock accumulations of manufactured and semi-manufactured goods will be sought elsewhere, particularly in this country, and at sacrifice prices. Every pound and yard of goods dumped here will cut off a similar quantity of domestic manufactures. The dumping may not occur soon, but it must come eventually if the war is protracted.

"Export trade is increasing volume for this country as a result of the handicaps with which other nations are confronted is to be desired and sought for, but it would seem rather visionary to anticipate any immediate results of a revolutionary character, at least until problems connected with transportation and banking are more or less settled.

"Exporters of cloths have for the most part been in the habit of securing practically cash from their foreign customers for such merchandise as they have sent abroad, but if trade is to be built up with South America and other countries on any large scale it would seem as though methods would have to be changed and domestic manufacturers would have to adapt themselves to the practices of erstwhile foreign competitors with which the trade that they seek is familiar."

Coming to White Hose?

That is One of the Possibilities of the Future if War Continues and German Dyes, as Well as European Shipments of Hosiery Are Cut Off.

IF the war continues indefinitely there is the prospect that the trade will be selling the public hosiery made from the uncolored natural products; but if the war is continued that long, it is not likely that people will object to the inconvenience of dispensing with some of the luxuries in wearing apparel. In the meantime with the importation of fine hosiery cut off from Germany there is every reason why the industry should improve on this side of the Atlantic.

There is not only the cutting off of supplies of fine stockings and hose that has to be figured on, for Canada could no doubt get many of her needs filled in Great Britain when trade is resumed, but there is the dye supply to be figured on, and this may, in the event of continued hostilities, prove a very vital matter for the makers of hosiery in this country.

But this is looking far to the future, and although prices are likely to be advanced at once, or in the near future, in view of the fact that supplies promise to be cut off for some time, the fact remains that the wholesalers generally are well stocked with imported goods, and are in a position to satisfy the needs of the trade for some time.

Sent Out 200 Sweater Coats

How an Ontario Manufacturer Got Samples of New Models Into the Hands of the Retail Merchants—Not Many of Them Came Back.

MANUFACTURERS of sweater coats, or for that matter, manufacturers of any line of goods which are subject to change by the introduction of new models and styles, know the big problem of getting these new models to the attention of the retailer for proper consideration. There are so many new things being placed before the merchant that he often will not take the time to discriminate.

Of course the usual campaign is by getting out samples and sending travelers through the territory. But this takes time and there are lines where the changes occur so often that it is not advisable to delay in getting the goods before the public if it can be helped, while, again, it may be advisable to keep the model from the competitive house until ready to sign up orders.

Here is what one Ontario manufacturer of sweater coats did to get a new brushed, cutaway model before the trade. He sent out two hundred of these garments to a carefully selected list of retailers.

He reports that he is altogether satisfied that the experiment was a good one and that it was cheaper than the usual method, considering the results in relation to general business conditions. He considers, too, that where no orders have been received, the fact that the garment is in the store is good advertising and that when a customer is talking of sweater coats and mentions a coat of this kind she is likely to have it shown to her by the salesman even if there are none in stock and if it makes a favorable impression with the customer an order is likely to follow.

Of the two hundred coats which were sent out not a great many were returned. Some came back unopened, probably because the merchant thought that some mistake had been made; others came back from stores where business is confined pretty much to one house. But the great bulk of them remained in the stores sent to where the manufacturer believes they will do good missionary work in fact, he has evidence of it in the orders and enquiries which have been received up to the present time.

NO PRESSING BILLS.

There is one thing that is outstanding about the sweater coat and that is serviceability. There is no garment which will stand much rougher treatment than a good sweater coat. It can be carried wherever there is room for it, can be crushed or sat on and put on again a moment after, resists dirt and is hard to soil—and can be worn for life without the wearer having to consider paying bills for pressing.

The New Measuring

Sizing by Shoulders to Crotch Instead of Chest Measure Only.

IT may be safely said that men's underwear will not vary from women's along the lines that are applicable to both such as the growing demand and consequent manufacture for light weight. Similarly, colors are losing what popularity they had and Fall purchases and manufacturers plans are made up mostly of white underwear.

The ankle length, short sleeved union suit has not made much headway nor has the ankle length in general. The one outstanding feature of new stocks and one that promises to stay, is the sizing by shoulder to crotch measure in place of chest measure only. There will be two or three chest sizes for every trunk measure so that the long backed man of a chest measure equal to his shorter brother will not be encased in an armor that threatens to split him up the middle.

This is in line with recent changes in this respect as in the case of different lengths of shirt sleeves to suit all lengths of arm irrespective of collar size. The light weight, knee length, short armed union suit with these measurements is the one that will find the largest demand.

Nainsook has been found so popular that it will be a factor in the Fall trade in spite of its light weight or perhaps because of it. It has been found to be an excellent substitute for the more expensive lines. Closed crotches in increasing quantity will also be found in up to date stocks.

BOYS' HEADWEAR.

There has been a prediction that the tendency in boys' headwear for winter has been to get back to the cloth cap, but manufacturers in Canada are not paying much attention to this for the reason that the climate here makes the knitted headpiece very desirable and few boys can get the amount of outdoor exercise they desire during the cold weather if they wear the cap. The same models as have been popular in the last several years are being made again for stock and there is not much field for variety except as to color combinations and different stitches in the knitting.

Something new in a sweater for the boy is being made in this country for the first time. This is buttoned across one shoulder which facilitates getting the garment off and on. It is not new to the retail trade but has been imported in the past.



BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited.
Montreal

Reduce Your Cap Stock

Carry only Cooper "Windless" Three-in-one Caps---reduce stock two-thirds



and at the same time satisfy your patrons with assortments of styles and sizes.

This is the cap that stays right on the head in the stiffest gale.

LIGHTEN YOUR STOCK WITHOUT DEPLETING YOUR ASSORTMENT

How are you going to reduce stock of caps without jeopardizing your assortment and incidentally reducing your sales? Here is the hinge—the Cooper Windless Three-in-one Cap.

Replace your old stock with just a third the quantity of this cap in the various styles of cut and cloth and you will have the solution.

Every cap fits three sizes of heads—there's the reason why.

Merchants visiting the Exhibition are invited to call and look through our range.

You are welcome to make our office your headquarters when in the city. Your parcels, etc., will be taken care of. Our accommodations are at your service.

THE COOPER CAP COMPANY

260 SPADINA AVE. **TORONTO**

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

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_____

NAME _____

ADDRESS _____

FALL 1914

Ladies' Coatings and Suitings

Men's Coatings and Suitings

Linens and Handkerchiefs



Sole Canadian Distributors to the Trade of

Vickerman Serges
Monarch Serges
Empire Satin Linings

Our Fall 1914 range represents the finest showing we have ever assembled, and we extend to all merchants and buyers visiting Toronto during the Exhibition a hearty welcome to inspect our stock and use our premises, where telephones, writing materials and every possible information is at their disposal.

Nisbet & Auld, Limited

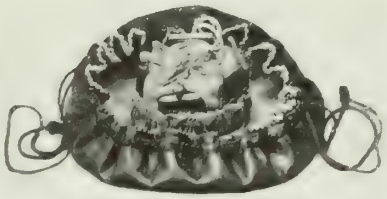
Quebec **Toronto** **Montreal**

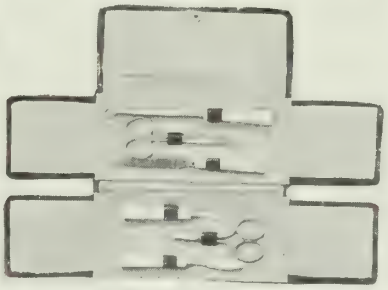


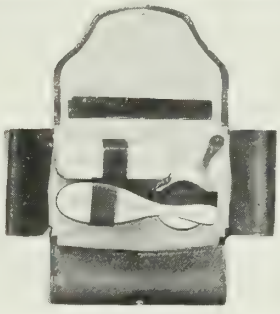
VOL. XXVI No. 17

Dry Goods Review

SEPTEMBER 2
1914





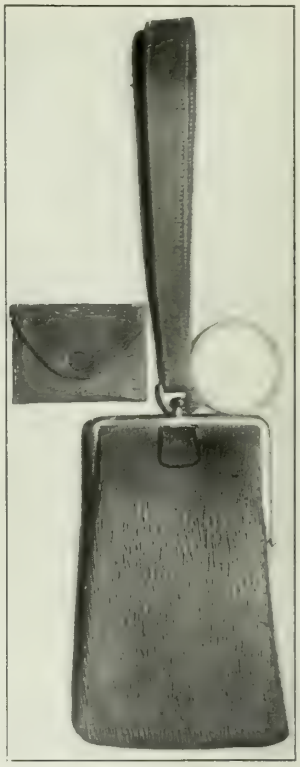


Party Bags and Boxes, Manicure Sets, etc., with Polished Gilt and Silver Fittings.



No. 2400
In Black and Colors. Retail $3.00

No. 2422
All Shades.
Retail for $1.00.
Similar Bags in better leather retail up to $7.00.



Our Specialties are Ladies' Hand Bags and Belts.

Write for one dozen sample Bags and you will order more.

The Western Leather Goods Co., Ltd.

1191 Bathurst Street, TORONTO



"Rooster Brand"

CANADA AND BRITAIN

Produce About Everything We Require

Purchase all you can in Canada and our factories will run full time and much hardship be averted.

Be British

Our Travellers are now on active service with a splendid equipment and ready for any emergency for assorting and Spring.

White Coats, Shirts, Overalls, Pants
Mackinaws, Khakis, White Ducks

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

MONTREAL: 501 New Birks Building

MAGOG, QUE.: Branch Factory

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

¶ Make the most of the very fortunate position that Canada is in as regards the world-wide trouble now existent.

¶ Great Britain and her Allies must now, of necessity, look to us for a great part of her supply of natural resources and, indeed, many manufactured articles.

¶ Help us to meet this obligation of ours by boosting and doing your best to keep business, in your district, up to the point where our internal affairs may go on to the best advantage.

¶ Canada's trade, generally speaking, should not suffer from the present state of affairs and should be enormously increased in many articles.



John M. Garland Son & Co.

Ottawa, Canada

Re Imported Goods

We have received our regular Fall shipments of Cashmere Hosiery and other imported goods before the outbreak of hostilities, and consequently have large stocks from which to supply the requirements of all our regular customers. In view of the active demand for these and other imported goods, however, we advise our customers to let us have their Fall requirements as early as possible. Some lines will doubtless be exhausted before long.

Hosiery

Our Dress Goods Department has received its Fall line of Priestleys' Dress Goods. Those who have seen our travelers' samples will agree that it contains the most attractive assortment of new shades and fabrics that Priestleys' looms have turned out for several seasons.

Priestleys' Dress Goods

Another line for which we have a constantly increasing demand is our range of "Kumfy" Wool Blankets, both white and gray, for which we are the exclusive selling agents. Printed Price Lists upon request.

We also have a fine line of imported fancy eiderdown Blankets, crib and full bed size, ranging in price from 72½c to $2.50 each.

Among our Novelties, we call particular attention to our "Kremlaine" fabrics. Guaranteed unshrinkable, made of the finest merino wool, their dainty designs, soft, agreeable texture, and excellent wearing qualities make them ideal for ladies' blouses and underwear, children's underwear, gentlemen's shirts and pyjamas. Made in a great variety of stripes, self colours, and cream. Full range of patterns on application.

Kremlaine Fabrics

Our last shipment from France contained a most attractive assortment of Side Combs—assorted patterns—put up in a gold frame for display purposes, 13 by 16 inches—one doz. to a frame—two doz. in an outer box.

Smallware Special

No. 500 ..... Price $1.25 per doz. pairs
No. 501 ..... Price $1.80 per doz. pairs

This number is put up on the same style of card and contains three doz. Barrettes.

These goods are manufactured right in the war zone, and we will not be able to obtain any more for a long period.

Please order at once, as they are going rapidly.

In view of the disturbed condition of trade generally, we advise our customers to anticipate their regular requirements wherever possible. Our mail order department will give prompt attention to your wants between the visits of our travelers

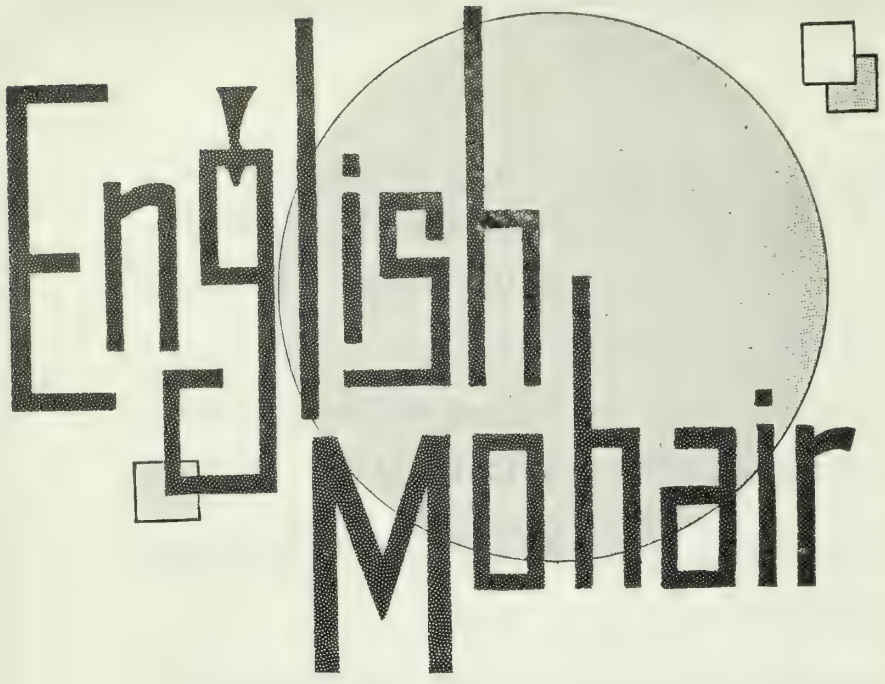
Address Rush Orders to

Mail Order Department

GREENSHIELDS LIMITED

MONTREAL

"Everything in Dry Goods"



English Mohairs are stylish, sturdy, staple fabrics from the centre of the world's mohair industry—Bradford, England. They are exquisitely dyed, finished by the B.D.A., who guarantee the permanence of their color and lustre.

English Mohairs sold under this guarantee combine the selling power and profit of style fabrics with the steady plugging of staples. Their beauty and adaptability make them favorites at all times in all seasons.

Ask your wholesaler or importer to show you the newest productions in English Mohairs guaranteed by the B.D.A.

BRADFORD DYERS' ASSOCIATION, Limited

of Bradford, Eng.

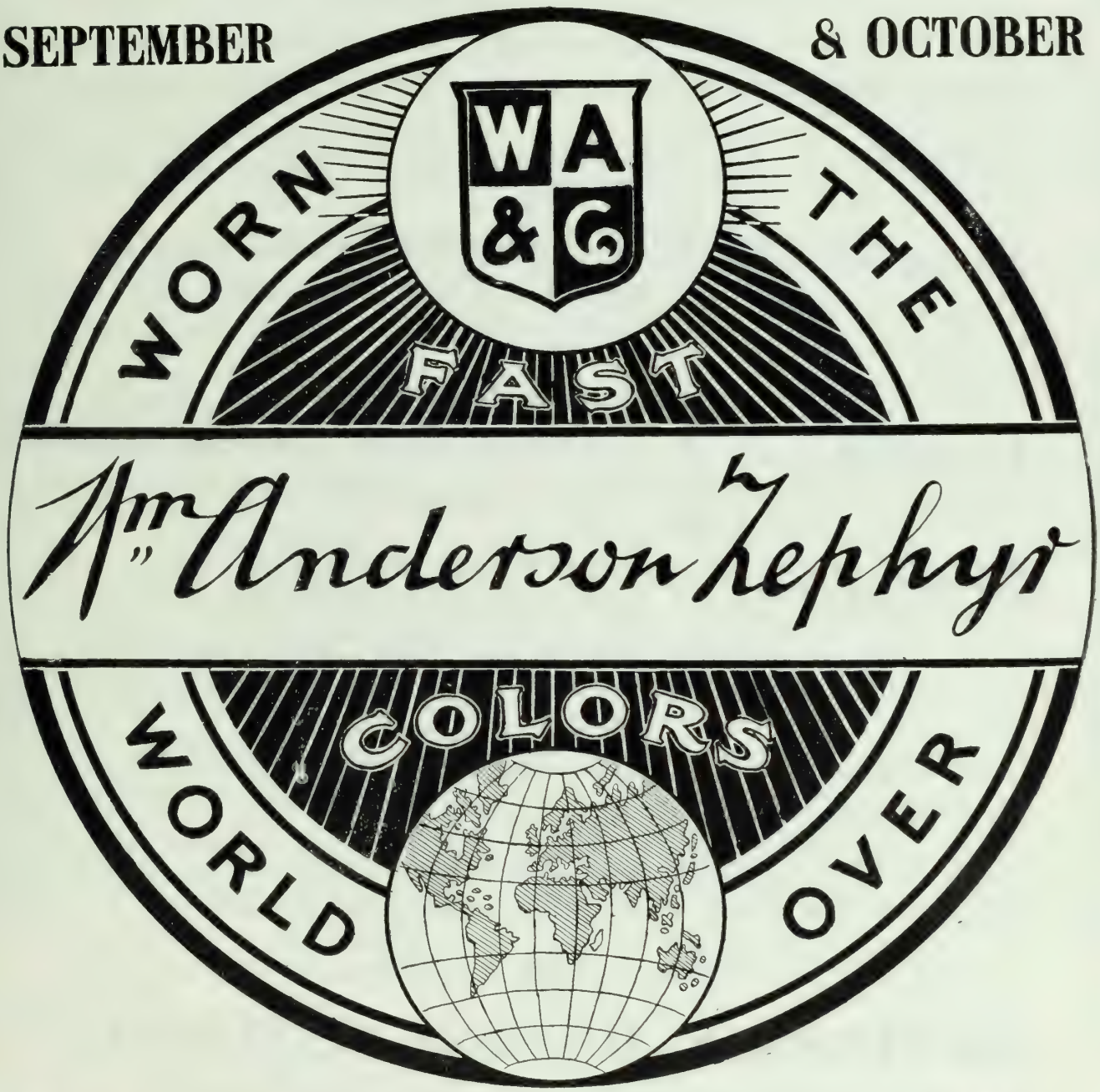
American Bureau: 235 W. 39th St., New York



GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND.**

The Range of "ANDERSON'S" is finer than ever
and will be shown by ALL WHOLESALE HOUSES in

SEPTEMBER & OCTOBER



WA & G

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

WA & G

A Well-Stocked Smallware Department Is The Best Advertisement Your Store Can Have

Give attention to the little needs and larger sales will follow. This Department, well-stocked, will bring customers to your store and hold your trade.

See Dept. K, Alphonse Racine, Limited

FOR

Dress - - - Sewings, Pins, Needles, Elastics, Shields, Tapes, etc., etc.

Dressing - - Combs, Brushes, Mirrors, Soaps, Perfumes, Face Powders, etc., etc.

Dressing-Up Neckwear, Ribbons, Laces, Embroideries, Buttons, Handkerchiefs, Bags, Purses, etc., etc.

ACCESSORIES

N.B.—We carry also a complete assortment of Berlin Wools, Saxonys, Shetland Floss, Fingerings, etc., etc.

Our Department of Smallwares is one of the best in Canada for value and assortment.

Now is the time to buy all your needs, to be fully prepared for your Fall and Christmas business.

Visit the Warehouse, See Our Travellers, or Write Us

ALPHONSE RACINE, LIMITED

Wholesale Dry Goods Jobbers and Manufacturers

340-350 St. Paul St. Montreal

"Made in Canada"

All Canadian **Natural Products** will command good prices this year, and, **adding wealth** to the Country, will **quickly re-establish confidence and ensure a good Fall Retail Business.**

Merchandise from **Continental** Europe will be **off the market** for some time. Shipments from **Great Britain** will be **delayed** and will necessarily be **dearer** on account of the increased ocean freight rates.

The Manufacturers of Canada

realize that this is the **opportune** time to **prove** to the **Canadian Public** that **"made in Canada"** goods are the acme of **quality** and **value,** and are made with **special knowledge** of the **needs** of the **Home Trade.**

ALPHONSE RACINE, Limited
MONTREAL

Manufacture "HERO" Shirts and control the entire output of
"MAPLE LEAF" Overalls
"ARCO" Brand Smallwares
"SHEPHERDESS" Hosiery
"EUREKA" Dress Goods

All these Lines spell M-E-R-I-T

Our Advice to Canadian Merchants

is to buy all needs for Fall and Winter Season NOW, and to place, AS EARLY AS POSSIBLE, all staple requirements for Spring and Summer, 1915.

We have Full Stocks in All Lines of General Dry Goods
Wire, Write, or See Our Travellers

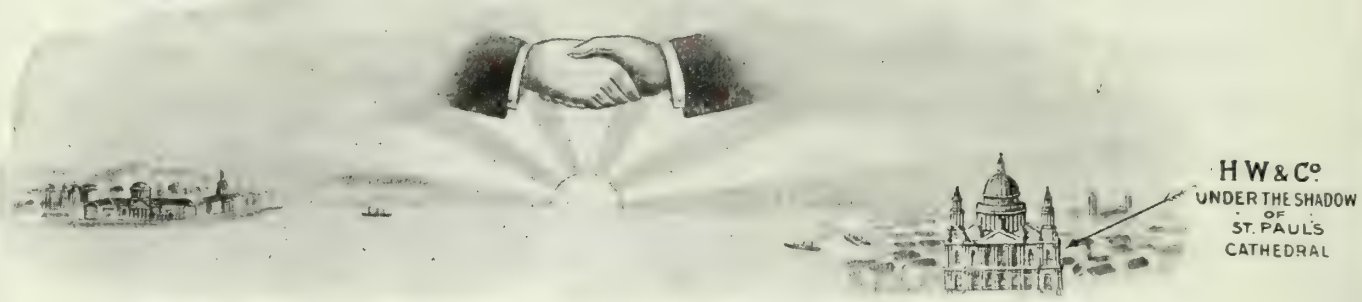
ALPHONSE RACINE, LIMITED

"The Staple Dry Goods House of Canada"

340 to 350 St. Paul Street MONTREAL

SAMPLE ROOMS:
Ottawa Quebec Sherbrooke New Glasgow, N.S. Summerside, P.E.I.

Hitchcock, Williams & Co.



Manufacturers of

Gowns, Coats and Skirts, Capes, Millinery

Specialists in **Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks**

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

TRADE The Sun Bleaches MARK
"OLD BLEACH"

Thanksgiving Time is "Old Bleach" Linen Time

Sort up your stock of table linens and napkins with a nice showing of "Old Bleach."

Every housewife in the country appreciates their beautiful snowy-whiteness, their soft, long-wearing texture.

"Old Bleach" is sun-bleached.

R. H. Cosbie, Limited

Irish Linen Agency

30 WELLINGTON ST. WEST - - TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?



On a War Footing

CANADA is going to find out, within the next few months, what it means to be "on a war footing."

Just what it means depends largely on how we meet the situation. It might mean continued dulness, depression, "hard times"—if we were to persist in thinking and talking "hard times."

It may, just as reasonably, mean prosperity—if we keep our heads and go after business in the right spirit of aggressiveness.

We might well follow the lead set us by some of our large industrial concerns.

An excellent example is furnished by our three leading automobile manufacturers.

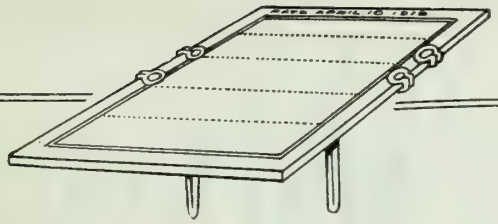
One—making a high-priced car—has given instructions for the most aggressive selling campaign the company has ever undertaken; backed up by a big campaign of advertising in the newspapers.

Another, who makes various-priced cars of high quality, had a large announcement of 1915 models in a long list of papers the very week after war was declared.

A third—a Canadian branch factory of a United States concern making a popular-price car, is announcing an important price change—and taking larger space than ever before in Canadian newspapers to tell the story.

And this, be it noted, is the attitude of the three big men in an industry that the pessimists have been predicting would be seriously affected by the war. Their unshaken confidence, their greater-than-ever determination to market successfully a class of product that is always hard to sell, should be an inspiration to the rest of our industries. These three manufacturers have tested advertising, and have confidence in its efficiency in stimulating business in times of war as well as in times of peace.

Instead of retrenching, the business men of Canada may well emulate the action of the motor car manufacturers, and go out after business in the most aggressive way possible.



TRADE MARK

"Noesting"

has won out on its merits

Noesting Pin Tickets have been on the market for a little over a year, and in that time they have won over hundreds of merchants who have given them a trial. Some reasons for their success are:

Noesting Pin Tickets are humane—they do not injure the operatives' or customers' hands.

Noesting Pin Tickets do not tear the goods—a saving which every retailer can fully appreciate.

Noesting Pin Tickets are a time-saver — ticketing with them is much quicker than with ordinary pin tickets.

Are these not three very good reasons why *you* should ticket your goods with Noesting? Send for a free sample box and try them out for yourself.

The Copp, Clark Co. Limited

495-517 Wellington St. West, Toronto

British Columbia Agents:
Smith, Davidson & Wright
Vancouver

Hand-Embroidered Gold Medal Linens

Liddell & Co. are celebrated for their hand-embroidered linens. They employ only expert designers and their embroidery work is executed by experienced women in their homes in the adjoining country districts.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

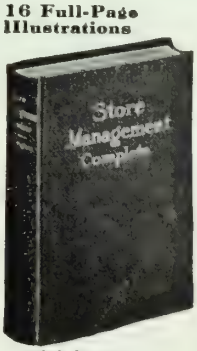
Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., Maclean Publishing Co.
TORONTO

"Buyers in the Market"

¶ Should take this opportunity of calling at our warehouse to inspect the new features in Fall and Winter Goods while the ranges are complete and well assorted.

¶ The present outlook justifies very considerable forethought on the part of the Dry Goods buyer—in fact, never was "Judicious buying" a more emphatic and trusty watchword.

¶ Our Customers will find us well prepared to facilitate the best interests of the Trade, as we are exceptionally well provided with goods now in demand.

¶ It will pay you to secure your most urgent requirements at once and avoid the prospect of being short of necessary lines when they become scarce in this market.

The W. R. Brock Company (Limited)

S.W. Cor. Bay and Wellington Streets, TORONTO

Dry Goods Review

VOL. XXVI. SEPTEMBER 2, 1914 No. 17

Brighter Prospects for Dry Goods Men

Business Circles Facing War Situation with Greater Courage and Confidence—Goods Coming in Freely from England with War Risks Ignored—Public Accepting more Limited Selections—Creditable Holding Down of Prices.

DISTINCTLY IMPROVED is the general commercial outlook over two weeks ago, and a certain feeling of dismay and even panic that characterized not a few dealers a fortnight or so ago is subsiding rapidly.

The fear of a sudden rise in prices and the cutting off of Fall deliveries in a manner that would seriously cramp business operations in the next few months, is passing away as more favorable reports are being received from some of the most important quarters.

The unprecedented situation that developed after the declaration of war and the first shock of realization that for the time, at least, European export to Canada was absolutely cut off, soon gave way to an easier feeling as the British fleet established a line of cruisers across the Atlantic and drove out of sight, thereby rendering them unable to inflict injury, the hostile units that were prowling around for their prey.

Safety of the Seas.

An official announcement on this point issued the last week in August by the British Embassy at Washington thus summed up the position of affairs:

"The floating trade of Germany has been brought to a standstill by the operations of the British cruisers in the different parts of the world. The German fleet is unable to interfere or to set their commerce free, owing to the British main fleet, which is cruising in full strength and preventing any interference with the cruisers.

"Already about 7 per cent. of the total German tonnage is in British hands, another 20 per cent. is sheltering in neutral harbors, and the remainder is either in German harbors, unable to move, or endeavoring to find security. British shipping, with the exception of less than 1 per cent., which was in German harbors at the outbreak of war, is actively pursuing its business on all the great commercial routes.

"The German squadron in China has been rendered ineffective by the constant pursuit by the British squadron in the Far East. Trade in China is therefore unaffected.

"The Austrian squadron in the Adriatic has retired into the Adriatic before the Anglo-French fleet, which is so superior that it is able to send strong detachments to any parts of the Mediterranean or adjoining seas in which naval forces may be required."

Ignoring War Insurance.

What has this result of protection meant to the supply houses and retailers of Canada?

Not only that goods are arriving freely almost daily, but that the other nearly insuperable obstacle to importation, the cost of war insurance, has been removed. This does not mean that insurance rates have fallen to a normal level, for they are still 3 to 4 per cent., but importers are securing as thoroughly satisfactory result, **by ignoring the insurance companies altogether.** One importer after another has smiled when he was questioned as to high insurance risks: "We are not taking any out. We are trusting that the British fleet will continue to keep the seas safe." This result has been of invaluable assistance in keeping costs down to reasonable figures.

High Cost of Exchange.

There still remains, however, the high cost of exchange, a subject that is treated at some length elsewhere in this issue. Unless English firms are willing to wait for payments, or Canadian buyers have some arrangements made whereby an English representative guarantees payments or makes it as the usual time, goods, naturally, are not forthcoming.

But, for the present, affairs are progressing much more favorably than was anticipated; Fall openings are being arranged for and held; commendable showings are being made, and, with few exceptions, prices have not been advanced.

This is fortunate in the face of the natural result of a war on general business conditions, but even in this respect the outlook is far more favorable. Now that the shock is over, the situation is being viewed more calmly. Courage is called into play in deciding future policies; business men are becoming filled with the determination to keep a grip on affairs; to hold the ground they have won; and to seize every opportunity to extend their trade into the new channels that the paralyzing effect of the war in some quarters has opened up to them as their legitimate field.

To the credit of the Canadian supply houses and retailers must be set the effort to hold prices down. The scoffer at the idea of commercial virtue will say that this was enforced owing to existing business conditions, but the refutation of this is the course pursued in some cities across the border, where prices were jumped 20, 30, 40, 50 per cent. and more in case after case where a scarcity of supplies seemed to warrant the usual practice of advance.

Public Adapting Themselves.

When discussing the annual lack of certain lines of fancy goods, gloves, ready-to-wear, toys, dress fabrics, silks, velvets, etc., the openings already held have shown that the public are ready to adapt themselves to the prospect of a cutting off of the widening range of choice that has been laid before them in previous years, and to accept the best kind of substitute that is available.

Some Difficulties Confronting the Retailers

Goods for Next Spring Troubling Buyers More Than Fall Supplies—Parts of Flowers Hard to Get — Will New York Design Fashions? — What of Cheap German Linens? — Kid Gloves an Impossibility.

From Interviews with Canadian Merchants.

"YES, we are lucky," said the head of a big departmental store millinery department. "We have fully 75 per cent. to 85 per cent. of our Fall importations either in stock or on this side of the Atlantic. Shipments have been made very promptly this Fall by the European manufacturers, so promptly that it would seem as though they had an idea of what was coming. After we have sold out our present stock we do not expect to get any more goods from Continental Europe until the war is over, and then a period of reconstruction must be allowed for. It is not the present season that we are worrying about, it is the coming Spring that is going to be hardest hit, as no buyers will be able to go over to Europe."

In reply to a question as to where fashion ideas would come from, this buyer was of the opinion that New York would benefit, and that more would be heard of New York styles in the future. This would mean that patterns and high-class novelties would come from New York. As to the permanence of this ascendancy he could not say; that would depend upon the way things shaped in the future.

"Take the present season for instance. Ostrich is going to lead as the high-class millinery trimming, for there is the law forbidding the importation of aigrette, paradise and some other fancy feathers. The treated ostrich, paradise and pheasant, suitable for the better trade, is purely a French product, and will only be represented by present importations. Makers in Canada as well as the New York manufacturers, know how to handle ostrich. Therefore I figure out that much ostrich will be used. For the present a few flowers will be wanted. The chief difficulty will be because the stems and calix or centres all are imported being of French, Austrian or German make, so that what we get may not have as good an appearance.

Tinsel Thread?

Styles are tending to the military and tinsel is to be very much used, but tinsel thread comes from abroad and the supply is never greatly in excess of the demand.

Velvets and plushes are already short, and satins and other fabrics will have to be pressed into service.

The sailor shape predominates. These shapes come in big variety with the portrait sailor as the leading shape. Toques and cap-like shapes are good, and black, black and white, and also dark Russian green are the leading colors. Deep blues, seal and tete de negre, and beet root red are the leading shades.

The head of a large linen department looks to get his shipments of British-made linens, though there may be delay and possibly a shortage in some lines. The problem he was facing was how to replace the low-priced German goods that sold so largely, and this in his opinion would also be a problem in the United States.

"Yes, it will be impossible to duplicate such lines as these," pointing to some beautiful soft-toned plaids of French manufacture. "In fact, we do not expect any further shipments from Continental Europe," said another buyer. "British goods will come to hand all the same; in fact, they are coming along right at the present time and will come along all right for the Spring also. Novelties? It is very hard to predict the buying developments and possible sources of supply for the future until it is known how long the war is to last."

The manager of an exclusive dress-making and ladies outfitting trade also remarked upon the way in which the Fall shipments from Continental Europe had come to hand. Their firm, he added, always called for an early shipment of goods, but usually there was delay. This year he was glad to state that his goods were all in Canada by August 1st. Therefore for the opening of the season and for his early trade he was in good shape. Business had been slow for some months, but as far as their business was concerned any change that had come was for the better. Customers were already placing orders, evidently because they feared that stocks would be much broken into later.

In his opinion it would be much more difficult to buy for next Spring as he did not expect any goods from France or Switzerland—even if they could be shipped out by other than the usual routes he did not see how they were to be produced, as the operatives had simply thrown down their work and joined the armies. There might be an objection met with in the States of keeping novelties exclusive. A pattern put out in a high-class fabric this week was copied by the cheaper trade the next, and was soon off the market. It was to be hoped, he declared, that manufacturers would be able to prevent this taking place.

Braids Again Popular.

Military fashions promise to bring braids to the front, and it is well within the bounds of possibility that braids which have long been dead will again be selling. The first hints come in tinsels which are coming into vogue in millinery, and for braiding military vests and other neckwear items. There may be difficulties in procuring tinsel but, the United States makes braids, and there are braid and trimmings manufacturers in the Dominion who would be benefited by a turn of fashion in this direction.

The trimmings now fashionable come from the countries now involved in war, and already a shortage is talked about. Bead flounces, embroidered net bands and other trimmings promise to be very freely used, and no more stock will be available when the goods at present in the hands of the importers are closed out.

(Continued on page 36.)

WAR COURAGE.

Many a man in Canada, willing to go a-warring across the seas, is unwilling to fight at home—against the shadowy foes of bad times or of business depression.

This is a time in Canada when Canadian business men should fight—fight to capture new trade and to hold old trade. To stop one's advertising is to withdraw a powerful offensive and defensive force, and to expose one's business without a guard.

If the courage of manufacturers, wholesalers, retailers—the generals and captains of trade and industry—fails, the courage of the nation will ebb.

Keep up your courage.

Keep up your advertising.

Merchandise That Will Be Affected by the War

Kid Gloves will be One of the Scarcest of Articles—Linens Certain to Go Up—Many Silks Missing—Domestic Orders for Lisle and Cotton Hose—Goods Coming Across Freely.

FAMINE IN SWISS SILKS.

The report given in one neckwear house visited was that in the smaller towns people were settling back to business and travelers were sending in nice orders. The two weeks before all people wanted to do was talk about the war. Questioned as to shortages this firm claimed to have general stock on hand to tide them over the Christmas selling. When short they would fill in from Nottingham makers. The best organdie comes from Switzerland and France, but organdie was made in the United States with of course, duty making the price higher.

It was given as an opinion that in some cases net might be used to take the place of organdie. Their most difficult problem was the supplying of needs in low-priced paillettes, etc. They had a good stock of paillettes on hand but the demand was so strong that they did not think it would last out over the early part of the season.

Word had come to hand that Swiss silks might be shipped by way of Genoa if Italy remained neutral.

* * *

NECKWEAR UP IN STATES.

Another neckwear house reported that they had a good stock of organdies, laces and nets and were not worrying about the future as they were advised that British goods would be shipped as usual and they would get organdies from the United States. This firm had made no advances on neckwear prices, but nets and organdies had advanced from 50 to 100 per cent. in the States., and if this situation continued when they had to come into the market for goods a corresponding advance would have to go on neckwear prices.

* * *

NOTTINGHAM NETS UP.

Prices on nets were advancing even before the war. The demand for net coming from Plauen was enormous, and leading manufacturers were said to be using 2,000 to 3,000 pieces per month. The mills were all busy on net tops and Orientals and prices were advancing. The same situation prevailed in Nottingham and nets there were advancing in price. Paris fashion reports that the laces for the Fall and next Summer are plain nets, and light net dresses are to sell as freely as dresses of muslin did a few year's ago. Even before the war net deliveries were slow.

EMBROIDERIES FROM TWO SOURCES.

Said one importer: "Many buyers seem to think that because embroideries have been somewhat of a drug on the market the fact that orders now placed will never come to hand will not matter, but when inquiries come for goods and there are none to be had their tune will be different. Some buyers are wise and are laying in a stock by buying judiciously what is offered while others sing the old song, "We will wait and see, there are always goods on the market." Embroidery deliveries from Switzerland will be paralyzed and buyers will have to turn to the mills in Nottingham and the United States. Nobody really knows just what these centers can offer, but it is certain that they can show very creditable productions, but the United States mills will have to take care of the trade in that country, and in my opinion will have little left to export."

* * *

DYE STUFFS.

The Canadian representative of a number of Yorkshire mills laughed at the report that the Bradford Dyers' Association was short of dye stuffs. Not only was their stock large but all dye stuffs in the hands of the German firms in England had been confiscated, and were available to British manufacturers.

The dyeing industry had made good progress in Canada, but would be hampered by the inability to procure dye stuffs when the present supply gave out.

THE BACKBONE OF NATIONAL PROSPERITY.

Farming is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian farmer prospers, all is well.

British goods were coming through. He, himself, had got goods in on the Virginian and had advice notes for goods shipped since the war broke out. At the present moment cancelations were the big trouble. These were coming from the cutting up trade. Fancy colors were being canceled. The suggestion was made that these colors would dye up into blacks and the dark blues, browns, greens and reds now favored. There would be the cost of re-dyeing, of course, to add to the original price. Later this promises to put a premium upon blacks and dark shades.

The arrangements made by the Canadian and British governments for preventing the high rate of exchange, forcing the prices up of British goods, is working satisfactorily. Payments for goods received in Canada from British manufacturers are made into a trust fund. The manufacturers are advised, and draw bills against the amount.

* * *

FAMINE IN BUTTONS.

Germany and Austria sell Canada a big percentage of the buttons used here, and already the shortage is beginning to be felt. Canadian cutters-up have been using quantities of fancy trimming buttons and now that the stocks on hand are giving out, no source for renewing the supply seems open. The United States makes buttons, but the materials come from Europe, and with this problem to face it will be all she can do at present to supply her home demand. The only outlook is that covered buttons will be used. There have been times when covered buttons were used exclusively as a matter of fashion, and there is no reason why they should not take the place of the imported buttons as the moulds and parts can be obtained in the United States. The above was the viewpoint of a leading Canadian button importer.

* * *

HANDKERCHIEFS SCARCE.

Importers and buyers who ordered through the agents of Swiss houses or who bought direct, and who have not yet received their Fall shipments are very unlikely indeed to receive their handkerchiefs for Fall and holiday selling. Some machine embroidered handkerchiefs are made in Ireland, but they do not compare with Swiss goods. Swiss handkerchiefs are very largely sold and they promise to be one of the short lines for Fall and holiday selling.

Dispel War Fever and Increase Production

Attitude of Head of Large Department Store in Montreal on Present Situation—No Cause for a Panic or Inflation of Prices —Calm Judgment Required.

Interview by a Staff Correspondent.

THERE was a note of reassurance —a reassurance suggesting the outcome of calm judgment of all the circumstances—outstandingly evident in the opinions which were expressed regarding the war situation by W. H. Goodwin, vice-president and general manager of Goodwin's, Limited, Montreal, in discussing the business outlook with the Dry Goods Review.

Speaking from the standpoint of the executive head of one of the largest retail establishments in the Dominion, Mr. Goodwin saw little reason why there should be any serious change in business conditions as between the retailer and the general public—so far as supplies or prices were concerned. It was his opinion that there would be plenty of goods, and that there would be little change in the prices. There might be shortages in some lines, but they would be replaced by others. Stores were generally in the position of having stocks in hand sufficient to supply the needs of the trade for some months to come, and if the war continued indefinitely he believed the general public would be ready to make adjustments and sacrifices which would cover any shortages—they would soon learn to take what they could get rather than what they might want.

At that he did not think there would be any serious interference with supplies of staple goods. There were, of course, heavy importations from Germany and other continental countries which would be interfered with, and perhaps cut off indefinitely, but these would be duplicated for the most part from other sources. Gloves and hosiery, silks, embroideries, etc., as well as many novelties, were secured in large quantities by the Canadian trade, not to mention the dress goods from Paris, but he failed to see where conditions would not adjust themselves in time.

Of course, Mr. Goodwin saw that there were going to be higher prices in some lines if the people demanded European goods. Silks would be advanced immediately, and there would be price adjustments in other lines as soon as the situation settled sufficiently that merchants could decide where supplies could be secured from new sources—but this did not forecast any general advance in the dry goods trade.

Of course, Mr. Goodwin agreed that much hinged upon the continuance of trade with Britain, but he could see nothing that would indicate that the routes of transportation would be affected seriously. On the other hand, there should be an increased volume of goods available from Britain for the reason that other markets would be cut off, and if England wanted our grain she would not likely send the transports back empty.

No Need for Panic

Shortly before speaking with Mr. Goodwin, the writer had been in the grocery department of the store, where every available clerk was occupying every available foot of space in tying up goods for delivery. So great had been the rush for goods that the grocery department and the storehouses did not hold sufficient stocks, and a section of the china department had been cleared to install additional wrapping tables, and here also were immense stacks of sugar, oatmeal, rice, etc., mounting up to the ceiling.

Reference was made to the rush for foodstuffs. Mr. Goodwin deprecated the attitude of the public in this connection. There was no danger of a food famine, and the tendency was to give an opportunity to raise prices on the part of those seeking to reap a harvest of profits. Immense quantities of food were being sold in his store in meeting the public demand, but in no case the prices were lower than what conditions warranted.

To Live Economically.

Continuing, Mr. Goodwin emphatically expressed the opinion that it would be the best thing for the country if some agitation would be spread which would overcome the war fever and would drive home to the people the duty of the hour to live economically and to increase the production of the country at this time when the Empire is in trouble. He referred to an article on the war he had just been reading, and repeated the sentiment therein expressed, which appealed to him, that the first duty of Canada was to grow grain for the bread basket of the Mother Country, and that by so doing she would be doing more than by raising contingents.

The Government had been offering great encouragement for years to foreigners to come in and settle on the land; why not at this time offer still greater inducements to the people who are in the country to go out and develop the country—to go back to the earth. If the money which was being raised to spend in the war were to be invested in agricultural implements, and these implements set to work in developing the uncultivated territories, there would be more done for Canada and for the Empire than by purchasing machinery of destruction.

PRACTISING ECONOMY. INCREASING PRODUCTION.

If there could be a great agitation pass over this country which would dispel the war fever and turn the attention of the people to greater production and economy, the country would be in a better position to stand the strain.

If the people would increase the yield of wheat throughout they would be doing more for the Empire than by fighting.

There would be greater benefit to the country and the nation if the money being put into warfare were invested in agricultural implements.

The Government should offer greater inducements to Canadians and all in our cities to go to the land at this time than were ever offered to immigrants.—W. H. Goodwin, vice-president and general manager Goodwin's, Limited, Montreal.

CO-OPERATING IN DYESTUFFS.

The dyestuff position is causing a great deal of anxiety across the border. The Journal says:—"The dyestuff situation was thoroughly discussed at a meeting of the National Finishers' Association, held Tuesday of this week at the Waldorf-Astoria. It was the opinion that if dyestuffs available were spread around the supply was sufficient to last for a considerable period, possibly three or four months.

"It is hoped that by eliminating certain solid color fabrics, lessening the demand for samples not used, and by adopting shades most easily made from supplies on hand or available from domestic sources the majority of finishing companies will be able to run fairly well until practically the end of the year.

German Patterns Made in Nottingham

Samples Received in Canada of Plauen Patterns as Result of Cancellation of Patents—Movements to Build up Trade Between Different Parts of Empire.

ONE of the most far-reaching developments of the war is the rush of British manufacturers in some lines to take advantage of the abrogation of German patents by the British Government, which followed almost immediately upon the declaration of war. This has since been made applicable in Canada as well. Long before the end of August, samples of famous Plauen patterns—hitherto protected—had been made in Nottingham lace works and had been received at The Review office and by a few of the Canadian manufacturers' agents and other supply houses. Several samples are illustrated in Dress Accessories department in this issue. Already cable orders have been sent over for those and delivery promised shortly.

This enterprising stroke is being followed up along other lines, and there has been in Canada for some days a special representative of a number of British manufacturers, who had been given valuable information in London by Hon. G. H. Perley, acting Canadian High Commissioner. This representative has come over in order to create a new interest in British manufactures and open up new markets under the changed conditions.

A complementary movement is under way in Canada to strengthen and enlarge the manufacture here of articles that may have been made in Germany in past years, but which it is felt can be supplied by this country in future. It is probable that this movement will be extended to include the whole Empire.

Advertisements That Carry a War Atmosphere

Many Merchants are Adapting their Announcements to Fit in With the Prevailing Thought and Conversation of the Public—Announcements that Prices will not be Advanced—Editorial on National Subjects.

IT would be surprising indeed if the prevalence of the war fever in all its intensity and realism had not exercised an influence upon the advertising copy of dry goods merchants, as it has appeared in the press during the past couple of weeks. Many and probably the majority of merchants have not all felt called upon to modify in the slightest degree the usual wording of their August sales, nor the announcements that they are accustomed to make of the approach of the Fall openings in the millinery, dress goods, and ready-to-wear departments. Probably also these have in many cases looked with some degree of scorn upon the radical departures of others in their town or city, who have left the beaten path, and given a touch of the atmosphere of war to their public announcements.

Nothing Illogical.

But there is nothing illogical, surely, in an attempt to meet the viewpoint of the public who think of little else and talk of little else than the terribly and tremendously important events that are making a new world's history on the plains of Belgium. In its last issue "The Review" gave some account of window displays in the City of Montreal that reproduced the atmosphere of war, and surprise was expressed that this had not been followed out to a greater extent in other places in Canada. Meeting the public half way along the line of their every day life, particularly when it has become so intensely surcharged, when it is done tactfully and the effect is not overdrawn, surely adds to the influence and drawing power of a merchant's advertising. In an illustration which accompanies this article there are presented eight or nine varieties of war ads that have appeared in the Canadian press during the latter part of August. These run all the way from direct announcements that prices in that store will be maintained on the level of those in force before the war to editorials along a national subject without any reference whatever to the commercial feature.

Hospital Ship Fund.

The first of these it will be noticed is that of the Hamilton Co., of Montreal. The words "Hospital Ship Fund" appear in large type across the top of the ad., having reference to a collection which was being taken up at that time in many of the towns and cities and villages not only of Quebec, but of Ontario, and the fact that a portion of the receipts were to be devoted by the store to the fund.

Why Keep Laces Up?

The second sample is from a large ad. of John Murphy & Co., Montreal, appearing in italic type, which gave more prominence to it in the body of the advertisement. This contained an announcement that some criticism had been directed towards the action of the store in holding a series of lace sales at a time when the scarcity of laces would seem to demand receiving full prices for the goods. The firm made this effective reply: "We believe we are doing the right thing by giving our customers the benefit of a fortunate purchase," — a sentiment that could hardly fail being accepted by the majority of the readers, particularly when instances of increasing prices in food stuffs were the occasion of loud and bitter protests on the part of consumers.

The third advertisement is taken from one of the E. B. Crompton Co., of Brantford, in which an announcement of a showing of French silks is taken advantage of to state that these are all marked at the before the war prices. They

(Continued on Page 54.)

Paying Accounts Owing in Great Britain

Commercial Houses Find that Obtaining Credit in England at the Present Time is Very Costly—A Problem for Many Commercial Houses with Suggested Remedy.

By the Editor of Financial Post.

DURING the past two weeks The Post has had many inquiries from their readers for explanation as to the high cost of making remittances to the United Kingdom. Some extraordinary impressions have been received from newspaper reports respecting the deposit of gold with the Finance Minister at Ottawa by the Bank of England. For some reason quite inexplicable some commercial houses, debtors to manufacturers in Great Britain, have the impression that by paying to the Finance Minister at Ottawa a sum equal to the par (9½) value of their debt they can discharge their liability in Great Britain. We fail to find any justification for this impression from our perusal even of the conflicting statements which have appeared in the daily press. The deposit of gold by the Bank of England at Ottawa was explained fully by our Ottawa correspondent in his letter in The Post of last week. That gold in the hands of the Finance Minister simply represents part of the debt of New York to London. When we say New York we mean the accumulated balance there in favor of London, England. And how this balance has been created we will endeavor to explain briefly later on.

Cost of Remitting.

Taking the case of a tradesman in Canada who has bought goods, say, in Manchester to the extent of £100 that is due in Manchester on the 4th of September. To discharge that debt there the debtor would either have to ship £100 in gold or buy credit in Manchester for that amount. If the debtor happens to have £100 in gold, he could discharge his debt by shipping the gold. This is now impracticable, and because of this, gold is to be deposited at Ottawa for account of the Bank of England.

Another way of settling that debt is by purchasing exchange on London. At the time of writing, August 20th exchange on London would cost the remitter about $5.05 for every £1. The difference between $4.88 and $5.05 for every £1 would represent about $17, or about 3½ per cent. on £100.

Cause of High Rates.

What concerns the remitter is the cause of this higher rate. In general terms the cause may be said to be the fact that Canada and the United States owe London a big account. Therefore, everybody wants to buy London funds and they are scarce. Scarcity always occasions high prices.

It may be somewhat elementary, but nevertheless, in view of the erroneous impressions just now so prevalent, it would appear to be necessary to state the cause of this huge debt which Canada and New York owes London. One of the chief reasons is that during the last week or two previous to the closing of the Stock Exchanges, particularly that at New York, a vast quantity of American securities were sold by parties in Europe to parties in the United States, and these securities have to be paid for in London. No other means being available, the debt must be discharged in gold. The next important cause for high exchange rates is the fact that wheat has been shipped in less quantity than usual from the United States, and the same applies to cotton and other commercial commodities. When trade returns covering August appear they will show a vast decline in United States exports to London. If these exports were moving under normal conditions and in normal quantity the result would be that New York's debt to London would be paid for in wheat, cotton and other commodities. When more normal conditions obtain on the sea and in England it will be possible for this continent to pay some of its debt to London by the commodities named. But we have to remember that Germany, France, Russia and other countries in the war zone obtain from the United States a huge volume of merchandise. It will be some time before these countries begin to trade again in a normal way, and in consequence it would be hazardous to prophesy as to likely changes in rates more favorable to remitters from this side of the ocean.

A Suggested Remedy.

Present circumstances are extraordinary and such as to warrant some compromise arrangements as to cost of remittances. We do not wish to infer for one moment that the creditor on the other side of the water is under obligation to help the debtor over a rough place. In view of the uncertainty of exchange rates, and the exceptional character of present conditions, we do not see any reason why the Canadian merchants should not suggest to creditors in England that debts be settled by depositing in Canadian banks a sum equal to the amount of the debt on the slightly higher basis of gold parity—say about $4.88 or $4.90 per £1 sterling. If the Canadian house did this it would have to be by arrangement with the creditor in the United Kingdom. And that arrangement would have to be concluded before maturity of the debt. In view of the extraordinary conditions, it is more than probable that importer and exporter would be willing to meet the situation by a compromise on this basis, both losing a little.

When it costs £103 or £104 to settle a debt of £100 the situation is serious, but a debt is a debt, and it may be worth while to any house having a high regard for its credit to pay the extra 3 or 4 per cent. to maintain its reputation.

GLOVES RAN THE GAUNTLET.

The Austrian steamer Ida which ran the gauntlet of the sea and reached Canada according to schedule weeks after war broke out, despite the war conditions, brought a consignment of gloves for an English firm's Canadian establishment at Montreal. When it was learned at the Canadian office that the shipment was being made every effort was put forth to have it detained, but this was too late; then efforts were made for war insurance, but without avail. It was believed that the steamer would make for the nearest German or neutral port on the declaration of war, but it appears that she is not equipped with wireless and came right on her way without molestation, the first word received of her being on the way across was when she reported at Father Point.

Modern Ideas Worked Out in Peterboro' Store

The Latest Improvements, From Coal Bin To Exclusive Paris Evening Wear Room—Beauty of Decorations, Excellence of Arrangement, Superiority of Lighting System—Original Sales Bills for Every Purpose—Comfort of Customers and Employees Alike Considered.

Authorized interview with H. H. Jewsley, Manager of Turnbull's.

PETERBORO', Aug. 31 (Special).—Turnbull's is an institution here. The store was originally started by J. C. Turnbull thirty years ago in a very modest way. The store space was just fifteen feet wide at that time. In 1900 F. J. Might took the store over, and doubled the size immediately. To-day each of the five floors is four times that size. The present building to which I refer was just completed on July 4th of this year, and for a year before that, during the process of building, we were scattered all over the town in three or four different locations, holding our trade and doing what business we could in the interval. Although F. J. Might has been the sole owner since his initial entrance into the business the old name of Turnbull's has always been retained for the sake of its advertising value.

Sandstone and Terra Cotta.

The new building presents a very prepossessing exterior of sandstone and terra cotta, greatly enhanced by the large windows on every floor, particularly the display window of the main floor.

The building is ninety-two by sixty feet in area and as it is on a corner the display windows thus have a considerable frontage. They are six feet deep on one street and seven on the other. The two-and-a-half foot square sandstone pillars are all that prevent them from presenting a solid expanse of one hundred and fifty feet. Connecting these pillars in front of the windows are well polished brass rails of a three-inch thickness. The backs of the windows are solid mahogany set in beautiful panels that extend up for a distance of eight feet. Above these are chip plate glass windows that reach to the ceiling of this, the first floor.

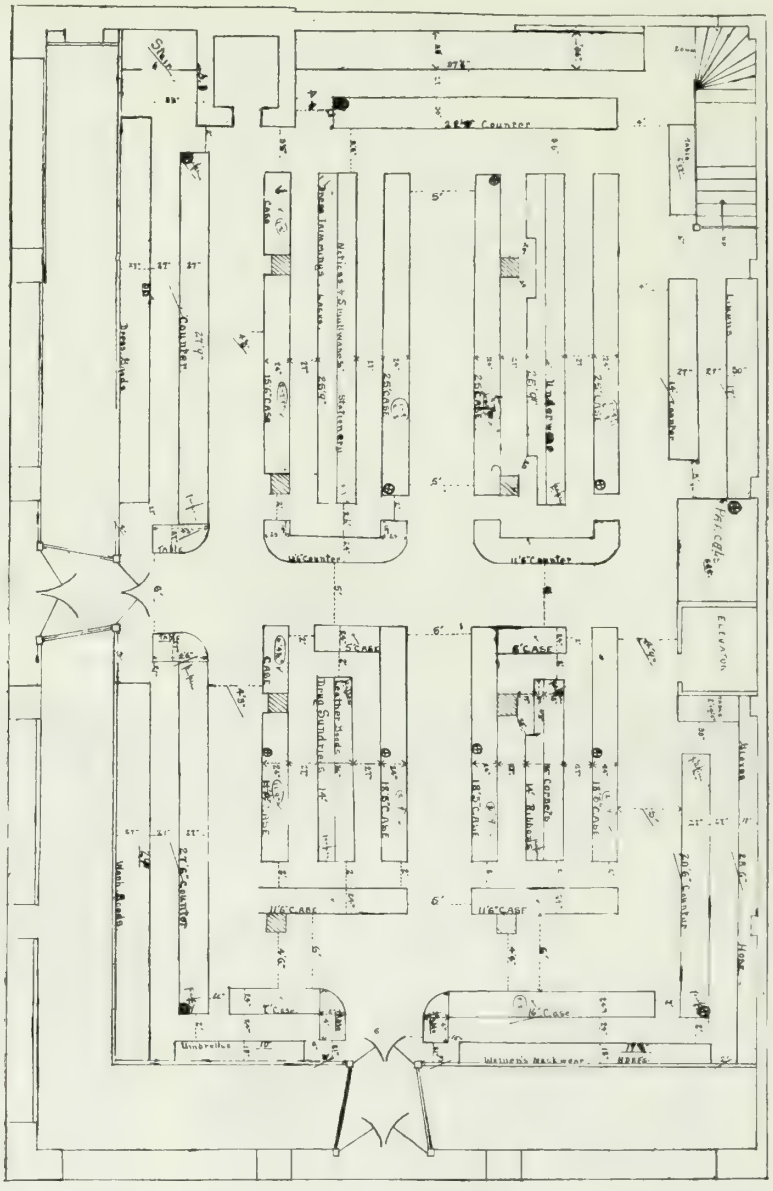
Soft Green Felt on Floor.

After much discussion, it was decided that a soft green felt would best fit in as a floor covering with the dark mahogany and the soft light of the ninety 100-watt display lamps that are used. Each lamp is encased in an x-ray hood reflector, and so arranged that all or alternate lamps may be turned off or on from a single switch. The windows are changed four times a week, and are



Scene on ground floor of Turnbull's new store, looking from front entrance towards north side, showing fancy goods and ribbon sections, with rest room and general offices on mezzanine floor.

HOW NEW PETERBOROUGH STORE IS PLANNED



Detailed arrangement of ground floor of Turnbull's, Peterborough, showing location of every counter and show case, as well as the departments, and even the distances. This is worth studying for those who are contemplating changes in the locations of departments. Note umbrellas on left of entrance, a position in many a store; ladies' neckwear and handkerchiefs on the right against the front wall. Corsets, ribbons, leather goods and drug sundries occupy the central positions facing the entrance; gloves and hose are on the right-hand side, and wash goods on the left; the latter, a rather original location, with dress goods at the back. Note use of show cases, a regular battery of them awaiting the visitor at the entrance.

sheltered by one-piece awnings on each street, one of which is ninety feet long.

The first floor is lighted by the five-foot high solid expanse of chip plate glass that rises above the show windows. At the rear, commanding all is the mezzanine balcony that contains a general rest room beautifully finished in mahogany and furnished in wicker furniture, two private and one general office. Here a private switch board communicates with all departments.

The entrances from either street lead one into a methodical and artistic display of fancy and dress goods, notions, stationery, underwear, leather goods, drug sundries, etc., all of which are displayed on brick-mahogany shelves with solid mahogany bases and in the best show cases the market affords.

Second Floor Has Paris Room.

The second floor is devoted to exclusive evening wear, whitewear, millinery and all classes of ladies' ready to wear. This department has proved very important to us and gives us a large turnover annually. Display cases are used all over this room for gown displays but for the exclusive evening wear we have installed a special Paris room so as to cater to the desire for privacy that animates those who can afford to purchase this class of goods.

On the two open sides are plate glass bay windows, seven by fourteen feet in size, that are only broken by a small section of the supporting wall.

All other upper floors have the same windows except that they present a straight, in place of a bay front.

The stairs connecting all floors are very easy of ascent, broad and of a gentle slope, that is broken in the centre by a rest platform.

On the third floor are the home furnishings, mostly carpets and rugs. The former are mainly kept on a large and compact fixture rack at the rear; the latter in piles on floor platforms, where they may show to best advantage.

The fourth floor is partly given over to the dressmaking, waiting, fitting and work rooms, which are all together. A sample room, a store decorator's room, two toilet rooms, one each for women customers and employees, the latter with cloak room attached, occupy the remainder of the special space. A fifty by sixty-foot space is left for a general and selling floor.

Good Use of Basement.

The basement is devoted to crockery, china and glassware, a special room being devoted to cut glass and silverware. Electric light fixtures are also sold here, and are advantageously displayed by using them in the rear or dark part of the basement, where they serve a utilitarian as well as an artistic purpose.



View of large and handsome new store of Turnbull's, Peterborough, which is 92 by 60 feet. It is built of sandstone and terra cotta, and has unusual facilities for display.

Eighteen inch deep and sloping bulkhead lights that extend around the entire front give excellent light to that part. The metal ceiling and other parts are finished quite as nicely here as on the upper floors.

Freight Elevator Under Sidewalk

At the rear the receiving room adjoins a freight elevator that abuts out for twelve feet under the sidewalk. A coal bin that will hold a full car is also under the sidewalk for space serving purposes. The twin furnace room adjoins, and next to the latter is a cloakroom and a lavatory. The whole arrangement tends toward efficiency and compactness with a view to doing away with costly re-handling.

ORIGINAL SALES SLIP.

1 Name .....

Address .....

Salespeople must repeat address to Customer

SALES NO	DELIVERY	INSPECTOR	DATE
A 1601			

SPECIAL MAIL ORDER SERVICE **Turnbull's** PETERBORO, ONT. SEE OTHER SIDE

SALES NO.	AMT. RECD.	DATE	BY WHOM OR'D

1 Name .....

Address ..... P.O. .....

Kindly report all Complaints or Errors direct to office

A 1601			

NO GOODS EXCHANGED WITHOUT THIS BILL

Writing and Post Room, Main Floor **Turnbull's** Peterboro's Steel Shopping Centre

Customer's Receipt. Keep this, and in case of non-delivery or shortage of Goods present at Adjusting Office, Centre Main Floor

SALES NO.	AMT. RECD	DATE	AMT. SALE
A 1601			

All claims for above must be made within Ten Days from date of sale.

This is divided into three sections. The middle one is placed inside the package, and the top one is pasted on the package for the convenience of the delivery man. Each section contains all salient points of information.

Lighting With 400-watt Lamps.

The lighting of the store is particularly worthy of mention. Aside from the fact that the window space is large, each floor has fifteen 400-watt lamps, enclosed in rack crystal globes, which throw the light to the light-colored metallic ceiling, that in turn reflects it downward, thus giving a soft and mellow radiance. To add to their appearance, the hangings and fittings of the lamps are entirely of bronze.

The fittings of all descriptions are either of solid mahogany, finished in mahogany, or in birch mahogany, thus giving a very rich setting to the displays.

The store is connected throughout with a cable cash system that is strung up near the ceiling, out of the way, and carries all change to the main office on the mezzanine balcony above the main floor.

The electric passenger elevator that connects all floors is the best that money can buy, and has all the latest safety devices embodied in it. It is operated by a 19 h.p. motor.

Original Business Forms.

A number of special business forms are in use in this store, one of which is illustrated in this issue, while others will appear in the next.

A chartered accountant goes over the books monthly.

The form of sales slip and also of the approbation slip that we use is original with us. In both of them a number is given the customer, and to that number we hold in our accounts, but retain the original duplicate for reference purposes. In the case of the sales slips, the bottom section of the original is the usual customer's receipt, the middle one

(Continued on page 32.)

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, SEPTEMBER 2, 1914 No. 17

NO PRECEDENT, THIS

THERE has been a tendency since the outbreak of war that caught the retailer unprepared in many of his Fall stocks, for some to consider this as a proof of the un-wisdom of the practice adopted this year of greater care in advance buying, a sparing discretion induced from an experience of other years when the shelves were heavily overstocked, and the late-season new lines were thus forbidden, and big turnovers rendered impossible. But repentance over the New Method of Buying is uncalled for. The war situation can be dismissed as an unprecedented set of circumstances and no counter argument. It is quite true that many goods ordered now will cost more; many cannot be obtained at all. But in studying the problem of Rising Costs of Doing Business, all must be impressed with the need for increasing turnovers to keep down selling cost percentages, and the tying up of capital in stocked-up shelves is working in a dangerously opposite direction. In fairness to the manufacturer, as a guide to his advance survey and advance make-up of goods; as a preventive of an overcrowding of orders just before the season opens and, consequently, late deliveries, there must be advance orders given and taken, but these orders should be decided on cautiously and based on an exact knowledge of sales the previous season, and leave a fair margin for the late novelty lines that now have become almost inevitable. Such a course will keep business on a more intelligent and safer foundation, which in turn will reach to the advantage of the supply house. A Pan-European war carries no practical lessons for the avoidance of a similar set of puzzling commercial conditions; it stands alone in its world-destructive isolation, a harbinger of no horrid offspring like unto itself, but the rather—as fervently the prayer will rise to Heaven—for a universal and grimly enforced reign of Peace upon the earth.

THE SILVER LINING TO THE CLOUD

THAT Canada is in an extremely fine position in the present crisis is becoming more and more evident as the days go by. Our vast agricultural resources coupled with the great distance we are from the seat of hostilities, make us particularly fortunate and more so since ocean trade routes to practically all nations are open.

A large Western manufacturer writing to the MacLean Publishing Co. deplores the pessimistic talk that is floating around—a great deal of which is being propagated by the newspapers—and lays particular stress on the bright sides to the situation. Outside of a few districts in the West, he points out, the farmers will have a very fair crop and they are going to get a lot of money for it. In addition to that the sales of horses will be large and the prices high, and cattle prices will undoubtedly remain steady.

Taking into consideration these points and the fact that British Columbia has a big crop of fruit, and that with the high price of canned salmon this year this article will realize a great amount of money; and when we consider that Eastern Canada has a good crop of practically everything there appears to be no good reason why we can not look with enthusiasm on the future. That the Canadian farmer is going to benefit greatly in times of high grain and live stock prices is self-evident. Canadian soil and Canadian waters are going to produce more wealth than ever and as we are dependent on these two factors more than on anything else, it naturally looks as if our producers would have a great deal of money to spend.

There is always a bright lining to the dark cloud. Some of us need a little courage to see it, but in a time like the present courageous deeds are the rule, not the exception. Do not be too ready to lie down. The man who faces the situation calmly, who pays his bills as he goes, and who is loyal to his fellow men, is the man who when the sun breaks out again will be among the heroes of the non-combatants.

KEEPING PRICES DOWN

KEEPING prices down is not ordinarily a topic that will lend itself to editorial comment. The average merchant is guided to a great extent in this direction by the commonly accepted idea of his customers, as to what a certain object is worth, by the prices charged elsewhere in the district or by an independent decision of his own as to what the goods will sell for. "Keeping prices down" is not the usual form that advice should take; more, probably, it would be to "Buy more carefully; take fair discounts; eschew a lot of filled-up old stock on your shelves; keep a watch upon the sales your clerks are making individually, week by week." It is rather an improvement in the cost price, or a lessening of overhead expenses or a cut in the percentage of depreciation that calls for improvement. But the present situation has to do with the selling price. Supply houses and a proportion of retailers are in a position

to charge "all the traffic will bear." This has been done in instance after instance, across the border. The ordinary rules of supply and demand have been enforced pitilessly.

There is an element, however, that enters into the situation in Canada that is not so vital in the United States. Our neighbors are the victims, where they are resting under disabilities, of a condition in which they have no direct part. They stand to gain here and lose there, as they look on, impassive spectators, at the combatants in the grim struggle. But in Canada a higher motive must govern, a duty to the citizens of this country as citizens of the Empire that is now in a life and death grip. Undue advances of necessaries in so far as they exist in dry goods lines, only add to the burden this portion of the Empire is called upon to bear. Quite rightly the Government has taken power from Parliament to deal with undue advances in commodities. This, it can fairly be argued, will refer mainly to foodstuffs and already reasonable grounds for intervention have been offered. So far there has been no public clamor against any dry goods prices for the whole tendency has been to keep these wherever possible at figures that obtained "Before the War," and Canadian merchants, in so far as they resisted the temptation to advance, where an advance meant certain sales, and an extra profit, have taken a patriotic course.

It may be argued, however, on ordinary business grounds, that advances at the present time, where the cost price has not called for them, are unprofitable, as they tend to restrict trading and destroy, in a measure, the confidence of the public.

OUR DUTY IN THE CRISIS

THERE is an old saying that what is one man's meat is another man's poison. The present war is undoubtedly a bitter pill to the business men of the German Empire, as it will throw the export trade of that country back a couple of generations. Through no fault of its own, industrious Germany will lose millions from this great conflagration. Factories that have been accustomed to ship their products to all parts of the globe have been closed down and even if they were working, they have no opportunity to use the high seas for transportation. That is their misfortune.

Canadian manufacturers are not so situated. The commercial waterways of the world are practically all open to them. Now that the first shock of the clash of arms has passed, and the feverish excitement consequent upon the great nations of Europe declaring war on one another is over, our minds are getting back to the fortunate situation in which we found ourselves.

It is clearly the duty of each of us to help fill the gap left open by those nations whose commerce is tied up. We are in a position to do this, but apart from that it should be the aim of every manufacturer, wholesaler and retailer in the trade to use his best energies in such a crisis to bring about normal conditions. By aiding to supply the deficiency created by the war, all will be doing a duty to their country.

THAT LEFT OVER supply of heavy wearing apparel should come in handy in most stores soon.

A WORD TO MANUFACTURERS

By James M. Ross, of J. M. Ross & Co., Lucan

THE cotton manufacturers of Canada cause a continuous and serious loss to the retailer by their extravagant method of labelling their productions. A bale of factory cotton of twenty webs will have twenty, possibly twenty-five yards in the bale damaged by the coloring matter used for labelling. These yards cannot be sold at full price; frequently they have to be thrown in with the end, making a complete loss. Bleached or white cotton also, usually covered with great flaring ink mottoes, or plastered over with paper labels.

There is absolutely no necessity for this extravagant expenditure by the manufacturer; it is a loss of time and money to him, and a loss, and a serious one in the aggregate to the retailers.

A web of cotton neatly marked with half-inch letters or figures at one end of the web, with the line number or name and the yard length is all that is necessary. Such marks would not be objected to by one customer in a hundred, whereas the bill poster style, requiring at times several washings to remove the ink, is invariably objected to by the consumer and rightly so.

I am writing this to The Review with the idea that retailers can offer valuable suggestions to Canadian manufacturers, and I offer the above as my contribution, to be followed later by others if you desire them, and I trust other retailers will take up the task of bringing to the attention of Canadian manufacturers everything that will tend to economy in, or facilitate the merchandising of the various kinds of goods made in Canada, and just here let me add that retailers are in a better position than manufacturers to detect errors, as they are in constant touch with the last court, the consumer.

THE WESTERN YIELD

WRITING from Saskatoon, Sask., a representative says under date of August 22:—Harvesting is general through this part of the country and the bulk of the grain will be in stook in few days, provided the present favorable weather continues. The yield will be varied. In some places it is good, others medium, and still others poor; on the whole it is below the average. Threshing is commencing in some sections. The first car of wheat from the Goose Lake district passed through the city yesterday. This will be followed by many more shortly. Shipments East are commencing two weeks earlier this year than usual.

It is hoped that with the increased price being paid for cereals this season, money will be more plentiful when farmers begin to get returns for their shipments.

EDITORIAL NOTES

WHILE KEEPING PRICES DOWN it would be unwise to sacrifice staple lines, or assured sellers, even during a clearance sale.

* * *

YOU WILL FIND THE PUBLIC more satisfied to take what they can get in your Fall openings this year.

DRESS FABRICS AND SILKS

Military Blues Hold Strong Position at Openings

Goods on Exhibition Show Little Signs of Scarcity in Selection—Colors Dark but Rich—Preference for Gabardines—Black Will be Very Strong.

IN view of the situation in imported materials, extra interest attaches to the dress goods openings in the large city departmental stores. In the majority of cases the buyers have received a big percentage of their importations, for as one remarked: "There seems to have been some pre-knowledge of the situation that made European manufacturers ship with extra promptness." The goods are piled high on shelves and counters, and stocks are evidently large. There has been very little effort spent upon decorative effects for the opening; in some cases none at all.

Blue Very Strong.

Too much has not been said about the sombreness of the colors fashionable for the coming Fall and Winter. Colors certainly are dark, but they are rich enough to be interesting. Blues decidedly hold the first place, and the selection is a very large one. Indeed, it is hardly possible to conceive until one sees a collective display like those now made just how many different shades of dark blue dyers can produce. Preference is given to military shades, and it is predicted that military blues will lead. Eaton's devote the first window above the north entrance on Yonge Street to showing "military" blues, and the central model or drape is of blue broadcloth, with vest and sash of British scarlet trimmed with gold and gilt buttons. The large centre window shows only shades of "betterave" or beet root red. This rich color comes in various shades of beet or Burgundy tones, and, besides silks, velvets and materials in plaids, checks, and stripes, with this shade predominating, black braids, cords and braid passementeries are shown as the trimmings. Green is a color that is forging well to the front, and, of course, the name of "Russian" is given to a very dark bottle green.

For street wear the new dark shades are named "cedar" green, "stone" green, and olive. Soft lime greens, water greens and reseda shades are also very prominent for evening wear. Corals and deep rose shades bordering on cerise, rose and pink, are all leading evening shades. Baby blue, sky, sapphire and light peacock are some of the new evening colors. Seal and niggerhead browns are the best selling shades in this color, but for the most part the browns showing are lighter in tone than in the other leading shades.

Black Has Unusual Vogue.

Black this year is to have an unusual vogue. This was apparent long before the war broke out, and now the tendency of course is stronger. The sections devoted to black materials in the majority of departments are very large and the materials include broadcloth, gabardines, crepe effects and crepes.

Gabardine First.

In the new weaves prominent buyers are inclined to place gabardine first, as it lends itself so well to the new styles of dress. It has the requisite weight and firmness for developing on plain lines, and yet is soft enough to drape and pleat. Other materials are serges, Cheviots, velours, zibelines, broadcloths, poplins, crepe effects, and novelty goods. Wool crepes and silk wool crepes are very prominent, and will be extensively used for afternoon dresses.

For making the cape coat and the new capes many novelty materials are shown. High-class materials on the order of duvetyn and golfine are showing. Broadcloths in suitable weights and in high and rich dark colors are seen. Velour cloths and other cloths, having a high-raised blanket finish, are good, and so are the nub yarn and boucle novelties. Checks, plaids, stripes and two-tones in big variety are in the collection.

Picking Up Novelties Early.

Judging from the number of people in the departments and from the reports made by salesmen when questioned, women are fairly well informed as to the situation, and are preparing to make early selections to be sure of obtaining the first choice of the novelties now on sale. This means that the season has opened auspiciously.

Prices at retail do not seem to be unduly advanced, and when quality and style are taken into consideration are little, if any, higher than last season.

Many Gaps in Silk Stocks

Soft Makes of Satins in Wide Width Cannot be Secured—Crepes Again in Strong Position for Dressy Gowns—Some Novelty Lines.

IN silks the situation is less reassuring. For some seasons now silks have been more largely worn than either woollen or cotton fabrics, and for this season also the trend of fashion has been markedly in favor of silken fabrics. Continental Europe supplied the bulk of the silks sold in Canada, and already a shortage in the fabrics in strong demand is developing. There is little hope of further shipments from Europe in the near future unless conditions speedily change. Velvets and plushes, particularly black and the more wanted colors, are not to be bought, and the same applies to duchesse, liberties and other soft makes of satins in wide widths. Importers who have some stock on hand are

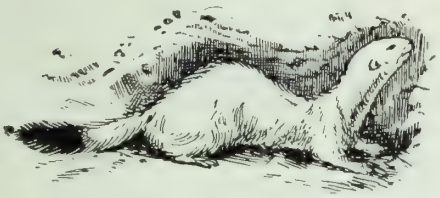
"By these names you know them"

Dominion Textile Co's
New Fall Range of
Famous Fancy Fabrics

¶ The designs, colors, patterns and finish are better and more numerous than ever before.

is now on the
Market

¶ Don't fail to see this big line of "Magog" Samples for Fall 1914.



Erminette Flannel



Rob Roy Checks

These Three Lines are 10c



Empire Twill



Lapland Robes



Deutchland Flannel



Angora Flannel



Monoplane Flannel

Four Big Lines at 11½c

Three Leading Lines at 8c

Saxony Flannel
Meleton Suiting
Reversible Saxony

German Flannel

Big Value at 16c

Dominion Textile
Company, Limited
Montreal

"Your Jobber has them"

guarding it carefully and are supplying their best customers first, and even then will not fill an extensive order. The question of future supply is the problem and upon this so far very little light can be thrown at present. In some lines such as novelties, unquestionably the United States mills will get a good deal of business, and in popular priced silks if the demand is imperative, the higher prices that rule in the United States as well as the extra duty will have to be paid.

Soft libertys, duchess satins, paillettes, charmeuse and weaves with the filling of woolen yarn are in the front rank and stores are also showing moire suitings and watered crepe effects. Crepes are again in strong position for dressy gowns, and are showing in every possible weave and crinkle from crepe de chine to crepon. Bengalines and other cord weaves are in increasing favor. Novelty silks include Roman stripes, plaids, checks and floral designs in "new art" colors. Besides plain weaves and plushes there are many fancy effects in moired patterns, plaids, checks, stripes and florals. Velvets for vesting purposes are important and printed golfines are strong in novelty lines.

White Fabrics for Spring 1915

Difficulty of Securing Dyes May Strengthen a Tendency That Existed Before the War—Doubt as to Staple Wear.

IN the cotton dress goods section the situation is such as to bring white materials to the front for the coming Spring. Very good orders for white materials had been booked before the war clouds broke, and what has now taken place has only emphasized what was already a prevailing tendency. Therefore, the difficulties that now are confronting dyers and printers give confidence to those who have been predicting a white season for the Spring and Summer of 1915. This leaves the novelty effects, to which the trade has become so habituated, to be produced in the various weaves offered. The tendency now strongly favors sheer weaves, such as nets, voiles, crepes, muslins, and very light weight batistes, and as these materials are such as can be procured from the countries that are in a position to continue manufacturing, these are the lines along which buying will progress. Organdies will most probably figure as one of the high novelties, and with Switzerland and France out of the running, fine organdies will come very largely from the United States.

In the novelty end the outlook for colored effects is better than for goods that are intended for staple wear. Novelties are made up into dresses that are not required to give hard service, and which are not subjected to frequent tubbing. In the staple end the buying public have become used to materials that are fast color, and which stand the tests of frequent washings. These goods are dyed by indauthrene processes, employing aniline oils and salts. As the situation now stands, many dyers are short of these dyestuffs; and as the season develops, it looks as though there would be trouble as to the fastness of colored cotton goods, both dyed and printed.

At the present time everything is unsettled both in the producing, the selling and the buying end, but it is predicted that, though raw cotton is dropping in price, prices for cotton goods are going to be higher. War insurance, rates of exchange, and increased cost of production, as well as a shortage of goods, are going to mean advances. Retailers would be wise to think twice before cutting prices on colored cotton materials, particularly when they are of a staple

BDA

For All-Wool and Union SHIRTINGS

"LOCKTITE" FINISH

(Regd.)

"Locktite" REG. BDA

(Selvedge Stamp)

The "Locktite" REG. Finish

GUARANTEED UNSHRINKABLE

The Stockbridge BDA Finishing Co. Ltd.

(Stamp at end of piece)

A finish applied to ALL-WOOL and UNION SHIRTINGS which so locks the fibres as to make them UNSHRINKABLE.

SUPPLIES A LONG-FELT WANT

NO GUARANTEE without the "Selvedge" and "End of piece" Stamps, facsimiles of which are shown at side.

Full particulars of "LOCKTITE," and of the many other different Finishes adaptable for all purposes, with patterns showing Finish, from

The BRADFORD DYERS' ASSOCIATION, Ltd. (Dept. 6) Well Street, BRADFORD 128-129, Cheapside, LONDON

BDA BDA BDA

The highest development of MERCERISATION in COTTON GOODS

is shown in those which bear the

BDA

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GUARANTEE.

"MARQUISE."
For Cotton Venetians, the nearest approach in appearance to the finest Silk Satins.

"MARQUISE DE LUXE."
For Cotton Venetians, a brighter and softer finish than above.

"SUNBRITE."
The latest textile achievement for Cotton Italians, Satteens, Twills, Venetians, and Umbrella cloths.

"APPRÊT DE LAINE"
A soft, permanent finish for black Cotton Italians, the nearest imitation of Botany Wool Linings.

"LAMATTE."
A silky finish, combined with a soft, glovey handle, for Black and Coloured Italians and Satteens.

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"MARCHIONESS"
A lustrous and permanent Finish for Cotton Twills. Blacks only.

"CAWLEY'S BRILLIANCY."
For Fast Black Mercerised Satteens.

"RADIUM."
A bright finish, soft in handle, and with great strength of cloth. For fast Black Cotton Satteens.

"POPLA."
The best finish for Mercerised Black and Coloured Poplins.

"FORTESSE."
For Cotton Satteens. A new, rich, and brilliant finish, giving the maximum strength with a perfectly Fast Black.

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The advance in **ANILINE** Black and Colour **DYEING** has been synchronous with that of the **MERCERISATION.**

Fabrics dyed and finished by branches of the B.D.A. are sold by leading merchants throughout the world.

Full particulars of the many different Finishes, adaptable for all purposes, from

The BRADFORD DYERS' ASSOCIATION, Ltd., Bradford.

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—and remember, they must be in WORRALL'S Fast Dyes.

That's a matter to insist upon when ordering velveteens for all costume purposes,—for not a little of the present-day popularity of velveteens is due to the discovery of these fast-to-rubbing dyes.

WORRALL'S FAST DYES

HAVE MADE "ALL THE DIFFERENCE," AND HAVE ADDED VASTLY TO THE BEAUTY AND UTILITY OF

VELVETEENS

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

"Lumena" (Reg.) DYE and FINISH

for ARTIFICIAL SILKS.

This is the highest development that has been attained in the dyeing and finishing of Artificial Silks, and goods so treated can be thoroughly recommended for Blouses and Dresses.

The fabrics drape gracefully, are brighter than silk, and are durable in wear.

Goods dyed and finished by this process were awarded a Grand Prix at The Brussels Exhibition and received the special congratulations of the jury.

FACSIMILE OF STAMP at the end of each piece, without which it is not genuine:

"LUMENA"
DYE & FINISH B.D.A. GUARANTEED
BY THE BRADFORD DYERS' ASSOCIATION LIMITED

An attractive Showcard for window and counter display will be SENT POST FREE to all Retailers stocking these goods. The card is beautifully printed in colours, and measures 18 inches deep by 13½ inches wide. (Reference No. S.K. 21.)

Patterns showing this FINISH, with full particulars, and of many other different FINISHES, adaptable for all purposes, from

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Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
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for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

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Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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COSTUME SERGES
Stylish and Durable
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Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy Remnants for your **Sales.** At once profitable and attractive.

The Best House in the Trade for these is

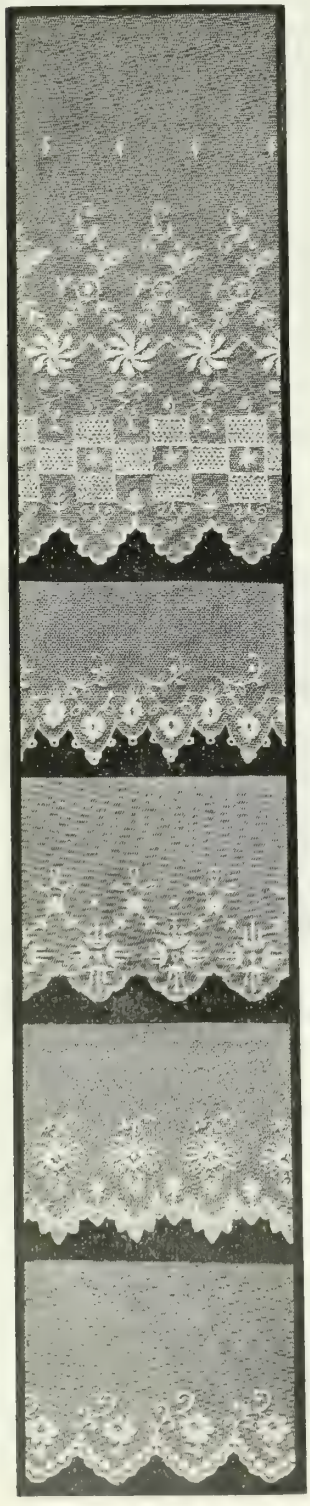
JOHN STONES

Shiffnall Mills,

BOLTON, **England**

"Plauen" Net Tops Now Made in Nottingham

HERE IS SOME OF IT!



Rapid Counter Stroke Against German Manufacturers as Result of Patents being Cancelled in England—Silk Goods Strong in Evening and Novelty Shades.

AS has been referred to in the introductory article of this issue the cancellation of German patents was followed up at once by the Nottingham lace manufacturers in bringing out patterns that had originated in Plauen, and in sending broadcast to the world announcements, that they were prepared to duplicate any German patterns submitted to them by any agent or retailer. This new line of industry included not only the patterns themselves, but any finishing processes and processes of manufacture. Samples of Nottingham net tops that are exact reproductions of the Plauen goods have reached Canada and are illustrated on this page. The significance of this new departure can hardly be over-estimated. and an immense new field of industry is opened up for the British manufacturer not only in this but numerous other directions where Germany has held the field without serious rivalry hitherto.

FASHIONS for Fall and Winter were fairly well established along general lines before the war clouds broke over Europe and the pronounced popularity of lace in the form of flounces and ruffles was markedly emphasized. It is only recently that fashion has shown this change of front and the trade has not as yet had even one good season out of her changed attitude. Therefore there is little wonder if all connected with the lace industry—manufacturer, importer and retailer alike—feel that the position is a hard one. For now that lace is fashionable the problem is going to be to supply the demand, as importations from the majority of the big lace-making centres promise to be either wholly cut off or greatly curtailed. Importers are sure of the laces they have in stock, and are endeavoring to provide for the future. Stocks at the present when those in the hands of the importing and wholesale and fancy goods and cutting-up houses are fairly liberal, though shortages are bound to develop at an early date in the most wanted lines.

The laces fashionable are of a light nature, and one of the most promising lines for Fall selling are the net-tops or Orientals. These laces are chiefly of Plauen production, though Switzerland and France also produces high-class net laces. Some few years ago Nottingham manufacturers put in plants and started to make net-tops. This was a logical development, as Nottingham is a large net producing centre. This addition to the staple laces made in Nottingham attracted very little attention, while Plauen goods were available, but under present circumstances is becoming of importance, and Nottingham is coming to the front as a possible source of supply for net top laces. Before the war, fashion was veering round to Valenciennes again, and for edgings and insertions, and trimming laces both Nottingham mills, and also lace plants of the United States are available. Besides the novelty lace demanded, there is a big market for staple laces, and when the stocks now held are cleared out, both of these sources will have to be drawn upon.

Though importing houses have cared for their customers as far as possible, and there have been no general advances on goods in stock before the war broke out, advances have had to be made on later shipments to cover war insurance, rate of exchange and the higher costs of laying down.

The outlook for nets was never brighter, and both plain and fancy nets will be a big line. Silk goods will be strong in evening and novelty shades as well as in the new metal effects. Nottingham makes nets that are unrivalled and nets and veilings are also made in the United States.

We Can Supply

BUTTONS
TRIMMINGS
AND
LACES

FROM STOCK

CALL OR AWAIT OUR TRAVELLERS

Flett-Lowndes & Co.

LIMITED

144 Front Street West
TORONTO

IMPORTERS

ALSO MANUFACTURERS OF
LEATHER BAGS, NECKWEAR AND CHILDREN'S
DRESSES AND COATS.

Advances to Come in Veilings

Veilings Promise to Sell Well. The "bobby" Which is a Bordered Veil Still Leads. Square Meshes Featured in Place of Hexagons.

BUSINESS in veilings is promising well, though prices are bound to advance. The many new ideas and patterns, and the real necessity for something to keep the hair in place, and to give a smartly finished appearance now that the small hat, and so many small brimmed and brimless models are worn, will keep veilings well to the front. Importations will still come in from Nottingham and the United States though it is hardly to be expected that the French houses can make any further importations at present.

The "bobby," which is worn just about the line of the chin strap of the policeman's helmet, will be the leader. This veil has always a tiny border, making a line across the face. Hexagons still take the lead in meshes, but there is a movement favoring filet and square effects. Other new ideas in meshes come in rectangular and craquele effects. Fine hand-run patterns on large hexagonal meshes are leaders with the high class trade. These designs are very carefully spaced and are so arranged that no pattern crosses the line of vision. For staple selling sheer meshes and small designs, particularly those introducing tiny chenille dots. These are often grouped in small clusters. Chenille run borders and borders made up of chenille dots are very much in evidence. Though by no means new, the beauty spot keeps its place, and though they are difficult to produce new effects as it would seem as though the butterflys, dragon flies, crescent and star and other well known patterns would have produced a shortage of suitable motifs. The domino veil is a recent novelty. It has a fine diamond mesh over the eyes showing them plainly while the rest of the veil is patterned. Just at present there is a call for the white veil, but black and a few dark colors will divide the later season.



Vestee of organdie with pleated embroidered side frill of the same, and collar cut with revers and elongated side points. Shown by Phoenix Novelry Co.

Ribbons are in Short Supply

The Demand is Wide Both for the Millinery and the Counter Trade—Plain Ribbons most In-evidence for Milling Purposes, with Fancy Ribbons for Girdles and Sashes.

THE situation in Europe will mean that ribbons will be in short supply on the Canadian market. Also they will be more wanted than ever because they will be often substituted for other trimming lines that the market cannot obtain. Switzerland makes a very large proportion of the ribbons used in the Dominion and there is just a slender chance that ribbons may be shipped out of that country by way of Genoa—provided Italy does not throw her fortunes in with the allies. Ribbons are procurable in the United States if the ribbon factories there can sell to us after taking care of the American trade. This is supposing that the American mills can procure the necessary raw silk, and the finishers can dye the colors wanted.

Black ribbons will be much wanted for millinery trimmings and will be used extensively for girdles and sashes. Narrow ribbons are being used for trimming the edges of skirts and tunics of dresses designed for evening and dressy wear. The girdle and sash arrangements calling for ribbons are very numerous.

Fancy ribbons are more used for sashes, girdles, and vestees than for hat trimmings. Beautiful soft toned and brilliant fancy plaids and Roman stripes are showing, and there are very handsome dark hued warp prints in novelty lines.

Many of these warp prints have striped edges, and some ribbons show half of the ribbon printed with the other half in ombre effect. Velour patterns on satin grounds, the velour printed in rich and glowing tones, forms another of the leading novelty lines.

Few Handkerchiefs

Only Small Portion of Those Ordered From Swiss Firms Here and Not Likely to Come This Season.

THE merchant will be in luck's way who obtains a full supply of handkerchiefs for his Christmas trade this season. There is little doubt that the supply will be short, but the real situation is difficult to trace out as so much Irish made linen is shipped abroad to be embroidered and trimmed with machine and hand work in other countries. Switzerland takes big shipments of handkerchief linens which she embroiders on hand machines in patterns that closely resemble the hand-worked embroideries of other countries. Irish linens are sent to Madeira, Japan and Armenia and are there finished with the hand-made laces and embroideries distinctive of these countries. Handkerchiefs ordered direct from Swiss agencies and not now arrived have very little chance of getting here though a consignment here and there that is now on the way may create a surprise by arriving safely. Irish linen handkerchief shipments will be pretty well up to the mark. Much of the stock finished in the Swiss mills, and in other countries and bought through the agents of Belfast houses, will come to hand.

MODERN IDEAS WORKED OUT IN PETERBORO STORE.

(Continued from page 21.)

is placed inside the package, and the top, or last one, is pasted on the package for the convenience of the delivery man.

Each section contains the customer's number and all the salient facts required.

There are three copies of the approbation slip, one going to the parcel office, which looks after returned parcels, and to the returning of those that fail to show up when the customer cancels the order, and one to the main office. The third or original copy is in two sections—one for the customer and one with the address, to be pasted on the package for the benefit of the delivery man.

In Spite of the Kaiser

We are in excellent shape with a full stock of all the popular materials, and are able to supply your requirements for

"That Something Different"

in

Waists and Neckwear

We have the right styles for quick selling in both high-class and popular-priced lines.

Ladies' Wear, Limited

Toronto

W. F. GOFORTH - - - - PRESIDENT

Branch Offices:

ARTS & CRAFTS BUILDING, VANCOUVER, B.C.
HAMMOND BUILDING, - WINNIPEG, MAN.

RIBBONS RIBBONS RIBBONS

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS very fashionable, you need them.

We are the only manufacturers of Ribbons in Canada.

Fancy Dresden Ribbons much in demand.

Soft Satins in all new colors for Fall season.



We can supply you at once.

Black Moires in all widths.

Black cire or stove-pipe finish.

Taffeta, black and colored.

The largest range of qualities and prices in the trade.

Ribbon Girdles, the newest fashion out. We are showing a good range, Plain and Fancy, all made up ready for quick sales.

We are showing for the Fall season a very large range of plain and fancy ribbons, velvet ribbons, etc.

Wait and see our values.

If our traveler is not around when you require ribbons,
write us for samples and prices.

BELDING PAUL CORTICELLI LIMITED

Montreal Toronto Winnipeg Vancouver



WAR BULLETIN

We Can Ship

From Stock

Veilings, Laces, Frillings and Novelties

Owing to present conditions in Europe we cannot tell when we will be able to renew our present stock.

We, therefore, advise our customers to take advantage of our present heavy stock.

— No Advance in Prices —

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

Call and See Us During Exhibition

FILETS IN VEILINGS.

Hexagons and Craqueles the Leading Sellers.—The Trend of Fashion Favors the "Bobby" Veil.

VEILINGS are well established and there is enough distinction about the new novelties for the coming season to insure them a favorable reception. With the small hats the new short or "Bobby" veils are to be most used. All of these veils have a very well defined border in dots or chenille tracery, and a number of them show the beauty spot idea. These borders are the new thing, and they are being relied upon to continue the interest in veilings. Hexagon meshes are as popular as ever, but the novelty in meshes is the introduction of filet. Filets come in various sizes. Medallions in square effect are introduced into fine meshes, and this form is responsible for some of the most striking of the season's novelties.

All kinds of neat patterns are again to the fore, and craqueles are still good sellers. The dotted veils that were introduced last season are out again in many designs, some of which are more striking than beautiful. They are worth stocking in limited quantities, as they have their value for display purposes. The veil with the velvet neckband is a sure winner, for it is both practical and becoming. Some extreme designs come only on one side of the face or in the portions of the veil that come over the cheek.

THE REVIEW COVER.

The Review cover this number contains a reproduction of one of the leading veiling novelties shown by the Thompson Lace & Veiling Co. The square effect is the latest idea in Fall veilings. Filet or square and hexagon are the leading meshes this Fall, and these are combined to produce the pattern. The filet motif is further decorated with minute chenille dots, and the intersections have a small woven-in design.

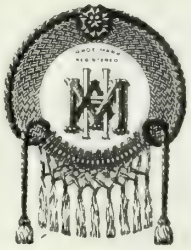
KID GLOVES UP IN STATES.

A large importer of gloves and hosiery gave the following outline of the situation to The Review:

"The kid glove situation is very bad, as nearly all come from France, and we have received only a single shipment out of a large number. I was in New York a few days ago, and a large jobber there pointed to stock he had on the shelves and said, "What do you think those go at usually?" and I said, "About $12." He said, "You are right, but we won't budge any under $18 now." He was taking advantage, of course, of the situation, to get all he could from the trade. This is the condition across the line far more than in Canada. However, prices on kid gloves must go up very quickly, and with the short stocks the supply will soon be exhausted, and there is no substitute in sight. So far as fabric gloves are concerned, the stocks also will be short, and the more so as the last two or three years the retailers have shown themselves unwilling to buy much in advance, but have been expecting us to carry stocks for them. There is a fair amount of chamoisette gloves on hand.

NEW YORK GLOVE NOVELTIES.

Styles of gloves this season show some novelty effects, says The Glovers' Review. The new wash leather gloves are heavily sewn in the seams with the black stitches showing plainly. Some again have gauntlets which are fringed at the ends, the idea being to imitate a sort of rough and ready style of "pioneer" hand covering. Several novelties in women's gloves are now being used, the idea being to lead the fair wearer away from her allegiance to suede and glace.



While "our boys" go to the front to fight the Empire's battles, Canadians should show their patriotism by buying goods

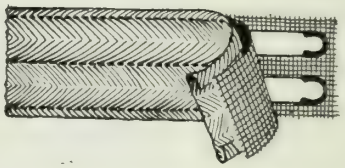
"Made in Canada"

You get reliable goods and excellent values by purchasing from us.

Dress Trimmings
Furriers' Trimmings

Braids, Cords, Tassels, Fringes, Ornaments, etc.

THE MOULTON MFG. CO.
LIMITED
MONTREAL



Studied Comfort *of* P. C. Corsets

The study of the human figure, the application of corsets to the human figure and the scientific construction of corsets to promote comfort, give support and grace without interfering with Dame Nature rather promoting than retarding health, comes under the head of P. C. Corset manufacturing.

Then comes durability and value—the next essentials after comfort and fit. The steels are all encased in a double interlining, which prevents them from wearing through the covering or lining, and prolongs the life of the corset.

A card to-day will bring a pair of the latest P. C. corsets per parcel post.



PARISIAN CORSET MANUFACTURING COMPANY, LIMITED
QUEBEC

TRADE-MARK  REGISTERED

To Glove Retailers

The Prices of DENT'S GLOVES will not be Raised before the need arises

Owing to the shortage in raw skins and the difficulties of Manufacture, both directly attributable to the European War, *glove prices have already risen* and further deliveries from factories will be at considerable advance in cost.

DENT, ALLCROFT & CO. beg to announce that their travellers are now upon the road and are booking orders conditionally as follows:—

Regular prices will be quoted for *all stock lines* (subject to the stock not being exhausted prior to order being received) until October 15th next.

Orders may be placed up to the above date and deliveries made at any time before December 1st, 1914, on *regular terms.*

Goods sold at current stock prices cannot be held after December 1st, 1914.

IT IS ADVISABLE TO PLACE YOUR ORDER NOW TO ENSURE A SELECTION AT TO-DAY'S PRICES. AFTER OCTOBER 15th NEXT, TIMES PRICES WILL PREVAIL. ADVANCES WILL THEN BE MADE *ONLY WHERE UNAVOIDABLE.*

Orders for *Spring 1915 delivery,* can only be accepted on condition that it is possible to execute same and prices are subject to revision.

DENT, ALLCROFT & CO. wish to assure their patrons and the trade that every effort will be made to meet their requirements. *DENT'S* resources and organization are the *largest in the trade.*

If our traveller has not called kindly state your requirements by mail.

DENT, ALLCROFT & CO.

52 Victoria Square - - Montreal

D 3

Beautiful Panel Effects in 1915 Wallpaper Lines

These Promise to be More Popular Than Ever Before — Rose Still Holds the Lead—Yellows, Browns and Dark Greens Strong and Elaborate—Japanese Grass Cloths.

AFTER looking over the many beautiful materials which are offered in the 1915 line of wallpapers for interior decoration, the first, and the outstanding and lasting impression, is created by the great scope which is offered and the latitude permitted with regard to the use of materials, designs and colorings. While there are certain strong tendencies shown which have an influence in the schemes for certain rooms of the house, and while there are color effects which are strong in popularity, the whole trend is to get the desired beauty in the end without so much attention to the means. Never in the history of the wallpaper business has there been such an opportunity for a display of taste in the selection of the materials and the manner of their use, and in this connection there is the need for a thorough understanding of the elements of the art of decoration on the part of the salesman, for it is to him that a great many of the patrons of the wallpaper department of the store will look for assistance in making their selection.

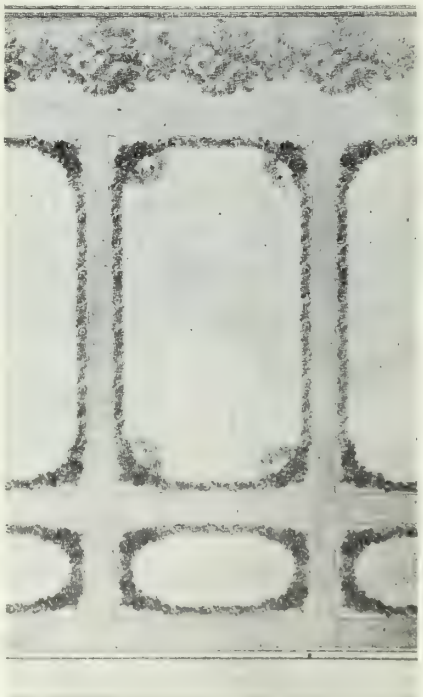
Taste Rather Than Price.

There are papers at all prices—the range is greater than ever—but it should be remembered that price is not essentially the first consideration. Taste is more important. An expensive paper, while, of course, presenting the greater possibilities, can be made to look cheap by the manner of its use, while, on the other hand, there are cheaper grades which, if properly handled, can be made to present a beauty which overwhelms the matter of cost.

Panels Very Popular.

Even stronger than ever is the popularity for the panel effects, and this is seen in decorated schemes for practically all parts of the home, with, of course, a decided difference in the methods of handling. A beautiful bedroom is shown in the accompanying cut, which represents two panels crowned with a full rose border. The two-tone effect introduced in addition to the border is produced by the use of two harmonizing shades of the background paper. This border may be utilized in creating the usual upright panel, or with a little alteration on the part of the decorator an oval panel can be produced, thus giving wide scope for suiting the scheme to the shape of the room and the walls.

With the panels in bedrooms and reception-rooms the backgrounds are in soft shades of blues, greys and greens, with fine patterns which do not obtrude, and the relief is given in the borders, in many of which the rose is used with the relieving color of bright tone and small proportions.



Rose border design showing effective use of floral border and panels on soft background. Note two shapes of panels and the two-tone effect between, as the result of using two shades of paper of the same material. Shown by Colin McArthur & Co.

Ever Popular Rose.

And here let it be said that there appears to be no flower in wallpaper decoration which holds its popularity like the rose. For this there is a reason: there is no other flower which can be put to the same uses, and, after all, there is nothing more outstandingly beautiful in the floral world. One might wonder why such flowers as the sweet pea, the fuchsia and others of outstanding beauty are not used in decoration, and the explanation is that they cannot be reproduced in their natural appearance; in the words of the trade they do not "round up." The popularity of the rose border is something which is bound to last, and its use is always safe. Most of these borders owe their beauty to the contrasting colors, and the majority are cut out and used at the top of the wall. This style of decoration is particularly adaptable to apartments where the rooms are small, owing to the wide latitude which is permitted the decorator in the use of the borders and panels.

Yellows and Browns Strong.

For the living-rooms there is a wide variety offered to suit the taste of the individual, both in the range of colorings and methods of handling, with panels, friezes, binders, dados, etc. Here we find that there is a tendency to the use of warm shades of yellows, browns, and dark greens, with various patterns in panels, borders, etc. So far as the combinations are concerned the outstanding characteristic is harmony, and where high colors are used they are artistically shaded in.

For halls and vestibules the same materials find use with a difference in the methods of handling, the effect being more formal and borders and panels being restricted to designs in which lines rather than curves predominate.

(Continued on page 41.)

Conditions Now Most Favorable *for* Dealers Handling

CREX
Grass Carpets and Rugs
TRADE MARK

Reg. U.S. Pat. Off. Aug. 1, 1905

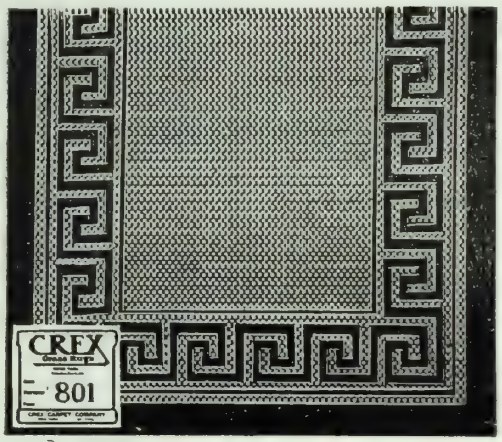
Never was there a more propitious time for dealers in Canada to put in a good line of CREX Grass Rugs, Carpets and Runners.

On this side of the border—from Maine to California—in every section—CREX has become a household word.

Conditions in Canada are not unlike those in the United States. You have your seasons the same as we do, but CREX is not a "one-season" floor covering.

While CREX is used extensively as a porch covering in summer, it is also used to a large extent as an all-the-year-round covering, and its use indoors for every room in the house shows remarkable increases every year.

Just now, with a great European war raging, with the doors of most every other nation closed to you—you must look to the United States, your neighbor and friend, for many articles which go into the homes of your people. Nowhere else can you purchase some of the things which are almost necessities, and CREX is in that class.



CREX Rugs, Carpets and Runners fill a long-felt want. They are sanitary, durable—so artistic and so inexpensive that they naturally appeal to the housewife in every environment.

CREX is not unknown in Canada. For several years we have advertised in Canadian magazines, at the same time reaching thousands of homes through our extensive list of leading women's publications. In addition we have used the foremost newspapers in most of the larger Canadian cities, so we feel that we have already made a great number of friends in Canada.

Let us fix up a sample line that will help you to get your share of the CREX business. You can carry every rug pattern at a very small outlay.

The following assortment of 80 rugs in 40 patterns and colors costs less than $100.00.

2 9 x 12 ft. Plain	3 54 x 90 in. Plain	6 27 x 54 in. Plain
2 9 x 12 ft. Figured	3 54 x 90 in. Figured	6 27 x 54 in. Figured
2 8 x 10 ft. Plain	6 36 x 72 in. Plain	6 24 x 48 in. Plain
2 8 x 10 ft. Figured	6 36 x 72 in. Figured	6 24 x 48 in. Figured
3 6 x 9 ft. Plain	6 30 x 60 in. Plain	6 18 x 36 in. Plain
3 6 x 9 ft. Figured	6 30 x 60 in. Figured	6 18 x 36 in. Figured

We will supply you with attractive color catalogs to send to your customers. We will also furnish you with advertising matter, such as pennants, signs, blotters, etc.

Write for Complete Price List and Full Information.

Crex Carpet Company, 212 Fifth Avenue, New York

ORIGINATORS OF WIRE GRASS FLOOR COVERINGS



A German Mistake

Due to fortunate mistake made by the shipper of the firm in Germany from whom we buy our down, our whole year's supply was sent to us instead of coming in four shipments at three months' interval. We are, therefore, in a splendid position to fill your orders for Swan Brand comforters, pillows and cushions without any advance in price.

We are showing a very wide range of patterns and styles in cotton and down comforters. Ask to see samples.

The Toronto Feather and Down Company, Limited

35 Britain St., Toronto

"Where the Reliable Goods Come From"

Eastern Agent:—Mr. J. F. Sumption, 403 Unity Building, Alexander Street, Montreal, Que.

Our Travellers are still on the road and are busy writing orders for

STAUNTON SUPERIOR WALL PAPERS

Better This Year Than Ever

Imports from Germany have ceased, and there will be a big shortage in Dyes and Chemicals needed in the manufacture of Colors for Wall Papers. Many Wall Paper factories will have to curtail their output.

Our colors are made by our own factories and our supply is assured.

Place Your Order for Staunton Wall Papers

and the goods will be delivered on time.

Stauntons Limited

Wall Paper Manufacturers

941 Yonge Street, Toronto



If you could but know the welcome accorded to the "BABY" Invincible

—the little wonder vacuum cleaner—in the hundreds of Canadian homes you would readily understand why we are so enthusiastic over our proposition to the dry goods merchants of Canada.



Light, Powerful, Simple to Operate,

this little machine does the work that heretofore none but the largest machine would attempt to do and then with great inconvenience to the housewife. The "Baby" Invincible has a vacuum of 11¼" mercury, and a volume of 60 cu. ft. of free air per minute this is a real dirt remover. We cannot urge you too strongly **to look into our agency proposition.**

Drop a card to-day, and we will give you full details. **It will pay you to write now.**

The Invincible Renovator Mfg. Co.
LIMITED

81 PETER STREET TORONTO, ONT.

DEARDEN'S MONOGRAM AND SPECIAL DESIGN QUILTS

made to the order of railroad and steamship companies, institutions, hotels, etc., with woven name, design or monogram.

Keep your eyes open for special orders of quilts for there is good money in business of this kind. You invest no money, but clear a good profit. We make a specialty of special order quilts.

Made by Jonathan Dearden & Co., Limited, 11-13 Bridgewater Place, Manchester. Mills: Bolton, Lancashire.

Write to-day for samples stating the requirements.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
30 Wellington St. W., Toronto

BEAUTIFUL PANEL EFFECTS

(Continued from page 38.)

The use of blue will find a very restricted use, for the very simple reason that it is very difficult to use with an effect that gives the impression of good taste. A bold blue is a very daring color for decorative purposes, and it only requires the example of showing how other colors contrast to prove that the use of this shade will not be extensive; not only is it difficult to find borders that will work with blue, but there is the same difficulty with regard to the draperies and the other furnishings of the room.

Two new and effective papers which are being shown are Japanese grass cloths, the most of which are in plant effects, with borders of Oriental design, and a paper with a mottled surface with something of the appearance of marble, but with the veinings much more indistinct. Both of these have a large variety of borders and panels, and there are many with ornamentations, while a very beautiful effect is produced in wide, two-tone stripes, in which there is very little difference in the shades. With these, one of the new and effective borders is one which introduces the different precious stones, inlaid in solitaire or in chains. This Oriental frieze also

Some Beautiful Friezes.

For beauty of design and harmony in color cold type cannot describe some of the latest panoramic friezes which are imported for the better trade. Some of these, which are reproductions of works of art and historical events, would pass for paintings, and nothing could be imagined more effective for the enhancing of the beauty of an apartment. There are woodland scenes in autumn tones, desert scenes in soft indefinite colors of twilight; rives courses, with their beautiful surroundings of groves and flowers, in a variety to delight the eye of the artist. For the clubroom or the den there are sporting friezes with automobiles, airships, etc., and even for the nursery there are animal parades which would do credit to any zoo.

READY-TO-WEAR

Red, White and Blue Instead of Germans' Black

French Temperament May be Responsible for Revival of Brighter Colors Owing to Personal Feelings and English Alliance—Paris Houses Hopeful of Supplying Models—Description of Some That Were Made Up.

THERE has been a clearing of the situation in Paris, and though the difficulties are great, styles are still coming through. Paris is not lightly and without a struggle going to give up the supremacy of years, and gradually one by one the great customers are making exhibits of Fall models.

Fall models have been brought over the Atlantic also in sufficient numbers to give point to Parisian ideas.

Many of the model houses were well on with their preparations when war was declared, and because of the fact that members of their staffs were ordered to the front, and because buyers over for the openings were fleeing from the city and endeavoring to get home, preparations were halted and exhibitions delayed. Now that it is again possible to export models, many of the houses are preparing to call their staffs together, and they hope in a short time to be able to take orders both for export trade and for private clients.

The American cutting-up trade is always interested in what Bernard shows, as this firm is celebrated for its practical tailored models. Bernard is showing redingote models in fur garments. Cloaks here are made of chutedo, pekine or velour de laine. Redingote models in these cloths have full skirt sections set in gathers or pleats to the low waistline, either back or front, or at the sides.

There is no prevailing length for the suit coat, for they ran all the way from 36 in. to 52 in. These longer coats are cut in redingote fashion.

Besides redingotes, there are many models in shorter styles. Belted models on the Norfolk order are shown in shorter coats, as well as other models with belts across the back. The newest feature is the marked tendency to use fullness below the waist even in the shorter type of coats. This is often accomplished by the use of box pleats or side pleats at the front, back and sides. These pleats are pressed very flat, and flare at the edge. Godet effects produced by the use of circular cut pieces are also used. The waist part is more fitting, and is cut more upon basque lines. With this cut of coat the sleeves are set in at the shoulder, and are full length and straight finishing very simply with a narrow three-inch cuff or several rows of stitching.

Bernard still favors the long Russian tunic. Many of the new ones are circular cut, though some of them are laid in a broad panel of pleats both front and back. Sometimes there is a panel with the pleats on each side. Yokes are very much used, and many tunics fall from them instead of from the waist. The high mounting of the skirt continues to be used even where there is a yoke. The one important point about all skirts seems to be that the foundation skirt is sufficiently narrow to contrast markedly with the flaring upper part.

Tunics are very long; some of them so long that the underskirt is a mere hem, and this points the way to a probable coming change.

The circular skirts Bernard is showing are about 2½ yards wide at the bottom. These are put out as a new idea and only one or two models are shown as it is clearly recognized that the narrow skirt is firmly entrenched in the favor of its wearers. This view is all the more pronounced because Paquin failed to score with the flare skirt last Spring.

Bernard is using zibeline extensively and the newest idea seen here is the zibeline with a moire finish. The chutedo shown by Rhodier this Spring and made of silk and wool in fine striped effects is used for both cloaks and suits. One cloak that is already finished is made of this fabric in brown striped, with old blue at half-inch intervals. This cloak is cut like a redingote, and has the collar of grey fox. Kersey cloth, broadcloth, velour de laine, both plain and in small checked patterns, and velvets are the leading materials used.

It is not difficult to see that red, white and blue, the colors of France and England, will be popular in the near future. So also will the yellow of Belgium and Russia. And for the same reason Parisian designers will use less black, for black is the color of Germany, and Parisian designers are too patriotic either to forget that or let their customers forget it.

Separate Skirts

Retail Trade Giving a Prominent Place to Separate Skirts This Fall—Long Cossack Tunics, Yokes and Pleatings the Leading Features.

THE separate skirt figures very prominently among the lines showing at the Fall openings, and it looks as though buyers were very confident that separate skirts would sell. The long tunic styles predominate, though there are a few models showing on straight lines with narrow circular flounces giving the flare line a few inches up the skirt. In popular priced models the long tunic of plain serge or poplin over a foundation skirt of plaid, check or Roman stripes takes the lead. More expensive skirts come in novelty plaid and Roman striped materials in very dark, indistinct effects. Many of these skirts are developed in quite heavy cloths and are well suited to Winter wear in Canada. Dressy models are showing in paillette duchesse, moire and bengaline. Box-pleated, side-pleated and accordion-pleated effects are very largely featured. Sometimes it is the tunic that is pleated, sometimes the foundations, and often both are of accordion or side pleating. Many of these pleated tunics have the tunic part set on a yoke which is shirred like a girdle.

FEDERAL



The House of Surprises

WE cast a few surprise "bombs" into the trade last season—retail and wholesale.

WE showed new "stunts" in style and value.

WE *did* some "stunts" in the way of opening new accounts.

But all this is not a "marker" to what we are doing for Fall.

We are smashing more "preconceived" notions that big prices must be paid for "distinctiveness" and a label.

Messrs. Barris, Lewis and Hiller have not been in the business for years without gathering some new ideas, and are young enough to get out for themselves and put them into action.



HARRY HILLER BEN LEWIS FRED BARRIS

The first season, triumphal as it was, was but preliminary to what we are now doing. So—

PREPARE YOURSELF FOR THE SURPRISE OF SURPRISES

Prepare your customers for the most beautiful dresses you ever showed at "within-the-reach-of-all" prices.

To "get in on the ground floor" you have but to call or send for samples and see the line—dresses at **$3.75 to $16.50**

OUR SURPRISE

A New Silk **BASQUE** MODEL In an UP-TO-THE-MINUTE Material **$6.75**

THE FEDERAL COSTUME CO., Inc.

FRED BARRIS, President BEN LEWIS, Secretary HARRY HILLER, Vice-President

53-55 W. 36th St., NEW YORK

FEDERAL

FEDERAL FEDERAL

Models of Fall Suits as Seen at the Openings

The Change From Drapery and Bouffant to Long Simple Lines Very Welcome—The General Tendency is Towards More Fitted Styles—Pleats Very General—Very Dark Colors.

IT is with great interest that one enters a big retail department to get the first view of a representative collection of Fall models, assembled by the efforts of a big buyer. So much has been said about radical changes that one is prepared for something very new. Style changes have been made, it is true, but they are such as have been led up to, and do not take one completely by surprise. The main one is that the figure is more defined, though we are a long way from a fitted or even half-fitted garment, and any changes in this direction do not affect the alteration department.

Suits are said to be more along tailored lines, but it must be confessed that while styles are simpler and show more line, they are still a vast distance from the simple tailored model. The greatest change and the one that will be most welcomed is the change from bouffant effect to the simple long lines of the redingote and the Cossack tunic. The use of pleats is very general and this gives freedom of movement without in any way departing from the much-admired straight line. Very many coats are cut just below the waist line in front and have long basques laid in pleats or cut in circular fashion below. By no means every model shows the sleeve set in at the natural armhole and cut in straight tailor fashion. Modified kimona cuttings and even dropped shoulders are shown, and the Raglan idea is strong. It is the drapery and the bouffant effect around the waist that is eliminated.

Colors are very dark and black and dark blues in various navies, military and canard shades are in the lead. In the popular trade dark brown and tan shades come next to blue. In high-priced suits such novelty shades as beet-root, dark mahogany and Russian, cedar and olive green will be favored. The greys shown are on the metal and taupe order.

Materials are almost as varied as styles. Cheviots, diagonal and other weaves in serge, gabardine and gabardine weaves, broadcloths, crepe weaves in worsteds, zibelines and velours are some of the weaves noticed. The trimmings used were interesting because there is a very decided tendency to use braids and braid trimmings to a greater extent. Fur is very much used for collars and cuffs, and quantities of fabric are used for trimmings both for collars and cuffs, and in the form of edging bands for tunics and the hem of the underskirt.

Many collars are double, one being of fur and the other of fancy velvet. Vest effects are very numerous and are too varied to be described. Striped, checked and floral printed silk linings are very much used. When the model is of the cape variety these linings are very much in evidence and practically form part of the trimming scheme. Sashes are prominent and are often of the material and finished with a picot edge. This trimming is formed by running lines of hemstitching down the material and cutting the stitching down the middle. Tassels, buckles and fancy buttons are used to trim these sash ends.

Buttons are a big feature and are really beautiful, as they match the Roman striped and fancy plaid velvets. They are of celluloid and are transparent, with bands and slashes of solid color. The olive and pointed olive shapes promise to be most used.



SHOWING THE LONG TUNIC.

Slip of white satin over which is posed a skirt of black tulle hemmed with lace. Long Russian tunic of the tulle with deep band of satin. The waist consists of a deep satin girdle, above which is a drapery of tulle edged with a jetted beading and drawn up into a butterfly bow on the top of the sleeve. The girdle fastens with a jetted ornament, and the chain of beads is of jet.

READY-TO-WEAR MARKET.

A manufacturer of misses' and children's suits declared that one of the most beneficial effects of the war would be a cleaning out of stocks both of wholesalers and retailers. Prices were likely to advance within a month, and he anticipated a shortage in deliveries in October and November. Another manufacturer stated that raw materials in textiles were advancing 5 to 10 per cent. and the prices of the manufactured articles were sure to advance.

U. S. WILL MAKE OWN STYLES.

One of the most marked effects according to a number of designers and manufacturers will be in regard to styles. There is a feeling that American ideas can be adopted much more freely than they have been, as there will not be the same rivalry from Paris houses. Moreover, the manufacturers will not have to wait until after the Paris openings this year before they bring out their various lines, because the public are well aware that even if the openings go on along usual lines they will be much later, and there will be more risk in waiting to give orders, than under normal conditions. There is also a feeling that trimmings for garments, such as laces, embroideries, etc., will have to be made up for the most part in this country, and the effect of this will be, of course, to increase the cost of the garment.

Most supply houses agree that retailers are showing greater desire to stock up than they promised to a couple of months ago, as they fear that a shortage will develop.

R. J. Garrett, Campbellford, Ont., has sold his fancy goods business to McIntosh Bros.

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No. 926—Crepe Meteor

Long Basques and Cossack Tunics the Latest

All Dresses on Straighter and More Fitted Lines—Material Very Varied—Waist and Dress of the One Material This Season—Many Novelty Shades.

SOCKS are full and styles are various, but the most noticeable change is in the line. The bouffant pannier styles and hip-flounces have given way to straight lines again. Another noticeable change is that the transparent waist of net, lace or chiffon is replaced by the waist of cloth or silk like the skirt,—the dress for Fall is a unit again. The full and much-bloused waist has rapidly given place to one showing more fitted lines. This does not mean that the kimona cut is not used. Extra fullness is taken out at the waist line and the figure is more defined. Many waists that are blouse-cut are turned into basque effects by the addition of a high and deep shirred girdle which sometimes reaches the bust line and over, and also covers the hips. Fitting yokes to the skirts also gives the same effect. The basque dress is here and it promises to be the novelty this Fall. Generally this dress is one piece, the long basque waist having the foundation skirt and tunic attached, with the join hidden under a sash. This sash is often of the material, even when the material is quite heavy, and is finished with a picot edge made by running a line of hemstitching up the material and cutting it up the centre.

Foundation skirts are not so narrow but they are narrow enough to give the appearance of a very decided flare to the long Russian tunic. Tunics flare in godet or circular cut, and some of the newest open up the front, showing the foundation skirt from the feet to the waist. Other tunics are laid in box pleats or side pleats, or are accordion pleated. The basques are cut with seams in the front and back in 1880 fashion. Sometimes the front gore is shirred both under the arms and into the band, which carries the buttons down the front. Other models show a tiny vest, to which the front piece is shirred.

One model seen showed this front piece continued as a sash and tied in a knot with long ends at the back. Rows of jet, glass or fancy buttons very closely set, run right down the front of the basque and are often continued down the girdle. The new collars are high at the back and roll over in front forming elongated points at the sides. As a rule there is a collar of either the material, satin to match, or a contrasting color in cloth or velvet. Besides this collar a collar and vestee of organdie or net lace is added.

Many more cloth dresses are showing this season than for the last few seasons. These dresses are of many materials. Serges, basket-weaves, cords, crepe-finished worsteds, and wool crepes and broadcloths are all used. Naturally more colors are shown in dresses than in suits, but black and blue shades are very far in the lead. There are many shades of novelty blues; browns and tans are good, and so are various shades of red. Greens are good, and particularly in better class lines taupe and nickel greys are featured.

Silk dresses come chiefly in liberties and paillettes, crepe de chine, and various weaves of crepes, some of which have the heavy crinkle of crepon. A few taffetas, chiefly in black and blue, are included in the collection.



PARIS NOT DEAD YET.

Dress of white taffeta and pleated long tunic of black net. Both tunic and skirt are bound with black velvet. The waist is along the more fitted lines now coming into vogue, and the long black sleeves in the white waist strike a distinct 1880 note. From a Paris photograph received by The Review.

EARLY OPENINGS

THE season is opening up early in ready-to-wear lines, and the big city stores are already on with the Fall openings. Late in July and early in August windows and advance displays of garments were shown in the departments and even then they attracted attention. The stores are following up these early showings by early opening which were announced for August 31st and following days. The T. Eaton Co. made what they termed advance openings on these days and showed garments on living models. This means that during the past season they have found this method of showing garments advantageous and are going to continue to use it right through the coming season.

The models used are employees in the store and factory who have been specially trained, and therefore are always available. These models parade through the department, changing the garment they are displaying for others at frequent intervals.

In The Review's art of display department is shown an opening window with advance models in Fall suits. Five good models are shown, and each coat is of a different length. It is even too much to say that the shorter coats are relegated to the cheaper models, for before the writer lie three sketches made from models intended for the Paris openings one from Premet, one from Parry and one a Jenny model, and they all have coats of a different length; one being so short that it touches the hips in front and is only a few inches longer behind.

This question of length is a reputation test for the majority of buyers this Fall. If your customers have confidence in your judgment and your garments are well cut and attractive they will buy, wear and be satisfied with what you sell them. It is really to the buyer's interest that there should be this variety—it would be going back a great many steps to feature only one length of suit coat.







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Three-quarter Length Coats at the Openings

At the Retail Openings it is the Three-quarter Coat—Cape and Redingote Models Predominate—Models in the Balmacaan Order in Heavy Cloths Showing—Many Fur Collars—Capes Just Come Over Point of Shoulder.

ABSOLUTELY no full or 7/8-length coats are to be seen at the retail openings now being held in Toronto stores. Departmental stores and all the specialty stores now holding openings show the 3/4-length coat. Cape models and redingote models divide honors, and the English Burberry coats of which one store is making a big display, still stick to the flaring cut and the Raglan sleeve and shoulder. Cape coats are developed in fur fabrics, plushes, broadcloths, velour cloths and rough soft boucle and nap yarn cloths. Redingote models come in heavy gabardines, kerseys, broadcloths and zibelines. Zibelines with a very bright surface in plain, ripple and moire effects are very much used.

The redingote models show a seam at the waist line into which pocket flaps are often inserted. The waist part either follows the basque outline or is cut in modified blouse style with a deep belt to define the waist and to which the skirt part of the redingote is set. This skirt part is either cut circular or is gored and has pleats let in on either side at the back. If the cloth is suitable the skirt part is pleated all round and set onto a straight cut waist portion and the join is hidden under a wide belt. The coat buttons up the front in straight line from waist to neck if the model is a true redingote. Various modifications give side fastenings that call for the use of fewer buttons. Buttons are a very important item this season. Jet buttons and transparent celluloid buttons showing bands and flecks of color are very much used.

Fur Collars.

Fur collars and cuffs, and collars and cuffs of fur fabrics are seen on all sides. The new collar is high at the back and is cut square across. Revers are often absent and never prominent. Fancy velvets are often used for collars. Straight military collars high at the back and finishing into wing points in front are very new.

Cape coats show the cape wholly at the back or just coming over the point of the shoulder. These capes are lined with striped or plain or figured linings. If plain satin linings are used they are of high color. Many of the more expensive models are lined throughout.

Spring Styles and Fabrics???

France, the Creator of Styles and Manufacturer of Stylish Materials, Must be Counted Out for the Time Being—An Interview With a Dress Goods Buyer Who Was en Route to Paris When War Cloud Burst.

WITH the bulk of the supplies for the dry goods trade for the Fall in the country—and this may be taken to include practically everything in the way of wearing apparel—and with the styles which accompany the different materials also in the minds of the designers, the situation for home months is pretty well defined so far as the retailer is concerned. But what about the Spring if the war continues?

The Dry Goods Review, in an endeavor to get some information bearing upon the future of materials and styles in ladies' wear, has interviewed millinery and dressgoods buyers who were in Europe at the time of the outbreak of the war. Such interviews have indicated that beyond the present season there is an absolute blank. France, the creator of styles in costumes and millinery and the manufacturer of the materials which enter into the making up of these styles must be considered an an eliminated factor. What is the next step? Who knows?

One may, perhaps, take consolation from the fact that if there are not Paris styles and French goods, then we will have to take something else and that if the ladies of Canada do not see Parisian models they must be satisfied with what they do see. And after all it is not the question of a style that counts with most people, it is a question of being stylish—whatever the style may be. We may expect that there will eventually be materials to replace the French goods and styles to suit the materials, and that so long as there is nothing better they will suit pretty well. If the Canadian or American manufacturers decide that such and such be the style and there is nothing else offered—then we may expect that "such and such" will be the style. But what that style might be or where it will be created is something which is as vague as the future of the war itself.

Elsewhere will be found something of the millinery situation in the opinion of Miss Leary, of Montreal, who was in Paris when the declaration of war came; here we will speak of the dress goods market as it appears to Geo. Kent, of Greenshields, Montreal, who arrived in Paris shortly after the declaration of hostilities.

Suspended Animation.

According to Mr. Kent, Paris had stopped like a run-down clock by the time he got there. It was impossible to do business of any kind. "Owing to war, all stopped," is the first line of a letter which awaited him, and the writer, the head of one of the big wholesale firms, stated that he was the only one left around the premises and that all others had joined the colors. It was the same all over the city. This had happened in half a day.

When there are not even goods for sale and no one to sell them it is easy to understand that for the time being France must be considered as an absent factor and the same applies to the greater portion of Europe and to some extent to England.

Although the declaration of war was not twelve hours old when he got to Paris, Mr. Kent states that the streets were deserted as a Sunday. Practically everything on wheels had been taken to move the troops and supplies. After waiting an hour he got a ride to the hotel and when he stated that he wanted a room for a week he was told the place would probably not be open for two days. In the big dining room there was only one waiter who had not been called to the front.

The next day after he found that there was no business of any kind to be done, the Montrealer took train back to London. At the station all was chaos; people were getting away with what they could carry—nothing else was allowed. He said there was a pile of baggage around the station that would fill a square—and he looked out of the window at Victoria Square.

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Toronto, Ont.,
Aug. 17, 1914.

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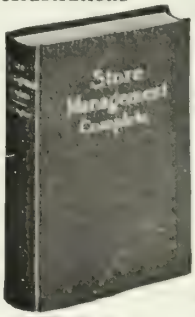
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No. 5. Jacobs & Jacobs, 122 West 26th Street.

SIDNEY BLUMENTHAL & COMPANY, Inc.

FOUNDED 1894

395, 397, 399, 401 Fourth Avenue NEW YORK

FUR DEPARTMENT

Development in Canadian Furs if War Lasts

With Germany's High Class and Treated Furs Cut Off, Mink, Beaver, and Other Canadian Furs Must Be Used More—Square Sailor Collar Popular—Cape Styles Growing.

THE importation of skins and made-up pieces from Germany and France being cut off, would appear on the surface to present a serious difficulty but, as The Review stated last issue, the wholesale houses have already stocked for this winter. However, if Germany is barred from trade beyond next January's sales the fur business in Canada will of necessity, develop. Germany's part has been largely the making "of fine fur from imported raw material, and in any event, Canada has much of the raw material in the shape of coon, wolf, fox, mink, muskrat, beaver and otter skins, and to a great extent can be regarded as independent. A greater demand for these less expensive furs next season is anticipated, too, though staples like Persian lamb and seals will still be popular.

Square Sailor Collar.

Hudson seal, in coats, is to have a big run this year. The styles are all seven-eighths fitting, or full box back, some with the new flare, and in lengths from 36 and 38 to 42 and 45 inches. The new square sailor collar is very much in evidence and military effects are everywhere popular. These are brought out well in the cape style with slanting front, square collar and raglan sleeve. All the new coats have either the raglan or set-in sleeve. The styles for Persian lamb will keep pretty well to staple lines, but leading houses are showing a lot of novelty coats in seal trimmed with squirrel chinchilla, fitch, ermine, black fox and sable. Electric or near seal is made up after the newest models and being less expensive these coats will command a brisk trade in many places this winter. Fur-lined coats are less in favor this year, so the muskrat in staple styles will have a good run for the country trade and driving wear.

For muffs and sets, fitch in both natural and blended shades will be among the best sellers. Black fox and black wolf are also coming out strong. Fancy sets in ermine and white fox are showing well, while Alaska sable is as popular as ever. Pony is held by most buyers to be practically off the market. As yet no particular style or material prevails to the exclusion of others, but the tendency is toward long-haired stuff, large pillow muffs and stoles both large and small.

To stock up heavily with the new fur capes would be rather a risk just now, but with the wide application of the cape effect in suits, coats, and cloaks it is likely to be very popular next year.

Fur trimmings will still be used largely. Ermine, sable and Hudson seal, are shown in some charming effects on opera cloaks, and a striking feature of the new Fall millinery will be the general use of furs, particularly monkey skin.

NEW BARREL MUFF.

The new barrel muff will be a feature of milady's wardrobes in Fashion's circles this Fall. For general wear it will not likely have a large sale, on account of the extra quantity of fur required in the end frills. The style is very chic, however, and in fitch or ermine with fancy neck pieces, will be very popular among the dressy people.

FUR INDICATIONS IN PARIS.

Although the war has seriously hampered Parisian shipments, there is no reason to suppose but that with the resumption of mail and passenger service. Paris styles will still exercise their influence in the world of fashion even though she cannot furnish the clothes. Hence, a few comments on prevailing likes and dislikes that might not come amiss.

Ermine is extremely popular for trimming purposes, particularly for collars on black velvet capes.

The cape is taking precedence over all other wraps just now. It is made of velvet, satin, taffeta, as well as of fur. A beautiful evening cape recently seen was of geranium-colored velvet with a collar of black fox. Some of the military capes for afternoon wear have a high adjustable fur collar.

One of the most conspicuous features of the present styles is the elaborate employment of lace as tunics and flounces. Beads are also being given their share of attention as trimming and metallic embroidery is enjoying a popularity it has not known for years.

Long-haired furs will come into their own again next Winter, and with this mode comes the preference for natural lynx. It is now receiving especial attention as a trimming necessity. Black velvet capes have a collar of it and it borders the flounces of many a lace tunic.

Fisher and chinchilla promise great popularity, the latter more particularly in stoles. Sable and broadtail are equally in evidence. Combinations of odd collars of chinchilla, etc., are frequently seen on capes and cloaks of other material. The classic lines are favored in the better grade of fur cloaks.

The long waisted effect is seen in jackets by slightly blousing them, thus giving a girdle effect.

BROCADE LININGS.

The most popular linings are brocades, both in heavy and charmeuse finish. The brocades and plain satins run through a wide gamut of colorings, mainly in light shades, such as American beauty, saxe, old rose, mauve, olive, terra cotta, in brocades, and in the plain goods the same shades are used and also purples, crushed strawberry, nile, etc., greys and browns are shown among the staple shades. Light shades are also used for ends of muffs and lining stoles, etc.

Furs are Following Cloth Fashions Closely

Manufacturers Find Growing Problem in Meeting Demands for Style—It is Figured That the Fur Cape Will Have a Good Run This Winter, Following the Popularity of the Cloth Garment.

By a Staff Correspondent.

MONTREAL, Aug. 31.—(Special.)—The first indication of the Fall styles in furs showed that there was a tendency towards the adoption of the cape effect in ladies' wraps. At present the outlook is that the fur cape is to have a good run—at least, that is the construction that some of the big manufacturing furriers have put upon the season's fashions. Judging from the rapidity with which women have been following styles of late, this is not surprising, for what one day is a striking novelty is likely to be the general thing with stylish dressers in the course of a week.

Where the cape is not worn, the coats will generally tend towards the loose roomy models made of light soft furs, which give comfort with warmth, although, of course, there will always be a staple demand in furs for those models which combine good appearance with service, and which will not pass out of the fashion in a single season.

Changes Between Seasons.

Thus we find that the furrier has an important consideration in deciding the styles of his garments and in endeavoring to figure the trend of fickle fashion. From the big fur centres comes the advice that manufacturers are moving more slowly from year to year, and that they are keeping closer to the demand—in other words, they are preparing for changes in style between seasons, as it were, even in the fur business. However, such conditions in Canada would apply to a more limited trade, for the reason that Canadians have more need for service and less for style in their furs than to the South; but there is a class in the trade that will have the latest, and for this reason the furriers must keep closely in touch with the pulse of the big style centres.

Fitch Promises Well.

Indications are that seal will be the big seller, although there will also be a strong demand, especially in Quebec, for the Persian lamb. Dark effects seem likely to hold the favor, and many of the trimmings will be of self-material for collars and cuffs. In contrasting trimmings, fitch, ermine and mole are being used extensively. The first mentioned should take well this Fall; it did not have a strong run last season in Canada, but in the States it has been the coming thing.

In sets, the cape effect is also noticeable, the neck pieces being larger and coming down over the shoulder, also dropping lower at the back and front. The flat muff will not be so strong, and the barrel shape will be the "latest thing." In the sets the long-haired furs will continue their popularity, particularly with the young people, and fox and wolf will be shown extensively.



Fall model of Hudson seal coat with contrasted collar. Shown by Gnaedinger, Son & Co.

Following the tendency of the popular demand of last season, there have been preparations made in the market for meeting the moderate price trade, and with the war developments this has placed the business on a comparatively good basis; the lower prices of furs generally has also assisted the manufacturers in this.

Fur Trimmings

Will be Used Later in Season Very Extensively on Hats — French Trend Will be Popular Here.

EVEN in the earlier importations of foreign models the number of models trimmed with fur shown is remarkable. The French models seem to favor the high-colored furs, such as fitch, leopard, mole, etc. Monkey fur is the latest novelty, and will be seen to a limited extent. All kinds of fur will be used, the long-haired furs in the form of bands and covering a small section of the crown. A feature that should not be overlooked is that many of the short-haired furs, such as broad-tail, pony, caracul, mole, seal, Persian lamb, etc., are now so closely imitated, that they can be easily substituted for the real fur.

Leopard fur combines beautifully with tete de negre, and a Paris hat had the round crown covered with this fur, while the brim edge was covered with a wide roll of Ottoman silk in the same color, the turned-up brim, high to the side and back, revealing the under brim covered with the same thick ribbed silk. One of the very high-dyed pheasant mounts in tete de negre and taupe, with a mist-like twist of grey paradise, formed the handsome mount that rose right from the fur of the crown. Both fur and crown was slashed to admit of the placing of this mount.

When the season opens some wonderfully effective hats and toques with the brim of velvet and the crown of imitation fur plushes will be seen. Fur tones in the deep browns of seal, sable, and skunk, in the greys of mole and chinchilla, and in the bright tans of squirrel, as well as for the creams and stone shades of fitch and leopard, are going to be used.

Beret crowns of velvet, combined with skunk, fitch, and coney, will be well worn, while touches of fur will be used on many hats.

Samples of Ads With a Strong Flavor of War Conditions



No. 1—The Hamilton Co., Montreal. 2—John Murphy & Co., Montreal. 3—Crompton's, Brantford. 4—Goodwin's, Montreal. 5—Ogilvy's, Montreal. 6—Ogilvie, Lochead & Co., Brantford. 7—Robert Simpson Co. 8—Geddes Bros., Sarnia.

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(Continued from page 17)

add, "Even in the face of an advancing market we are holding to our original prices as long as the goods last."

Editorials.

The fourth and eighth advertisements are in some respects similar in that neither one deals directly with merchandise itself, but is rather of an editorial nature, that of Goodwin's taking up a suggestion that one of the most effective methods by which Canada could aid the Mother country at this time would be to break the soil, erect mills, and increase her agricultural efficiency. The one of Geddes Bros., of Sarnia, is rather unique in containing a quotation from Lord Beaconsfield in 1872, in which he refers to the spirit that animated England among her people and soldiers, and applying this to present conditions in Canada. This advertisement is different also from the rest from the fact that it contains no reference whatever to merchandise, but is altogether taken up with the editorial on the Canadian spirit.

The fifth advertisement goes back to the more regular line of war reference by stating that in Ogilvie's store the new goods are being sold at the old rates in force before the declaration of war, and assuring the public that as the firm had stock on hand purchased at the lower figures they would make no attempt to raise prices so long as supplies remain.

The sixth is a rather striking notice on prices by Ogilvie, Lockhead & Co., of Brantford.

The seventh advertisement of the Robt. Simpson Co., is of a rather novel character, as it quotes seven bargains which it declares are "nailers" that will hold prices steady, and goes on to quote from a journal which declares that everyone should contribute something at this time. The firm apply this statement by the words "We want to contribute daily to the confidence and steadiness of our citizens," and therefore they were nailing prices down.

For several days the same firm followed out a similar line of bargains, which appeared in each case at the top of their advertisement.

The T. Eaton Co., made little use of any methods of this kind but near the end of August departed from their strict merchandise advertisements by announcing in an eight-column line across the top of their ad. "Empire Made Goods Featured throughout the Store, Thursday." They went on to state that "Every item on this page tells of goods made in the British Empire. You read of goods you are buying every day and to make this page doubly interesting we have offered several exceptional specials to bring an early shopping crowd." Down farther was set a large cut showing two flags, which were run in colors red and black in several of the papers.

The length to which such advertising should go and the advisability of adopting one or more of the methods illustrated in these extracts and section of advertisements should be considered carefully by the dry goods merchant at this time. Particularly we would suggest that in which the store keeps insisting day after day that it is not charging exorbitant prices, but that in so far as is possible it will not depart from normal figures until such time as an increased cost of new goods forces an advance.

WAR INTERVIEWS.

A buyer in one of the largest stores in Canada outlined the situation in regard to laces as follows: The supply of Nottingham laces has turned out to be much more favorable than we expected. We are cabling regularly for goods, and are receiving replies on the following day that these will be shipped on the next boat. A remarkable result has been that the makers there have already taken advantage of the abrogation of German patents by the British Government, and some of the best of the Plauen patterns have been copied, and samples have reached us in Canada, and we have cabled back several orders. This will open a new line for British manufacturers, and so far as we can judge the supply from Nottingham will come in fairly freely. We have arrangements in England for the payment of our accounts, and hence we are not handicapped by the heavy rates of exchange. For those who are and those who have not arrangements made for buyers being on the ground and thus facilitating the shipment of English orders, numbers have been made with United States manufacturers and a large quantity of their laces will be used in Canada this season. Representatives of U. S. firms are working the Canadian field for all they are worth. We have not made any advance yet in laces, and will not do so until we are forced to pay much higher prices for them.

* * *

NO MORE KID GLOVES.

A buyer for a glove department of a Canadian store declared that the situation was among the worst of any lines in dry goods stores. So far they have received only one shipment, and part of a second in kid gloves from France, which was the only source of supply, and did not expect any more. The outlook for Spring was that there would be practically none on hand. This applied also to chamoisette and lisle gloves, which might be manufactured in the States were they not so entirely dependent on Europe for the raw materials. In silk gloves this firm always did a good business with the United States, and this would be increased in spite of the 35 per cent. duty. English makers, he declared, did not spin their silk fabric, but bought it from the Continent, and this was a considerable handicap. Cashmere gloves were made in Germany alone, and these also would be off the market very soon, as would most of the lisle gloves. The United States houses generally were advancing kid gloves $3 to $6 a dozen, but so far as he knew Canadian houses were holding to former prices.

"LOYALTY" IN OPENINGS

THERE is a great tendency at present on the part of merchants, newspapers (except those controlled by mail order house) and the public generally towards furthering a "Home Town Movement," and endeavoring to forcefully impress upon the public the importance and necessity of supporting local merchants and industries.

A movement of this kind is one which deserves the support of every retail merchant and it would appear that there could be no more opportune time than the present for the launching of a new movement that aims at a more adequate recognition of the local merchant.

Retail merchants, especially those in the smaller towns and cities, cannot get away from the fact that a great deal of business is being lost to the mail order houses.



Local money is being sent to outside places for goods which could in many instances be bought at home for the same price. In some towns it is purely the fault of the local merchants that they are losing business to the mail order houses. There are some local merchants who never advertise who seldom make a decent window display of their wares and who howl about the unfair competition of the mail order houses. These merchants as a general rule deserve little or no sympathy. They are dead ones and they let every one else know it.

On the other hand, there are local merchants who are making a brave fight against the inroads of the catalogue houses, and as a rule you do not find them complaining very much. They are badly handicapped in some ways but they are making the best of the situation and using the material at hand to fight the competition of the big mail order houses. These merchants deserve sympathy and assistance. They should be supplied with plenty of ammunition in the way of advice on business getting methods that will assist them in their up hill struggle. The Review has always advocated the "Loyalty to Your Own Community" spirit and has published articles showing what merchants were doing to combat mail-order competition.

A few days ago the idea struck us that a "loyalty flag" would make a splendid addition to the dry goods man's davertising. In the accompanying illustration we show how it can be used in an advertisement. It is the intention of The Review to supply these at the nominal price of fifteen cents each and we expect that in the near future several thousand Canadian retailers will be using the little flag in their newspaper advertisements. The flag makes an appeal which will not be overlooked by readers of the publication in which the flag appears. We wish to do our share in furthering the spirit of "loyalty to your own community" and in assisting the retail merchants. The Review has secured the co-operation of "Printer and Publisher," a sister publication, which is taken by practically all newspapers in Canada. Printer and Publisher will endeavor to impress upon all newspaper publishers the importance and necessity of assissting the local merchants in their struggles to keep local trade at home. Every retail dry goods man should do his share to encourage the spirit of "Loyalty to your own community."

This ad., in the wording, would be suitable for a preliminary announcement: the flag would form a part of all succeeding ones, arranged in some different position.

Domestic Supplies Make Situation Fairly Good

Particularly is This the Case in Underwear and Sweater Coats —Silk and Lisle Hosiery Certain to Advance, as Have Most Woollen Lines from England—Scarcity of Dyes and Fine Yarns Troubling Makers for Spring.

FORTUNATELY for the ease of mind of the men who are responsible for knit koods supplies for the public, domestic manufactures are in a much more favorable position than in a great many other lines. In sweater coats, for example, as is well-known, domestic makes predominate to an overwhelming extent. In underwear the manufacturers of this country have won and are holding a similar place, and in hosiery this state of affairs is being approached more nearly year by year.

The first two lines are active in another respect: many merchants as well as supply houses came through the Summer with considerable stock on hand, and fortunately styles show very little material change in either line. Some large firms that were short in lines of English underwear scurried around on the first alarm to protect themselves by rapid buying, but since then the situation in regard to shipments from England has improved wonderfully. Unquestionably the supply sent over will fall far short of a normal year, but domestic lines will be used to supplement.

Silk and Cotton in America.

In hosiery the demand for silk and cotton will help Canadian and U. S. manufacturers while England is expected too look after cashmere fairly well. The U. S. is going into the manufacture of artificial silk and the European source will not be so indispensable.

The scarcity of dyes will affect the sweater coat and hosiery men here as in the States and so far no one seems to know how the situation will work out. There will also be a scarcity of the finer wools and yarns and higher prices. One manufacturer has a supply of the latter awaiting him in England, but is afraid the high exchange and carrying charges will prevent him ordering its realease until he sees how prices will be worked out by other manufacturers. Meanwhile a number of factories are working overtime on Government orders for the Canadian contingent.

Like most other lines Spring supplies are threatened more than Fall, and many travellers will not start out on their usual September itineraries.



Drawers with plain knit almost to bottom and flounce of fancy knit. Shown by Peerless Underwear Co., for Spring, 1915.

DUBIOUS ABOUT SHIPPING.

"English goods on the whole will be in pretty good shape. We have received 75 per cent. of our shipments in hosiery, and expect to get goods right along. This applies to cashmere particularly. However, we must expect that the volume of manufacturing will drop with the uncertainty that there is as to the likelihood of British manufacturers receiving payment for their goods. This makes no difference with large and well-established Canadian buyers, but they will hesitate with new or small accounts when they do not know the exact financial condition, and when they are sure of being compelled to wait for perhaps months for the payment of their accounts, because at the present rate of exchange no importer can afford to pay his bills promptly. Some are fortunate enough to have arrangements by which English representatives settle their accounts, and are willing to wait any reasonable time for payments from Canada.

* * *

SILK LISLES AT 35 CENTS.

"We have bought recently in the States fibre silks, both in ladies' and men's, and silk lisle hose in colors as well as black and white, and expect to do a big business with domestic and United States manufacturers. We have been able for example to get a line of silk lisle hose that can retail at the popular price of 35c., and the United States in spite of all reports as to the impossibility of getting raw materials are making their own silk fibre yarns."

* * *

KNIT GOODS TROUBLES.

A manufacturer of knitted goods reports that makers will be tied up for want of fine wool and imported yarns. Worsted yarns are in great demand by sweater coat manufacturers. Mercerized yarns, such as are used in silk coats, have been coming from Germany, and this source, of course, will be tied up. The manufacturer who had large stocks on hand would, he thought, be fortunate if the war lasted for some time, and the general result in his opinion would be a considerable advance in the price of all knitted goods.

* * *

ADVANCE OF 10 PER CENT.

An advance of ten per cent on woolen goods in England, which was announced during the last week of August gives some idea of the seriousness of the situation. This with the increased costs of transportation and exchange, etc., directly affects the position of the Cana-

There is no war

With "St. George Woolnap"

¶ It holds the uncontested position of the first quality men's underwear of Canada—the underwear that defies competition and stands master of the situation.

¶ Our claims are founded on cold facts. The unsettled conditions caused by the European war does not affect "St. George Woolnap" underwear production.

Your wholesaler can supply your needs. Write to him.

Spent $315 Cabling for Dyes. Prices Quadrupled

AN idea of the seriousness of the shortage of dyes in Canada at the present time as a result of the war and the closing down of the big German plants where the great bulk of the world's supplies were manufactured, may be judged from the fact that a Montreal dealer in dyes, has, since the opening of the war, spent $315 in cablegrams to Europe in an endeavor to get in touch with the situation. He received but one reply which embraced an offer for a trifling 3,000 pounds—about one-tenth of the order usually placed with the same house—and the price was at 18d, which means that he would have to pay 36c for dye which he had been selling at 9c.

It is reported that one of the Canadian firms which has been dealing in dyes, but which has largely confined its operations to mixing imported colors, is making arrangements for manufacturing outright. The development may take some time and require a lot of expense, but the situation is such that although dyes could not be turned out in Canada to compete in price with what the Germans have been supplying the future will undoubtedly see altogether different conditions.

dian trade, particularly as the manufacturers have not got heavy stocks on hand and the advance will also apply to raw material.

A department head in one of the large wholesale firms states that his view of the situation is that the outlook is not at all bright. Wholesalers he says have not heavy stocks and he estimates that their orders for this Fall were thirty per cent. below the normal. This was due to the fact that retailers were working close to the line and were buying as little as possible. The same state of affairs affected the manufacturer for the mills in many instances were only running about half capacity and stocks of raw material were very low.

Raw Material For Soldiers.

With the declaration of war and the advance in the prices in Great Britain comes also orders from the militia department for goods for the contingent which seem likely to use up the raw material on hand. This places the trade in a serious position.

This wholesaler believes that there should be better business eventually for Canadian makers, but it will all take time and in the meantime there is likely to be a shortage. In the first place there is the question of the supply of dyes, and there would be the matter of securing the fine yarns required, for many of these yarns are made in Germany, even those which are used in the manufacture of goods in England.

As regards the underwear for women, the situation is better for the bulk of these lines are made in Canada and there is a comparatively small proportion of wool.

With women's hosiery, however, there is entirely another problem for perhaps ninety per cent. of the fine stockings which women now wear come from the continent—this includes silk and lisle—and the big handicap about producing them in this country would be in securing the dyes.

SILK GARMENTS FOR FALL.

There is still a good demand for the silk coat noted in the high-class trade, and the dealers are now speculating on what the developments of the turn of the season may be, and whether the silk garment is going to stand the cold weather test. It is a question whether appearance will offset comfort, but in relation to the sweater business in general it is not vitally important, as the high price of the silk coat restricts it to a limited demand.

* * *

SWEATER COAT SCHEDULE.

The following schedule for sweater coats has been adopted by the Jobbers' Association of Knit Goods Buyers of the United States, taking the place of the tentative one drawn up last January:—

Men's Sweater Coats.

	Width	Length	Sleeve
34	15½	26	20
36	16½	27	20
38	17½	28	21
40	18½	28	21
42	19½	28	21
44	20½	29	22
46	21½	29	22

Boy's Sweater Coats.

	Width	Length	Sleeve
24	11	18	13
26	12	19	15
28	13	20	16
30	14	21	17
32	15	22	18
34	16	24	19

Fixed Prices

U.S. Jobbers Protest Against Retailers Forcing Selling Prices to Remain Unchanged.

THAT it would be wise to break away from the fixed retail prices of 25 cents, 50 cents and $1 for underwear was the opinion of President Smith of the Jobbers' Association of Knit Goods Buyers at a recent meeting in New York.

The fixed price custom, he held, had forced manufacturers to produce down to a price instead of up to a quality. A committee was chosen to report on means to divert the abuses of the fixed price.

Dealing with the same subject, Lincoln Cromwell, of Wm. Iselin's, said:

"There have been some peculiar conditions to make the underwear competition uncommonly hard. The retailer has put a Chinese wall around the whole business. He has fixed certain prices on underwear called "popular" prices in the trade, but inexpressibly unpopular with manufacturers, and refused to sell underwear at any other prices. Fully three-quarters of the underwear sold in this country is retailed at $1 a suit, most of the rest at 50c a suit, and comparatively little at higher prices. So all our manufacturing ability and all the selling competition has been focused on two prices. A mill can sell taffetas from 75c to $3 a yard, but Summer underwear mills must shut down if they cannot sell a 25c or a 50 balbriggan or a $1 union suit. For years we have walked into these two price funnels with our products and have squeezed our profits in order to come out at the small end. No industry ever had a harder task master than the fixed retail price of the underwear business. But the trouble did not stop there. The retailer who would not change his selling prices by a cent, would and did change his buying prices. Each year he came back crying that his expenses had increased and he must buy cheaper or fail. We all remember when $4.25 a dozen, 35c a garment, was the jobbing price for most 50c underwear. At that time the average cost of retailing dry goods was probably under 20 per cent. of the sales, and underwear business at these figures showed the retailer a net profit of ten per cent. Now the big retailer's expenses average three per cent. of his sales. As he will not or cannot change his fixed selling prices, he expects the jobber and manufacturer to sell him cheaper each year; and the end is not yet. I do not blame the retailer. He cannot help it."





AIRYWEAR

with 500 tiny ventilators to every square inch. "Airywear" underwear is cool and exceedingly healthful for both men and women. It's light, strong and comfortable.

THE NEW-MODE REG'D
PATENT PENDING

The "New-Mode" Drop-Seat Combinations

Made in combed sea island cotton.
Half wool.
¾ wool.
All wool, size 32 to 42 inch.
For Spring and Fall delivery.



1915 Samples of

Men's, Boys', Women's and Children's

Summer Underwear

ARE OPEN FOR YOUR INSPECTION

At the top left corner of this ad. is pictured the famous Harvey "New-Mode" closed combinations. The patented seat solves the vexing problem merchants and manufacturers have been up against. It is the new idea in combination garments, adapted to all styles of corsets, is convenient, and comfortable, all seams elastic and reinforced. The "New-Mode" drop-seat combinations are made in high and V-shaped necks, short sleeves, ¾ sleeves, long sleeves, and ankle or knee lengths (also note the fabrics).

This new idea has given an impetus to women's combination underwear sales. **Place your Summer underwear orders early.** Let us submit samples.

Made by

Harvey Knitting Co., Limited

Woodstock Ontario

Agents

British Columbia and Alberta—H. B. Lang, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James St., Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

LADIES', MISSES AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND

Velvar BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

Hermsdorf Brilliants (REG.)

You Never Thought It Possible *for* Colored Cotton Hosiery to Look So Fine *and* Wear So Well

The "Hermsdizing" process will compel you, as it has compelled thousands of other buyers, to change your opinion about colored cotton hosiery. The "Hermsdizing" process makes it possible to have in cotton hose the same beautiful, *even* colors as in silken goods—the same silky lustre, and a softness of texture that is new to cotton goods. "Hermsdizing" is the latest marvel in Chemnitz chemistry—originating in the same laboratory that revolutionized the hosiery business almost a generation ago with

HERMSDORF FAST BLACKS

You will want "Hermsdorf Brilliants" in your line because they represent the best values and best lookers in imported colored cotton hosiery. You will be able to recognize them by the stamp "Hermsdorf Brilliants" on the sole. Made for men, women and children.

Works:
Chemnitz, Saxony

Louis Hermsdorf Dyer

American Bureau:
235 West 39th Street, N.Y.

The Choice of a Million

MOTHERS

Good times or bad, mothers do not deny their babies and children the little comforts—nor would they think of substituting inferior qualities for the best.

One evidence of this is that Summer and Winter, Spring and Autumn, our mills are kept busy on

LITTLE DARLING

(Registered)

and

LITTLE DAISY

(Registered)

Hosiery for Infants and Children

You can depend on these lines as "best sellers" all the year round, and especially during the cooler months that are coming. The best known hosiery in Canada —the undoubted choice of Canadian mothers.

Order through your wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton . . . . Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks *from* Moncton

By Humphreys

Number Seven

Underwear that's built *for* durability



for fit, comfort and appearance

In a suit of Humphreys the average man has a feeling that amounts to contentment, because there is no pull or looseness. Continued wear demonstrates this thoroughly, and proves the durability of these garments. Once a fit, always a fit, is the true slogan for Humphreys, for the durability of the fabric, its unshrinkable quality, and the strong workmanship is an assurance against ill-fitting, even after long wear.

Your and your customers' guarantee

Humphrey UNSHRINKABLE

Stock now for winter. Ask your jobber

E. H. Walsh & Co., Toronto

Selling Agents for Quebec, Ontario and Western Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N. B.

Jaeger Pure Wool

There will be No Advance on our Catalogue Prices as long as our present Stock Holds Out

We cannot guarantee anything further, but as our supplies come from England and are very largely

British Production,

we look forward to replenishing our stock without great difficulty in the near future. Prices, however, we cannot control.

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Warehouse:
243 Bleury Street, MONTREAL

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

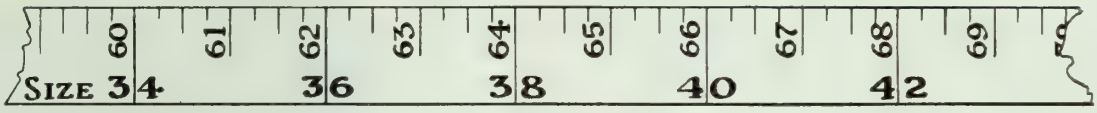
THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., LTD.
143-149 UNIVERSITY AVENUE, TORONTO



Dealers and Salesmen!

If you will write us we will gladly mail you one or more 88-inch Tape Measures, designed and printed especially for the use of your Salesman in taking the Trunk Measurement of his customer.



The *Correct* way to measure a customer for Combination Suits

Unless a salesman uses care in seeing that his customer gets the right size even Zimmerknit closed-crotch combinations will not give entire satisfaction. In producing perfectly fitting garments, we feel that we are placing in dealers' hands a means of attracting a very good class of trade. That comfort, style and fit are now the big factors in choosing underwear, is shown by the growth of Zimmerknit sales.

Correct fitting can best be obtained by Trunk Measurement. Trunk measure (see illustration) is body measure from the top of the shoulder, down the front, through the crotch, up back, returning to the starting point. If the trunk measure is right the garment will fit perfectly.

We will gladly supply tape measures free. Write for them.



ZIMMERKNIT UNDERWEAR

Closed-Crotch COMBINATIONS

Full line of Balbriggan and Fine Ribs in Shirts, Drawers and Combinations, including Cashmeres and Merinos, also Bathing Suits, Jerseys, and Ladies' and Misses'.

W. R. Begg, Toronto, Agent for The Province of Ontario

E. H. Walsh & Co., Toronto, Agents for Quebec, Maritime Provinces, Manitoba, Saskatchewan and Alberta.

A. R. McFarlane, Vancouver, Agent for the Province of British Columbia.

The ZIMMERMAN MANUFACTURING CO., LIMITED
HAMILTON, ONTARIO

AVON KNIT

Send Us Your Sorting Orders

We are in a position to handle a limited quantity of repeat orders for early delivery on

KNITTED SKIRTS, TOQUES,
GLOVES, MITTS,
HOSIERY, CHILDREN'S SUITS,
MUFFLERS, ETC.

Orders placed with us will receive prompt and careful attention.

AVON HOSIERY Limited

RICHARD L. BAKER & CO.
Sole Representatives
100 Wellington St. West Toronto

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"CEETEE"

UNSHRINKABLE

UNDERCLOTHING

PUREST WOOL ONLY

The C. Turnbull Co. of Galt, Limited

Galt Ontario

Worn by the Best People

Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

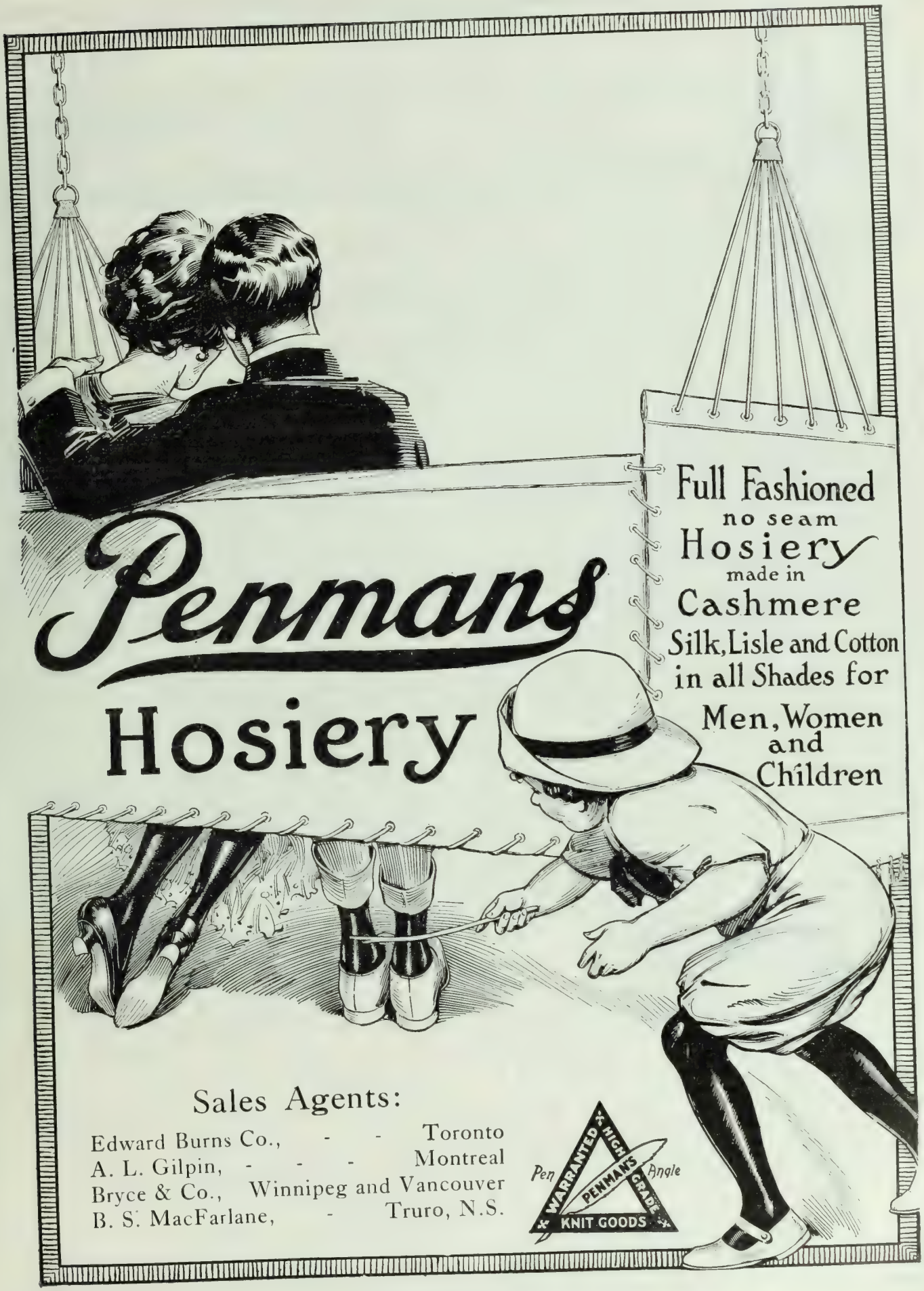
¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Maple Leaf Brand Hosiery —a good base for supplies

The war has undoubtedly cut off your supply of hosiery from Europe and you are probably looking for another source of supply. You can profitably sort up your stock by ordering the old reliable Maple Leaf Brand Hosiery. This well-established line is made from pure worsted wool and sure to give your customers as good—and probably better— satisfaction than the ranges you import. Write for samples or drop us a card and we will have our traveler call on you.

The Goderich Knitting Company, Limited
GODERICH, ONTARIO


Penmans
Hosiery
Full Fashioned
no seam
Hosiery
made in
Cashmere
Silk, Lisle and Cotton
in all Shades for
Men, Women
and
Children
Sales Agents:
Edward Burns Co., - - Toronto
A. L. Gilpin, - - - Montreal
Bryce & Co., Winnipeg and Vancouver
B. S. MacFarlane, - Truro, N.S.
Pen
WARRANTED
HIGH
PENMAN'S
GRADE
Angle
KNIT GOODS

Practical Suggestions for Opening Backgrounds

Original Designs That Can Be Adopted by Canadian Stores — Decorative Schemes That Harmonize With Merchandise—Simple But Striking Ideas for Fall, 1914.

Written for The Review by G. A. Smith.

THE keynote in present-day window display work is "Simplicity." This type of treatment applies not only to the arrangement of the merchandise, but also to the settings which are made to accompany the merchandise display. This tendency toward a simpler treatment in window work has been noticeable for a number of years, but it is only recently that its progress has become very marked.

Demand For Advanced Ideas.

One will occasionally note windows which have been given the old style treatment. Such windows are the work of display managers who have failed to keep abreast of the times. The display manager in the employ of a broad-minded aggressive concern who closely studies the developments of his profession who is prompt to grasp new ideas is to-day executing the best window work. He is the man who is the most in demand by the concerns who have the best positions to offer.

Old style methods of display served their purposes well in their time, but such methods will not be tolerated in stores of progressive up-to-date merchants. The principles of window dressing advance and improve along with other improvements in this age of progress. In fact, the improvements in window trimming ideas not only keep abreast with but are often in advance of improvements made in other departments of commercial endeavor.

Indeed, it was not very long ago when the most approved settings consisted largely of a mass of colored scrolls, elaborate and even "loud" scenic paintings, overdone mechanical devices, and a conglomeration of artificial foliage.

Harmonize with Merchandise.

The approved settings of the present time, however, are entirely different. Their studied and graceful architectural lines have a tone and character that will be distinctly pleasing and which, as a rule, carry out a decorative theme that harmonizes with the merchandise or the purpose of the display. Moreover, the colors introduced as decoratives are strictly in harmony with and fully appropriate to the merchandise on display.

Everything included in the ideal window trim of to-day is given due consideration, with the view that there shall be nothing to mar the good effect of the exhibit. Every precaution is taken to have the finished display appropriate, attractive, and practical. This result could not be accomplished by our old methods based chiefly on guess work or folly.

Searches for New Ideas.

The best results can only be brought about by constant and painstaking effort. The efficient display manager of to-day is not the "I know it all kind." He realizes there is more to learn than he has ever known. He makes it a point to read as much as he can on the subject of display. He will study the different periods of architecture and work out a series of designs which he can apply to the work of other decorators. Realizing that there is nothing in the way of window decorating that is strictly original, he will adopt and adapt the best points in other people's work as he finds them.

As a timely help to readers of this magazine, I present two sketches showing two high class, practical and original window backgrounds for the Fall opening exposition. These settings illustrate what can be accomplished, in the way of timely and effective settings. By an intelligent treatment of these settings in conjunction with the general lay out and along lines indicated in the drawings, the result cannot fail to be pleasing as well as practical.

Description of Settings.

DESIGN NO. 1 suggests a suitable setting for a long stretch of windows, carrying them out in a range of colors.

The entire design is made over a frame-work faced with composition board, upon which alabastine, felt, cotton flannel, imitation marble or any suitable wood or grain paper can be applied.

The finish of the design will depend upon the taste of the display manager and according to the amount of money that can be appropriated for the display.

The large three-quarter size circle which forms the main portion of the setting consists of a large circle cut from one-inch lumber having a frame work about six inches in width. This is backed up with a piece of white or tan felt with the design of tree, grass, etc., worked on in pastels.

This is an unusually attractive and novel design and is a good example of the post-impressionist idea in designing.

A curved design sets up against the back of the circle and extends out to the end of low platform which rests on the floor. Platform is treated to a covering the same as used for circle and side piece design.

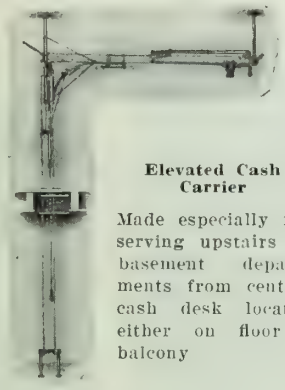
Placed at each end of this low platform is a tall stand, having a round upright support over which a chopping bowl has been attached.

Small iron legs painted to conform with the rest of the device serve as supports. Placed in the chopping bowl is highly colored fruit, vines, and ferns. These are placed in a most artistic and graceful manner. A frieze board extending along the back and sides of window is cut from composition board or one inch lumber treated to a coat of alabastine and a design as shown is worked on in contrasting colors.

A curtain made from silk, plush, velour, or serpentine crepe is attached to the frieze board.

A good color scheme for this entire setting would be to carry out the main design in tones of French gray. The design on the frieze can be worked out in a dainty shade of lavender.

LAMSON

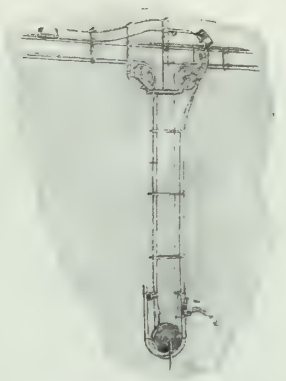


Elevated Cash Carrier

Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony

Keep Control Over Your Cash

There is only one correct way to keep control over cash and charges. A complete written record must be made of purchases. This, with the money, should go to cash desk.



Cross-over Drop Station

Newest cable carrier. Cash boxes do not loop drop stations.

Where a centralizing system is used, money and sales slip are checked, first by the sales girl, then by the cashier. Mistakes and shortages are prevented.

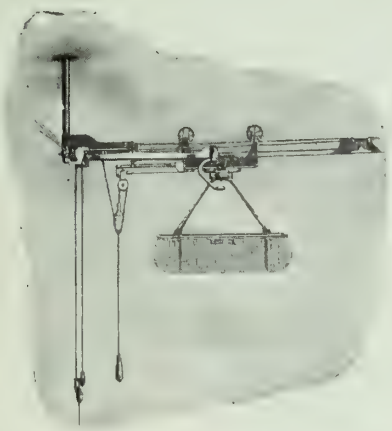
A Lamson system is based on correct and economical merchandising principles. It provides for a complete written record of sales. It keeps control over cash in one place, instead of tying up money in tills scattered about the store. Clerks keep busy waiting on trade. Responsibility for your cash is placed with rapid and experienced cashiers.

A Lamson system provides the only rapid and reliable means for properly taking care of all transactions, cash, charge, C.O.D., take, send, etc.

Lamson Store Service equipment—wire line cash and parcel carriers, cable and tube systems, package conveyors, and light elevators—are made to meet the needs of large and small stores.

Better Service with Lower Selling Expense

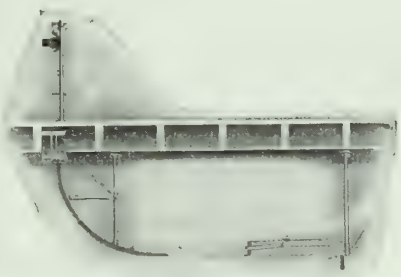
—that's Lamson Service.



No. 9 Parcel Carrier

Improved parcel carrier equipped with oilless bearings. Carries loads up to twenty pounds over lines up to two hundred feet in length.

For information concerning any store service problem see our nearest representative, or write us direct.



Up-send Cash Carrier

Made to serve upper floor from central cash desk.

The Lamson Company, Boston, U. S. A.

Representatives in all principal cities

SERVICE

Attractive Designs for Backgrounds of Fall Openings



DESIGN NO. 1.

Another good color scheme would be to use tan, brown and gold. The painting should be executed in Fall colors.

DESIGN NO. 2 is an unusually simple yet striking setting for an Autumn opening.

This entire design is made up into a frame work of 7/8-inch lumber having a facing of composition board applied thereon. This can be made in sections of a suitable size so that they can be taken into the window without any inconvenience.

PRIZE WINNERS NEXT ISSUE.

Owing to the rush of openings and also to absence on holidays, the reports of the judges on the window trimming, card writing and advertising contests were not completed in time for this issue, but will appear in the next.

The panels shown at top and ends of design can be made the same thickness as the large section in back which should be about 4 inches. These rest on top of same setting flush with the face of design.

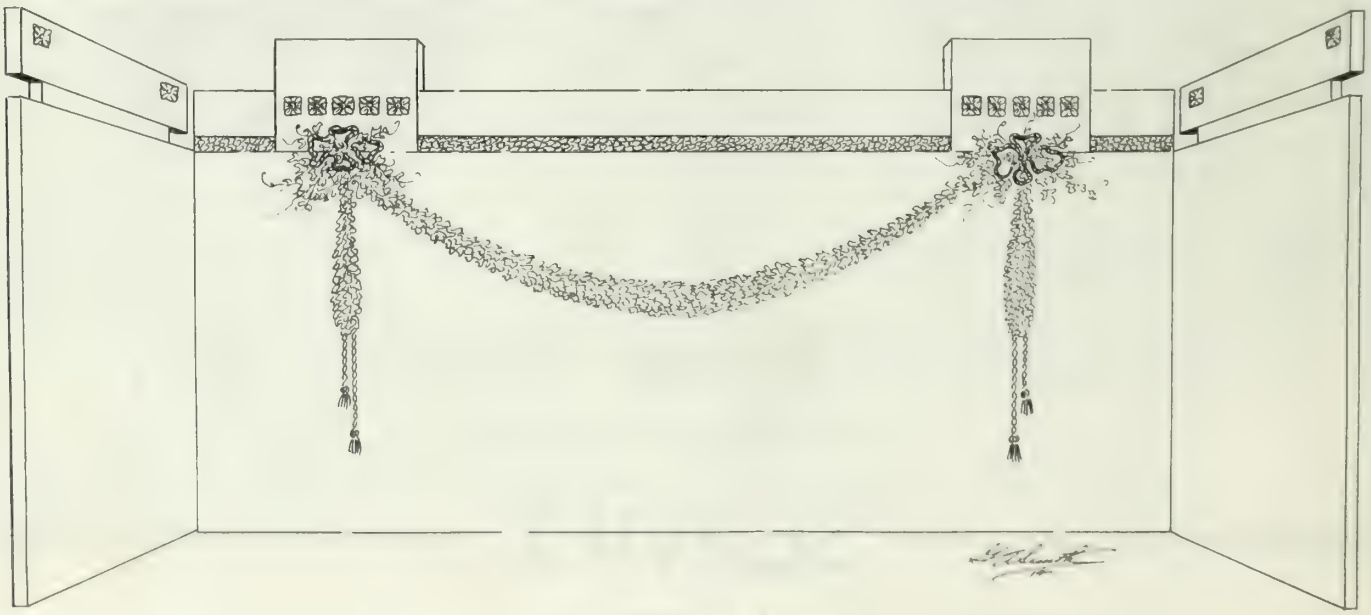
Connecting the two panels is a long strip of same width also which extends out to the sides of design. This can be held in position with a one-inch block about 4 inches in height and which leaves a recessed effect into which a stem plaster of paris is inserted herein.

The end design is made the same thickness and has a cap design resting thereon. A support connecting the lower portion and top cap is of the same thickness, and sets flush with the remainder of the design. A plaster ornament is placed at each end of this cap which gives it a finished effect and relieves the barenness.

Five of these ornaments are also placed on the panel as shown. Draped from each panel is a large festoon extending from one to the other. These are connected up with pendants at each end.

A gold colored drapery cord worked up into a knot with fancy loops twisted over thin wire holds them out into position and with the ends draped underneath and out at the bottom completes this idea.

The foliage should be in colors to harmonize with the general background scheme. Tan, gold and brown are excellent colors for this design.



DESIGN NO. 2.

Fall 1914--Dark Hats Shown Against White Background of Silk



THIS is one of the series of millinery windows put in under the direction of A. E. Apted in connection with the opening display for Fall made by the T. Eaton Co., Toronto. This window was chosen for illustration because the millinery forming the display stands out so clearly against the white ground and background. The fashionable colors are so very dark this Fall that the models can hardly be seen to best advantage when placed against an ordinary Fall background. The use of rich color for backgrounds has always been held to be proper for Fall displays, but the decorators who have used them this Fall have done so with less successful results, for the dark blues, blacks, dull greens, beetroot reds, seal browns and tete de negres sink into a colored background and nearly all detail is lost.

The Autumn feeling is given by the use of dahlias in various shades in the window shown, and mixed with the dahlias are asparagus fern sprays. The flowers are massed in high stands of Empire design, matching the small table in the centre of the window. Both table and stands are finished in dull gold. The centre panel of the background is of white China silk, mounted top and bottom on a rod, and the side panels are of deep peacock blue plush, framed in dull gold.

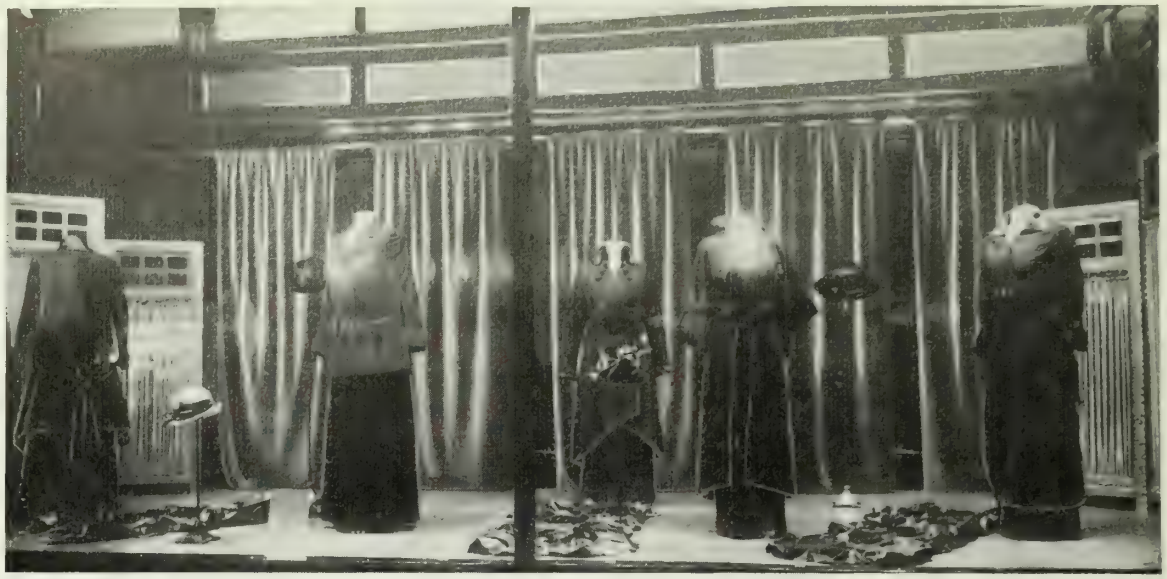
The centre figure wears a basque or redingote dress of black broadcloth, and a military toque, the crown of which is of black velvet, and the high brim covered with plates of jet. Dull silver asters form the base trimming for the high quill of jet. The hat on the high stand on the table is a portrait sailor of beetroot velvet w th a fringe of monkey fur laid on the brim and a bow-like mount of the same placed at the side front. The other hat on the table is a high toque with white and black hackle crown which is drawn into a high mount at the side of the back. The brim is covered with black velvet. A bag of morocco leather and an umbrella with an engraved silver handle also have a place on the table.

The hat on the high stand at the extreme left is of a very deep shade of Burgundy velvet. It is a flat brimmed sailor, moderately large and very simply trimmed with two short ostrich tips, one smoke grey and the other dull rose, making a bow-like effect with a silk rose as the centre.

The hat below is of tete de negre velvet trimmed with a pair of natural gull wings. All the other hats are black, and three of them are ostrich trimmed. The fourth is of velvet and faille, the brim being of the latter. The upper and the under brim are joined by a picot edge formed by hemstitching in a scalloped effect. Two treated pheasant feathers are placed with the ends crossing in front under a jetted ornament.

This display is very adaptable and could be cut up into sections to suit the size of any window available. Take off the plush panel on the left side and without change it could be used in a smaller window. The table and the group of hats surrounding it would fit excellently into quite a small window. If the table was too large it could be replaced by a stand.

Early Fall Window Showing Variety of Lengths



THIS window forms one of the earliest showings of Fall suit models. Practically every model is of a different length, though there is a decided unity of style effect and both the kimona and the regulation cut coat sleeve is used. When the coat is of medium length the long tunic forms part of the skirt arrangement, but with ¾ and ⅞ lengths the skirt is perfectly plain. Though the tendency is towards longer coats the second suit forms a new development that is interesting. The coat is plain tailored with notch collar and set-in sleeve, and the skirt is accordion pleated.

Four Fall hats are shown on stands with these suits and indicate the simplicity that is one of the features of the new millinery.

Simple drapes mounted on a brass rod allow the mahogany permanent background to show between, and two fancy screens placed on each side are the only background accessories used, save for three puffings of plush used to relieve the plainness of the floor. Had this been a later season display doubtless many of the numberless accessories such as hosiery, gloves, shoes and neckwear would have been used.

Work of E. P. BURNS, *of the Robert Simpson Company.*

CARD SUGGESTIONS.

The following are timely card suggestions:

Advance showing of crepe de chines in latest Fall shades, $1.50.

* * *

New Fall colorings for afternoon and evening wear.

Dainty and comfortable garments for infants.

* * *

A few samples of the popular priced women's suits.

* * *

A new basque skirt $9.50.

Favored styles in women's garments, Fall 1914.

* * *

Paris and New York millinery, Fall 1914.

* * *

The fashionable long tunic skirts of all wool fabrics.

See also page 93.

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

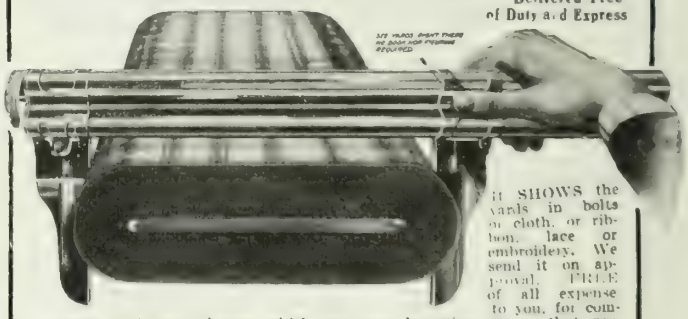
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H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa



Learn the Ornamental Plaster Paris Art. Beautify Your Window Displays.

You can make Handsome Vases, Pedestals, Shields, Column Caps, Flower Boxes, etc., etc.

We furnish Book of Instruction, including complete Formula of all materials required to make the gelatine molds. Price $1.50 with order.

THE IRABAR CO. - - - Harrisburg, Pa.

Send for booklet.

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.



One Merchant Stayed—The Other Left

Ever see a "Cut Price Sale", "Bankrupt" or "Receiver's Sale" sign nailed to a KAWNEER FRONT? No, your mind picture of KAWNEER FRONTS is one of *action*—one which shows prosperity and big business.

And there is a logical reason for that. KAWNEER FRONTS create interest on the part of the passers-by—they make the people stop, then enter. After all, that's the true work of a good Store Front—to make people *enter*.

Almost every day we see just such a condition as is shown in this illustration—the Merchant with the old, back-number Store Front going out of business and the Merchant with the attractive, business-producing KAWNEER FRONT constantly building up his business—It's a lesson that shows failure and prosperity—not an exception but an every-day occurrence. Most people do not enter a Store and make purchases simply because of the large stock carried, or the cheapness in price—they buy because they believe they will be satisfied—they have been favorably impressed. How can that feeling of satisfaction and favorable impression be produced in a more logical and business-like way than by a modern, clean-cut KAWNEER STORE FRONT?

30,000 Merchants have staked their belief in KAWNEER by installing it in their Stores—and those same 30,000 Stores are today pointed out as the most successful. They are the leaders—patronized by *most* of the people.

The type of KAWNEER FRONT shown here may not be adequate for your business, nevertheless the underlying principles are exactly the same. This front was designed to make *sales*—to keep out the snow and rain, to let daylight into the Store, to cost nothing for upkeep and to last indefinitely. It's one of the 30,000 that's doing it. In the largest trade centers the streets are lined with KAWNEER FRONTS and in the smallest hamlets, even down to 150 people, you will find KAWNEER FRONTS making money for the Merchants behind them.

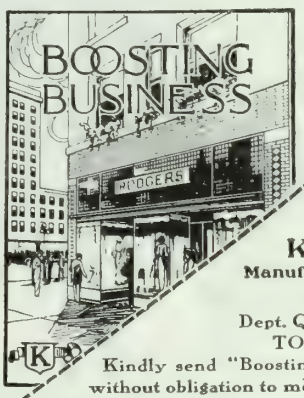
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q
1193 Bathurst Street
TORONTO, CAN.

Let the experience of this multitude of the most successful Merchants guide you—don't think this universal adoption of KAWNEER is a fad—it's founded upon the business judgment of the keenest and most conservative Merchants in the country.

A Particular Type For Your Business

Every one of you million Merchants need a KAWNEER FRONT—not merely because it will save money in repairs and paint bills or act as a protection to your displays, but because of the sales—the profits—it will make. The type of Front your business requires can only be determined by an intelligent analysis and to help you in your first step we've compiled and printed "Boosting Business No. 21." It's without question the most instructive and interesting Store Front book ever published. Send for it and see the actual photographs of many of the best-paying Store Fronts (big and little) in the country—see what other successful Merchants have adopted to increase business—see photographs of some of the Fronts that paid for themselves in eight, ten and twelve months. The book also contains drawings of suggestions that will help you. Fill in and mail this coupon today—no matter where you are located. The countrywide KAWNEER organization enables us to help you. The coupon will not obligate you in the least.

Kawneer
STORE FRONTS



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. 1193 Bathurst St.
TORONTO, CAN.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....
Street and No. .....
City or Town .....
Business .....

D. & P. Figures and Fixtures
A Valuable Asset to Your Store



See that your window trimmer is well equipped with the necessary modern display figures and fixtures for making any display.

D. & P. Display Figures, conforming with the latest styles, are necessary for the elegant showing of your Fall and Winter gowns and coats. Their fine, dignified, life-like appearance will lend a charm to the garment displayed that should prove a large factor in making sales.

The D. & P. Waist Form here illustrated is one of the best forms on the market for making an effective display of waists. They are absolutely in keeping with the latest dictates of Fashion. Give them a trial.

Catalogue sent free on request.



DALE WAX FIGURE CO.
LIMITED
106 Front Street East, - TORONTO

THIRTY DAYS' FREE TRIAL
Buckingham Sunflower Rack
for hanging, displaying
and preserving skirts and petticoats.

The rack is the best silent salesman.



Saves space, beautifies your department, price $16.50 less 3-10 or 2.30, F.O.B. Chicago. Write for particulars.

BUCKINGHAM RAE CO.
4168 So. Halsted Street, CHICAGO, ILL.

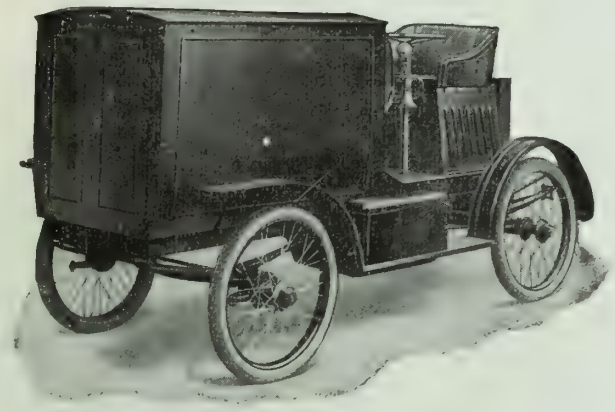
Hall-Borchert Forms *for* Your Fall Displays

The elegant French Wax Figures which we have just got in are as charming and life-like as the French art can make them. Their real hair, beautiful complexion, the attractively intelligent, dignified expression of the face, and the conforming of the form with the latest styles are a few features that especially adapt them for the effective showing of your dainty Fall and Winter gowns.

Order quickly—wax is imported from Austria. We shall hold our prices as long as possible.

Write for our new catalogue.

Hall-Borchert Dress Form Co.
45 LOMBARD ST. -:- TORONTO

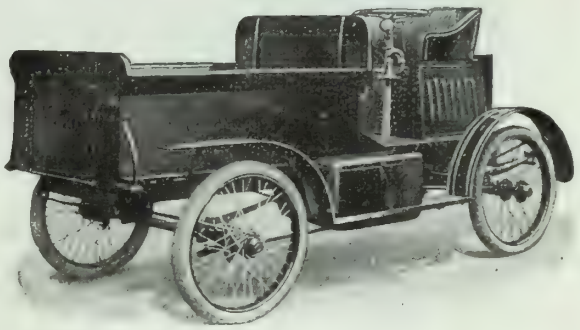


Modern Delivery

The MotoKart is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MotoKart can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service—MotoKart delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00



The MotoKart Company

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

From 7 to 57

We make Tee stands in all styles and sizes that range in price from $7.00 to $57.00 per doz.

They are not imported lines, but are

Made in Canada

in our own well-equipped factory. This is one reason why you should buy our Fixtures, but not the chief reason.

The quality of our products is the first consideration. Nothing but the best, both in materials and workmanship, enters into them.

Our prices are such that you cannot afford to continue to import your store equipment needs and pay the high duties, which amount to between 30% and 35%.

Write for our illustrated catalogues of Display Fixtures, Artificial Flowers and Foliage.



No. 99
Per doz. $7.00



No. 26
Per doz. $57.00

Clatworthy & Son, Limited

161 KING ST. WEST

The Largest Makers of Display Fixtures in Canada.

Established 1896 TORONTO **Incorporated 1908**



A Modern Canadian Store

The Walker-Bin & Store Fixture Co., Ltd., *of* Berlin, Ontario

MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES

The Short Route to Efficiency in

Show Card Writing



Our new single stroke course is the most practical and original method that has ever been offered to the ambitious man who desires to increase his earning power.

This revised course is under the personal supervision of Mr. J. G. Bissell, the well known authority on colors, brushes and card writing. Our methods will enable the student to earn money from the start. Send for specimens and complete information.

Economist Training School,
231-235-239-243 West 39th Street, New York City

Free—Ten Display Managers Tell

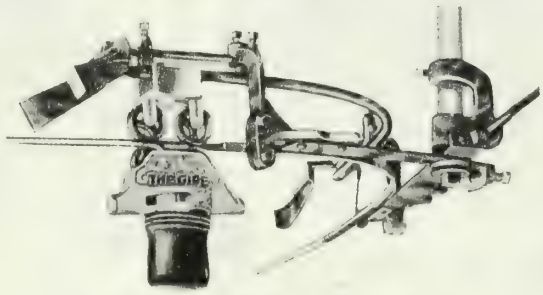


In order that you can become better acquainted with the Economist Training School instruction—the lecturing force of twenty-five experts—the methods of personal instruction, and the practical equipment in all of our branches

ADVERTISING **WINDOW TRIMMING**
SHOW CARD WRITING **SALESMANSHIP**

We will mail you, free, our new fifty cent book entitled "Ten Display Managers Tell How to Sell It."
Did you ever know of a man that could do retail advertising, window trimming, show card writing, or instruct the sales force of the store that was ever out of a position?

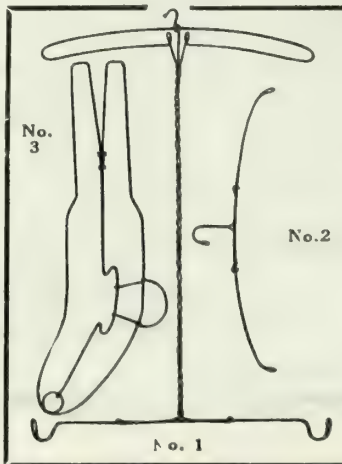
ECONOMIST TRAINING SCHOOL
239-243 W. 39th St **New York City**
(In writing be sure and mention The Dry Goods Review.)



F A C T S

We can perform more functions by our modern wire carrier system, and with a greater degree of dispatch and certainty than can be accomplished by any other of this type of machine, all of which means that we can reach more points in a store and do so in a better and more satisfactory manner than has been accomplished heretofore. Remember our ten days' trial. You are invited to put us to the test. Send for our new catalogue G.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario St., Toronto, Canada



Unique Wire Specialties

We illustrate here three wire specialties which will appeal to the garment manufacturer and merchant. No. 1 is the wardrobe hanger, strong, neat and serviceable, $15.00 per 100; No. 2, waist hanger, $5.00 per 100; No. 3, hose stretcher, $20.00 per 100.

The latter is a rapid counter seller, being used by the housewife for the proper drying of hosiery.

Place your order now.

Ferrier Wire Goods Co.
613 King St. West
TORONTO

OUR NEW CONSTRUCTION: THE FIXTURE WITH "THE SUNKEN STEEL SOCKET." THERE ARE NO SCREWS SCREWING INTO WOOD

500 Window Trims Like This.



The Storage Chest. The 130 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used

Stock Carried In
Cincinnati, New York, San Francisco and Canada.
Address all correspondence for above points to Cincinnati, O.

Now!

A complete set of wood Window Display Fixtures for the

General Store Trade

So complete in every detail that you can make over 500 distinct Window Trims with this one set. This will keep your window in good trims for the next dozen years, for

$25.00 Net

F. O. B. Hamilton, Ont.
Write for particulars and special Catalog No. 104
You then can order through your Wholesale Dry Goods House

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Foreign distributor:
Australia—Chas. Ritchie, Sidney, Australia.
Write above for foreign prices.

THE OSCAR ONKEN CO.

382 Fourth Ave.,
Cincinnati, Ohio, U. S. A.

I Am Advertising

I CAME into being as the spoken language came — slowly, gradually and to meet an urgent need. I have been worked for evil, but mostly I have worked for good. I can still be worked for evil, but each day it grows more difficult to so misuse me.

I am at once a tool and a living force. If you use me wisely, I am a tool in your employ. If you misuse me, my double edge will injure or destroy you. If you do not use me, I am a force that works against the aims and purposes that animate your business.

I speak a thousand tongues and have a million voices.

I am the ambassador of civilization, the handmaiden of science, the father of invention.

I have peopled the prairie, and with my aid commerce has laid twin rails of gleaming steel in a gridiron across the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have filled the commoner's life with a hundred comforts denied the king of yesterday.

I have brought clean food, healthful warmth, music, convenience and comfort into a hundred million homes.

I laugh at tariffs and remake laws.

I have scaled the wall of the farmer's isolation, and linked him to the world of outer interests.

I build great factories and people them with happy men and women who love the labor I create.

I am a bridge that spans all distance and brings the whole world to your door, ready and eager to buy your wares.

I have made merchant princes out of corner shop-keepers and piled the wealth of a Monte Cristo into the lap of those who know my power.

I find new markets and gather the goods of the world into a handful of printed pages.

I am either the friend or the foe of Competition—so he who finds me first is both lucky and wise.

Where it cost cents to hire me yesterday it costs quarters to-day, and will cost dollars to-morrow. But whosoever uses me had best have sense, for I repay ignorance with loss and wisdom with the wealth of Crœsus.

I spell service, economy, abundance and opportunity, for I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I Am Advertising!

DRY GOODS REVIEW

143-153 UNIVERSITY AVE., TORONTO

Canada's only Dry Goods paper, circulates from Coast to Coast.

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Outfit No. 7. Same as No. 5 outfit, but not including the equipment of tools or any prepared materials.
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NOTE.—The same materials, tools, and instructions which we furnish with our outfits are used in our factory on wax figures which are shipped to us for refinishing.

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The Harrisburg Wax Figure Renovating Co.
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Fashion Flavor in Elegant French Models

NOTE:
We absolutely guarantee Natural human hair

Finest wax

Charming features and pose

New fashioned hips

No wire skirt to show where garment is tight.

Solid base completely covered by skirt.

Total—
Every point Right



No. 47C. $30.00.

For Fall and — Spring 1915

These new forms are indispensable for the effective showing of your newest styles. Their graceful lines conform in every detail with the styles worn. They bring out the beauty of the garment displayed in the best possible manner. The small, heavy stand is covered by the narrow skirt now worn, finished with rubber bumpers. The figures here shown are two samples from our range of new models.

Mail your order now. These figures move quickly. Why not buy at home? You save money. You get the very best, and have the guarantee. Write for special 3-figure proposition.



No. 47 $32.00
With iron stand $46.00

A. S. RICHARDSON & CO.

Old and Tried **99 Ontario Street, Toronto**

FOOTWEAR DEPT.

War Cuts Off Raw Material and Prices Will Jump

Most of Manufacturing Dependent on Russian Calf and Colt, French Kid and Various German Hides—Estimate of 20 Per Cent. Advance in Shoes and Rubbers—Patents Hard Struck.

UP, UP, UP! Heavy increases in the price of footwear is the present almost inevitable prospect confronting this line of trade, to a degree more pronounced than almost any other department of a dry goods store. The raw materials are at the foundation of the trouble. While the Canadian trade depends almost entirely upon its own manufacturers and those of the United States for made-up goods, the raw material has to come from Russia, France and Germany. Russian calf, French kid, and different German hides have previously supplied practically all the shoe leather sold in Canada. The colt skins from which are made the patent leather so popular this season, all come from Russia. Already this has advanced two cents a foot, but no contracts will be accepted by tanners at any price. Only monthly orders will be taken. On account of the recent advance in calf skins. Velour calf has also gone up two cents a foot.

Even the fabric used in the popular cloth tops has made a material advance. In all the good grades an all-wool worsted made in England is used, and this has advanced 40 per cent.

There is no possible chance of prices going lower and everything points to a marked advance. All the old prices are withdrawn, and already manufacturers are puzzling over 10 to 20% higher costs. Tanners will not guarantee prices for a minute.

As calf skin comes from France, Russia, Germany and Austria, it would not be surprising to hear soon that there are none to be had at any price. One house had thirty thousand skins bought and paid for in France, and they received word that the French Government had seized them for their own use. A similar state of affairs prevails at home. Some factories have such heavy orders from the Government for army boots that the leather lying in wholesale houses is being eaten up. It is predicted by leading dealers *that a shoe now selling for* $5 *will not be bought for less than* $6 *in the Spring, a* $4 *shoe will cost about* $4.80, *and a* $3 *article* $3.60.

In addition to the advance in skins of all kinds, prices of linings, thread, sheep skins and findings have taken a jump.

The following notice sent out by one of the big Canadian leather firms gives an indication of the serious situation in which the shoe trade finds itself. Similar notices are being sent out by many leather companies.

Shortage of Shoe Leathers

An International Crisis

ALMOST WITHOUT WARNING THE CIVILIZED NATIONS ARE FACING A CRISIS DEEMED BY MOST MEN IMPOSSIBLE. THE STRONGEST AND BEST ARMED OF THE WORLD'S NATIONS ARE AT WAR. COMMERCIALLY, THERE IS AN UNPRECEDENTED BREAKDOWN.

The skins from which high-grade calf leather is made, all come from France, Austria, Germany and Russia. For the time being, these countries are all severed commercially from the American Continent. Dependence must be placed on stock on hand, which in most cases, owing to the slow trade for many months, is much less than normal. All foreign skins are imported under letter of credit, but owing to the tremendous upheaval in financial conditions bills, maturing in London, England, yesterday, were quoted at unheard-of rates of exchange. Domestic skins in quantities at this season of the year are not to be had, nor before April next.

We were compelled August 1st, to withdraw all prices. Your immediate requirements we will endeavor to fill so far as you entrust them to us at lowest prices possible, in view of existing conditions.

Footgluv

Custom-Made Folding Slipper for Home and Travel

COMFORTABLE - DURABLE - DRESSY



MARY JANE FOOTGLUV

Made in all colors of embossed leathers, soft kid and morocco; in standard sizes, 2 to 7, without carrying cases, silk lined, price $18.00 per dozen.



Footgluv Encased



FOOTGLUV

Made in Russia calf, soft kid, morocco, satin and silk, silk lined, and furnished with carrying cases of same material; made in standard sizes; women's 2 to 7; men's 7 to 12. Prices from $13.20 to $27.00 per dozen.

They are year 'round sellers and profit producers of from 50 to 75%

Toronto Agency, 52 Bay Street

The Sultana Mfg. Co., 319 Findlay St., Cincinnati, Ohio

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

THE OLDEST AND LARGEST MANUFACTURER OF SHOE DRESSINGS IN THE WORLD



"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains **OIL.** Softens and preserves. Imparts a beautiful black lustre. **LARGEST QUANTITY, FINEST QUALITY.** Its use saves time, labor and brushes, as it **Shines without brushing. Sponge in every bottle so Always Ready for Use.**

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing

10c size.



A Trial

Will Convince You

If you will only place a trial order at once with your jobber's salesman and then make a counter or showcase display of these shoe polishes, you will at once be convinced that it is the easiest thing in the world to make sales.

The name **Whittemore stands for more than shoe polish; it stands for quality first and then quantity.**

"ELITE BLACK COMBINATION"



The **ONLY** polish endorsed by the manufacturers of Box Calf leathers.

Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Cover remover attached to each box.

10 and 25c sizes.

"OIL PASTE

For ALL kinds of Black Shoes

Blacks, Polishes and Preserves.

Contains **no acid** to injure the leather. Will **polish Wet** or **Oily** shoes. Boxes open with a key (see cut). Also Tan Oil Paste.

10c size.



DOUBTFUL AS TO SPRING.

A staff correspondent of The Review writes from Montreal:

With orders placed for Fall and Winter stocks, the trade will not be immediately concerned with the shoe stocks. In fact it is evident that little attention is being paid at present to orders for next Spring. Many manufacturers who put their travelers out on the Spring lines have recalled them since the outbreak of the war, as it was found that there was shown a disposition not to buy until the situation has cleared or until conditions have settled to a more solid basis.

Shoe manufacturers on the other hand find themselves in the position where they will be forced to advance prices on account of the cutting off of supplies of raw material. Tanneries generally have withdrawn prices on high-grade calf leather and the prices of sole leather have been advanced two cents a pound. This is serious for the shoe manufacturer.

Practically all the high-grade calf skins come to this country from the European continent; these supplies have been cut off. The trade has been quiet for months and the result is that at the time of the outbreak of the war stocks in hand were very short and domestic skins are practically out of the market at present and will not be in until April of next year. The shoe manufacturers have a big problem on their hands.

For Spring trade colonial ties in suedes, patent leather and velour will be strong.

Quieter Buckles.

In buckles the style for Spring is likely to change from the white metal and gaudy effects of this season to more staple and refined patterns, although a few steel buckles are shown. For fancy slippers the newest model has a broad strap with a buckle at the side. In evening wear this buckle is of rhinestone, cut steel or a cameo. The new short vamp slipper will have a little run early in the season, but will not be a staple seller.

Shoe Prices May Hold While Leather Lasts

President of Big American Firm Predicts an Advance of $1 Per Pair—Some Manufacturers Taking Orders at Old Prices, and Others Working on an Open Basis Until Time of Delivery — "Sales" for the Present.

PREPARATIONS must be made for higher prices for shoes. This is the direct result of the war and the action of the European countries engaged in the conflict of placing an embargo on the exportation of hides. It will be the effort of manufacturers, however, to delay the increases so long as conditions will permit.

The extent to which prices will advance is problematical. The head of one of the largest manufacturing concerns in America is given as authority for the statement that the present outlook is for an advance that will mean a dollar a pair in the retail trade, and that with a continuance of existing conditions the advance is likely to be more.

The seriousness of the leather problem may be realized to some extent when it is stated that seven-tenths of the calf skins used in the shoe trade in the United States and Canada are—or rather have been—secured from Europe, and at present this source of supply is entirely cut off. Practically all the uppers of men's shoes are made from calf and the majority of women's; other skins which are used for uppers are practically in the same position.

The advance in price in the trade of calf skin has been 5c a foot, and there has also been a big increase in the prices for sole leathers, which have gone up 2c to 3c a lb. These figures are from the manager of one of the biggest shoe manufacturing concerns in Canada, but they are not confirmed by the tanners one of the big concerns making the statement that while there are material advances they did not care to give definite figures at the present time as the market is in a very unsettled condition. Supplies are very hard to secure.

No Basis for New Orders.

There is no definite basis at present on which orders can be taken on account of prices having been withdrawn by the tanners in many instances, but there are many manufacturers who had heavy stocks of leather on hand at the time of the outbreak and who had been running on such short time that they are making efforts to get business on the old basis. However, as soon as there is anything like a strong demand on the market it is certain that the prices will go up and go up rapidly.

Some houses have already adopted the policy with the outside trade of submitting their samples and when orders are given to base these orders upon stock which may be on hand at the time. As to prices, the situation is left open and the figure will be based upon the market at the time of delivery.

In the Retail Trade.

In the retail trade there is no tendency so far towards higher prices. In fact, on the other hand the demand appears to be such that sales are the order of the day and this is particularly true with regard to Summer lines.

The retailer is in the position of being faced on the one hand with the prospects of higher prices for his stock and with a demand and competition which requires price cuts to bring business.

Inquiry of the retailers reveals the opinion that it will be some months before it will be necessary to raise the prices of shoes to the wearer. It is believed that the prices will be kept down so long as there are stocks of leather on hand, but when these stocks are exhausted the forecast of the U. S. firm that advances will amount to one dollar a pair is not considered as being excessive, although in one quarter 75c the pair was given as more reasonable.

Rubbers Also

Crude material advanced 50 per cent. as result of War—Keeping prices normal so far.

THE manager of one of the largest rubber factories in Canada made the following statement to The Review in regard to the very important part of footwear: As soon as war was declared the price of crude rubber jumped 50 per cent. This took place in England, which is practically the world's center for the purchase of rubber, as a great portion of it comes through the Suez Canal to London. Whether this was warranted or not we cannot say at this distance, but it looks as if advantage was taken by those who are practically in control of the situation. In fact in some cases the advance was even more, and we have paid $1.15 in place of 70c. So far as our firm is concerned we probably will be supplied with raw material up to the first of December. We

(Continued on next page.)

Every Pair of Shoes Worth 50 Cents More

All Raw Materials Were Advanced to Manufacturers on First of September, 5 to 25 Per Cent.—Finished Goods Costing 7 to 12 Per Cent. More This Month—Puzzled Over Prices to Retailer.

Written for The Review by a Canadian Manufacturer.

THE shoe situation is a peculiar one: we are absolutely dependent on the fighting countries of Europe; absolutely.

There are some hides in Canada, but such a tiny percentage of our needs that we never take them into consideration.

Let me explain the situation briefly:

All the patent leather is not colt, but all the colt used for patent leather comes from Russia.

On the first of September colt will be advanced 5 to 8 per cent. Some quotations now are up from 30 to 35 cents a foot.

Cut sole leather, that is leather cut into soles, will go up on Sept. 1 from 10 to 15 per cent.

Calf skins come from Germany, Russia and France. These were advanced 2 to 4 cents but since have been taken off the market.

Even the Cloth is Up.

The cloth topping we use, with increases in insurance, freight, and higher cost of exchange, will mean from 3 to 15 per cent. advance.

We sent an order to each of four big firms for 50 dozen skins for trimmings, flaps, etc., and can't get one-quarter at any price.

What was bought a while ago for 7½ cents you can't get now for 14.

Tanners may have the skins but are out of tanning materials, dyes, and other chemicals. That is the way with us, for they all come from Germany.

A prominent United States manufacturer was over in Canada trying to get colt and trimming skins. He went away almost empty-handed.

We put in an order for kid stock to a U.S. tanner: he gave us part of what he had promised and advised us to take anything we could get, even at a greatly advanced price.

The finished goods, on Sept 1, when the advances will go into effect, will average 7 to 12 per cent. more than they do to-day to the manufacturer.

The situation thus is that there has been an advance or will be in practically every item that goes into the manufacture of shoes, and as most of our stocks are bought up to September 1st each year the advance goes into effect then.

No Immediate Advance.

What then will be the effect as far as the retailer is concerned? Undoubtedly there will have to be an advance. Under ordinary conditions this would naturally go into effect as soon as we saw the inevitable result to ourselves, but for various reasons we have decided not to make any increase, so long as we are using supplies which we obtained at normal figures. That will probably mean until the 1st of October or thereabouts. **When that time comes it is not at all certain that the full increase in cost to us will be added on to our price to the retailer. General conditions probably will make this inadvisable, so that it is likely there will be graded increases.**

As matters stand to-day the finished article in our factory and in that of every manufacturer in Canada **will be costing after September 1st from 7 per cent. to 12 per cent. more than it did before war broke out.**

Under these conditions every reasonable pair of shoes in retail stores **is worth to-day 50c more than it was a month ago.**



SOME DAINTY LINES.

Upper: Colonial pump, with insert of patent leather. Lower: Patent leather with brocaded top.

Various estimates have been made as to the advance that must be made to the retail trade, and it is placed at from 10 per cent. to 20 per cent., with an uncertainty, as I said before, as to just when it will go into effect, and to what extent on the first increase.

BOASTS BEST SHOE SECTION.

Marshall Field & Co., the big Chicago firm, have greatly enlarged their section for women's and children's shoes. The entire south-west end of the State street building is now occupied by the department. The firm makes the boast that they now have the largest, most complete and most elegant women's and children's shoe section in existence. A special feature are the show cases which confront the customer on leaving the elevators, and these are really sample cases from which selections can be made of practically every shape and model in the department. Several fitting rooms have been installed where patrons can have all the privacy they desire.

RUBBERS ALSO.

(Continued from page 80.)

think it will be the policy of nearly every Canadian manufacturer to maintain present prices until it is necessary for them to begin using raw material for which they have been forced to pay the advanced prices. This time may come for most about the 1st of November when sorting business starts.

In a couple of weeks our travelers will be starting out with their Spring samples of sporting shoes, in which although only a small percentage of rubber is used, other materials, such as canvas, etc., have also gone up in price. We do not know yet just what advance will be made to the trade on these Spring lines.

BOOTS FOR SERVICE.

In a window in Montreal was seen a display of heavy tan shoes and top boots of a quality which made them desirable for the use of those going to the front. A neat card accompanied the display, "SPECIALLY ADAPTED FOR USE IN THE FIELD OR SADDLE."

Toys, Dolls and Fancy Goods Hardest Hit by War

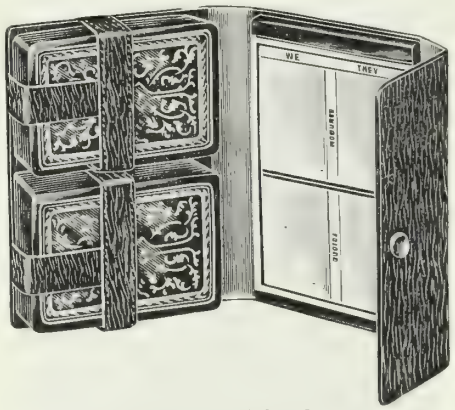
First Shipments Received in Some Lines—None at all in Others —Shortage in Some Lines Will Result in Increased Demand for Those Available — British and Canadian Goods Will Get Foothold.

IN times of peace prepare for war.'' —In times of war be ready for anything. The great European struggle has already turned the world upside down — commercially speaking— and almost every line of business is now engaged in trying to adjust itself to new conditions brought about by the interruption to international trade. Although, of course, every one of the countries involved is more or less seriously affected, it is generally agreed that Germany is most completely tied up and will be the last to recover.

In the realm of toys it is not likely that as great inconvenience will be experienced as at first thought might be imagined. The wholesalers in this country usually make up their first and largest orders to the German manufacturers in the months of February, March and April, and shipments begin to arrive in July, August and September and early October as the period when the receipts of foreign toys are heaviest of all. A good many shipments of toys were already landed or on the ocean at the time war was declared. Several large consignments arrived in New York early last month and it is possible these may help out somewhat in Canada. Of course no further shipments can be expected, though the suggestion has been advanced that German goods might come through Holland and leave there on neutral bottoms. This plan does not seem at all feasible, for obvious reasons. In any case it seems inevitable that the unusually small stocks available for Canada will be rapidly repleted and it is said the department and other large stores have been busy trying to secure goods. This movement has not been so evident among smaller dealers and it would seem that those desiring to handle toys this year would be well advised to go into the matter at once. Some United States factories are already refusing orders.

There is one thing about the top business that presents a hopeful side to the situation. The great variety of toys and the many new things brought out every season makes it easy to replace lines that have been cut off, with others. After all, children are easily pleased, and it is probable that many of the toys and novelties that have not come through will never be missed by the kiddies or their elders who pay for them.

The misfortunes of Germany should



BRIDGE WHIST SET.

This contains two packs, gilt-edge cards, memo pad and card with rules of the game. It is made in various kinds of leather, and in black and colors. Shown by Western Leather Goods Co.

be taken advantage of by the enterprising business men of Great Britain and Canada. One Canadian factory is already running to full capacity on certain lines and there is no doubt ample room for others.

Dolls Will Be Scarce.

The outlook for dolls is not nearly so bright. Scarcely any have been received and stocks are very small. The difficulty of substitution here presents itself much more than in the case of toys, and it seems probable that many little folk will be disappointed unless they can be cheered by last year's doll, made over. However, the doll making industry has also been commenced in Canada, and the present situation should give it a great impetus.

Fancy goods, picture post cards and art novelties will also be affected more or less through the inability of Germany to make shipments. France and Austria also share a portion of this trade and they are in no better position at present. It is anticipated that the stocks of fancy goods available will not nearly meet the demand and very few shipments got through before the war and the manufacture of these lines has not been developed to any extent in England, the United States or Canada.

Cover Up ''Made-In-Germany'' Labels.

The question has been raised as to whether or not difficulty will be encountered in getting people to buy goods of German or Austrian manufacture. There are two ways out of this difficulty. One is to answer the argument by pointing out that up to the present Germany has been supreme in the manufacture of toys and some other articles and that credit must be given that country for the development of this trade—that the present war is not against German industry and commerce no more than against German art or German music, but it is against German autocracy and that therefore there is no suggestion of disloyalty in purchasing goods of German origin, especially as these were imported before the war. The other answer to the objection and perhaps the better one, where feasible, is to paste an appropriate label (containing retailer's name, etc.), over every inscription ''Made-in-Germany.'' On painted toys a gaily colored poster stamp might serve the purpose best because it would blend with the bright colors of the article. Dealers would do well to give careful consideration to this problem and be prepared to meet it should patriotic feeling in Canada be particularly strong at the Christmas season.

ORDER TOYS NOW

Canadian-Made Toys for Canadians

No immediate advance in prices





With foreign shipments cut off on account of the trouble in Europe there is sure to be a great shortage in toys this season. We wish to announce to the trade that our factory is working full capacity manufacturing

Unbreakable Character Dolls, Teddy Bears, Stuffed Toy Animals, Cowboy and Indian Suits

ready to meet the demand there is sure to be.

As long as our present stock holds out we will not advance the prices of toys. We cannot guarantee the same price after October 1st.

Our range is large and our values are excellent.

Write for samples to-day. It will pay you to order now.

DOMINION TOY MANUFACTURING CO., LTD.

161-165 QUEEN ST. EAST TORONTO

Coming Back to Floral Effects

Pillows for Holiday Season—Designs Developed in "Dahlia" Braid—Art Needlework Supplies Came in Early from Europe.

THE art needlework department has been a winner during the Spring and late Summer season, and sales are still keeping up. In many retail stores the report is that this department is ahead of last year's business. This is true also of business in the art-needlework houses so far. Many lines carried are of German production and buyers are hastening to cover stocks before the supply is gone. Stocks are in very good shape for the present as practically all the Fall goods are to hand as shipments were made with unusual promptness. Goods ordered for July delivery came to hand in May. As one importer put it, he called down imprecations on the shippers when the goods fore the writer lies three sketches made from models intended for the Paris openings, one from Premet, one from came so long before they could be shipped out. Now his feelings are the reverse, as he can fill his orders. There is also some hope for belated shipments for one firm received during the last week of August goods from Muelhausen.

Pillows and cushions are always a big item, but never more so than in the Fall, and in the holiday selling period. Pillows lead, and the patterns showing have a tendency to come back to strictly floral effects that are only very slightly conventionalized. Other patterns show a mixture of conventional and floral designs. These patterns are worked out in natural colors.

Attractive patterns that are easily worked out form a quick selling combination in art needlework lines. Patterns of this class developed in a new variety of braid on the same order as the "baldur" braid and named "dahlia" braid are attracting favorable attention. Asters, daisies, clover and similar designs are also seen. The flower is made of the braid and the rest of the pattern —the foliage, etc.—is worked in floss or wool silk. Many new pattenrs are showing worked in French knots or seed stitch, and seed stitch designs are to be very much used.

PARTY BOXES.

Scornful man who has been inclined to smile at the varied contents of the bag of a woman of fashion, would probably be further surprised to take note of the contents of one of the new leather boxes, which are already beginning to make their presence shown at fashionable events in the larger cities in this country, and which for some time have been the "correct thing" in Paris. The contents of the boxes varies, the variety being largely controlled by the price, but in all there will be found an assortment of those little aids to toilet which the modern lady is so seldom without.

In shape these boxes are either square or nearly so, or oblong, the length varying from about four to six inches. They are made of leather in a variety of colors with a small handle on the top. There is a big proce range, but the strong lines will retail from $5.00 to $10.00 although there will be some cheaper varieties. Linings are of silk. The popular color thus far has been found to be black.

The accompanying cut will gives some idea of the party box and its contents. This box contains a powder puff, comb, card case, small purse, perfume bottle, lip salve holder, small looking glass, etc., and there is room also for handkerchief and any other small articles which it may be desired to carry.

The Spanish Backcomb.

At the present time there is a strong demand for the large loop hairpin with the plain design favored although there is also a demand for those with ornaments. The outgrowth of the demand for this pin is in the direction of the Spanish backcomb which already has found popularity in some of the world's fashion centers, and which is now being stocked in this country. This comb comes in a great variety of designs usually with four prongs and with large tope in a great number of shapes.

Of late there has not been such a strong demand for beads, although this form of neck ornament is still very popular. The craze, for the popularity almost amounted to that, has been noted to shift from city to city and it has covered the large centers, there now being a noticeable demand in the smaller cities and towns which are somewhat more conservative in following the dictates of fashion.

LEATHER GOODS SAME PRICE.

As soon as the war broke out manufacturers of high grade leathers in the States advanced prices, said a manufacturer of leather bags, belts and leather novelties. The makers of such articles in Canada are well supplied with the kinds of leathers they need and there will be no change in prices in the near future.

ON A WAR FOOTING.

Canada is going to find out, within the next few months, what it means to be "on a war footing."

Just what it means depends largely on how we meet the situation. It might mean continued dullness, depression, "hard times"—if we were to persist in thinking and talking "hard times."

It may, just as reasonably, mean prosperity—if we keep our heads and go after business in the right spirit of aggressiveness.

We might well follow the lead set us by some of our large industrial concerns.

An excellent example is furnished by our three leading automobile manufacturers.

One—making a high-priced car—has given instructions for the most aggressive selling campaign the company has ever undertaken; backed up by a big campaign of advertising in the newspapers.

Another, who makes various-priced cars of high quality, had a large announcement of 1915 models in a long list of papers the very week after war was declared.

A third—a Canadian branch factory of a United States concern making a popular-price car, is announcing an important price change —and taking larger space than ever before in Canadian newspapers to tell the story.

And this, be it noted, is the attitude of the three big men in an industry that the pessimists have been predicting would be seriously affected by the war. Their unshaken confidence, their greater-than-ever determination to market successfully a class of product that is always hard to sell, should be an inspiration to the rest of our industries. These three manufacturers have tested advertising, and have confidence in its efficiency in stimulating business in times of war as well as in times of peace.

Instead of retrenching, the business men of Canada may well emulate the action of the motor car manufacturers, and go out after business in the most aggressive way possible.

Arnold & Son, Georgetown, Ont., are opening a branch of their glove works in Acton.

Scroggie & Elliott, Sarnia, who succeeded Smith & Ash, have had their premises handsomely fitted up.

Patterson & Park, Dummer, Sask., have succeeded W. J. Patterson, general merchant.

Geo. Capling, Rouleau, Sask., general merchant, has moved to Bengough.

"In All the World, No Other Line Like This"

Some of the New Imported Ideas

Rite Baby Feeding Plates (keep food hot).
Rite Baby Soap (Floating).
Rite Baby (Ball Bearing) Pins.
Rite Stork Maisonettes.
Rite Baby-Raspberry Confection (for constipation).
Rite Nursery Baskets.
Rite Baby Refrigerator with Basket.
Rite Baby Nursery Bottles.
Rite Baby Basinettes.

Baby Baskets in new and original shapes and sizes.

Stork Party Favors that are new and different.



"Rite" Baby Maisonette

New and Original Ideas in

Rite Baby Rattles.
Rite Baby Toilet Sets.
Rite Baby Stationery.
Rite Baby Record Books.
Rite Baby Coat Hangers.
Rite Baby Teething Rings.
Rite Nursery Toys.
Rite Baby Play Yards.
Rite Nursery Chairs.
Rite Baby Rubber Toys.
Rite Musical Cushions.

Another Important Feature this Year.

Wonderful Mechanical Pieces for Department Displays.

The Latest From Europe

Our special representative who has been in Germany, Austria, Italy, Holland, England and France for the past two months, has secured the

American Rights for Many Brand New Novelties

which are now on exhibition in the RITE Showrooms.

This European collection, big as it is, forms but a small part of our entire line of

5000 New Rite Originalities

—practical, amusing, instructive and sanitary.

And many other specialties of the sort for which the name RITE is famous.

An early visit to our showrooms will make your department the most popular in your city.

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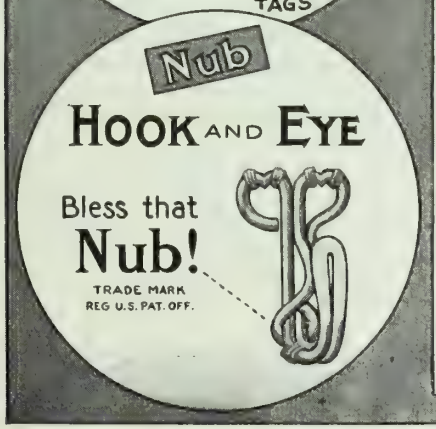
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Vogue of the Wide Girdle Continues

With the Basque Waist Likely to be Popular for Fall, Girdles of Greater Width Will be Worn—Americans Will be Able to Supply Fancy Ribbons in Wide Widths.

EVERY season has its vogues and its novelties, but it might well be said, among other things, that 1914 Summer has been a belt season. The outlook for the Fall is very encouraging. The tendency is for wider styles, both for belts and girdles. They have become dominant in practically all styles of costumes and whatever little touches of color that may be used in the costume itself are usually matched with the girdle, which seems to be the one important consideration around which the gown is constructed.

A contemporary declares that the growth of the popularity of belts and girdles is interesting to note. From a simple little belt a few inches wide, the girdle has grown into a thing of brilliance and beauty, whose shimmering folds and often tasselled ends sweep gracefully to the bottom of the fashionable skirt.

The bust girdle made of black satin is a new conception. Shirred on three lengthwise cords at the back, it has a double looping belt and fastens at the front. Another novelty is of striped ribbon and has two sloping ends with a bias fold across. This is tied in harem fashion about the waist, running high, with ends brought to the left of the front.

Minaret belts are still popular and undoubtedly the primary reason for their popularity is the fact that they are adjustable. In the same way there is always a popular reception for the elastic when it is offered in fashionable design.

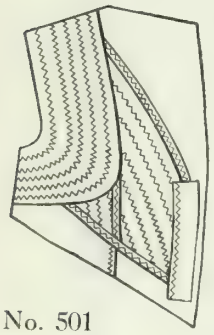
Basque Effects for Fall.

The whole tendency seems to favor the basque effect in girdles for Fall. They are made in various widths from six inches upwards, and the nine-inch width appears to be the one which appeals to the trade. In Paris the width has been increased up to twenty and twenty-four inches, and some of them almost completely cover the front of the waist. Whether the women of Canada will come to adopt this extreme style is a question. On some of the belts trimmings are being introduced.

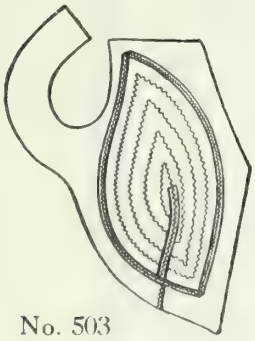
With the basque waist taking a strong place in the Fall styles there would seem to be a good season assured in belts and girdles of this character, as a basque girdle will often enable a woman to bring her last season's dress up to the style standard.

A Question of Ribbons.

In connection with the belt and girdle vogue it is not believed that the cutting off of foreign imports will seriously interfere with the style. The great majority of the Swiss ribbons are of medium width and of plain materials. The fancy ribbons are largely made in the United States, or at least the American manufacturers will take steps to get into the market and supply them, and Canada will be able to get required goods although a much higher price may have to be paid than in the past.



No. 501



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MILLINERY

Portrait Hats at Openings, But Majority Small

Ostrich Will be Used Extensively and Will Take Place of Many High-Class Mounts—All Models Fit Head Closely—Velvets and Plushes in Short Supply—Fur Hats Prominent Later.

THE Fall millinery season is fully launched, and in spite of the pending scarcity in some lines that are in very great demand, milliners down for the openings are finding plenty of diversity in styles. All the hats shown are by no means small; many shapes are medium and some are even large. The large hats are on the portrait sailor order, and many models are picturesquely trimmed with beautiful ostrich mounts and plumes. Ostrich will this season take the place of many of the very handsome fancy mounts that can no longer be obtained.

Sailor shapes and toques are most numerous. Many toques present an elongated line, while a new shape that is very prominent has almost no brim and a high conical crown made all the higher by the very high trimmings and mounts.

A toque of this kind had the crown of skunk fur, mounted on a narrow brim of black velvet with an uncurled ostrich mount with the central rib silvered.

High and moderately high crowned models have brims drooping or rolling, and some of them have high side revers. Though crowns are high, many of them show suggestions of drapery.

High Crowns On Toques.

High crowns go with the toque and other small shapes, and the crowns of the larger hats are quite flat. All kinds of odd and irregular shapes are seen in crowns and some are high on one side and low on the other. All models have one feature in common—they fit the head closely, and the pose of the hat just tilted to one side helps to give the distinguishing touch that marks the new season's model.

Rich Colors in Velvet.

Velvet is the leading material, and the black velvet hat is the hat of the season. The colors are very deep and rich. Though the colors are so dark there are many shades, and these shades are so beautiful that they are bound to win favor. When velvet is not used plush



POPULAR FALL MODEL.
Picture sailor—crown of white moire and brim of deep bottle green velvet. Metallic rose and foliage in dull silver shades.

is the first substitute, but later fur plushes, felt, and broadcloth combined into velvet will be used. Satin and some failles are also combined with velvet. Later a very great deal of fur will be used, and fitch, skunk and black monkey promise to be the leading novelties. Bands of monkey are used very much in the same way as bands and fringes of ostrich.

Burgundy and Beet Root.

The colors prominent in the Fall displays are Burgundy and beet-root in many shades. Russian cedar and stone greens, navy, crows blue, very deep sapphire, and peacock shades, seal, taupe, tete de negre and some deep shades of tan. Very deep purple verging on wine is also showing to some extent.

Feathers More Than Flowers.

Flowers will also be used but not to so marked an extent as feathers. The very latest are quite gigantic, and one small toque-like model had for trimming just two huge pansies placed back to back and used like a mount in front. On the other hand some models are trimmed with small velvet asters and dahlias mixed with moss. Flowers also come in metallic effects in the form of roses, asters, poppies and other open-petaled flowers.

Ribbon trimmings are also very much used. Both narrow and wide ribbons are used and large, high-looped bows are found alone or mixed with hackle and other feather fancies.

Military Ideas and Ostrich Later

Mounts Will Come First While They Last — Ostrich Feathers and Fancies Are Made in Canada and the States.

WITH all the world talking war, even without the assistance of Paris it does not take long to predict that military ideas will rule later. Models of military caps will soon be common. The hussar hat, the Cossack hat, and even the helmet are all included in posible styles. One house in Toronto has already shown a model based upon the Queens' Own dress cap. Even before the war models had a decidedly military leaning. There was and is much tinsel used. Gold laces and bands are used, and gold braids and tissues

are used generally for the bindings.

While the supply lasts prominence will be given to fancy feathers; when these are no longer procurable the demand will come on to ostrich and high, uncurled mounts, and full-headed French plumes will be much used. There should be no difficulty in procuring a full supply for they are manufactured in Canada and also in the States. The combining of white with black and also Russian green should afford relief, as white feathers do not have to be dyed. Just how varied ostrich fancies can be every milliner knows. Ostrich comes in high quill effects, pom-poms, military mounts, quill effects, and many others. Hackle, coque vulture, pheasant and peacock are all included in the new mounts in solid colors, mottled and metallic effects.

Feather and other trimmings can be arranged in any way. The majority are high and towering, but some are quite flat. Generally the very high mounts are used on the small hats, and flat trimmings are favored for the large portrait shapes.

What Canadian Buyer Saw in Paris on Eve of War

Shapes Mostly Small, with High Trimmings of Black and White Well Adapted to Considerations of Price — Other Extreme of Wide Sailors, However, is Strong—$600,000 Order Just Missed —Easy to Get Velvets.

Authorized Interview with Buyer for Goodwin's, Limited.

MORE than in many recent years will the question of price bear a significant relation to millinery during the coming season—as to the seasons in the immediate future no one is in a position to make even the wildest conjectures. On the authority of Miss Leary, buyer for the millinery department for Goodwin's, Limited, Montreal, who was one of the last of the Canadian milliners to leave Paris following the declaration of war, we have the statement that in her experience she has never seen styles which can be more reality adapted to narrower pocket-books than the models which are being displayed in Parisian hat shops—the style centres of the world.



A FALL TOQUE.

Boxlike toque of black velvet and white silk. A fringe of treated peacock blues marks the division of brim and crown. Treated peacock mount at the side of the back.

The forecast that it was to be a season of black was being strongly emphasized in nearly all of the models shown—black with white trimmings, or in some cases white with black trimmings, were the vogue. There are some colors being introduced, but nothing that would be termed gay—effects are either contrasts or sombre shades.

As to shapes, the latest showings that were made in Paris emphasized the return to the spotlight of popularity of the large hat. This is either the sailor or the large shape after the Gainsborough fashion, with either flat or rolling brim. However, the general tendency is for thickness and high trims, and the stronger showing is in the small black shapes—smaller than they have ever been before. There are toques which fit very closely to the head, and many of them come up to a peak. Black is the prevailing color.

These styles are generally adapted to good effects at a minimum of expenditure. Of course, millinery will always be sold at a wide range in prices, and the hat can be made to suit the pocket-book, but at the same time the black and white idea can be effectively handled with comparatively cheap materials, and there will be in this season a chance for the milliners to give the people what they can afford—it is not going too far to say that more than usual sales will depend on price.

High Trims for Small Hats.

Miss Leary states that the latest of the Paris showings indicated high trims for the small hats, stem mounts seeming to be the strong vogue. These mounts are high and slender, and in Paris there is wide use of the osprey and aigrettes. Narrow ribbons and metallic materials were also seen in rose, gold and silver.

For the new wide models there was a latitude shown in the style of trimming, some trims being high, while

(Continued on page 92)



Millinery

Opening display of Fashion's Decree in Fall Headgear for discriminating women, to be held

Monday, Sept. 18
till
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An exclusive and authentic display of new and beautiful modes in Millinery, showing the latest productions from the hands of the World's most famed designers in Paris, London and New York. You are invited to call and inspect this display.

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SUGGESTION FOR OPENING.

The purpose of the "Loyalty" cut in connection with their ad. is explained on page 55



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Wholesale Millinery

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Novelties in Millinery Trimmings for Fall

Made Birds and Soft Feather Effects Will Replace Birds After First of Year—Ropes of Dull Beads in Several Strands.

Lovely mounts that closely imitate numidi are formed of burnt ostrich. Coque promises to be very much worn and all kinds of upright effects that can be used on the front or the sides of the hat are seen. Some novelties are on the Indian chief order, except that they measure only about six or seven inches, and are intended to be posed in front only.

Great use is made of hackle and some of the prettiest feather effects come in this class. Bands of breast, particularly in white quills in novelty form and all manner of wings, but particularly those that are long and pointed are in high favor. Metalized wings and feathers are among the new effects.

After January 1.

Paris is featuring small birds such as humming birds. These birds are excluded from the States, and after the 1st of January, it will be against the law to bring them into Canada. To take their place made birds and soft feather effects that have a bird-like appearance are shown. These bird forms are something new and they are applied when flat as some are to the side of the hat crown.

Beads and Spangles.

It is some time since beads and spangles were used in millinery. Therefore they look quite new. Ropes of dull beads in gold and silver, jet, amber and pearl are used around the hat at the base of the crown. One, two, or more strands may be used, and some hats are altogether trimmed with them.

WHAT CANADIAN BUYER SAW IN PARIS ON EVE OF WAR.

(Continued from page 90)

others were quite heavy. American buyers were counting on a good season in the United States for ostrich sprays, and this is likely to be the case with the war development; large plumes were not shown, but the old-fashioned straight ostrich spray of about nine inches in length. Pom-poms were also used, and on some of the large models the bandeau was to be seen, being made comparatively light.

Situation is Serious.

Miss Leary states that different houses will be in different positions with regard to their shipments from Paris, but she does not think that the business of this Fall will show any serious results of the war. But as for the Spring, it is impossible to say what may happen. It would certainly look on the face of it that there will be less tendency to rapid style changes with the French models not coming forward.

In Paris, just before leaving for London, Miss Leary states that the shipping firm of Alexanders made the statement that they had one consignment of $600,000 worth of late goods for different firms in this country which just missed getting away—however, generally speaking, many of the houses, particularly the wholesalers, had their goods shipped.

Miss Leary returned to Canada on the Virginian. She was in Paris when the declaration of war came, and as soon as possible set out for London.

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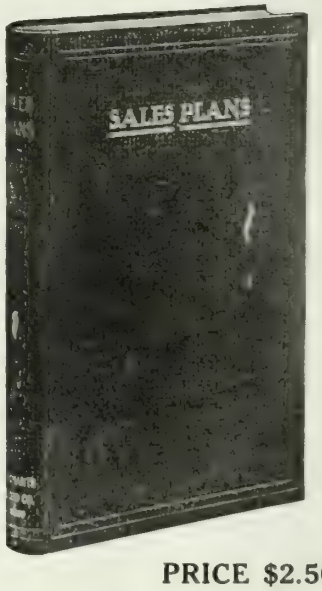
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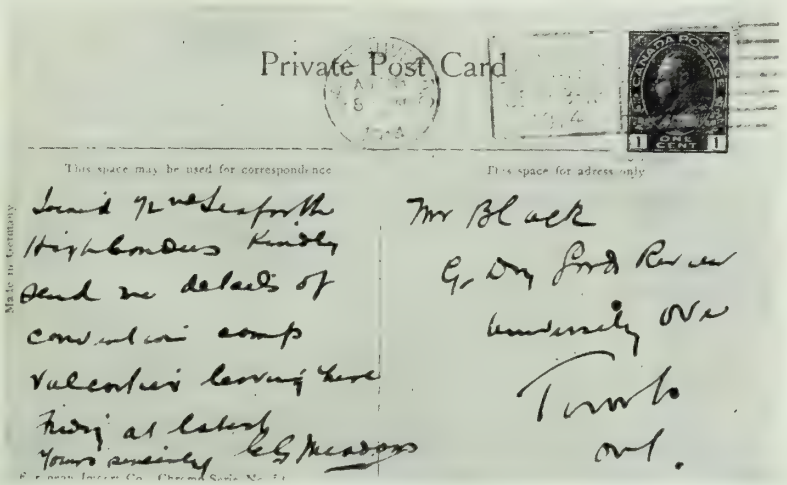
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Window Trimmer on Way to War Asks for Report!

This post card will interest every window trimmer in Canada. It was sent by E. G. Meadows, for several years with McLaren & Co., St. Catharines, and lately display manager of the Caledonia store, Edmonton. Mr. Meadows just before leaving for Valcartier Camp, Quebec, wrote The Review for a copy of the report of the proceedings of the C.W.T.A. Convention. The editor has asked him—if the opportunity occurs—to write to the members of the Association through the columns of The Review in account of his experiences in the terrible conflict in Europe.

To Bring Swiss Goods Through Italy and U.S.

Canadian Houses Considering Course to Get Forward Shipments Now Held up by English and German Railways—Co-operation of Government May be Asked Regarding Duties on Goods Brought Through American Ports.

THERE are heavy shipments of ribbons and embroideries which are waiting to be transported out of Switzerland to the Canadian trade. Advices that these consignments are being held up owing to the fact that the German and French railways will not transport them have been received by different houses. These are goods which cannot be duplicated at any other source for the time being at least, and different means are being considered to get them to this country.

A suggestion that appears practicable would be to have the shipments taken south through Italy, which at the present time is neutral, and to have them sent forward via the Mediterranean. Action is being taken along this line but the extent of the success is problematical. The plan would be to have the goods brought to Genoa or some other Italian port and then to New York, coming through the United States to Canada.

Working along this line steps are being taken in Montreal to have a deputation go to Ottawa to take up the matter with the Government of having an adjustment made of the duties on these Swiss goods in the event of their being brought through in the manner mentioned.

There are difficulties in the face of the plan but they may be overcome. In the first place the natural course of shipment from Switzerland is north through France and Germany; it is questionable if boat accommodation could be secured from an Italian port; the route would be through the Mediteranean, which would greatly lengthen the distance and there is the possibility of Italy being drawn into the European conflict at any moment.

Then, too, it would have to be figured that the costs would be greatly increased. Not only is the distance of transportation much greater, but ocean freight charges have been advanced about fifty per cent. and on top of this there would be the high war risks, dear exchange, etc.

The shipments of silks, ribbons, embroideries, etc., from Switzerland which the trade was naturally depending upon cannot be duplicated in other sources for the time being at least, although if this country is cut off for a long period other sources of supply will no doubt be created. Two Montreal firms at least are buyers in Basle, the big ribbon centre, at the present time, and it may be expected that they will give every co-operation in getting shipments started.

Swiss ribbons are in a class by themselves, but it must not be considered that the market will be without supplies. There are big manufacturers of ribbons in the United States from which fancy lines can be secured and if necessary these can be made to take the place of the European goods to a large extent. The Swiss makers excell in taffetas and dutchess ribbons, and in the wash lines which will soon be out of the market if further supplies cannot be secured.

A SUMMARY.

KID GLOVES—Only small percentage of stock received from France, and this will soon be exhausted. Prices jumped 50 per cent. in New York.

LINENS—Scarcity of flax from Belgium and Russia likely to advance prices.

LACES—Prices on nets advancing. Nottingham works already making Plauen patterns and prepared to copy any submitted to them.

BUTTONS—Germany and Austria produce large percentage, and scarcity already. Covered buttons likely.

HOSIERY—Lisle silk and cotton must be supplied from this side of the water.

CLOTHING—Advance in trimmings expected to cause 10 per cent. increase in men's clothing. Horse hair lining up 40 per cent. Serges may advance.

TOYS—Large increase in domestic manufacture. Scarcity in German lines for Christmas.

SILKS—Great scarcity in many lines.

CUTTING OFF FLAX SUPPLY.

The situation in regard to linen goods is becoming serious. While Irish mills may remain open at almost full capacity that country is dependent for the supply of flax almost entirely on Russia, and as can be imagined, the difficulties, dangers and increasing cost of transportation will not only increase the cost but greatly lessen the supply. C

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

PARISIAN CORSET CO. ENLARGES.

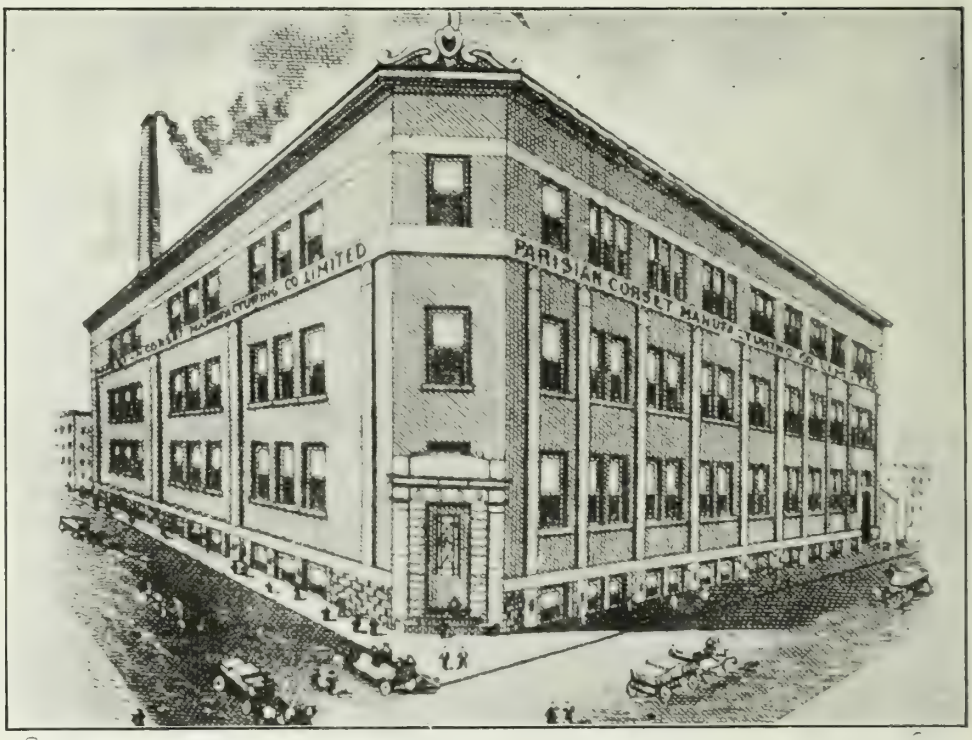
The Parisian Corset Manufacturing Co., Ltd., Quebec, have found it necessary to add considerably to their present spacious factory in order to cope with the demands of the trade for the famous "P. C." corset. Only a few years ago a large addition was made to their buildings, which are located on Colomb and Turgeon streets, in the city of Quebec, and now they are again compelled to enlarge their manufacturing facilities to double the present size. The new addition will consist of another story on the present building, 130 by 37 feet, and a wing of 60 by 38 feet, which will contain four stories and a basement. The construction will be of stone and brick, and the buildings will be completed in October next.

It is expected that with the new machinery installed and the greatly increased manufacturing space afforded by the new buildings the company will be enabled to turn out from 3,600 to 4,800 pairs of corsets every day.

Aggressive advertising, backed up by a reliable product, have made an enviable reputation for "P. C." corsets all over the Dominion. The company have a comprehensive selling organization that covers every important city and town in Canada, and they have rapidly assumed a commanding position in the corset trade of the country. With the larger premises now planned they will be in a better position than ever before to fill orders promptly and efficiently.



Ernest Ross, manager of Parisian Manufacturing Co. On right is view of new factory.



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Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

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THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

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ADDRESS _____

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Kleinert's

GEM Dress Shields

Nowadays they are selling in the Live Stores *everywhere*.

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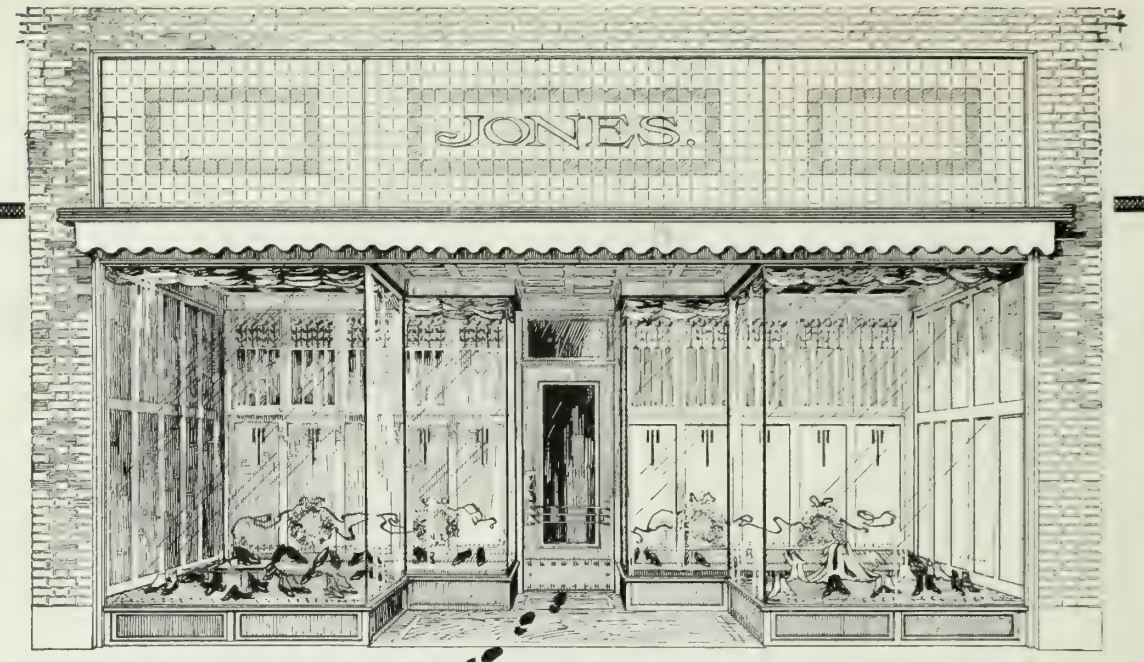
DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY

VOL. XXVI No. 18



Sept. 16 1914



Every time a person *passes by* your Store without entering you *lose* — every time he *enters* you have the opportunity of making a sale—of making a profit.

There's a psychological point in the path of every passer-by that means a profit or loss to you—that's the point where he either *enters* or continues on his way.

Profitable "Points"

It's your ideal to cause every passer-by to pause and enter and can there be a more logical power to do that than a good Store Front?

No matter how much time and money you spend to make attractive displays it is literally wasted unless your Store Front is adequate—unless it allows the passers-by to actually *see* what you have for sale. A Store Front that merely keeps out the snow and rain never resulted in a good investment. *Sales* make profits—so let *sales* be your guide.

Kawneer
STORE FRONTS

Other Merchants' Experiences

One Merchant debated for three years whether or not a KAWNEER STORE FRONT would increase his business. Finally he put one in and now he says, "Our Front is worth $5,000 a year"—and that in a city of 12,000 people. Another Merchant says, "There's no question but what our new KAWNEER STORE FRONT sells at least $10,000 worth of merchandise a year over what we could have possibly sold with the old Front. We are more than willing to recommend your Fronts because of the great satisfaction ours has given." Another says, "Our business increased 40% — the KAWNEER FRONT paid for itself in eight months." If you could only see the actual letters of recommendation that we have on file from Merchants you would not hesitate another day.

30,000 Fronts

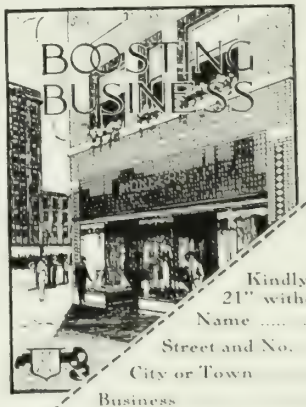
For eight years we've been building KAWNEER STORE FRONTS and 30,000 Merchants have adopted them. In big cities and little towns you will find KAWNEER producing sales, costing nothing for upkeep and giving complete 365-day-and-night satisfaction every year. We do not ask you to even consider a KAWNEER FRONT simply on our claims but we do feel that the actual experiences of 30,000 other Merchants reasonably justifies it.

When you get ready to buy a Store Front go into the subject thoroughly—consider it from your own view-point, then think what the passersby will say. *Their* opinion is the deciding one, if they are impressed and influenced into entering your Store, your Front is a success—if they *pass by*, your Front is a failure.

"Boosting Business No. 21"

There is such a multitude of different kinds of Store Fronts both big and little, that you must take care lest you choose one that will not fit your business. To be of greater help to you in making this important decision we've compiled "Boosting Business No. 21" which is undoubtedly the most complete and interesting Store Front book ever published. "Boosting Business No. 21" contains actual photographs of many of the best-paying large and small Store Fronts in the country — Fronts in all kinds of businesses — together with drawings of suggestions that will interest you.

Don't risk the amount of money it requires to install any kind of Front when a mere 2c stamp will bring to you this book of practical Store Front ideas. Your copy is in an envelope, stamped with a 5c stamp and ready for your address—don't delay—every day you conduct your business without a KAWNEER STORE FRONT the people are *passing* instead of *entering* your Store.



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Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. 1193 Bathurst Street
TORONTO, ONT.

COUPON

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Kindly send "Boosting Business No. 21" without obligation

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br[illegible] Organdie.

No. 9220. FINE VOILE combined with daintily embroidered Organdie.

No. 9207. FINE VOILE with hand-machine embroidered Organdie trimmings.

No. 9224. FINE VOILE embroidered and encrusted with Venise medallions. Organdie collar and cuffs.

No. 9218. SELF POLKA DOTTED ORGANDIE, with handsomely embroidered collar and revers.

No. 9239. RATINE CHECKED CREPE attractively combined with fine Pique.

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$9.00 DOZ.

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$9.00 DOZ.

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Dry Goods Review

VOL. XXVI. SEPTEMBER 16, 1914 No. 18

Creating Trust Account to Meet English Bills

High Rate of Exchange Raises Unprecedented Problem for Canadian Retailers as Well as Wholesalers—Most Feel the Handicap is Too Heavy—Many Deferring Payment—A Suggested Method of Paying at Par or Slight Increase.

RE OUR ENGLISH ACCOUNTS

The Dry Goods Review,
Toronto.

Dear Sirs:

WE wrote nearly all our firms stating that, owing to the high rate of exchange, it would not be advisable to pay accounts, and have received answers from them saying that they would be pleased to have the money and would like us to make a little sacrifice to pay them. We would like to know what action the big retailers are taking in the matter, whether they are paying their accounts at the present high rate of exchange, or holding off.

An early reply to this would be greatly appreciated.

Yours truly,

———————.

THIS letter of inquiry received by The Review from one of the best known retail dry goods houses in Canada, which does a large importing business, is typical of the difficulty—an unprecedented one—in which members of the trade find themselves at the present time. Even in the short period since that letter was written, the rate of exchange has fallen from $5.00 or $5.05 to $4.95 or $4.96, but even this is held by merchants to impose too heavy a charge upon the goods now in stock. Particularly is this the case when general business conditions are compelling the merchant to offer these imported goods to the public at no more, and often less, than the regular advance made for profit. Under these circumstances there is a widespread, almost universal feeling against a settlement that will make the retailer absorb the full amount of the cost of exchange. The question looks to be one that must be met by everyone, for while many accounts will not begin to fall due until after the 1st of October, these, in all likelihood, will be in the same predicament, for with no signs even of stock exchanges opening, a high rate of exchange promises to continue for many weeks to come, no matter how favorable conditions may be reached.

In its last issue, it will be remembered, The Review made the following suggestion:—

"In view of the uncertainty of exchange rates, and the exceptional character of present conditions, we do not see any reason why the Canadian merchants should not suggest to creditors in England that debts be settled by depositing in Canadian banks a sum equal to the amount of the debt on the slightly higher basis of gold parity—say about $4.88 or $4.90 per £1 sterling. If the Canadian house did this it would have to be by arrangement with the creditor in the United Kingdom. And that arrangement would have to be concluded before maturity of the debt. In view of the extraordinary conditions, it is more than probable that importer and exporter would be willing to meet the situation by a compromise on this basis, both losing a little."

At Old Par or Nothing.

Since that time the views of a number of Canadian importers, retail and wholesale, have been ascertained, and the proposition is assuming more definite shape. There are those who hold that the Canadian merchant cannot afford to meet any extra exchange tax, and these take the ground that a settlement at the old par is all the English creditors have any right to expect. Their course is to refuse payment where an offer at $4.86 2-3 is rejected. One firm met an insistent demand for payment by writing out a cheque on a Canadian bank and posting it with the account, with the probable result that the cheque could not be cashed, even at a heavy discount on the other side.

$700 for $486.

Another firm owing £100 asked a bank for its terms for forwarding this. The reply was $700! The charge for transmitting $486 was, therefore, $216. Needless to say, the money was not forwarded. In another case the Canadian agent of an English firm was paid an account at the old par and, accepting it, he cabled his employers that the bill had been paid.

As will be seen from one or two of the statements given to The Review, some firms have arrangements for having their accounts met in England by resident agents and have money deposited

Responses From Some Leading Canadian Importers

NO. 1.—WILL PAY FULL RATE.

WE have not yet had to face the issue of making payments in England under the present high rate of exchange, as it happened we had sufficient funds with our agents in Glasgow to meet immediate bills. We have had no suggestion from them as to what they will expect us to do later, whether they would wish us to pay the rate of exchange no matter how high it would be or whether they would allow us to deposit it with some bank here to their credit. Of course, if our agents cannot arrange to have the money paid here we will expect to pay exchange at whatever rate it may be, as we do not see how the foreign merchants or manufacturers can be expected to bear the loss on exchange.

NO. 2. FUNDS IN ENGLAND.

UP to the present time we have been fortunate enough in having sufficient funds in our English bank to take care of all bills, and most of our Fall purchases, therefore, so far as we are concerned, this question will not come up for some time and for this reason we have not given the matter serious consideration. However, if the war continues, as you suggest, something will have to be decided upon.

NO. 3. ON BASIS OF 4.90.

RE payments of Sterling, in nearly all cases we are writing the firms we deal with, stating that owing to the rate of exchange being very high we are holding the payment of their account for the present. In some cases firms have allowed us to settle on the basis of about $4.90 to the £ and in other instances we have been able to buy Post Office Orders.

We have just made inquiries from Messrs. (a wholesale house) here today, who state they are refusing drafts and writing firms as to the cause.

Trusting this information will be of some use, we are, etc.,

---

there, but this soon will be exhausted, and all will be on the same footing in a short time.

Should Not Defer Payments.

First, let it be laid down as a hard and fast rule that wherever possible no Canadian merchant should seek to take advantage of the present situation to defer payment of his fair accounts. This would not only injure him in future dealings with this particular house—and many others who might learn of it—but the commercial credit of Canada would suffer in a market where we hope to increase our hold for our own products; and, further, the whole business fabric would be weakened to just the extent of the default of the Canadian debtor. It is a poor policy that should not be applied both ways, and the commercial men of Canada cannot be in a strong and secure position in reference to their customers if they are vulnerable in their dealings with Old Country—or local—creditors. As a rule, the terms given Canadians in the past have been fairly liberal, and the just treatment of the past will be continued if a settlement along fair lines is arranged.

"Circumstances Alter Cases."

The Review, on the other hand, has no apologies to offer in taking a stand against the theory that the payment of accounts should be met, to the very letter, no matter how excessive the rates of exchange—or other burdensome conditions. Business honor surely can claim an interpretation according to the spirit of affairs. The situation is absolutely exceptional, arising with too great suddenness to be anticipated even by the most far-seeing of world statesmen. The disabilities that are imposed by the embroilment of nearly the whole of Europe must be shared by all parties in the commercial world, just as all sections of the Empire are making sacrifices to render a horrible conflict like the present ever more impossible.

Paying Into a Trust Fund.

The concrete illustration that appealed most strongly to The Review was provided not by a retailer, but by a supply house. This was stated as follows:—

"As each account falls due I pay the amount based on the old par ($4.86 2-3)* into a trust fund which I have created with a trust company (a bank would do equally well). As a joint trustee of this fund, I have appointed my firm of lawyers and the receipt for the account is forwarded at once to my English creditors. So far they have accepted this mode—and amount—of payment. The situation so far as they are concerned is that if they require the money urgently, or wish it transferred, they can get it, less the excess rate of exchange; while if they let it rest for the time in trust, it will be drawing, in their favor, the current rate of interest.

"We have found that the disposition of English creditors, generally, is to accept such form of payment."

Meeting Part of Increase.

The Review would amend this, however, on one point: that in fairness to the creditors some portion of the extra exchange should be met by Canadian merchants, be it only one or two cents more in the £, say $4.88 or even a $4.90 basis of settlement. A prompt settlement, and this at a slight advance over the old par—in recognition of the likelihood that that payment could not be transferred to England for months to come except at a considerable loss to the English firm—is a course that is likely to prove acceptable to the very great majority, and will uphold the honorable traditions of Canadian commercial life under conditions of stress that may not recur for generations to come—if, indeed, ever.

Montreal Awaits Adjustment.

Interviewing the retail importers in Montreal reveals that there is no concerted action being taken, and that generally an adjustment is being awaited. Where the manufacturers or the wholesale houses have agents in this country arrangements are being made for a settlement on a satisfactory basis, but where there are no agents remittances are either being made at the high exchange or are being held up to await more favorable conditions in the hope that there may be a change for the better in the near future. The vital point is that delays are very unsatisfactory to the British houses, for the reason that they need the money.

Further inquiry as to the basis of settlement being made through manufacturers' agents led to the representative of The Review being referred to C. E. Smyth, of the firm of Henderson & Smyth, Montreal, as one of the best authorities in Canada on this question.

Deposits in Canadian Banks.

Mr. Smyth explained that in connection with the accounts of the houses they represented they were making deposits of the amounts due in Canadian banks, and that advices were being sent to the

*Some merchants are finding that the banks in creating a trust fund here charge on a basis of $4.90 on the £ instead of the old par.

Continued on page 8.)

Jobbers Have Advanced Prices on Spring Lines

Travelers Quoting Advances on Present Trips and Often for Sorting Orders Also — Dress Fabrics and Silks, Rugs and Linoleums all up for Spring, and May Never Come Back to Present Standard.

Written for The Review by a Wholesale Buyer.

WHILE in most staple lines for the rest of the Fall trade there is a tendency on the part of the wholesalers and manufacturers to keep prices down to what they were before the war, a general advance on Spring lines appears certain.

Indeed, in my opinion, we have seen the last of the present standard of prices in dress goods and silks, at all events, and a new scale will go into effect for Spring and continue.

Costs Far More to Land Goods.

The Spring advance is inevitable, for on goods we are receiving now from England for Spring the charges over and above the duty, "landing" charges, insurance, etc., are averaging 12 to 20 per cent. in place of five. This will force us to advance our Spring lines in nearly every instance, for our imported stocks will all have come over subject to these extra charges. Just as an instance: There is a certain line of dress goods that have cost us 33 cents, and which we have been selling for 37; these will now cost us as much as we have been getting for them.

There is another point that I feel positive of: the old standard of prices in dress goods and many other lines have passed away, never to return. People must forget them and come under new business conditions. The French for a long time have been complaining of too low prices, and only the German competition kept them down. It does not seem likely that Germany can recover very soon after the war is over, so that a general rise in scale will have become pretty permanently established. The French are not likely ever to go back to the original prices in their low-grade stuff.

There will be a few exceptions in the advanced prices for Spring, where heavy stocks are on hand, and we will feel it is advisable to clean out. This is the case in several lines, as is well known, as buying has been light for a considerable period.

Jumped Silks 25 Per Cent.

Silks will see a decided advance. They are up anywhere from 5 to 20 per cent. already, and will go higher. Many London jobbers who happened to have big consignments jumped them 25 to 50 per cent. This the retailer may object to on the ground that this is taking advantage of the situation on goods that did not cost them any more than standard prices, but you must remember that they will be cleaned out probably in a couple of months, and will then be forced to close up, so that the whole of their season's expenses must be made in that two months.

No Woolens From France.

So far as English shipments in dress goods are concerned they are coming in freely, and we believe will continue to. There can hardly be any French stuff for Spring. The wool fabrics come mostly from Roubaix and Rheims, and these are now held by the Germans. Lyons may do a little in silk; while Switzerland, it is quite possible, may be counted on for something, as a shipment of ribbons from Basle has just arrived.

So far as Fall stocks are concerned about the only serious shortages will be in low-grade wool cashmeres, low-grade wool poplins and broadcloth.

So far as all our stocks are concerned we have adopted a policy of protecting our regular customers and where we had to get more charging new customers who came to us only because they got pinched.

Among the developments as a result of the war has been the manufacture in Manchester of an 18-inch velvet for millinery uses to replace low-grade silk stuff that has come from France.

RUGS AND LINOLEUMS UP.

The buyer for a wholesale house of rugs, linoleums, etc., thus sketched the situation:

We are sending out our travelers on Spring orders, and making advances ranging from 5 to 15 or 20 per cent. on rugs. English orders are being filled steadily, but a Swiss agent told me a couple of days ago that he could take no orders until the future became more certain.

Burlap is up 50 per cent., and as about 15 per cent. of linoleum is burlap, there must be an advance in these. Merchants would do well to get their orders in right away.

THE LATE LYTLE DUNCAN.

Lytle Duncan, for forty years a prominent figure in Toronto Business life on Queen street west, passed away on Sept. 7. He was born in County Leitrim, Ireland, in 1849, and came to Canada in 1863, settling in Toronto. He engaged in the dry goods business while a young man and continued until two years ago, when ill-health caused him to retire.

Paris Ready to Ship Millinery in a Few Weeks!

FOLLOWING swiftly upon the first hint of the beating back of the German hosts, cables have been received in Canada from Paris that milliners are only waiting until safe railway communication with the sea can be re-established before they will be shipping hats, feathers and flowers again, as in the good old times before the war. This is not taken to mean that manufacturing has been preceding during the last five or six weeks, but that there are stocks on hand. However, it is felt that in these lines, at least the girl employees will soon be collected again as soon as a breathing space follows a withdrawal of the enemy from the environs of the city.

We are confidently expecting fairly free shipments of these millinery goods from Paris in a very few weeks, said a buyer for a large Canadian house who had left Paris as war broke out. "Conditions have undergone a great improvement in the last couple of weeks, and the outlook is much brighter for all of us.

VELVET FROM LYONS!

"You may be interested in knowing that we have just received a shipment of velvets from Lyons. These, of course, would be ready before the war broke out, but if these came through there is reason to think that lots more will reach us, and that manufacturing of Spring lines will start in a few weeks, and even stocks to reach us around Christmas."

Interior Views of 2-Year Old Store With 110,000 Square Feet of Floor Space





Building Big Department Store in Two Years

Remarkable Record of Guelph and Toronto Men in Edmonton—"Reliable Merchandise at Fair Prices"—Clerks Share According to Profits of own Departments—Now Operate 110,000 Square Feet With 300 Employees.

By a Staff Correspondent.

EDMONTON, Sept 10.—(Special).—Easterners must remember a man of the name of James Ramsay, who, six years ago, was buyer in the glove and hosiery department of the Robert Simpson Co., Toronto. In like manner, the people of Guelph recall a sturdy fellow of that name who ran a ladies' wear store in that city, and made a good impression by the excellent merchandise he carried. Many must wonder what became of this splendid businessman. The truth is, he is to-day head of Ramsays, Ltd., Edmonton, a two-year-old department store, one of the wonders of the West.

Easterners must also have missed another fine business man in the person of A. E. Emery, who for thirteen years was cloak buyer for Simpson's. He left that company on account of ill health, and rested for two and a half years. Then he went West, and was until recently manager of the above establishment.

From 24,000 to 110,000.

These two men went to Edmonton in 1912, and opened a store with a floor area of 24,000 square feet, the lines carried being general drygoods, clothing and housefurnishings. After two years of growth their store, now located in the Tegler Block, Edmonton's best-known skyscraper, has a floor area of 110,000 square feet, and the staff has increased from 32 to 216. Besides the lines mentioned above, the following are carried: Boots and shoes, groceries, chinaware, hardware, harness and furniture.

They have their own factory for making women's and children's dresses, waists, shirts, etc., equipped with 44 machines and employing 76 hands, which is exclusive of the 216 employed in the store. The factory is located on Greisbach Street, Edmonton.

Reliable Merchandise at Fair Prices.

Asked by the Dry Goods Review what had been the secret of their phenomenal success, the manager stated that to a great extent they had followed the business principles of the big Eastern houses. Their terms were strictly cash, with one price for each article. They endeavored to make themselves servants of the public. by selling reliable merchandise at fair prices.

Apart from this there was a secret to their success which he found difficulty in expressing in words—a personality about the store, everybody being a "booster." Without this loyalty, he said, they could never have made the business of Ramsays, Limited, what it is to-day. To a question as to whether luck had played any part, the manager replied in the negative, adding though, that success was due in a great measure to the fact that they opened up in Edmonton at the psychological moment.

In considering the development of this baby department store, one fact should be noted which must have played an important part: Mr. Ramsay can pick out clever young men, and inspire them with enthusiasm. The heads of his departments are working to make Ramsays Limited a success, and not so much for their salaries, which, however, are not neglected, as will be shown later. When James Ramsay came West, he brought with him 30 young men who had made good down East, some of whom are to-day his department heads. He has trained them himself. He does not care where they come from, nor what they have done hitherto. He requires them to

(Continued on page 7.)

Canadian National Exhibition as a Business Tonic

Crowds in Attendance for Entertainment, the Diversion Needed to Dispel War Gloom and Bring Sunshine—Optimism of Minister of Trade and Commerce—Description of Exhibits That Drew Admiring Attention of Hundreds of Merchants.

IN other years the Canadian National Exhibition has been heralded as a great educational meeting-place for members of the dry goods trade, where not only processes of manufacture were revealed in helpful detail, but where facilities were afforded, unrivalled in some respects, for coming into intimate touch with extensive displays of the newest lines in ready-to-wear garments, both for women and for men, and dress fabrics skilfully draped, with furnished rooms that revealed the most modern development in interior decoration, hats, furs, rugs and carpets, men's furnishings, boots and shoes, and a score of other lines where style and novelty play so important a part.

But the Exhibition of 1914, while affording in undiminished variety and excellence the services of past years, has exercised an even more important function, if the novel part may so be termed. It has gone far, if The Review has read aright, to dispel the gloom, distrust, uncertainty, pessimism that for a whole month seemed to have settled upon the public of this as of other provinces.

The Exhibition of 1914 has proved a sore-needed tonic for the general public as well as the business life of Ontario, and to a less degree of Canada.

A Broad Smile.

War, war, war permeated everything. The people went about with set faces; Canadians just come from London, so near the scene of warfare, were struck by the seriousness of our daily aspect. Business became sluggish, confidence had well-nigh vanished. But the C.N.E. showed a people throwing off care and with a gladsome spirit seeking entertainment in an army of 100,000 and more in a day. **The Exhibition of 1914 was a broad smile waking itself across the sombre countenance of the people of this country.**

Were not the figures inspiring? On Children's Day, 105,000, the largest ever; on the Saturday of that week, Hamilton Day, 115,000, the most people there ever were at the "Fair" on a day of the first week. And Labor Day with 135,000!

Be Of Good Cheer was the inspiriting message it bore all those two weeks. The result can hardly help projecting itself with beneficial effects towards a more hopeful business life and greater buoyancy in every circle of society.

A Chance for Manufacturers.

The inner personal life of the Exhibition—the behind-the-scenes experience is met with at the directors' luncheon gatherings, when experiences, mistakes, lessons and future plans are given expression to with a heart-to-heart frankness. But this year these assemblies were devoted to a series of confident analyses of business conditions that backed up effectively the positive results of crowded thoroughfares and attendance figures. Quite worthy of mention was an optimistic pronouncement of Sir George Foster, Minister of Trade and Commerce, that this was no time for despair, but for seizing upon the great opportunities that lay open to Canadian manufacturers to go after a portion of the foreign trade—amounting to $2,420,000—that had been held by Germany in the year before the war. This was now open to three nations—Great Britain, the United States and Canada. "Do you want markets, you manufacturers? Then go after them." In the face of these opportunities it was the duty of labor and capitalist, of employer and employed, to set their heads together and by proper co-ordination and organization to go after these markets. "Let us be of good courage," said the Minister. In this way patriotism could find its expression in patronizing the home markets. The manufacturer should buy his raw materials, where obtainable, in Canada, even at a slightly increased cost. The Canadian consumer should see to it that he bought the Canadian product. For the time being the employer could afford to lose his profit, the stockholder relinquish his dividend, and the employee accept a little less wages.

Canadian-made Goods.

There was another note struck at the luncheon on the same day, and destined to a frequent repetition in the speeches, displays and advertising of the following week. This was the Trade-in-Canada or Empire-made sentiment. "There was a limit to warehouse capacity as well as bank credit," said E. G. Henderson, president of the Canadian Manufacturers' Association, "and the people in Canada could help the situation by purchasing, where practicable, Canadian-made goods. There is not a manufacturer in the Dominion of Canada who is not prepared to sacrifice profits, who is not prepared to sacrifice dividends, who is not providing means that men may be kept in employment."

Ostrich Fancies.

The Dominion Ostrich Feather Co. has a large case showing finished mounts as well as ostrich fancies in big variety, as well as a large display of ostrich feathers in their natural state. This display is of special interest in view of the present situation in feathers, as ostrich mounts and fancies promise to take the place of the other feathers that are either barred by law at the end of this year or unprocurable because of the war. A glance at this case should re-assure both the milliner and the buying public that millinery this season will in no wise suffer by the change. Another feature of the showing is the exhibit of giant pansies in black velvet, white satin and in velvet and satin in natural shades. Already The Review has described a hat trimmed in mount fashion with two of these giant pansies placed back to back in front of the hat, which was shown on the open-

SUSPEND LINEN PRICES.

The following letter has been sent out by an Irish linen company, one of the largest in the world:—

We beg to inform you that owing to the stoppage of shipments of Continental flax, on which the linen industry is dependent for two-thirds of its raw material, we are compelled from this date to suspend all our price lists. Please note that this is not an advice of an immediate advance, but merely a warning to our customers not to commit themselves to business of any consequence without having obtained a definite quotation beforehand.

All classes of linen goods are, in our opinion, likely to be scarce in the near future, and a general and early rise in costs may be expected. We shall do our utmost to protect our customers' interest, so that their trade may not be disorganized by having to advance their prices too rapidly, but we must ask it to be clearly understood that all our present lists are absolutely without guarantee after this date.



VIEW OF GROUNDS AND LAKE, CANADIAN NATIONAL EXHIBITION.

ing day in one of the large departmental stores.

Imitation Furs.

The garment that stands out in the Northway exhibit is the coat made of imitation leopard skin in fur fabric. This garment attracts attention, but this material is put to more practical use in the form of attractive collar and cuff trimming on a ¾-length separate coat. Broadtail plush also trims a suit of black broadcloth in the form of bands edging the tunic, and the coat and also forming the collar and cuffs. The separate coats shown by this firm are ¾ length, and besides fancy fur fabrics, striped and cord velvets, zibelines and fancy rough cloths are the materials used. The majority of these coats are ¾ or ⅞ length.

Portable Lamps.

Many lines of fancy goods will be cut out this fall and the growing popular prejudice against German-made goods will affect the sale of many others. Merchants who are in search of something to take the place of other goods would do well to consider the portable lamps of bronze, wood or metal, fitted with shades in beautiful French designs made by E. F. W. Salisbury. These shades and lamps are shown in the Process Building. They are made of silk in all shades as well as of chintz or lace. Very handsome lamps are made from antique bedposts or pillars, Japanese or Chinese vases, etc. Shades can be made to con-

(Continued on page 17.)

BUILDING BIG DEPARTMENT STORE .

(Continued from page 5.)

make good in their present positions.

Ramsay's, Ltd., was one of the first firms in the West to reward loyal service by participation in profits. During the month of July every employee who had been on the staff for twelve months received a substantial check as his or her share of the profits made during the past six months. Few things are so inspiring as a gift of this nature. The buyers earn salaries proportionate to the amount of profit made in their departments, so that each is really in the position of an independent merchant.

The Carpet Department.

A few words descriptive of the departments. The carpet department has an Oriental room for displaying expensive imported goods. Rugs are shown on the floor. Drapery and upholstering fabrics are also carried here.

Manufacturers express surprise at the volume of business done in the ladies' ready-to-wear section. Everything is carried, from the finest silks, to the lines suitable for the masses. The store aims to cater to all classes. It is not a class store.

Women's underwear and millinery are in charge of Mr. Hoppwood, who visited Europe this year on business. His department experiences a remarkable turnover. Fancy goods, gloves, laces, etc., are carried on the main floor. Oscar Johnston is manager, and is becoming known in European markets as an expert buyer.

Sixteen wagons deliver to every corner of the city. The store occupies two floors and a basement, with 200 ft. front on Elizabeth street, 150 feet on Harvard avenue, and 60 feet on First street. There is also a furniture store of four stories at the corner of First and Jasper ave. There are fifteen buyers, six of whom go to Europe twice a year.

Before long a new store of six or seven stories and basement will be erected, of modern construction and equipped with elevators. Several new departments will be added, including jewelry, sporting goods, luncheon rooms and a rest room.

A Personal Sketch.

Mr. Ramsay was with The Robert Simpson Co., Toronto, for seven years, leaving them six years ago to join the staff of Perrin Freres, glove manufacturers, later buying out the business of R. L. Wheadon, ladies' wear, Guelph, Ont. He went west in September, 1911. He is about 50 years of age, and is a remarkably shrewd business man.

During the writer's visit to this store, someone drew his attention to a young man of twenty years of age or so, serving behind the counter. It was the only son of James Ramsay, clerking like any of the others, with no privileges. He has been doing this for three years, and will be his father's successor some day, no doubt.

DEVICES of OTHER DRY GOODS MERCHANTS



DEPARTMENT FOR NURSES

A UNIQUE department in a dry goods store and one which might be duplicated in any large retail establishment where wearing apparel for women is sold has been installed in the store of Goodwin's, Limited, Montreal. It is a department for nurses.

In this section, which has been set apart in a prominent position, are displayed those articles which appeal especially to the members of the nursing profession. A full-sized figure shows one of the regular uniforms with cap, apron, etc., and ample supplies of the different articles are on hand.

Nursing uniforms as worn in the different hospitals are kept in stock and these can be supplied either ready-made or can be made up to order. Caps can be secured to match, and in addition to aprons and other accessories there are flexible-soled shoes kept in stock, such as are worn by those who care for the sick.

When the new department was opened a special window display was made in which was reproduced a hospital ward with a patient in bed and a nurse in uniform, and wearing the red cross badge, on duty.

The company reports that this effort to cater specially to the nurses has been appreciated.

KEEPING DOWN PRICES.

A LINE that is being followed out by a number of stores is to announce that prices are being kept down. A good example is the "Boston" store of Providence, R.I., which says: "Prices are rising with New York agents for foreign goods. There will be a scarcity of such merchandise, but in the main, the Boston Store can and will take care of the interests of its customers. We shall be able to supply the new fashions, and the reliable new merchandise for fall.

"As to prices, our management is sufficiently intelligent and public spirited not to raise prices until increase becomes a necessity. The best merchants admit that scarcity or interruption of production will cause that necessity later on, so our advice is to buy now."

McKINNON'S HAVE A BAND.

HERE is a new one. A Weyburn paper says: "Weyburn citizens generally are proud of the big departmental store of McKinnons Limited, and it will be interesting to know that in one respect it excels all other stores in the West. It is the only institution which has yet turned out a band composed entirely of members of its own staff. And the music! Well, it was in keeping with the store.

REQUISITION FOR SIGNS

No 1253

Dept. Dry Goods. Date .

Quantity 1 Card only Size 1/2

Wording Shepherd Checks.
Special today
44 inches wide Reg 60c. - 49c per yd.
46 " " " 1.00 - 79c "
48 " " " 1.35 - 95c "
50 " " " 2.25 - 1.75 "

Signed John Jones. Mgr.

All Signs for following day must be filed by Noon the day previous

Regular sizes: Price Tickets 3½ by 5½; 5½ by 7½; Descriptive 7 by 11, 11 by 14, Window Display 11 by 14, 14 by 22.

OF DOUBTFUL VALUE.

IN the store of a Manitoba clothier is a sign bearing the words, "Time is money, buy quickly." Several people who have seen it consider it a hint not to dilly-dally in the store. Others think it is advice to buy now and save money. Whatever the meaning, it is very ambigious, and so hardly advisable to have around.

ADVANCE FUR SALE.

WANAMAKER'S of New York, announce "an advance sale of guaranteed furs, planned mainly because furs are expected to cost more this Autumn. By arrangement with certain of our furriers, we are able to offer prices now that cannot be duplicated later. The future is uncertain, and to start their workshops some of these furriers will make up fur coats at almost cost. Others find it necessary to finance themselves with their skins, not being able to get money from banks. Others are willing to turn over to us their novelty furs at a discount just to start the autumn business.

"Those of our customers who find it convenient to anticipate their buying a month or so will find opportunities that cannot come at least until the end of the season. Furs bought in this sale will be stored free until the cold weather comes. This sale is for a limited time only. The offer of such low prices will not be renewed."

DO IT FIRST YOURSELF.

If you should sell your store to-morrow to another merchant, says an exchange, the chances are that your successor would clean out a lot of junk, and undesirable merchandise, and get it out of the place. The probabilities are that he would paint the interior woodwork, remodel the store front and change everything in the store so that it would not look at all like the same old place.

CREATING TRUST ACCOUNT.

(Continued from page 3.)

British houses. He understood that they were then able to make use of the credit notes.

"**It is not a business feasibility to make direct settlements at the present time,**" said Mr. Smyth. "**The rates of exchange are too high for practical commercial purposes.** In cases where there has been an unusually heavy press for money, remittances have been made, but they have been very costly, and we have been following the policy of opening accounts for the firms we represent with the Canadian banks. What the people are doing when there are not agents in this country I cannot say, but this is the best solution of the problem at present."

"What about the future?" was asked.

"Absolutely impossible to say anything," was the answer.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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PUT CHEER IN YOUR ADS.

WHILE the beneficial effects on the trade are being felt slowly, as yet there is undoubtedly a better all-around feeling in the country that is bound to influence buying more and more in the coming weeks. The "Cheer Up," "Keep Business Moving" propaganda that is being carried out successfully in England is being adopted in Canada, with a marked improvement in the general atmosphere. The best tonic of all, of course, was the cheering news that started coming early in September of a positive movement of the allied armies in making headway against the German invading force. This has been of immense service in inspiring confidence in the business and every day world of consumers, for it relieved their minds of the ever-present, though often sub-conscious, dread of temporary disaster.

The retail merchants can do effective service at this time in their own locality. Insert bright, cheery, optimistic editorials in your ads., and share them up with your headings. Talk in a cheerful vein; get your local papers to adopt a similar policy, and it will be astonishing how soon the benefits will be felt.

WATCH FOR THE SCARCITY

IF there is a word of advice to the trade that The Review could offer at the present time, it would be to consider purchases wherever possible in those lines of goods which are imported direct from Europe, or the raw material in which can be affected. Judgment should, of course, be made in the proportions of purchases in relation to volume of business and the length of time likely before a turnover, but the point remains that the prices of these goods are bound to be higher when the present stocks are exhausted—some advances have already been made. Some of the smaller dealers may not look far enough ahead and may find that when they want the goods that the big firms have taken up the available supply. Just at present it appears to be the large retail concerns which appreciate the situation and they are buying practically everything that the wholesalers will sell them of the stocks in hand; an effort is being made by many of the wholesale firms to protect their customers, but with the pressure of buying on the goods which have been cut off, stocks cannot hold long, and what the developments will be when they are exhausted is food for speculation.

THE DUTY OF THE TRAVELER

THAT the traveling salesman has a duty of great magnitude to perform in the present turmoil into which the world has been thrown, is evident to every knight of the grip who seriously considers the situation. It is he who is now responsible for the revolving of the wheels of our factories and keeping employed the vast army of workmen upon whose wages so much depends in the arena of commerce.

Now is the time, if ever, when the traveler should set his teeth and get the business that will give the laboring man employment. In recent years when the country was at the height of its prosperity the salesman in a great many lines had little difficulty in getting his quota of orders, and from year to year in gradually increasing sales. He has been care-free to a great extent and has probably enjoyed a good many extra hours of recreation. But for this he was not criticized because he was bringing in the business. Now, however, circumstances have temporarily changed, due to the war. Timidity characterizes a great many people. It is the duty of the traveler to exert every effort to exterminate this feeling, but a still greater obligation rests upon his shoulders to turn in the business. Upon the sales force depends the extent of the products turned out in the manufacturing plant, and if the orders are not forthcoming it means that the bread-winner of the workman's family must fall by the wayside. This in turn adversely affects the retailer and wholesaler.

The traveling salesman is the man of the hour. It is to him we must look for encouragement in the present crisis more than to anyone else. If he plays his part in the commercial world as is clearly his duty, he will work as he never did before to make the wheels go round.

FIRST, SECOND, THIRD

SALE and profit producing; 2. Cleverness in advertising value; 3. Strictly artistic appearance.

This order was suggested by a speaker at the convention of Canadian Display Men as the one that represented the view of the average merchant in regard to the effectiveness of window and other displays as a unit in his business system. It is an order that few display men who have given careful thought to their real relations in a store's machinery will be disposed to quarrel with. It is an order that must be applied to advertising, and could be adopted by most heads of selling departments as a working basis.

See that YOU have what your customers ask for

The merchant who has the goods makes the sales.

We are ready to fill orders for dry goods now from our splendid stock.

Write us direct or order through our traveller. You will get good service either way.

The W. R. Brock Company (Limited)

MONTREAL

98 CENTS ON THE DOLLAR

ONE of the minor results of war conditions has been the charge by the banks of a discount of two or three per cent. on United States paper money. A number of Canadian stores have followed suit by deducting two cents from every dollar bill presented by an American customer. This depreciation in value is due to the inability of the United States Government to redeem the notes in gold. The same course has been followed with Canadian bills in many cities across the border, and in some the discount has been much higher. It may be said that the latter action justifies the former, but in reality the course taken by United States merchants cannot be held a criterion for Canadian business. It is a more logical proceeding to follow the decision of the banks, whose action is by no means arbitrary, but is simply a common-sense business proceeding. And yet we believe that the merchant may find it to his advantage to consider his own step from a separate point of view, from its effect on his own business. We have come across several instances where a United States visitor resented the "depreciation" of his paper currency and it is probable that many sales have been lost through this blow at the pride of a proud people. Most of the goods that are bought by visitors to Canada at this time of year, such as furs, fancy goods and various novelties, are capable of absorbing that 2 per cent. discount, and thus retaining the good-will of an ofttimes generous spender. At the most it will not be long until the United States dollar regains its hundred per cent. value, even with the banks. The broader question of the recognition at par of Canadian notes in the United States can also be left to right itself as soon as gold becomes available for their redemption.

WISDOM, CONFIDENCE, ACTION

A TITANIC struggle is going on in Europe. We in Canada are not only involved as contestants—our country is vitally affected in many ways because of the international system of commerce and finance in which the business of Canada is a cog. The war has thrown us back on our own resources and we have many lessons to re-learn that our accustomed dependence on other nations has made us forget. We are unused also to thinking of the place of Canada in that inter-dependent, international fabric as other than a supplier of certain commodities, most of which we have in great abundance and to market which does not tax our skill or our resources. But a new day is dawning. Canada has an unprecedented opportunity before her—yea, thrust upon her as a responsibility and a duty; and now this opportunity has come with such tremendous suddenness that we can scarcely realize it and some of us are in danger of mistaking that very opportunity itself for some horrible menace, we know not what. What is it we need to make us realize our opportunity—Canada's opportunity—and to grasp it? It is summed up in three words: Wisdom, Confidence, Action.

Wisdom.—No, we need not be the seventh son of a seventh son to be a modern prophet. We just need wisdom; ordinary common-sense, which, after all, isn't nearly so common or ordinary as we are fond of calling it. True wisdom is based on fact—not fancy. What are the facts? Great Britain, France, Russia, Belgium, Servia, Austria-Hungary and Germany are closely involved in the most gigantic struggle in all history. In most of those countries, scarcely a wheel is turning; scarcely one of all the thousands of factories is producing a dollar's worth of product. Millions of producers have suddenly ceased to produce and instead are consuming and destroying at an abnormal rate. It is the time of harvest, but the war interrupted and the work has been left to the women and the very old and the very young. Instead of being large exporters of supplies to other countries, every one of the countries named and some others have suddenly become importers or prospective importers and without exception their expectations are centered in the North American continent. After all, the thing is simple. Canada and the United States are not only called upon to produce for their own consumption goods they have formerly purchased abroad, but those very countries which formerly supplied them are clamoring to be supplied. "Doth not wisdom cry and understanding put forth her voice?"

Confidence.—If our reasoning is sound then our courage and our confidence must be undaunted. Having caught the significance to Canada of the crying needs of Britain and Continental Europe let us base our confidence on that realization and hold firmly to it. We have no need to substitute "bluff" for confidence nor bravado for courage. We have every reason to hold to and express the genuine—not the false. Let our optimism be inspired by reason and tempered by sobriety, for, with all our thankfulness at our good fortune, we should not forget that it is the outcome of terrible misfortune to others. "War is tragedy—not vaudeville." But we should be traitors if we did not step into the breach and regard our opportunity as our serious duty also.

Action.—Our wisdom, our confidence, must culminate in action or they are empty and useless. What good is the knowledge and what good is the "steam" unless it is applied. Will Canada seize the resources, and start the wheels of industries that will grow out of such development. Men of action, as well as of wisdom and courage, are needed. Captains of finance and industry and every one of us must do as well as dare.

SETTLE ACCOUNTS AS USUAL

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

FALL FAIR TIME means extra business to the live dealer.

DRESS FABRICS AND SILKS

Shortage Developing Rapidly in Silk Lines

Absence of Low-Priced Swiss Silks Becoming Noticeable — Novelty Lines Coming in from U.S.—Crepes Very Much to the Fore—Military Styles Coming.

THERE is little doubt that the situation in silk fabrics is much more complicated than in woolen and worsted fabrics, and shortages are already developed in numerous lines. Buyers have been endeavoring to cover their requirements, but the importing and wholesale houses are considering both the standing and the needs of prospective buyers before filling orders.

The absence of Swiss silks is keenly felt, particularly in the lower-priced broad satin fabrics, such as paillette and duchesse satins, as American fabrics of the same grade when the duty is added are much higher in price.

The situation is different when novelty goods come under consideration, and the trade that makes a specialty of novelties is already looking towards the United States for its supplies. In goods of this class 25c or even 50c additional cost is not noticed, and, therefore, the United States mills should benefit. Silks of American design show an arrangement of stripes similar to the Roman patterns, only the arrangement of the stripes shows waved and zig-zag designs. In all-over printed designs some beautiful feather patterns are showing in shades of blue, green and brown.

The Best Sellers.

From the fashion standpoint satin fabrics on the paillette order and duchesse in popular-priced weaves and in charmeuse and other wool-filled satins in expensive makes stand first. Crepes are very much to the fore, and the range of all silk, silk and cotton, and silk and wool crepes is very extensive. Crepe chiffons, Georgette crepes and kindred weaves are selling for evening and for dressy wear, and for kindred purposes silk voile has also appeared upon the market. Silk bengalines and poplins come in street and in fancy colors.

Novelties in velvets and plushes come in Roman stripes, plaids and in printed patterns in "New Art" designs and colorings in effects that are decidedly softer and more pleasing than any that have as yet appeared. These velvets are used for vests, belts, collars and cuffs, and also for the hem of the foundation skirt under the long Russian tunic.

The Wool Market Holds Steady

Government Orders for Army Cloths Bring Advances in the Coarser Grades of Raw Wool —Merinos Steady at Present Prices—Dependable Materials at Moderate Prices Rule the Selling at the Fall Openings—Beet Root, Wine Shades, Seal and Deep Tans Popular.

ADVICES from Bradford show that there is considerable activity in raw wools in lines required for filling army contracts. As these wools are on the cross-bred order, there is a good supply available. Merinos and the finer wools are quiet, but values are being steadily maintained at the point to which they fell on the breaking out of the war. Added firmness is given by the fact that when the holiday period passes more activity is expected. There is a spirit abroad that indicates that all branches of the trade are standing together, and are endeavoring to clear up the dislocation into which business has been thrown by the outbreak of the war. With the trade routes open and the shipment of goods possible conditions are getting better every day.

There is little question that there is plenty of material already in Canada to meet the needs of the early season, though, of course, shortages will develop early in the lines that are in popular demand. Many materials will not last over the early days of the season.

Judging from the opening displays in the large department stores and the business that has been done so far, it will be dependable merchandise, showing a moderate rate of profit upon which the season's business will be done. The attractiveness of the materials and the fact that taste and judgment have been used in their selection will be a big selling help. Economy is a necessity in the majority of homes this Fall, and women will shop with more discrimination than for many seasons. This does not mean that the demand will centre upon cheap, trashy cloths, but that value will be at a premium, and there will be less call for the novelties that have little but fashion to recommend them.

The above condition extends also to the colors chosen. Black is selling in quantity in all materials. But colors are by no means neglected, as the deep rich shades are making their way into high favor. Military styles are coming to the front, and sailor and military blues are seen on every side. The success of the Russian armies is helping the sale of green, and deep Russian greens, bottles and olives are selling well. Beetroot red is the new name for Burgundies and wine shades, and later when the success of the allied armies becomes more pronounced there promises to be a call for military scarlet. Seal and deep tan shades are also very fashionable. Scotch plaids in blues and greens, French plaids in very dark subdued effects, and Roman stripes and checks form high novelties.

Cotton Weak

Prices of Raw Material Still Falling—Increase of Cloths in England.

ACCORDING to the crop reports issued by the United States Government a cotton crop that is above the usual average may be expected this year. The report indicates a crop of 15,000,000 bales. Last year the crop was 14,600,000. The record crop was harvested in 1911 and consisted of 16,000,000 bales. With a large yield of raw cotton and decreased consumption, due to the war, prices are lowering. There is some trading in raw cotton in spite of the fact that the exchanges are closed. Liverpool reports the sale of 4,700 bales, 4,400 of which were American cotton. The yarn market is in just as chaotic a condition as that for raw cotton, and prices are fluctuating. There is very little selling at present of cotton fabrics, as buyers are only anticipating present needs.

Reports from Manchester indicate an increase in the deliveries of cotton cloths, and also a more satisfactory condition regarding payments. The questions of war risks, and in some, the exchange, are delaying export business. English mills are going seriously after German business, and hope to secure a big share of the trade that up to date has gone to Germany.

Predictions are made that the coming Summer will see a big season for white materials. Fashion was shaping in that direction in the Summer now past, and the fact that the dyes for producing fast colors are of German manufacture, and are not obtainable, will help to shape the situation in the direction of a white season.

COTTON FABRICS AT SALE PRICES.

THE LARGE RETAIL stores, says Women's Wear, are continuing to offer practically all classes of cotton fabrics at sale prices, notwithstanding the fact that a shortage in many lines is predicted, due to the scarcity of dyestuffs. Not only colored piece goods, but cotton blankets, shirts, and dresses are being offered quite generally at cut prices. Both goods and garments in many instances require certain dyestuffs which finishers say are in short supply and will be unobtainable at any price some two weeks hence. Judging by the sales, the retailers are going along supremely confident that when they want the goods they will be able to secure them as usual.

SOME OF THE NEW COLORS.

Biscuit color, varying from the lightest tone to the so-called "burnt biscuit," is much seen. Among the reds are La France Rose, Parsifal and geranium. Green is also popular. The favorite tones of this color are "Deauville" green, which closely resembles water green, lettuce, citron, parrot and lichen. Among the many blues are: Madonna, hortensia (garden), Nattier, cadet, Copenhagen, corbeau and old blue. In pink we have "heart o' the rose," watermelon, shrimp, apple blossom and sunset. "Dove" is one of the colors which promises to have a great success.

FORTY-SEVEN YEARS IN MARKDALE.

An interesting account of the life of Solomon Hill of Markdale, whose death took place a few weeks ago, at the age of 70, notes that he started into mercantile affairs 56 years ago, and had been in Markdale for 47 years, where he built up a large business, and was a prominent figure. His son Frank was taken in as a partner some 20 years ago, and has since then established branches under the name of F. T. Hill & Co. at Tara, Alston, Orangeville and Highgate.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

FANCY GOODS
NOTIONS & TOYS

Many Lines That Appeal to Sense of Economy

Belts and Girdles Will be Very Strong—Tunic Girdles Shirred with Elastic—New Ideas in Big Pins—Vogue of Smart Caps—New Mesh Bags.

KEEP your eye on your fancy goods and notion counter during the coming season, for it is well worth watching and will show you a profit in return that may be absent in some of the departments which cater to more expensive wants. Merchants must clearly recognize this fact in making their Fall preparations, for the time being the buying public is economically inclined,—some because they are "dead scared," and are buttoning up their pockets—and others, and the majority at that, for the time being have not the usual amount of spending money at their disposal. Economy means making over instead of buying new garments or the buying of some article such as a girdle, etc., to bring last year's gown up-to-date. In any case the merchant will sell the notions and dressmakers' supplies that are wanted, and if he shows what is new in belts and girdles he will find that his customers will be interested. Supply houses dealing in notions and kindred lines did a bigger business this July than for the same month a year ago, and in spite of the dislocation of business occasioned by the war business during August has kept up satisfactorily. Possibly some of this business is due to the fact that many lines are imported, and merchants wish to make sure of their supplies.

A Policy for This Fall.

Merchants must realize that business this Fall will be harder to do and that they will have to work hard to get it. More attention will have to be given to the displaying of goods, though this may be accomplished without much additional cost. A resourceful head of a department will work out methods of displaying goods that will not be expensive. Goods can be grouped and priced and the fact that they are shown in quantity will greatly help sales. Though a good display helps, it will not take the place of quality or good assortment which are of the first importance in making sales. Goods should be ticketed freely so that customers can make their own choice and leave the checking and the taking of money as the sole office of the clerk. Salesmanship is of importance always, but this quality is easier to dispense with in this department than in the majority. This is why girls who are just learning the art of selling are utilized in the notion and smallwares branches of this section.

Belts and Girdles.

Belts and girdles promise to be a big line. Judging from the garments seen the wide crush patent leather belts will sell again this Fall; not so freely, perhaps for women's wear, but very freely for misses' and children's use. Besides crush belts, narrow belts are also used as a finish to many of the dresses put on the market by the manufacturers. Children rapidly wear out or lose these belts—hence there is always a ready demand. This is the staple end, but in the element of novelty there is also great activity, for girdles and sashes are so designed that they will give the new touch to a last season's dress, or transform a skirt and separate waist into a costume. These girdles come in corslet effect and the very extreme models commence at the bust line and cover the hips. These high girdles are shirred and boned, and are drawn tight around the figure. Many of these corslet or basque effects have a row of covered or jet buttons set close down the centre of the front. The fastening is at the back.

(Continued on page 16.)



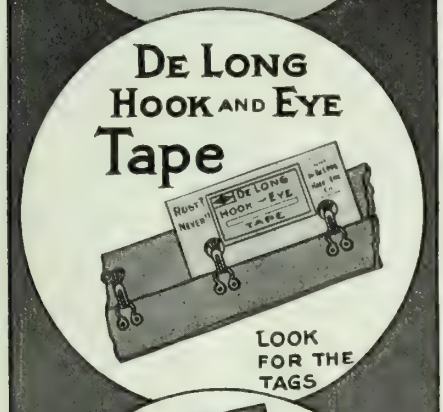
NEW FRENCH BAGS.

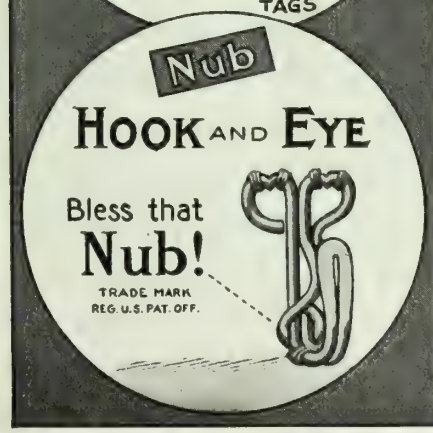
No. 1—Kodak shaped bag in black and moonlight beads. The frame is black and so is the chain. Finished with a fringe of beads at the bottom. No. 2—Oval-draped pannier bag of glace taffeta. The frame is covered with the silk, and the handle of folded silk is secured with slides. A tassel to match finishes the bag. Both bags are of French manufacture. Shown by Sterling Lace & Novelty Co.











DeLong Products

—the standards of quality in their class—are now manufactured right here in Canada.

If you don't handle DeLong Products—

If you "know they're good," but are not making that knowledge pay you—Write us! Get in touch! It's a great thing for any store to handle a line of goods that every woman *knows* is the best of its kind.

And every woman knows *that,* about

DeLong

"See that hump?" Hooks and Eyes
DeLong Press Buttons
DeLong Co. Safety Pins

and all other DeLong products.

THE DE LONG HOOK AND EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario



SHOWING USE OF DAHLIA BRAID.

Cushion with flowers of formed dahlia braid and with foliage worked in artificial silk in shades of green. Row of pink dots across the top. Sample of braid is laid on cushion, blow pattern — the braid draws up and forms the flowers. Shown by Hambly and Wilson.

MANY LINES THAT APPEAL.

(Continued from page 14.)

These girdles are made of paillette or duchesse in black and in the leading colors. Roman stripe and bayadere silks and also printed silks in new art patterns are used. These girdles are very attractive, but in the wide effects the price is correspondingly high. They sell, however, as they transform a simple or an out-of-style dress into one showing the new basque waist.

Tunic Girdles.

Many tunic girdles are on the market. These girdles are shirred with elastic in the waist part so that they fit almost any size of waist. Newer models carry brettelles that cross in front in military style and lie flat at the back of the neck. Brettelles also come with the vestee belts that are shown in so many fabrics.

Big Pins for the Hair.

The big pin that is worn thrust into the side of the hair has established itself, and already new ideas along the same line are being developed. Pins that suggest the tango shape and yet form a graceful departure, are showing. The newest of these pins comes in a new shell on the order of demi-amber, which is named "Sevillian." The high Spanish or 1830 comb continues to be shown.

Taylor's Embroidery Hoops of Quality

None better made

Four hoops well designed for every purpose

Well made of the best materials

Priced to give you fair profits

Ask for our new catalog and price list

You'll be interested

We'll send it free

VASSAR

An adjustable hoop that will adjust itself to any thickness of fabric and holds it securely in place. The inside hoop is wood smoothly finished, the outside hoop is metal highly polished, rust proof and fastened at the end with a coiled spring. Made 4, 5, 6, 7, and 8 inch in diameter.

VASSAR OVAL

Same as Vassar, but oval shape. Sizes 3 x 6, 4½ x 9 and 6 x 12 inch.

MANHATTAN

One-half inch wood, perfectly finished and turned to an exact size. Made in sizes 4, 5, 6, 7 and 8 inch in diameter.

OVAL

One-half inch wood nicely finished and perfectly formed. Handy for drawn work and long narrow designs in embroidery. Made in sizes 3 x 6, 4½ x 9 and 6 x 12 inch.

Thos. P. Taylor Co., Bridgeport, Conn.

U. S. A.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

German Goods Cannot Enter Canada

Government Order Prevents These From Coming in Under Any Conditions—What We Get from Some of the European Countries.

Reprinted from Industrial Canada

THIS is a statement of our principal imports into Canada from Germany of articles which now pay duty under the general tariff, and which compete with Canadian products.

The importation of all these goods has been wholly prohibited by order of the Canadian Minister of Customs. German goods stored in neutral warehouses cannot be imported.

This is the opportunity for Canadian manufacturers. How many of these articles should be made in Canada Let us seize the chance to substitute Canadian goods in these lines for German goods.

From Returns of Last Fiscal Year.

Buttons	$ 65,197
Other cotton clothing	71,268
Cotton sewing thread on spools	17,639
Braids, etc.	141,124
Lace collars, etc.	198,238
Toys	534,010
Pocket-books, purses	78,693
Trunks and handbags	553
Combs	81,507
Lace, white or cream color cotton	226,904
Boxes, fancy	63,260
Other fancy feathers manuf'd	24,281
Buckles	3,271
Picture frames	3,753
Wool products	508,541
Cotton clothing	8,850
Embroideries, white and cream cotton	45,041
Bead ornaments	1,767
Fancy feathers, etc., for millinery	127,648
Gloves	380,057
Silk clothing	47,501
Boots and shoes	34,601
Belts	5,436
Curtains, cotton	757
Embroideries, N.O.P.	21,750
Cases, jewelry	22,146
Feathers, bed and other	14,316
Jewelry	175,296
Pins	4,317
Ribbons	21,512
Perfumery	22,560

France, Russia and Belgium.

If we cannot import goods from these countries, we should try to make them ourselves instead of buying them from neutral nations.

Canadians do not want to profit through the misfortune of their friends. We are anxious to capture German and Austrian business in Canada just as we are anxious to capture their steamers on the ocean, for the double purpose of injuring our enemies and benefiting ourselves. We do not entertain similar designs against the Canadian trade of our allies, France, Russia and Belgium. But the fact remains that the trade between Canada and these countries must be dislocated during the war. Consequently, the people of Canada may be forced to import the articles heretofore imported from France, Russia and Belgium from other countries, or manufacture them in Canada, or do without them. Of these alternatives, the preferable one is to manufacture in Canada.

France.

Embroideries	$ 79,650
Other laces, such as collars, etc.	214,441
Braids	61,867
Gloves	716,207
Braces and suspenders	9,675
Buttons	40,638
Combs	23,354
Toys	19,333
Fancy feathers, etc,	206,570
Pocket-books, etc.	36,952
Silk clothing	67,307
Ribbons	375,451
Curtains and shams	33,231
Handkerchiefs	6,085
Cotton clothing	121,890
Dressed fur skins	243,212
Perfumery	168,717
Wool products	1,024,693

Belgium.

Our principal imports from Belgium of articles mentioned in the Belgian treaty which compete with Canadian products consist of:

Cotton clothing	$11,482
Gloves	9,373
Wool products	139,346
Laces and embroideries	17,725
Buttons	6,396

Canadian Trade With Switzerland.

Owing to the proximity of Switzerland to the scene of war, our trade with that country has been temporarily suspended. We should try to make these goods.

Our principal imports from Switzerland of articles which compete with Canadian products consist of:

Embroideries	$1,005,549
Lace collars, etc.	24,368
Embroideries and fancy goods	48,564
Lace	160,111
Ribbons	508,102
Curtains, etc.	36,720
Other handkerchiefs	26,011

Canadian and Austrian Trade.

Cannot Canadian manufacturers supply most of these goods to Canadian buyers? Our principal imports from Austria of articles which compete with Canadian products consist of:

Feathers, etc.	$13,026
Wool products	52,577
Cotton manufactures	55,784
Gloves	53,022
Buttons	75,301

CANADIAN NATIONAL EXHIBITION

(Continued from page 7.)

form with any scheme of interior decoration. Close attention is given to detail in the making of these shades, and as only the best materials are used they retain their shape and color for a long period.

Polo Cloth in National Colors.

The case containing Nisbet & Auld's exhibit right at the main entrance to the Manufacturers' Building cannot be missed, for it contains an exhibit of polo cloth made in the National colors, red, white and blue. This cloth is made, dyed and finished in Canada.

Linens.

On the west side of the main entrance the white case and the green shamrocks arrest the attention of the visitors. Women always linger long before this case, for its contents interest every housewife. Shamrock brand linens have been made for over a century by John S. Brown & Co. The display is made and arranged by W. H. Baker, Wellington West, Toronto.

T. Eaton Co.'s.

The T. Eaton Co., besides their main exhibit in the Manufacturers' Building, have numerous other exhibits. In the Process Building there is a working exhibit showing how Goodyear Welt shoes are made. Under their waiting-rooms at the east end of the Manufacturers' Building they show three furnished rooms. Imported gowns, furs and Eaton-made silk and sheer batiste and nainsook lingerie trimmed most elaborately with fine lace and hand embroideries are shown. Silk lingerie is developed in crepe de chine and other silk

(Continued on Page 35.)

DRESS ACCESSORIES

The Stock is New Neckwear Favorite

This is Beginning to Take Place of the Popular V—Modifications of the Old Styles—Neckband and Ruffle The New Idea—Developed in All-Black or Black and White Satin.

THE improvement reported in the last issue of The Review in neckwear sales continues, and instead of laying off hands in some factories, more help is required. Orders are not of large size but repeats are frequent, and when the general conditions ruling at present are taken into consideration, it is felt that neckwear situation is satisfactory. Another feature that should help neckwear sales is that there is a decided change pending in neckwear fashions; not one that is so extreme as to require a lot of introduction before the public will buy, but there is a new fashion idea introduced that is sufficiently marked to give novelty and stimulate buying. The V-finish and the flaring collar has had a long reign but it looks as though the stock was again to supplant it, for after an absence of so long a period that it seems again new, the stock looks as if it was again to come into favor. Fashion never conducts a revival along precisely the same lines that she has once used before; she always takes hold of an idea and combines and varies it until she produces something that is totally different.

Surprisingly alert and up-to-date novelties are shown in high-back stocks combined with ruches and collars with flaring points in Gladstone style. These high-backed stocks come in many novelties and in many variations. They come in collar form and also attached to guimpes and vestees. The new guimpes and vestees are now finished with a moderately high stock, above which is a flaring ruffle which falls away from the face a little when worn. Organdie is the favored material, as it has the right amount of stiffness to stand up without boning. Net is also used for these collars. To get the proper effect the flaring ruche is circular cut and the edge is finished with a lace or with embroidered scallops. Many of the models are finished with a moire or velvet ribbon band about 1½ or 2 inches wide. This band has a flat bow without ends, which allows for the regulation of the width of the collar, adapting it for any sized neck. Other models in organdie show the high pleating in the back and fall away in points in front. Some models are pleated and form a kind of sailor collar at the back only, while the band or stocks fastens under a bow in front. Some have revers which meet at the base of the neck in front.

Another new stock has a ruche formed of organdie petals at the back and is joined and held together by a band of ribbon across the front.

Some of these stock and ruche collars are being developed in all-black or in black and white satin. Black or white satin stocks with the pleating of tulle or net and joined across the front with narrow straps of velvet or moire ribbon are to appear later.

Prices on Laces are Bound to Advance Shortly

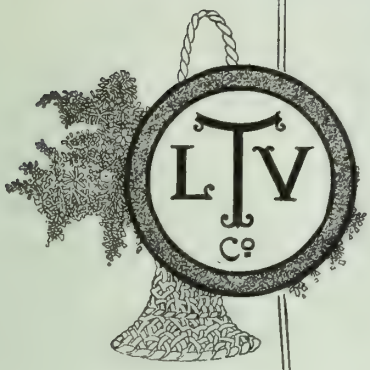
Many Firms Are Cleared of Their First Importations, While Others Have Fairly Good Stocks—Lace is an Evening Fabric This Season and the Retail Season is Just Opening Up.

AT the present time it is extremely difficult to predict just what is going to happen in the lace field, except that any further shipments if they come to hand, will do little to relieve the situation. Up to date the shortage has not been severely felt, but when the retail season is fully opened, unless the trade is able to substitute some other fabric, the shortage will be severely felt. Many houses are pretty well cleared of their advance importations, while there are others that claim to have good stocks on hand. It may be taken for granted that desirable novelty laces are not in too big supply, and from now on that the gaps in stocks will be more noticeable.

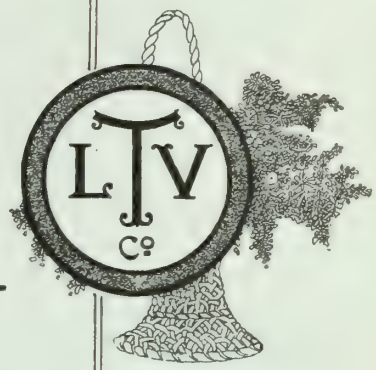
Laces are firmly established and the public will take them as long as they can be obtained. Lace is to be an evening fabric, and therefore the demand will come chiefly from the class that is perfectly well able to pay for what it wants. Therefore any reasonable rise in price will not cut greatly into sales. Flounces and frills are used as well as the long tunic, and lace will be wanted in profusion for evening wear. Lace will be combined with net, tulle crepe and satin, and it is this combination idea that promises to save the situation.

Metal laces are in conspicuous demand, and the millinery trade have been using them largely. These laces are all metal and are also of gold and silver thread embroidered on net grounds. Laces and nets in thread that exactly reproduce metal in color but have the soft finish of a thread lace are also a successful seller.

Net-top laces lead all others for the new season. The new net tops are very sheer and the designs are light and artistic. Nottingham has gone in recent



"Business as Usual"—



The Fall Season is now in full swing.–We have a beautiful assortment of

Veilings—

Laces—

Flouncings

Edgings—

—Allovers, etc.

No Advance in Prices

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

years into the production of net-top laces, and is finding her opportunity at the present time to extend her trade in this direction. Chantillys are very much in evidence in the more expensive laces, and Chantilly lace is either black or ecru is often combined with net top laces. The new patterns are very light and the true Chantilly patterns take precedure over the shadow effects.

Silk nets and tulles will be very much used. They are showing in the metal shades and in all the leading evening and novelty colors as well as in black and white.

Lace prices and prices on nets and tulles are bound to advance as goods have now to bear the extra cost of exchange and transportation.

Fur is a Prominent Trimming

Monkey Fur Used in Fringe Fashion—Indications Point to Braids—Cup-Spangled Flounces and Bands Lead in Evening Trimmings.

IN trimming lines the use of fur bandings is assured and nearly all of the more popular furs are carried. Moreover, the fact that cheap furs and even fur fabrics are used instead of fur has little effect on the sale of the more expensive furs, as the difference is easily seen. The high colored furs continue to be fashionable and here fitch leads. The high novelty, however, is the use of black monkey fur. This fur takes on more the appearance of a fringe and is used in fringe fashion. Milliners are making free use of this fur. It is used like ostrich fringes, and also in aigrette fashion. The tunics of evening gowns are edged with this fur. Other furs are civet cat, sable, fox, red, black and smoke; ermine and both black and white coney. Marabout and ostrich in fringe effect are showing.

The distinct military tendency now developing is promising to bring braids to the front, and cloth dresses and suits show more braid trimmings at the present time than for many seasons. Silk binding braids edge coats and flounces, and suits have appeared trimmed with wide military braids. Gold and silver braids, particularly in soutache widths, are being used for military braidings on vests, etc. Tassels and drop ornaments formed of silk cords in black and all the leading colors are new and promise to be well used.

Beautiful effects in flouncing and bands in nacre effect in the new cup spangles are showing. The flouncings are very wide and the patterns are in line effect along the edge with small diamond and spot designs scattered over the top of the flounce in wide intervals. Eighteen-inch flounces are used for tunics and 9 and 12-inch for flouncing. Spangled nets and laces are also shown as well as matching bands.

Jet appears on many gowns, but it is more in the form of ornaments and ropes of beads and waterfall effects. Handsome jet ornaments are used as a finish to the high girdles and jet pendants are used on the ends of sashes. Floral garniture made in gold and silver tissue, and in the form of small colored roses of chiffon or silk in evening shades with foliage in soft green and stem of gold are very much in evidence in the popular priced trade.

Ostrich and Marabout Sets

Ruffs and Marabout Sets in Marabout and Ostrich Proving a Good Between-Season Line.

BETWEEN seasons when it is chilly, mornings and nights, and when it is too early for furs, there is a need of something that will give extra warmth. During the past two or three winters, feather ruffs and sets have had an increasing sale at this season. These sets are also used with evening wraps, as they are so light and take up so much less room than furs. Marabout, ostrich and marabout, and ostrich alone are used for neckpieces and ruffs. These come in black, white, and black and white combinations, and in novelty and evening shades that allow the costume to be matched. The ruffs just encircle the neck and fasten under a bow of ribbon. Sets are made up of stole with round ends and U-shaped double muff. Many of these sets show the natural marabout, backed or lined with color, just a hint of which shows through on the outside. Glowing ruby, deep orange, and sapphire blue are colors used for this purpose, and the effect gained is very good. Sets are also decorated with large silk roses in one of these colors combined with black or nigger-head brown.



NEW STOCK COLLARS
The latest development in stock collars. Shown by R. D. Fairbairn & Co.

STARCHED COLLARS IN NEW YORK.

From New York comes the news that the starched collar is showing signs of an early revival. There were indications pointing in this direction in the Spring, but the advent of the Summer season put a period upon starched collars for the time being. The tailored idea is gaining ground, and military styles are pending—and the stock and the collar that encircles the neck eliminating the V in front is the latest in neckwear. Therefore New York stores evidently think that the time is reached when the stiff starched collar can be successfully launched, and it is said that big orders have been placed for them in the past two weeks, and orders are for immediate shipment. So insistent is the demand that buyers are taking sailor collars that were left over from the time when the starched collar was last worn. The starched collar is also attached to starched fronts, reaching well down to the waistline, and many of them are embroidered at the corners

RIBBONS FOR BARRY'S

With considerable expense and trouble our representative in Europe has succeeded in forwarding a large shipment of ribbons. This should reach us about Sept. 24th and includes Failles, Moires, Fancies, and other lines in all the new Fall shades. With our early receipts, this consignment will easily take care of the needs of our patrons, and with only an advance on the usual price, made necessary by the war insurance, increased freight rates, exchange, etc.

Barry Ribbons represent the Highest Values Found in the Trade

Wait for our traveller or send for samples and request us to submit complete showing at earliest possible moment.

Walter H. Barry & Co.

Winnipeg Branch:
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"

Ribbons Ribbons

Now Made in Canada

We have, after considerable trouble, completed arrangements by which we will be able to manufacture in our Canadian factory many lines of ribbons which up to the present have been imported from Europe. These include:



FANCY DRESDEN RIBBONS

TAFFETA—Black and Colored

BLACK MOIRES—All Widths

BLACK CIRE OR STOVE-PIPE FINISH

SOFT SATINS IN ALL THE NEW COLORS

RIBBON GIRDLES—The latest fashion

Plain and Fancy, all made up ready for quick sales.

The advantage of this step at the present critical time, when European goods are entirely cut off or very uncertain of arrival, will be obvious to our many customers and friends, whom we hope now to be able to take care of.

You Should Always Have Our Samples and Prices on Hand

Write to our nearest office for them

Belding Paul Corticelli Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Perrin Kid and Suede Gloves

For Women

Perrin Leather Gloves

Of All Kinds—For Men

Kayser Silk Gloves

For Women and Men

Our patrons are assured of delivery of these lines despite the European War

We have a good stock on hand—and a lot more on the way.

With what we have on hand—and actually on the way at the present moment—we feel that we have ample supplies to furnish our customers with all they will need for this Fall's trade.

We will also take orders—for Spring—in any of the above lines and promise delivery.

The Only Lines That We Cannot Take Orders For *are* Lisle Gloves and Chamoisette Gloves

Our Travellers are now on the road. If you need goods *promptly*, write in for them.

We are also showing a splendid line of RADIUM Hose for immediate and Spring delivery.

Perrin Freres & Cie.

28 Victoria Square, MONTREAL

Special Braids, Bindings, Tapes, etc., for Manufacturers

We make in our Mill at Coaticook, Quebec,

SILK BRAIDS
MOHAIR BRAIDS
SKIRT BRAIDS
COTTON BRAIDS
LINGERIE BRAIDS

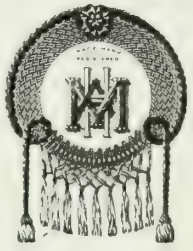
TAPES

TWILLED TAPES
ELECTRIC TAPES

Stocks for quick supply in our warehouses at

BELDING PAUL CORTICELLI LIMITED

MONTREAL, TORONTO, WINNIPEG and VANCOUVER



Dress Trimmings

Braids, Cords, Tassels, Fringes, Ornaments, etc.

Tremendous call for these goods caused by the cutting off of foreign supplies and increased demand.

Order Early

THE MOULTON MFG. CO.
LIMITED
MONTREAL

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue, TORONTO

FUR DEPARTMENT

Furs are 20 to 25 Per Cent. Cheaper this Season

Situation is Defined for the Present and War Will Make Little Difference — For the Future Everything is Very Uncertain— American Furs May Be Cheaper—Dyeing is a Big Problem.

NO matter what the future may bring to the fur trade—and the outlook is very uncertain—furs for the coming Winter are cheaper than they have been for some years. The war will not affect the immediate situation to any extent so far as supply or prices are concerned. The coming season was defined clearly before the declaration of war in Europe. As for next year, nothing is definite and the situation will not take shape until the holding of the January sales in London. Dealers will probably feel the effect of the war in the demands of the public and there will undoubtedly be a call for some of the cheaper lines.

The fur situation eased up with the holding of the London sales in January last. Heavy stocks on hand, together with a tightening of the financial situation and a weakness of demand, had the effect of weakening the bidding, and prices came down. Buyers found an entirely different attitude on the part of the dealers in London and on the Continent, and that for the first time in many years they were able to do bidding and bring down prices where before there was only one price—the quotation of the dealer.

According to information secured by Dry Goods Review, the prices which were paid in London in January and which form the basis of the coming season, were all the way from 20 to 50 per cent. cheaper. Coon was down 40 per cent., mink 20 per cent., fox 20 per cent., beaver 20 per cent., ermine 30 per cent., skunk 25 per cent., otter 30 per cent., rat 37½ to 50 per cent. Seal did not show the same reduction, the higher class skins remaining about the same price, although there was a reduction of about 15 per cent. in the cheaper lines. Persian lamb, the other favorite material for coats for ladies, was about 25 per cent. cheaper.

FUR PRICES.

Coon 40 per cent. cheaper.
Mink 20 per cent. cheaper.
Fox 20 per cent. cheaper.
Beaver 20 per cent. cheaper.
Ermine 30 per cent. cheaper.
Otter 30 per cent. cheaper.
Skunk 25 per cent. cheaper.
Rat 37½ to 50 per cent. cheaper.
Persian lamb 25 per cent. cheaper.
Seal about the same.

GARMENTS.

Generally speaking garments and sets are 20 to 25 per cent. cheaper than a year ago.

Percentage of reduction of furs should not be taken in relation to garments for the reason that the labor represented is the same in both cases.

Seal coats—no change in better garments; lower priced lines 15 per cent. cheaper.

Lamb coats—20 per cent. cheaper.
Rat lined coats—20 per cent. cheaper.
Coon coats—30 per cent. cheaper.

Garments Stocked 20 Per Cent. Cheaper.

From this it is rather difficult to come to a definite basis with regard to the finished garments for the reason that the cost of manufacturing remained the same. It is stated in the trade that generally speaking furs were stocked this year at 20 to 25 per cent. cheaper for the finished garments.

Seal coats—and seal continues as the favorite material for fur garments for ladies—were sold about on the same basis so far as the higher class fur was concerned, but in the cheaper lines the prices were down 10 to 15 per cent. Persian lamb coats represent a reduction to the trade of about 20 per cent.; man's rat-lined coats are also about 20 per cent. cheaper and on coon coats there is a difference of about 30 per cent.

Low Prices Favorable.

The lower prices represent a fortunate state of affairs in the trade in relation to the war conditions now prevailing. It cannot be expected that there will be as strong a call for furs and the question of price will be very important.

Undoubtedly there will be a stronger demand for some of the cheaper garments but there is nothing to indicate that the situation will mean a sacrifice of style; with the general trade it will more likely be a question of style first, quality second.

Every season finds more and more a demand for style in fur garments and this Winter will find that the models are following closely the tendency of the cloth coats.

Mink and Sable Weak.

As stated before, the majority of the ladies' coats this season are black with seal the favorite, and lamb of course always strong. In the sets the call has been for fox and wolf -long-haired furs have the call and the color is nearly always black. Civet cat and natural fitch are the favorites in the novelties.

One prominent Canadian dealer is authority for the statement that the demand for the dark furs has had the effect of weakening the popularity of mink and sable.

Looking a Season Ahead.

Looking a year ahead, the situation is very clouded and anything like a definite forecast is little better than guessing. With a continuance of the war it looks like price adjustments which will be downward for the American furs and upward for the Continental. Canada is a big fur producing country and if the export business to Europe is cut off the natural step would be to lower prices accordingly. On the other hand such furs as Persian lamb, which come from Europe, would soon be out of the market with hostilities continu-

ing. Not only would lamb not be available for the reason that there would be no export, but with the men who are responsible for the supply of skins at the war there is certain to be a shortage.

The Dyeing Problem.

What promises to be the serious problem for the trade to solve will undoubtedly be the coloring and dyeing of the furs. This is practically all done in Germany. Up to the present no other country has been able to compete in this business. In time, of course, there will be a readjustment of things but in the meantime there is likely to be more natural furs worn.

Dyeing enterprises in this country should find a big improvement in their business, but they have not been able to give the same satisfaction as the Germans. Dyers have come to this country from Europe, but they have never been very successful in competing with the German establishments. For the future there promises to be an opening for development in this direction.

German Hosiery at Bargains Despite the War

Montreal House Holds Annual Sale According to Program, Despite Shortage of Imported Lines and Prospects of Higher Prices—Have Plenty to Supply Demand—Little Objection to German Goods.

By a Staff Correspondent.

THE position of the dry goods trade at the present time is a very difficult one; the merchant can almost consider himself as being in that unfortunate position—between the devil and the deep sea. On the one hand, there is the fact that practically all kinds of imported goods have advanced in value, and that he will have to pay higher prices to replace his stocks, while at the same time the buying power of the public has decreased under the war pressure to the extent that it is difficult to sell goods at even the original prices. The future thus is very uncertain.

There is nothing to indicate in a general way that merchants are endeavoring to take advantage of the situation. Rather to the contrary; sales are being held by dry goods houses all over the country, and there are cut prices on goods which it is evident will be on a higher price level when the time comes to place them or to get substitutes.

An emphatic example of this is the hosiery sale of the John Murphy Company, Montreal. For nine years this establishment has held a hosiery sale in September, and there is no change in the programme this Fall.

Enough Until Next Summer.

Despite the fact that many of the stockings which are being offered are of German manufactuer, and it is doubtful if their duplicates can be secured, they are being sold at the prices which usually prevail during the Murphy sale. Reference to the accompanying advertisement will give some idea of the lines offered.

The sale has been one of the best that the store has held from the standpoint of public interest, and the fact that many of the goods are of German manufacture is not interfering with the demand. When the prices are right, the people, so far at least, are not generally concerned with the question of where the goods were manufactured—especially when it was known that these goods were purchased before the war, and that there will be none bought in that country so long as the war lasts.

When asked as to the policy of selling the German hosiery at bargain prices, Mr. Lyons, manager of the department, replied: "Oh, we have enough to keep us going until next Summer, and I suppose by that time there will be something to take the place of the imported lines."

Not Worrying Over German Goods.

"Do the people object to German goods?"

"Some objections have been recorded in the store to goods manufactured in Germany," replied Mr. Lyons, "but there has been little objection with regard to these sale goods, for the price is right. People who need goods and to whom cheap prices is a real benefit should not worry themselves seriously as to where the goods are made. If they were brought in after war was declared then it might be a different thing."

NEW YORK REPORTS

Prices of imported hosiery have not been raised in the majority of cases, but it seems impossible for this to be delayed very long. So far as can be learned, lines will not be very short for Fall and Winter, but Spring stuff will be almost impossible to secure.

Imported underwear is in much the same position, except that domestic mills supply a much larger proportion.

* * *

BIG LOCAL SILK BUSINESS.

A big silk firm foresaw a live business for domestic manufacturers. There is no sign of a scarcity of raw silk and the only difficulty lies in the shutting off of the supply of imported dyes. The manufacturers, however, are making every effort to work out a range of shades that will be acceptable as a substitute.

* * *

LINEN UP 20 PER CENT.

The result of these discouraging prospects is that prices have advanced from 10 to 15 per cent., and are likely to go up 20 per cent. in the opinion of several importers.

The most favorable aspect is that shipments are coming on regularly. The fear is expressed, however, that the spinners will soon be compelled to shut down owing to lack of raw material.

* * *

RIBBONS IN GOOD SHAPE.

A ribbon manufacturer stated that he had not only raw silk supplies but dyestuffs sufficient for the coming season. He looked for a big demand owing to the growing popularity of girdles.

* * *

ENGLISH FABRICS COMING IN.

A representative of a German manufacturer of fabrics had had no report from his house since the declaration of war with France and Russia and expected none of the lighter fabrics for Spring. His Fall deliveries were in good shape.

English fabrics are reported to be coming along steadily, although there is a tendency to urge restriction in the number of shades ordered.

* * *

LACE MILLS WORKING OVERTIME.

The lace outlook is reported on all sides as very uncertain. France, Germany, Belgium and Switzerland are regarded as hopeless, but Nottingham is looked to for a fair quantity, although after considerable delay. The slow sellers in the supply houses are being picked up on all sides and domestic mills, in many cases, are working overtime.

READY-TO-WEAR

Very Little Decoration at Advance Openings

Moderate Pricing and Extra Good Values the Chief Selling Inducements. Garments Paraded on Living Models. Great Prominence Given to Children's Lines. Many Suits Fur-Trimmed.

THE season promises to open late in the ready-to-wear departments in spite of the fact that Fall models have been already shown in many retail stores. It is not a matter of suit coat lengths, nor yet one of style, nor the fact that garments are not being produced in acceptable materials that is retarding trade. The real truth is that women cannot be tempted into making advance purchases, and will not buy a garment calling for a considerable expenditure this season, until the need for it becomes imperative. The buying public at present are showing a disposition to depend more fully upon staple lines and to dispense with those that are merely luxurious.

IT is very safe to predict that for the present Fall, merchants will conduct their ready-to-wear openings with as great economy as possible. The elaborate displays will be cut almost or wholly out in the greater number of stores. And this will apply even to the big departmental stores, for it is felt that under present conditions expensive display settings will afford little help to the selling situation. Moderate pricing and extra good values will be of far greater importance as selling helps.

This idea has been perfectly discernable in the advance showings made by the T. Eaton Co. and the Robert Simpson Co. at their openings in Toronto. No French models have made their appearance in either window or opening displays. Garments were shown on living models by the T. Eaton Co. This firm are in a unique position here, because the models they use are members of their selling and factory staff, therefore the expense of using them is small and is far outbalanced by the extra attraction created. No extra expense for decorations was incurred, for the setting was simply arranged by the placing of a double row of chairs right across the department, leaving a clear space for the models to promenade in the centre. The garments shown were strictly moderate priced, special stress being laid upon the $25 suit, the $10 dress and the $15 coat.



MOYENAGE DRESSES, THE LATEST

The long waist girdle and foundation skirt are of black satin and the full tunic is of net fringed with black monkey fur. Jet ornaments and ropes of jet beads form the garniture.

Modifications of Tunics.

Though the style element was well played up, the whole trend was towards moderation and conservatism. The feature of the suit, dress and separate skirt display was the many modifications of the long Russian tunic. This tunic appears in the smarter suits, and in both dressy and practical dresses, and also in the leading separate skirt models.

Suits around $10 showed simulated tunics, and cutaway coats, finger-tip length at the sides and graduating to a blunt point at the back. The ordinary notched collar appeared on the coats and fancy buttons matching the color of the cloth, and a little braid formed the only trimming. The more expensive suits had coats cut to the waistline in front and about 36 inches at the back. Redingote models were shown in many forms and many of them had revers. The collars were cut straight across from the neck to the shoulder and were in sailor shape at the back. Some were cut in military fashion and open a few inches in front. Many suits were fur trimmed, the collar and cuff being of fur, and fur bands trimming the skirt. Fitch and lynx were used and so was coney and Belgian hare. Fur plushes imitating various furs such as broadtail and caracul took the place of the real fur on many suits. Striped and plaid velvets were used for vests and other trimming touches.

Dark crow blue, navy, military blues, black, Russian bottle green, seal brown, dark tans, beetroot, copper brown and dark shades of linden green were the colors featured. The more fitting waist, the deep girdle and the sash combined with the long tunic and the tighter foundation were features. Several basque dresses were shown and seemed to meet with the approval of the onlookers.

Blouse and Middy Lead in Children's Dresses

Basque and Moyenage and Redingote Models Appearing in Misses' Lines—Children's Skirts Have Double Flounces or Tunics With a Flare.

MANY retailers are holding school sales for the outfitting of children who are returning to school, and these sales are proving fairly successful in moving dresses and other garments that are moderately priced, and they promise to result in more orders being sent in to the manufacturers. Middy and blouse styles continue to be favored for the smaller children, but there is a tendency to favor the Moyenage waist and Russian tunic styles for misses' wead. Misses' wear lines always follow women's styles very closely, particularly in 14, 16 to 18 models, as these sizes are bought largely by women of slender build and small figures. Redingote models are also being introduced into these lines.

Dresses for children's wear do not show the blouse quite so long and it is finished by a wide belt or girdle which is slightly shaped to the figure. The skirt worn with this blouse often shows a double flounce or a tunic that flares beneath. Many dresses are now showing with the blouse and tunic of Roman striped or plaid material while the skirt the belt and sleeves are of plain or cord velveteen. White pique collars and cuffs finish both neck and sleeves. One-piece dresses show a kilted or pleated skirt of plaid attached to a long-waisted blouse of serge or poplin and finished with a girdle of the same.

Middy as Belted Coat.

The latest middy dresses take in the appearance of a belted coat. These coat middies are buttoned straight up the front and have long sleeves cut in Raglan fashion. Many have patch pockets and the belt only defines the waist, but does not draw it into the figure. The collar and cuffs are of white pique and are detachable for washing purposes, and the perfectly plain skirt is gored so that it flares a little. These dresses are made of serge, face and other plain cloths. Navy is the leading color, but brown and Russian green are also showing.



CHILDREN'S MODELS SIMPLE

The sleeves, wide belt, and skirt of this smart little dress, are made of Russian green velveteen, and the blouse and tunic of Roman stripe fabric in dull shades. The flat collar and high pointed cuffs are of white pique, and just a touch of color is given by the bright yellow cord necklet ending with tassel in front.

Basque and Vest Blouses

Many Striking Models Along These Lines Showing—Crepes, Satins, Taffeta and Washing Waists all in Demand.

BUYERS are displaying considerable interest in moderately priced waists for present selling. The waists favored are in simple tailored styles, showing considerably less fullness, though the majority of models show fairly loose armholes, and the kimona cut is by no means out of date. Waists come in crepe de chine, Georgette and other crepes, as well as soft satins and chiffon taffetas. Chiffon waists are also selling, and waists of cotton voile, crepe and Swiss are being well taken.

Somewhat extreme are the new vest and basque models, and the jumper models designed to be worn outside the skirt. These waists are decidedly different, but they are certainly taking in the larger centres, and doubtless this fact will influence to a very considerable extent their sale later in the smaller centres. These are the new basque shapes and in waist-coat and jumper and peplum ideas. It was the difficulty in adjusting the waist line so as to fit the various figures that killed the sale of the blouse with the outside finish a couple of seasons ago, but this difficulty seems to have been ingeniously adjusted in the new models. One model shows a waistcoat of white crepe de chine let into a blouse of shell pink of the same material. The waistcoat is continued into a belt which fastens behind over a little tail-piece formed back of the blouse, cut so as to come below the waist at the back. The belt is made generously long so that it can be adjusted to the waist size of the wearer. A jumper model of fancy plaid silk in which green predominates has the front filled in with a vest of Pekin striped chiffon and the same striped chiffon forms the long sleeves. Attached to the body of the blouse well above the natural waist line is a peplum which assumes the form in front of a waistcoat girdle. It has little pockets in front, and is slashed up at the sides and forms a small postillion at the back. Some silk blouses have detachable vests and collars of white pique buttoned up the front and trimmed with jet buttons. The newest blouse comes in the form of a basque and is cut with back and side seams. The front is ruched from just above the bust line to the edge of the blouse, and the edge is finished with a girdle ending in a sash at the back. Blouses of this kind are made of satin and, worn with a separate skirt, give the appearance of a basque dress.



LADIES' GARMENTS

(Suits and Coats)

TAILORED TO ORDER

Following the success of "Art Clothes" in the men's wear trade, we have invaded the Women's Garment domain with an equally aggressive campaign.

The high grade of the men's garments are not only reflected, but are duplicated in Aristo Ladies' suits and coats—they represent those exclusive, modish styles that make a strong bid for the smart trade of every town and city.

Our Fall and Winter range will be of interest to the live merchants everywhere.

Write or wire for sample outfit.

COOK BROS. & ALLEN

Limited

WHOLESALE TAILORS

TORONTO.

(The Art Tailoring Co., Toronto)

Majority of Paris Model Houses Now Open

Paris Giving Out New Ideas. The Fitting Waist and the Bell Skirt the Latest. Serges, Broadcolth and Velvet, Satin and Faille the Leading Fabrics.

ADVICES from Paris state that with the exception of Beer all the leading couturiers are open and doing business. Paquin & Doucet were closed for a time but are now open and are prepared to take orders for the duplication of Fall models.

Paul Poiret was called to join the army at an early date and his establishment was closed for over three weeks. It has re-opened under the direction of Madame Germaine the premiere vendeuse. Cheruit is open again and so is Callot, and Premet is said to bedoing a very large business with American firms. Though many model houses are demanding cash on delivery Premet has a notice posted in his showrooms that credit will be granted on the usual terms.

Drecoll though originally the branch of an Austrian house no longer retains this connection and is open and doing business. Monsieur de Wagner, who now controls the Paris house, is a Swiss, and the business is owned by an English syndicate. Jermy never really closed though the opening was delayed until August 24th, therefore it will be seen that Paris is by no means out of business and is prepared to furnish fashion ideas to the rest of the world as usual. Worth has opened a branch in London for a period and has transferred its activities to that city. Now that Paris models are coming over the modifications and tendencies that will govern are beginning to assert themselves. The Moyenage effects are being modified by emphasizing the curve of the figure at the waist. This applies even when the long waisted basque is used as the bodice is drawn in in such a manner as to give this curve. This feature is combined with a return to fuller skirts. Many of these skirts are allowed to hang full at the bottom and are finished with wide tucks, scallops or bands of fur. Many skirts are cut circular. The combining of materials is still a feature, and the coat is often not only of different material from the skirt but is also of another color. Thus a Premet model has the skirt of broadcloth in taupe shade trimmed with bands of satin while the coat on redingote lines is of velvet in a dark shade of sapphire blue with collar and cuffs of silver fox fur. Serges, broadcloths and velvets are the fabrics most used for day wear, while dressy and evening gowns are of failles, satins, metal fancies, tulles, laces and velvets. Pink is a leading color and some of the shades are vivid; blues are featured from sky to navy, wine, soft shades of brown, gold and blue greens are other leading colors. Black and white combinations are still prominent.

PETTICOATS

The Oldest and Largest Petticoat House in America

WE MAKE A GENERAL LINE OF PETTICOATS, IN ALL SUITABLE MATERIALS, SUCH AS

Jerseys (Silk or Wool), Messaline, Taffeta, Crepe de Chene, Lace Trimmed, Cottons, Mohair, etc.

OUR NOVELTY LINE Comprises All The Latest PARISIAN MODELS

THE FITTED ADJUSTABLE WAISTBAND IN ALL OUR PETTICOATS REQUIRES NO ALTERATION, AND IS A GREAT FEATURE

THE ARLINGTON SKIRT MFG. CO.

119 West 25th Street **NEW YORK**

MILLINERY

Public Asking For Less Expensive Hats

General Run is $10 Instead of $20 and $30—Adapting Stocks to Meet New Conditions—Paris had Military Inspiration—Velvet Hats Advancing Rapidly in Price.

REPORTS generally from the millinery wholesale and importing houses are encouraging, and though there has been undoubtedly a curtailment in the buying of high-priced goods, the millinery trade generally has placed good orders for materials for the season we are just entering upon. Milliners interviewed state that they do not expect that their customers will do without millinery this year, but they do expect that they will demand hats that are not so high priced. This belief seems to be well founded, and is being amply borne out by the way trade has gone in the big retail stores that hold advance openings at the same time as the buyers from the smaller cities and the country districts come into the central markets to do their buying for the retail openings. In the city stores where $20 or $30 has been paid for a hat in previous seasons, $10 was found to be about the limit, and the bulk of the business has been done on hats around this price and below it. This has led to the featuring of simple styles.

Velvet Going Up.

The velvet hat is the big seller, particularly in black, and the stock of desirable velvets is being used up very quickly, in spite of the fact that belated shipments are coming to hand from Lyons. Velvets are so popular that even in any case the probability is that they would have been scarce, so that it is no matter of wonder that even at present the supply is running short. Nearly all the pressed shapes selling are of velvet, and this season, at any rate, it is the buyer who has placed early orders that has scored. Hats that were placed on the road at $12 are now $18, and as prices are advancing quickly they are expected to go still higher before very long.

Sailor shapes so far have been in the lead and some quite large shapes have sold. Military shapes are spoken of and



A FALL MODEL.
Portrait hat of black velvet trimmed with white ostrich and satin flowers.

now that the army as well as the fleet is achieving decisive successes it is more than probable that millinery fashions will take a decidedly military turn.

Paris' Military Inspiration.

It would almost seem as though the Parisian modistes had a pre-vision of what was to come, for the very last models shown by such houses as Lewis, Talbot, Reboux, Georgette and others, were military in inspiration. The military toque founded on the cap worn by the officers in the Servian army, and also bicornes and tricornes and caps with military suggestions were shown. These hats were trimmed either with the military rosette of stiff cord of moire ribbon, or with pom-pom and plume effects of coque of ostrich. Gold and silver braid and ornaments and also the combining of gold and silver tissue with velvet were also used. Right through the Summer and the early Fall Paris has been showing sailors on the canotier and the Breton order, but at the last moment models in bicornes and tricornes that closely imitate the headgear of the British admirals and commanders have been put out. This military tendency has been quickly recognized and enterprisingly used by a large departmental store in Toronto. This firm has had designed in their own workrooms hats based upon the caps worn by the leading Toronto regiments, such as the Queen's Own and the 48th Highlanders, as other Canadian regiments. These hats were only shown about Sept. 10, but already they have been duplicated many times.

Good Year for Feathers.

The feather manufacturers are again in for a good year, for feathers in new and novel effects are conspicuous. Ostrich is seen everywhere, the new idea being the porcupine and chinchilla effects in black and white. Ostrich banding and other novelties in two-tone combinations, and in a full range of blues, pinks, sand, brown, wine, purple and green shades are showing. Burnt ostrich and pheasant novelties are good, but where these are scarce, rich plumes and mounts of ostrich are taking their place. Imitation aigrette is good and is being freely substituted for the more expensive plumage.

Metallic Effects on Small Hats.

Small hats are being shown in a variety of styles, but by no means to the exclusion of the portrait and the larger models. The dressy models are as a rule of black velvet with the feather plumage used to trim them in color. A great deal of use is made of metallic effects, particularly in the shape of roses and other open petalled flowers. Flowers of velvet and silk forming a striking and contrasting color note are used. Among the novelties seen at the openings may

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Hats Designed After Canadian Regiment Models



NO. 1 is the "Valcartier" cap. This is a round black velvet shape with the top of the crown of military scarlet velvet and the brim of black with a tab of scarlet trimmed with gold braid at the side. Two pieces of gold braid ending with a gold button on the left side are looped across the front and to this is joined the chinstrap of plaited gold cord. This strap can be worn on or under the chin, or resting on the hair at the back. The center front mount is of natural coque, wound round at the base with gold cord.

NO. 2. A bicorne called "Admiral Jellicoe," and is copied from the headgear of the chief admiral of the British fleet. This forms a particularly attractive hat for misses from 15 to 20 years. It is of black velvet bound round with gold military braid, and is adorned both front and back with ornaments composed of gold cord and black silk cord. On the top of the crown is a flat gold button from which hangs gold fringe ending in small gilt knobs.

NO. 3. A small tricorne shape of black felt bound with black silk military braid with side ornament of pleated black silk corded ribbon finished with two flat ends of the same out of which protrudes a number of small black quills.

NO. 4 is designed from the dress parade cap worn by the Queen's Own. The shape is covered with black scratched plush and topping the edge of the crown in both the right and left side is a rosette of pleated black braid centered with a large black velvet button and loops of pleated military black braid join these rosettes and are looped across both at the back and front

NO. 5. An imported French military model. The hat itself is a skull shaped black velvet cap, and towards the front are placed two mounts of black and pale pink straight ostrich topped with pale pink satin roses.

NO. 6. A Highlanders' bonnet oblong in shape, of black velvet with soft crush crown with a small velvet knob of scarlet. The bonnet is faced with a ribbon of tartan plaid taffeta about one inch wide and on the left side is a buckle of silver cord holding in place two pieces of black corded silk ribbon with the ends cut in deep points. Designed by the T. Eaton Co., Toronto. Sketched by staff artist of The Review.

be mentioned the huge pom-poms of ostrich. These pom-poms—one pink and one black—are used on the small bowl and elongated military turbans of black velvet. This is a trimming idea featured by Reboux. Many small hats emphasize the military note and high Hussar mounts, both of coque and ostrich, with the stem wound with either gold or silver braid or cord are shown. Large velvet sailors trimmed with large artistic bows of the same or with the crown banked with bands of fur and small velvet roses and flowers in several shades are very much favored.

Keeping Down Prices on Staples in all Sections

Interview with Buyer for a Leading Wholesale Firm on his Return from Europe—Linens and Silks in Bad Shape—Early Victory May Cause Rush of Business, Shortage and Higher Prices.

From an interview with one of the leading Canadian wholesale buyers.

A COMPREHENSIVE review of the dry goods situation as revealed by a close study of conditions in France, England and Ireland, was furnished to The Review by a member of a prominent Canadian wholesale dry goods firm in the second week of September, just after his return to Canada.

Apart altogether from his illuminating review of detailed conditions, three points stand out in this statement:

1. "To retailers I would say, 'Buy now such goods as you feel you must have; make as many selections as you can of what you regard as your actual requirements when stocks are fairly well filled up; but do not plunge."

"We are going to keep our prices as nearly as possible to the present basis: staple lines in every department will generally be kept down to the prices they are now.

"It is the opinion among the best informed business men in England that if the allied forces gain any success sooner than expected or to an extent that will indicate clearly a victory in the end that there will be a tremendous boom in manufacturing, in turning out orders for Australia, South Africa, the States and Canada, and that as a result, goods will be scarce and prices go up."

Rushed Out of Paris.

On the Friday when war was declared this representative was in France. The next day he gave orders to four manufacturers for dress goods, and made three appointments for Monday with the remaining firms he wished to see. The Saturday orders he was assured he would have delivered without any trouble.

Sunday came and with it a message from a friend, suggesting that he had better leave the city at once. "Bunkum," was his reply to the warning. But the friend had been "seriously advised" that a withdrawal would be wiser.

"But I have three appointments for to-morrow," objected the Canadian buyer.

"They'll never keep them," was the confident prophecy, and convinced at length, he grabbed his luggage, got a taxi, and was off. He managed, most fortunately and exceptionally, to reach London that night with his baggage safe. In order to leave no chance untried he wrote the three firms giving his orders, as he had seen the dress goods samples before, but they are still undelivered and not likely to be. These and others he had just seen were dependent on Roubaix and Rheims (French cities) where the Germans just now are not arranging for any orders to be filled for Canadian firms.

These goods must be delivered by December or January to be of any use for Spring, so that now none are expected.

Silk Agent Off for Lyons.

In summing up the Continental situation he said he did not expect any shipments would be made for months, and of German goods for a very long time. French silks might come from Lyons before long, but the expenses would be very high with freight, war insurance, etc.

On arriving at London he found a silk agent leaving for Lyons, not with the expectation of getting anything out then, but to get stocks laid aside for him, so that when the movement came he would reap a big advantage by being in on stocks, as existing ones would be fearfully depleted. "When traffic is opened up the man with the stock can sell the stuff."

So far, however, as French dress goods were concerned, he had placed the orders early and they were pretty well supplied.

"It has been suggested that English mills will be short handed, owing to men being drawn off to the army from the

(Continued on page 35.)

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.



MANUFACTURERS OF
OSTRICH
PARADISE
OSPREYS
MARABOU
DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents:
S. E. PORTER & Co., 304 Mappin Bldg., 10 Victoria Street

Wool Bootees are Proving a Profitable Line

The Sales of Infants' Wear Increasing Because They Can Be Sold at So Little an Advance Over the Cost of the Material—Types That Are Most Popular With Mothers—Shown in Glass Cases.

THE properly conducted infants' wear department features very numerous lines, and now is of such importance that it takes up more room in the store than, a few years ago, was devoted to the whole of the children's section. By no means of the least importance is the section of this department which carries infants' bootees and first shoes, and the secret back of the growth of this department is the secret back of the growth of this department as a whole, now that the organization gotten together by the manufacturer is brought to bear upon the production of these small garments it no longer pays to make them at home. Also it means that the shaping is better and the goods have more style about them and present a neater appearance.

Not so long ago mother or grandmother used to knit or crochet baby's bootees. Now she can buy them either hand or machine made, according to her fancy, for so very little more money than she would pay for the wool to make them that it looks like a sheer waste of time to make them at home.

The traditional pink for the boy and blue for the girl rules the color effect in wool bootees. Some are white with pink or blue edgings and trimmings knitted in, while others are all white. Bootees can be had that come high up the leg or just over the ankle. One kind that is favored for the season that is coming on has a knee cap knitted on finished with a ribbed welt that keeps it in place.

The very low bootees ending just above the ankle have knitted soles which are very neatly seamed into the vamps or tops and there is a turnover cuff piece that finishes the top of blue or pink silk or mercerized cotton.

Soft sole slippers are made of Henrietta cloth or poplin and are embroidered in silk or satin stitch. These bootees are laced together with silk ribbons run through worked eyelet holes.

Display enters largely into the sale of this line and the bulk of the goods should be shown in cases, as when shown in this manner they cannot be fingered over, and therefore, the loss occasioned by having the goods soiled is much reduced. This is all the more important as complete freshness is of great importance in making sales. There are proper fixtures on the market for showing these goods. These have many arms, and are so arranged that the bootees are fastened to them. They can be placed either in or on the case.

$160,000,000—CHEER UP!

In a telegram to The Review, T. A. Crerar, president of the Grain Growers' Grain Co., states that the grain crop in Western Canada has turned out better than was expected, and that the farmers will receive $160,000,000, or more than last year. This is the best kind of business building news.

Place Your Orders with the Old Country

OUR duty is to keep our workpeople employed. Will YOU help?

Prompt delivery

BABIES' CACKS

Write for Samples, or if you cannot wait, SEND YOUR PATTERNS of Baby Shoes to us, and we will quote keen and deliver quick.

R. A. Romain & Co., Ltd.

48-50 Peartree Street, London, E.C., England

Cables: Defiance, London (Eng.); A.B.C., 5th Edition

KEEPING DOWN PRICES ON STAPLES IN ALL SECTIONS.

(Continued from Page 33.)

industrial centers. Do you feel apprehensive of that?"

Rush of Business May Advance Prices.

"No, there does not seem much fear of that. Though a lot have gone to the front enough will be left to run the mills, as with the Continent cut off, they will not be fully occupied. As a matter of fact we never have got so quick deliveries of English goods as at the present time. The only thing to cause trouble will be a boom in manufacturing resulting from a big success of the allies, in which case goods would be scarce and prices go up. Otherwise there does not seem much to trouble about as regards English lines.

Dyestuff Situation Alarming.

"The subject of dyes, however, is one of the most alarming. The bulk of the Bradford dyers have a fair supply, but as Germany makes nearly all the dyes there is likely to be a scarcity unless England starts in to make dyes, as she can.

"In Lancashire no trouble is anticipated in the delivery of cottons.

Linens Also in Bad Shape.

"Linens are the most serious problem. I was at the biggest factory in Dumfermline, and they had only enough yarn to last for six months, and then if conditions were as now, they would have to close down, and the others, it would appear, were in even worse shape. Eighty per cent. of the flax used in Ireland and Scotland comes from Russia and Belgium. The mills have not been so rushed in years as just now.

"Yes, the linen situation is very serious. In Belfast and Dumfermline the mills will sell you only the goods they have in stock; they will not promise anything for future delivery. The trouble is they go to the yarn people and they quote a price, with the condition, "Remember this is only good while you are here."

Keeping Prices Normal as Possible.

"As to prices for Spring: We are going to keep our prices as nearly as possible to the present basis, but, of course, all depends on developments. Staple lines in nearly every department —not 'staples' as commonly styled, but staple lines, such for instance, as ginghams, prints, crimps, etc., will remain as they were at last season's prices."

When asked as to the attitude his house was taking in the face of the high rate of exchange.

Paying at High Exchange Rate.

"This has been an awful worry," was the reply. "The ——— name stands very high, and we have been meeting our accounts at whatever the exchange was.

Will Drop With Wheat.

"But high rates cannot go on for ever. As soon as the wheat begins to market the money must come in and the rate is bound to drop to normal, I think.

"You ask me about the course Canadian merchants should take in regard to English accounts. They will find the firms in England are very much inclined to be lenient, and willing to accept payment in some way like a trust account."

CONGRATULATIONS.

The Review wishes to make an announcement: A young son in the home of W. J. Carson, manager of ready-to-wear department of the W. R. Brock Co., Limited, Toronto.

SWISS FINISH TO ORGANDIES.

The Review learns in calling upon the Canadian representative of a Manchester firm of cotton manufacturers that organdies made by their firm are now being given the same finish as is given to this cloth when finished in Switzerland. This is in stock ready for present delivery. This firm are also manufacturers of white and colored cotton novelties and besides having on hand stocks for immediate delivery are prepared to take orders generally at the same prices as last year for the coming Spring, and to guarantee the delivery of all goods so sold. It is the intention of this firm to keep their factories running and all hands employed during the present crisis.

EXHIBITION AS A TONIC.

(Continued from Page 17.)

Fairweather's, too, are showing a distinctive exhibit of furs. There is a beautiful cape of mole, trimmed with tail-less ermine; and one of gorgeous brocade, chinchilla and purple velvet. High-colored furs, such as fitch, red fox and leopard, are also seen in the collection, and such combinations as ermine and black fox. An ermine tie and a mole muff as a set is a new idea.

High-class Lingerie.

Murray-Kay, Limited, have a beautifully arranged exhibit of high-class lingerie, the product of their own factory. The background is of white paneling, into which are let panels of gold brocade. White enameled and gilded cane furniture was also used in making this display. Many of the garments shown were of silk, crepe in white or flesh pink. Some are trimmed with real lace, and both gowns and slips have tiny silk and chiffon floral garniture outlining the decolette and sleeves. A new touch noticed on some of the gowns is the defining of the waist in Empire fashion with groups of tucks. Many beautiful sets in both silk, nainsook and handkerchief linen were noted, some of which were hand embroidered as well as lace trimmed. The boudoir caps worn with the gowns and negligees were well worth careful study. Some were in Dutch peasant style, with flaring ears of lace, and all were silk flower and ribbon trimmed.

Black Lacquered Furniture.

In the furniture exhibit Murray-Kay showed a bedroom furnished in Japanese black lacquered wood, and dull gold lacquered cane, with floral motifs painted on the black in New Art fashion in deep rich colors. The walls were papered in a warm shade of pinkish grey, and the floor covered with a tomato red Wilton rug. The hangings were of warm grey and black striped cretonne patterned in shades of tomato red and ivory white. This room shows how black can be used without going to the extreme eccentricity of the Vienna style.

Original Creations.

The Robert Simpson Co. concentrated their efforts upon their display of furnished rooms, and, taken as a whole, these rooms were the cream of the dry goods display at the Exhibition. They scored high in the important point that they were not adaptations of the ideas and motifs of other periods, but were really original creations along the lines of modern art. As is always the case when any artistic motif that is fresh, novel and unfamiliar is presented, it is sure to be adversely criticized, particularly by the more conventionally minded. The bedroom which approached most closely to the modern Vienna idea was the room upon which the burden of most of the disapproving comment fell, and as a fact none but an extremist would care to live in a room where black was employed so freely in the decorative scheme.

New Nursery Ideas.

That the New Art simplicity and freshness can be achieved in cheerful colors is well proved by the much admired nursery. Walls and ceilings here were in yellow tans, with the woodwork painted white, and the simply designed, highly original furniture is painted egg yellow. This color is tempered to the

eye by animals, such as elephants, camels, giraffes, monkeys, etc., painted in neutral greys and fur tones outlined with black. Touches of dull pink are used for the tips of the legs and other points. Monkeys and their tails are used to border the ecru scrim curtains on the windows and the crib, and a frieze of children and Swiss playhouse animals on wheels and trees go round the room. Above the window and in the corners are shelves for toys. This room was the delight of both parents and children and carried a Made-in-Canada sign, while another card announced that the Robert Simpson Co. were prepared to submit original nursery designs on application.

The Penman Exhibit.

Penman's Limited, had one of the largest exhibits in the building, showing on three sides extensive lines of their sweater coats, hosiery and underwear. The cases were electric lighted and many of the goods shown on wax figures.

Among other exhibitors were Sellers-Gough Fur Co., a view of whose exhibit will appear in next issue; Chas. C. Punchard & Co., Toronto, hats; Williams, Greene & Rome Co., of Berlin, who had a very tasty exhibit of new Spring styles of shirts and collars; Minister-Myles Co., shoes; A. R. Clarke & Co., an extensive line of workmen's clothes; Cook-Fitzgerald Co., of London, men's shoes; Couner, Babayan, Oriental rugs; Jaeger's Sanitary Woollen System Co., all kinds of knitted goods in an attractive display.

Mercury Mills New Lines.

The exhibition of hosiery and underwear of the Mercury Mills, Limited, Hamilton, had the advantage of electrically lighted show cases, two in front serving as a counter, and one at the back of the stand. These attracted much attention, especially with the bright new colors of the hosiery. The public and the trade were particularly interested in two new models of hosiery that this firm have put on the market through the installation of new machinery. One of these is a silk hose with a cashmere sole, to improve its wearing qualities. A second is an extension of this by which, for those who might prefer it, an all-silk hose is made and a piece of cashmere knit on to the inside of the sole, giving the improved wearing qualities of the other, while retaining the appearance of the all-silk article.

Those in charge reported that since war broke out the factory had been rushed to keep up with the new orders and was working overtime. A much appreciated souvenir that was given away was a paper drinking cup, which could be used on the grounds or at outings. It carried the name of Mercury Mills into many thousands of homes.

Overalls.

Among the exhibitors in the Manufacturers' Annex were the Dodshon Overall Co., of Windsor, who had a striking display of their well known "Fast Mail" overalls.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

MADE-IN-CANADA TOYS.

So thoroughly have Canadians become accustomed to thinking of toys, dolls and novelties as foreign-made that many will be not a little surprised to learn that these lines are also being made here in Canada. The Dominion Toy Manufacturing Co., Limited ,161-165 Queen Street E., Toronto, have for over three years been turning out a class of novelties that stands comparison with the best of foreign production, and this season's lines bid fair to surpass all their former efforts for novelty, variety and originality.

Now that Continental European competition is removed, the Dominion Toy Manufacturing Co. will go after Canadian trade stronger than ever this season. Prices will not be affected by present conditions unless an increase should occur in the cost of raw materials, which, however, would not affect the present cost of goods until October 1st.

AGENCY WANTED

AGENCY WANTED FOR VANCOUVER AND district by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir Street, Vancouver, B.C.

FOR SALE

FOR SALE — FOUR-STATION PARCEL carrier used only a few months. Wish to sell on account of change of system. Reasonable price. E. B. Crompton & Co., Brantford, Ont.

AGENT WANTED

Nottingham Lace Manufacturers having large range of Valenciennes, Fancy Laces, Allovers and Net Laces, suitable for making-up trade and wholesale are desirous of appointing first-class agent. Must be well known to buyers and able to give good references. Blagg & Cumberland Ltd., 23-25 Riste's Place, Nottingham, England.

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The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, SEPTEMBER 16, 1914 No. 18

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Why is your stock of

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SHOES

Like an expert Acrobat?

THE ANSWER:

Because it turns over quickly

LAST month we offered to give a pair of our new *Women's Tango Pumps* to any shoe retailer or clerk in a shoe store who sent us the correct answer before September 1st.

As a result, we are working overtime sending out quantities of complimentary pairs of these dainty shoes. Now we ask:

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If you are a proprietor of a shoe store, don't overlook the circular and card enclosed in the September issue of FOOT PRINTS. It is interesting. If you do not get FOOT PRINTS regularly, send us your name and address, and we will be glad to send it to you every month with our compliments.

Canadian Consolidated Rubber Co.

Limited

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Four Good Reasons Why You Should "Push"

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ALL WOOL UNDERCLOTHING PURE WOOL

Guaranteed Unshrinkable

It Is Particularly Economical.

At this time careful buying is the rule —your customers must be impressed with the importance of buying a garment which will give the longest wear, coupled with better comfort and fit. Although the first cost may be slightly greater, it is more economical in the end.

It Will Satisfy Your Customers Used to Imported "Wear."

British and Imported goods will be difficult to secure—you have an unparalleled opportunity to introduce a Canadian garment to them that **you are sure, beforehand,** is as good, or even better than imported.

There Is No Advance in Price.

Although many lines of goods have announced a rise in price, we are glad to say that as yet we have no contemplation of an advance.

Supporting Canadian Products Will Bring Quicker Profits and Prosperity.

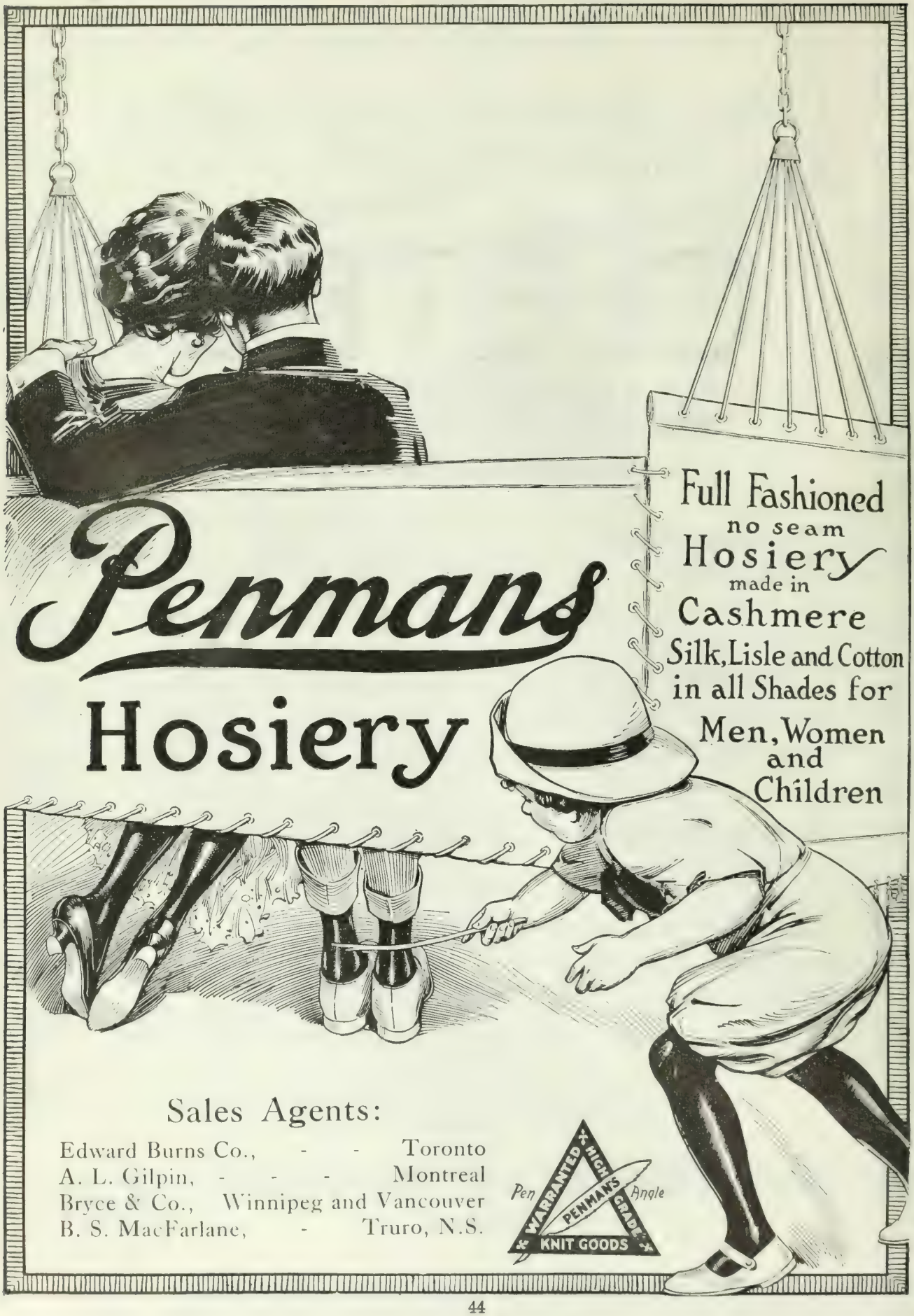
We need money in Canada, and the more we support home industries and take advantage of this wonderful chance to develop—the quicker will come relief from the present strain and the greater will be the ultimate profit.

Made in Canada — by British labor — and from British (Australian) wool, only.

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no seam
Hosiery
made in
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in all Shades for
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It's a patch and it's there for good



It doubles the value of the glove

You can safely guarantee every glove bearing this reinforcement . . . .

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Built on the lines that stand for hard wear, these gloves maintain the Carhartt reputation for working men's requisites — gloves and overalls of more than ordinary value.

We offer you a proposition whereby you may have on approval, for sixty days, a trial assortment of Overall Uniforms and Gloves. If they sell, or you decide to keep any or all of them, you pay for what you keep. If you decide to return them, you may do so at our expense.

The exclusive agency is for only one store in a town. Send for trial shipment.

Hamilton Carhartt Mfr., Limited

TORONTO DETROIT

MEN'S WEAR SECTION

No War Advance in Prices of Clothing for Spring

Canadian Manufacturers Appear to Have Decided Against the Advisability of Raising Prices in Spite of Increased "Landing" Charges—Trimmings Are Up—May Be Shortage in Many Lines.

FROM present indications manufacturers of ready-made clothing will make no advances when their travelers go out on the road in a few days to solicit orders for Spring. This does not mean that there will be no reason for an advance, but that it is not in the best interests of business to bring one into effect. It is well known that many retailers are still pretty well stocked up from the past season and the manufacturer is disposed not to put a damper on orders by raising prices, but will absorb any extra costs himself. ("But it is not at all certain that there will be any," a partner in one of the largest factories in Canada told The Review. "It is wonderful how much 'speeding up' workmen will do at a time like this and the average amount of work done by everybody is likely to be increased.

Up 4 Per Cent.

"At the present time we are paying for exchange at 4.95 or an increase of about 2 per cent., and for insurance, etc., another 2 per cent. or ,an advance of at least 4 per cent. However, not all are paying anything extra for exchange, so that this amount is not universal.

"There has been no increase so far in British goods, but some Canadian mills have advanced as much as 30 per cent. The reason for this was the scarcity of wool. But as every one else was in the same fix, people had to pay the advance if they wanted the goods."

Some English Mills May Close.

"What is the prospect for English shipments and prices?"

"Up to the present English goods have been coming in very freely and all our orders have been filled. But with the Continental markets, Germany, Austria, France, Russia, etc., closed to English mills, it is only a question of time until many of these must close down, once they get their orders filled, and there is not enough in Canada to keep many going. That will be the big difficulty. Canadian mills at the present time do not supply more than 25 to 30 per cent. of the goods made up in this country. Their output will be increased greatly in the near future, but they have neither the number of skilled workmen nor are the mills big enough to take care of all we need. That is the present uncertain outlook. The United States is hardly a possible source of supply owing to the heavy duty, a double one, of course, incoming and outgoing.

HOW CLOTHIER PAYS BILLS.

"How are you paying your English accounts?" inquired The Review of the head of a large clothing manufacturing firm. "What do you do about the high exchange rate?"

"It has not affected us on many bills so far," was the reply. "We paid up some small accounts at the high rate of exchange, but in the case of big amounts, $10,000 say, we asked English firms to allow us to deposit the money in banks to their credit. We did this at the old par, $4.86, but if they wished to draw out this money, it is quite possible we would be expected to meet the additional cost. No case like that has arisen yet. Exchange is coming down, however. And the last quotation to us was $4.95."

Men Drawn Off For War.

Another authority, a buyer of large experience in men's clothing stated his opinion that prices would not be advanced for some time at least. While shipments for Fall were mostly in, he felt that the English mills through lack of men would not be able to keep going, as there would be heavy drafts of men for the army from the industrial centres. Moreover, he agreed, the cutting off of Continental demands would cause some English mills to close.

The situation in men's wear in many directions is not as favorable as in most dry goods lines. Kid gloves are certain to be short, and hats may be in a similar position. Shirtings, owing to lack of dyes, will at least be less varied, and silks will be lacking for many lines of ties.

Get Good Choice Now.

It would seem best, under present conditions, therefore, for the retailer in men's wear to make arrangements for a fair stock of goods, he thinks will be safe. The whole situation leads one to the conclusion that styles will not count so much in merchandising as in former years, that many of the old favorites will be out of the market, and in any case, high prices will not be paid for novelty lines like the last couple of years. This, it may be argued by some, should permit of the merchant hanging back and buying goods as he needs them, and so avoiding all risks. But, on the other hand, the choice at present is far more varied than it will be later on, and the limited selection before you in a month or two may not, at all, be after the taste of your customers.

SCARCITY OF SILK FOR TIES.

Austria and Switzerland, the previous sources of supply for many of the silks, having been cut off, it begins to look as though this country must look elsewhere for its Spring stocks. In fact, some manufacturers may require to do so for the Christmas trade. The size of the stocks of the big manufacturers naturally varies to some extent but enough of them have ample stocks on hand to care for Fall and Christmas business, so that the trade as a whole should not suffer. Those who were waiting on European shipments have given up all hope of receipt of these and are planning on a new source of supply.

How British Drapers View the War Situation

Discussing the Payment of German Accounts—Delayed, but not Cancelled—How the Moratorium Works—Chances for British Manufacturers Supplying Goods Now Imported—Urging People to Keep Business Moving.

THE recent decision of a Canadian magistrate that a German creditor has no legal standing now in Canada, and,therefore, cannot sue in a Canadian court for a payment of a debt, raises an interesting side issue of the war.

This question is being raised in England, and, naturally, is a much more live one than in Canada owing to more direct connections. An opinion is given in the current issue of The Draper's Record by an eminent lawyer.

"Not a few traders," he writes, "have the idea that any creditor who happens to have a German or Austrian sounding name is beyond the pale of the law for all intents and purposes."

He uses the word "duties" instead of "rights," "as no Englishman would desire to take advantage of technical points to delay payment of his just debts and liabilities even to his enemies. The sense of British commercial honor is not likely to be soiled in this generation, whatever may be the provocative on the other side."

Paying Debts to Enemies.

International law "tends to confine actual hostilities to the executant belligerent forces of each country, and the property of peaceful alien enemies cannot be seized. How then does the question of non-payment of debts to alien enemies arise? The refusal to pay debts is based on the doctrine that it is treasonable to do anything whereby the resources of the country at war with us can be in any way sustained, replenished or assisted. He quotes 'Lindley on Partnerships' to the effect that when two countries are at war the subjects of one are incapable of entering into any valid contract with the subjects of the other, 'and all remedies available for the one against the other in respect to transactions before the war are suspended.' He makes it clear, however, that the question as to whether a person is or is not to be considered as an enemy depends not as to whether there is war between this country and his native land, but upon whether there is war between this country and the country in which he is voluntarily resident. . . . Therefore, if a foreigner comes over here, enters into partnership here, and dwells here, and then war breaks out,' his rights will not be affected as a partner any more than if he were an Englishman. Lindley adds, on the other hand, that an Englishman, being a partner in an English firm, who may reside or carry on business in a country at war with England, "is for all purposes an alien enemy quite as much as if he were the subject of an enemy's country."

Place of Business, Not Birth.

Thus it is the place of business and not of birth that controls the legality or otherwise of the business. "If an Englishman be carrying on a foreign business—if birth be the controlling point—he would, in fact, by receiving payment, be replenishing and sustaining a hostile country much more effectively than an alien enemy residing and spending his money here."

"If I am right, therefore, the main question is comparatively easy to decide on the preceding lines, but the next practical difficulty is where goods are supplied through or paid for through agents here who are English.

"I am inclined to think that the same test applies—viz., if the goods are invoiced by the English firm residing and carrying on business here under circumstances that the English firm be the recognized creditor, and no foreign principal be disclosed, and that the invoicing party would be entitled to receive or enforce payment, and that there is no proper reason (apart from the moratorium) for withholding satisfaction. If, however, the English firm receive payment, it would be guilty of gross treason if it remit the proceeds to the hostile country.

Must Pay After Peace

"On the other hand, if the debtor should have the goods invoiced to him under circumstances which make it apparent that the real creditor is the foreign firm, the agent for the foreign principal can be in no better position than his principal, and payment ought to be suspended.

"Your readers will also notice that the word used by Lindley is 'suspended,' not abrogated, and, therefore, on conclusion of peace the original rights of payment will revive. Money held over must not, without some order of the superior authority, be regarded as absolutely seized for the benefit of the individual."

How Moratorium Works Out.

The working out of the moratorium in England is thus explained as regards trade discounts:

This at first allowed one month's delay in the settlement of accounts, to September 4, but was then extended another month. Anyone who avails himself of the moratorium must pay 6 per cent for the privilege. Take an account of £100 payable in four months, but subject to 3½ per cent. discount if paid by August 4, 3 per cent. if paid by September 4, and so on. Many have been under the impression that if this account had been paid on September 4 it would, owing to the moratorium, be subject to a discount of 3½ per cent., as though paid on August 4. This is not the case. It would be subject to a discount of 3 per cent. only, as the question of trade discounts is not changed by the moratorium, which applies only to amounts due net.

PATRIOTIC NECKWEAR.

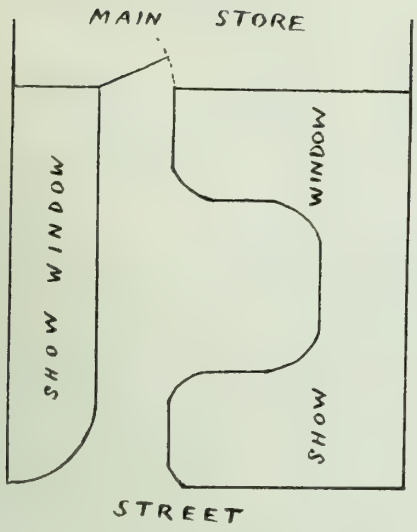
To meet the patriotic spirit which was generally displayed throughout the country with the progress of the war and the greater and greater prominence given to the position of Great Britain in the conflict, badges, buttons, etc., displaying the colors of the Empire and France are being worn and in short order progressive men's stores have displayed neckwear in which the red, white and blue is made use of. There are scarfs in which the colors come in very broad stripes, and knitted ties with narrow bands running crosswise. For these neckwear novelties there is a good demand and they certainly make an appropriate showing.

NEGLIGENCE IN TRANSIT.

Where goods have been badly damaged through negligence in transit so as to render them unmerchantable the consignee can either refuse to receive them and hold the carrier for their full value, or receive them and hold the carrier for the difference in value caused by their bad condition. It is the duty of the carrier not only to transport the goods, but to deliver them or offer to deliver them to the consignee.

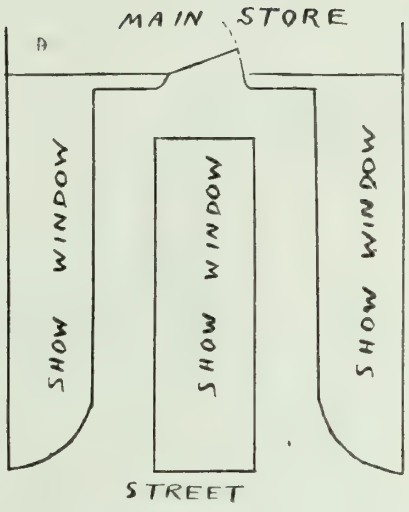
A. Beck, Ridgetown, clothier, has purchased the store in which he has been doing business for some years.

James McFarlane, who for a number of years was in the tailoring business with P. Bellinger, Toronto, died recently at the age of 53.



SKETCH NO. 1.

The window display arrangement of the Vassar Store, Montreal, giving a glass surface of 56 feet on a 16-foot frontage. Continuous glass surface permitted by suspending the whole from above. Narrow display to the left, is reported to be the strong selling force. The "horseshoe" opening however, is regarded as a weakness.



SKETCH NO. 2.

Ideal arrangement of window displays for a 16-foot frontage in the opinion of T. R. Gaines, manager of the Vassar store, Montreal. Note the shallow space behind the glass. In this scheme something like 75 feet of display surface is obtained.

Fifty-Six Feet Display on Sixteen Foot Front

Arrangement of Windows at the Vassar Store, Montreal, Which Are Suspended from Above by a Unique Arrangement of Rods —What Experience Has Taught the Manager of This Establishment—A Suggested Improvement Over Present Plan.

By a Staff Correspondent.

THE higher the rental which the retail merchant is paying for his establishment the more important becomes the problem of getting the worth out of the window display. If the business man will stop for a moment and compare the rental which he is paying with the charges which would be placed on the same sized property on a back street he will begin to appreciate the significance of what he is paying for his window space. It is not the depth of the property, but the frontage which accounts for the price—the expense of the window display is not in its depth, but in its width. If by an arrangement of glass and the use of depth the display can be increased it is good business, and a study of many of the modern windows on narrow fronts in the large cities is a striking illustration of the fact.

The Vassar ladies' and children's ready-to-wear establishment in Montreal is located on St. Catherine Street, where the rentals are as high as any place in the Dominion. It is a store with plenty of depth, and there is a wing at the rear extending behind other retail stores which greatly increases the floor space in comparison with the frontage, which is only sixteen feet.

Here was faced the problem of making every possible use of a very narrow frontage, where depth was not of great importance. The result was that in the arrangement of the windows it was decided to make the depth of the display equal to the width.

The manner in which the space was utilized is shown in the first sketch. It will be noted that there is a narrow entrance from the street at one side, and that the door is directly opposite. On the left is a long narrow window, while the main portion of the space is arranged somewhat after the shape of a horse shoe.

Suspended From Above.

What strikes one as interesting about this larger window is the fact that it is all glass throughout. There are no supports of any kind visible. The explanation is in the unusual fact that instead of the window being supported from below it is suspended from above. The additional advantage in this, besides the elimination of supports, is that there is absolutely no danger of the glass being broken by the settling of the building, which would be very likely to happen under ordinary circumstances where there is so much glass utilized.

The suspension is effected by iron rods, which are attached to steel girders, and these girders are supported by the side walls of the store. The window does not extend upward to the ceiling of the store, and the space is not altogether wasted from a practical standpoint, for there is a small office located above it. In the false "roof" of the window there is a skylight, by which arrangement additional light from the street is permitted to shine into the central portions of the display below.

Weaknesses of This Arrangement.

The arrangement of the window in this instance is not specially to be recommended, although it has the advantage of giving a display glass surface of 56 feet, as compared with the 16 feet frontage. The weakness is in the horseshoe opening, through which it is not necessary to pass on entering the store. It is a sort of whirlpool, with the main flow going past.

Getting a Better Effect.

T. R. Gaines, the manager of the Vassar store, has made a considerable study of the effects of his window displays, and his views on the subject of making use of the narrow front are valuable.

If the front of the Vassar store is ever rearranged Mr. Gaines gives his assurance that there will be a different scheme followed. In the first place, he has found that it is the long narrow window on the left which has been the selling force in his store front. Noting the goods out of the display which are asked for by the customers of the store has shown this conclusively.

Working from this point, then, Mr. Gaines states that his idea of a window arrangement for a narrow front and using the same space would be as in sketch No. 2. Here it will be at once

(Continued on page 50.)

Government Report on Changes Due to War

Commodities That Cannot be Obtained From Countries Involved —Place of Germany and Austria in Supplying Goods to Canadian Merchants—Ties, Hats, Shirts, Knit Goods, Etc.

THE Department of Trade and Commerce, with commendable enterprise, has issued a report on trade conditions arising out of the war, with the object largely of directing the radical changes involved in the breaking off of all commercial relations with Austria and Germany. Strong encouragement is held out of the possibility of Canadian manufacturers securing the trade which formerly went to foreign countries.

The report reads in part:

It is now possible to give a more detailed examination of the opportunities hereby presented for the extension of Canadian trade. The commodities enumerated herewith can no longer be obtained from these countries on account of the stoppage of their export trade, due to the war. Canada must henceforth, therefore, obtain these goods elsewhere. This presents two possibilities for increased trade in other directions:—

(1) Canadians may themselves make up a part of the deficiency thus created by increased production at home.

(2) Other countries, including the United Kingdom and other parts of the Empire, are given the opportunity of increasing their sales to Canada.

An examination into the kind of commodities comprised in Germany's exports to Canada will indicate in how great a measure each of these two prospects may be fulfilled.

Imports From Germany Into Canada.

Last year Germany's trade with Canada outstripped that of France with the Dominion, and as a result she ranked third among the countries with which Canada carries on trade, coming after the United States and the United Kingdom. In the year ending March 31, 1914, Canada imported from Germany goods worth $14,686,069, and she exported to Germany goods to the value of $4,433,736, thus giving a total trade with Germany of the value of $19,119,806. Of the total amount of goods imported from Germany, $11,176,198 worth was subject to duty, the remaining $3,509,871 worth being admitted free. It is thus seen that Germany up to the outbreak of the present war had obtained a material foothold in the Canadian market, which will be lost during the progress of the war. The deficiency thus created presents, therefore, an exceptional opportunity for the Canadian producer to supply to a larger extent than in the past the requirements of his home market. The significance of this opportunity can be best gained by inquiring of what this great body of Germany's exports to Canada consists.

Kinds of Merchandise Imported.

But a small proportion of Canada's purchases from Germany consist of raw materials or foodstuffs, the great bulk being comprised of finished manufactured products. It is this fact which causes Germany's trade with Canada to be considered such a lucrative one. For the most part Germany has been sending to Canada in the past considerable quantities of iron and steel goods, such as tubing, steel tires, cutlery, machinery, wire, etc., also a great variety of hardware, lamps, clocks, jewelry, electrical apparatus, scientific instruments, musical instruments, earthenware and glassware. All kinds of dry goods, cotton and woolen goods, hosiery, gloves, fancy goods, toys, dolls, buttons, combs, etc., have also been purchased. Drugs, chemicals, paper, paints, furs, tobacco and sugar and molasses also account for a large share of the imports into Canada from Germany. German manufacturers have established a reputation for careful and thorough workmanship and they excel in anything requiring minute execution and exactness of finish. If Canadian manufacturers, however, carefully study the situation and adapt themselves accordingly they

PUTTING OUR FAITH INTO PRACTICE.

As soon as the first shock of the European war was over, manufacturers and merchants in United States began to ask themselves: "Is it a WORLD calamity? Cannot WE get something in the way of benefit to make up in part for the trouble it will cause?"

This is a question the people of Canada might well ask themselves.

The people of the United States are awake already to the fact that many of the necessities of life—yea, and luxuries—that were formerly supplied by Continental Europe must now be produced in the factories of United States.

Already there are indications that the war spells almost feverish activity in many lines of business in United States.

This is a time for the manufacturers of Canada to buckle down to work and make and sell right here at home many of the things the people of Canada have formerly imported from Continental Europe.

And the manufacturers of Canada can count upon the people of Canada to respond to their efforts in this direction. Canadian patriotism is on fire; Canadians never realized until now how deeply they believe in themselves—how strong is their faith in England, in the Empire, in Canada.

Now is the time for Canadians to APPLY that abiding faith—to carry it into the BUSINESS of life.

This much is certain: Most of what we eat and wear and use for months to come—perhaps for years—must be produced on this Continent of North America.

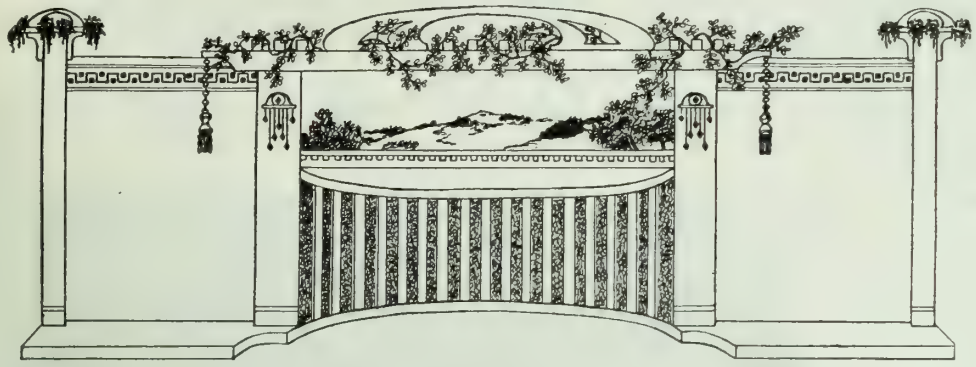
Many Canadian manufacturers—already awake to their opportunity —are arranging to get machinery in motion to supply Canadians with those articles they have formerly imported—the dresses and millinery and perfumes from France; the silverware, enamelware, and hosiery and countless other things from Germany; the parasols from Austria; the laces and watches from Switzerland.

Soon Canadian manufacturers will begin to tell the people of Canada that THEY—our own manufacturers—have these things for them; soon the merchants of Canada will announce that they are well stocked with these goods—of home manufacture. These announcements will come to the people of Canada in the form of advertisements in the newspapers. Watch for these advertisements and when they appear read them and respond to them. It is a duty the people of Canada owe to their country, their industries, and themselves.

IMPORTANT TO MANUFACTURERS.

If you are in doubt about how to word your announcement, or if you with advice of any kind, get in touch with the business manager of Dry Goods Review.

Best and Most Original Background at Chicago Convention



This was the work of T. G. Duey, of Grand Rapids, Michigan, and combines lines of simplicity and beauty.

ought to be in a position to supply a considerable quantity of what was up to the outbreak of the war formerly supplied by Germany. It might, therefore, be well to consider at somewhat greater length those commodities, by the supplying of which it is thought Canadians have a chance to gain through the check given to Germany's trade by the war.

Dry Goods, Textiles, Etc.

A reference to the table, appended below, of the imports into Canada from Germany will show that a large proportion of these imports is made up of merchandise usually classified under the head of textiles. Thus from the figures for 1913-14 we find the following:—

Wool and manufactures of....	$1.004,964
Cotton and manufactures of..	899,728
Silk and manufactures of....	255,808
Flax, hemp, jute and mfrs of..	70,385
Total	$2,230,886

The great bulk of this total is comprised of manufactured goods, the amount of raw wool, cotton, flax, etc., imported from Germany being not inconsiderable.

Hosiery.

Socks and stockings go up to make a large part of the above total. Canadians last year purchased from Germany socks and stockings of cotton to the value of $400,740; of wool to the value of $55,-820; and of silk to the value of $47,316. A total imports of socks and stockings from Germany of the value of $503,876.

Woolen Goods.

Woolen fabrics worth $326,680 were imported into Canada last year from Germany. There was also imported outside garments of wool to the value of $101.299; woolen knitted goods worth $98,399; and woolen carpets worth $69,-827. Purchases of German woolen goods have, therefore, been of considerable amount in the past, and now that this source of supply has been cut off an opportunity would seem to be presented for the extension of the Canadian woolen industry, the annual product of which amounts to nearly $5,750,000.

Cottons.

Turning next to cotton goods, the Canadian manufacturers of which produce some $24,500,000 worth of goods each year, we find that Germany last year sent to Canada cotton fabrics worth $140.241; lace to the value of $107,-822; sheets, bed quilts, etc., of cotton to the value of $31,717, and cotton spool thread to the value of $25,027.

Other textile goods imported from Germany last year included silk fabrics of a value of $153,756, and linen goods worth $35,876.

Furs, Hides and Skins.

Germany sends every year to Canada a large amount of furs and fur goods. In 1913-14 this amounted in value to $667,267. Over two-thirds of this amount however, consisted of undressed furs and was admitted free of duty. The imports from Germany of hides and skins other than furs amounted in the same year to $176,641.

Gloves and Mitts.

Gloves and mitts are an item of Canada's imports from Germany that has of late years shown substantial increases, and in 1913-14 amounted in value to $385,843. The war will have the effect of completely cutting off these imports of gloves and mitts; herein, therefore, it would seem is an opportunity for the Canadian producer. In 1910 there were thirty-five manufacturers of gloves and mittens in Canada, and they produced an annual product worth nearly $3,000,-000.

Fancy Goods.

The total value of Canada's imports of fancy goods last year amounted to $4.879,431, and of this total Germany supplied $1,139,993. Of this amount, however, $581,009 worth, or over one-half, consisted of toys and dolls. Canadians derived over half of their supplies of toys and dolls for that year from Germany. During the progress of the war, however, they must seek elsewhere for their supplies of these articles. Other items imported from Germany under the head of fancy goods included lace and lace collars, valued at $156,100; hat trimmings, $121,033; fancy cases, $81,066; and braids, bracelets, cords, etc., $76,768 in value.

Two other large items in Canada's imports from Germany consist of buttons and of combs; of the former, $86,791 worth, and of the latter, $60,531, were imported during 1913-14.

Prospects for Increased Interimperial Trade.

Some of the articles in the list of Germany's exports to Canada are of such a nature that Canadian producers cannot hope to make up the deficiency created by the stoppage of Germany's supplies. In these cases, however, there is an opportunity for other countries to increase their exports to Canada, and it is possible that this may have the reciprocal effect of increasing the demand in these countries for Canadian goods. It is to be hoped, moreover, that this may result also in an increase of trade between the different parts of the Empire. In the first place the opportunity is given to producers in the United Kingdom and other parts of the Empire to increase their sales to Canada. Thus assuming that Great Britain retains the command of the seas, United Kingdom manufacturers should send to Canada an increased quantity of cotton and woolen goods, hosiery, gloves, etc., also iron and steel goods, hardware, cutlery, etc., in those quantities and kinds formerly supplied by Germany and which cannot be as advantageously made in Canada.

The West Indies and other parts of the Empire also should benefit by the cessation of the import of sugar and molasses into Canada from Germany.

Second Storey Clothing Store Saves $16,000 Rent

Remarkable Development of Retail Establishment in Montreal Which Dodges Big Rents, Sells for Cash, and Gives Sample Suits at Close Prices—Shoe, Hat and Other Clothing Stores Follow the Lead—Is This a Solution of the Rent Problem?

By a Staff Correspondent.

THE proprietor of Robinson's clothing shop is a second-storey operator—and he is the gainer to the extent of $16,000 a year, he figures, by this means. But Mr. Robinson is not a "second storey" man in the detective novel sense, or an up-to-date Raffles; he is a business man who has shown in a most conclusive way that it is not necessary to have a ground floor location to sell men's clothing. What is more, he claims the distinction of not only being the first second-storey clothing man in Canada, but to have been the originator of the idea on the continent. Further, his success has led others in Montreal to follow his example and shoes and hats can be secured in premises adjoining his own in establishments conducted by other furnishers while only recently an opposition clothing house was opened on the second floor of a new building across the street.

Robinson's clothing store is located on one of the most important retail business corners in Canada—the intersection of St. Catherine and Peel streets in Montreal. Mr. Robinson submits figures to show that if he had the same premises on the street level that he has on the second floor, he would have to pay a higher rental by $16,000 a year than he does.



UP TO DODGE RENTS.

The Robinson store is on the corner—note the sign occupying with a shoe store the whole of the Peel Street side of the building. The hat shop may be seen in the foreground, and the Allan clothing store on the other side of the thoroughfare—Picture taken from St. Catherine Street.

Take Elevator and Save $10.

"Take the elevator and save ten" is the slogan of the store, while another motto is also catchy: "The store that took the x out of expense." As the result of his saving in rent and other reductions in operating expenses which he is able to effect on the second floor, Mr. Robinson advertises a $15 suit or overcoat—practically everything is sold at this price. His strongest advertising point is value, and he claims that there is not a garment in his store worth under $25. They are for the most part samples in which he is able to get good value by buying for cash and then selling for cash only. But more about methods later; let us for the present go back and get the history of the development of the second-storey clothing idea in Canada, for to-day besides a number of establishments in Montreal, the movement is spreading to other cities.

Started in Back Room.

"I came to Montreal from New York about three years ago as travelling representative for ———— clothing," said Mr. Robinson to The Review. "I found after I had been through the territory several times that it did not take all my time, and so decided to establish myself in a side line.

"I tried out my experiment in a back room—on the second floor—in the Alexander building, St. Catherine Street. There were no windows; there was no sign and no room for a display of any kind. The room was about 15 by 15 and the rent was $20 a month.

"Working on the idea simply that people appreciate goods for the money, we sold suits and overcoats for $15. There were days in the first three months that we sold nothing; sometimes several days saw no sales. We did no advertising at that time and simply worked on the claim that we could save ten dollars on a suit.

"I was told that the people would not come upstairs in this country; that the idea might be all right in the States but that Canadian people were different. My faith was in the fact that people the world over are all the same; that if a man can save ten dollars on a suit of clothes it will not take long for others to find it out. I got the younger fellows coming to my store and one told the other.

Takes New Premises.

"Five months after opening I found that there was too much business in my back room. On September 13th of last year, I moved to this corner. Coming to these premises I figured it was the best retail location in the city. The store was arranged to my satisfaction. Here we had eight hundred square feet.

"By advertising and more aggressive methods (backed up always by the claim of saving ten dollars), business grew, until on February 1st of this year, the premises were extended to take in 2,000 square feet, and entirely new fittings were installed.

A Revelation in Fixtures.

In equipment the Robinson store stands in many respects unique. The idea of the whole arrangement and the whole policy of the store is good effect

(Continued on page 66.)

DEACON SHIRTS

For SPRING 1915

for

MEN *and* BOYS

Outing Shirts
Working Shirts

Boys' Shirtwaists
Pyjamas
Night Robes

When our traveller calls on you some day in the near future be sure to go through our samples. Compare the style, prices and materials with other makes. We make a Shirt for every purpose.

Let us serve you with your immediate needs.

Samples sent on request.

The Deacon Shirt Co.

BELLEVILLE, ONT.



—they're reinforced at the weak points

These stylish, sturdy boys' clothes are made to withstand the wear and tear which every active Canadian youth gives. This is made possible only by the double elbows, knees and seat, which is a part of every Lion Brand suit.

Get in a stock of Lion Brand Clothes. The reinforcement of the usual weak spots is sure to please the practical parent, and the stylish cut of each suit will instantly appeal to the boy. Get the agency for your town.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

With School Open

and neat, dressy, strong pants needed for the boys of your town, you should lay your plans to cash-in on a good, profitable business with

Poole's Paragon Pants

These pants are made in all styles—bloomers and knickers in tweeds, serges and worsteds. Every detail in their construction is given careful attention to ensure long wear and to keep them up to their standard of excellent value.

"Poole's Paragon Pants Please" both boys and parents. **Send for samples.** Everything in pants for men and boys.



Geo. C. Poole & Co.

SUCCESSORS TO THE ANDREW DARLING CO. LIMITED

Darling Bldg., Toronto

Showing the New Fall Hats; Saving the Straws

Soft Felts With Higher Crowns, Nearer Brims and Contrasting Trimmings Are Strong in Blues and Greys—Higher Crowns in Stiffs—Many Straw Hats Left Which Should go Next Season.

TIME to switch!

The Montreal supplier of men's needs who used an alarm clock bulged through the crown of a seedy-looking straw hat with the motto, "Time to Switch" to call attention to the fact that Summer is departing, and that the life of the straw hat is over, had a simple but effective window attraction and one which could not fail to draw attention to his showing of Fall headgear.

The straw hat may be considered a thing of the past so far as the present year is concerned. Interest at the moment centres in the first displays which are being made of the felt hats. Reproductions of cards which are given indicate the manner in which one hat house drew attention to the new chapeaus. The cards were cleverly executed, and the ideas are very good.

As had been predicted, the soft hat is in line for another run, although the popularity in the opinion of many will not be so general as during the past couple of seasons, for the designers have been giving more atetntion to the stiff shapes, which show some new turns, although they do not allow the same range of latitude as the soft.

The strong feature of the felts is, of course, the two-tone effects which are introduced in contrasting ribbons and bindings of the same material. There are also a large number of combinations and the use of the pearl and grey with the blue seems to be the generally adopted method of continuing the popularity of that shade.

Blue Giving Way to Grey.

However, blue is giving way to grey which is strong in a large number of shades, most of which have contrasting bands and bindings. The greys include everything from the light pearl to the dark slate, with some shades that appear to be entirely new in hats. Green is getting weak, and brown, while coming to some extent, does not seem to have a strong chance of being popular. Bows and knots, are practically all at the three-quarter position.

Less of Drooping Brim

In shape the felts show a trimmer effect. There is less of the drooping brim, the majority being the pencil turn with some with even a smaller roll. Crowns are generally higher with and without a slope to the sides.

There is a tendency to get away from the dented and telescoped tops in the ultra models, the old fedora shape being shown, usually without the side dents. However, the plain dented top is still very good and there are a number with the diamond dent effect.

In the stiff shapes the crowns too are going up and while the bell is still being shown a more popular shape is more sloped and much neater in appearance. Rims are if anything narrower, with a full deep roll.

* * *

HOLDING THE STRAWS OVER.

While there is some speculation as to the straw hat season for next year and it is yet too early to predict what will be favorites, it is pretty safe to say that the high crown will not be so strong and that there will also be a greater width of brim.

Moderate Crowns Left.

Although the 1914 season was not a particularly strong one for straw hats, the trade generally is in position that the high crowned hats which were so popular were pretty well cleared up before the dollar sales, which featured the last month, were over. Many retailers to-day, while they have considerable stocks on hand, find that they are generally of moderate crowns and brims, and with careful handling they should be good for next season. Hats, if kept dark and out of the air, are just as good when two or three seasons old as when new, and wise furnishers are counting on getting something back on the accumulated stocks of the last couple of seasons next year. So radical were the styles this year that some stocks are to-day largely composed of the left-overs of 1913, rather than of the past season.

Suits and Coats for Fall and Winter

Showings Confirm Forecasts for Weakness of the Balmacaan and the Popularity of a Form-Fitting Model for the Young Man with Very Wide Lapels—Wide Lapels Also for Sack Coats and Lower Vest Vents.

THE models of men's suits and overcoats which are being shown confirm the forecasts as to the styles. Broadly speaking, there is the continuance of the English tailoring, the natural, sloping shoulders and the snug-fitting waist which is more pronounced than ever on the overcoat—otherwise the season depends for its individuality on matters of detail.

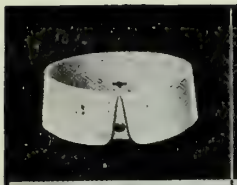
In the Fall coats the balmacaan influence is noted, although not so strongly and models are modified; in the Winter coats there is no indication of the balmacaan. The popular Winter coat of the young man will be about forty inches long, just reaching to the knee, according to one of the clothiers who handles an ultra-fashionable trade. The waist will be closely form fitting, and the shoulder will be natural sloping, but it will have a somewhat wider effect from the narrowness of the waist as compared with the loose models which have been worn. The sleeve at the top will be small and some sleeves will be split with a seam running down from the shoulder. The bottom of the sleeve may be either with or without cuff, but on this young man's coat there will be no belt at the back. The front will be in either the single or the double-breasted style with the lapel very wide after the new triangle fashion which is being seen for the first time this Fall.

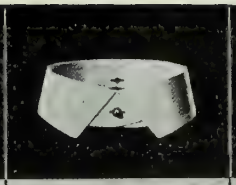
This model will be modified to suit more conservative tastes and the heavy ulster with the shawl collar and the split sleeve will be strong for older models where a warm coat is desirable.

Materials will show the continued popularity of the rough surfaced effects and the grays present a strong note in the colors.

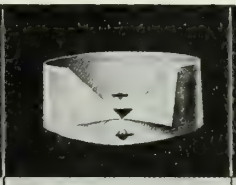
In suits the lapels appear to be going higher with the three-button model popular, and some four-button models for the ultra-fashionable. With the shorter lapel there is more width. Collars are being worn on the vests and the vent is being lengthened. In Canada so far this has only been an inch or so, but in the States there is a demand for much lower models. With the ultra fashionable the patch pockets are also favored.

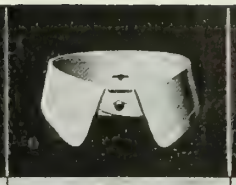
In colorings the soft shades are holding with the tartan plaids strong. Some greens are being shown in preference to browns, but the latter are very extreme.


PURITAN


ECLIPSE

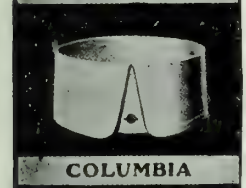

SHAMROCK


VIGILANT


AMERICA


ATALANTA


AURORA


COLUMBIA


PILGRIM


MAYFLOWER


GALATEA


WINSOME

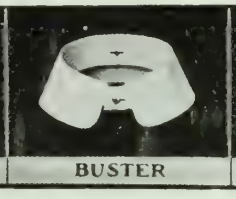

ROMAN


SAPPHO


MERIT


MAGIC


DEFENDER


BUSTER


PRISCILLA


LIVONIA

Selling Point No. 8

Challenge Collars are made in every style for man and boy

Few tastes or pocket-books cannot be met with the big range of styles (40 in all) shown in these popular waterproof linen collars. Of the six grades of Arlington collars ranging in price from 70c to $2.00 a dozen, the Challenge is the best. It has no equal at any price, and like all Arlington collars is a full third heavier in weight than other waterproof collars at a similar price.

You cannot go wrong in ordering a full range of Challenge Collars for Fall.

Samples sent on request.

The Arlington Co. *of* Canada, Limited

54-6 FRASER AVE., TORONTO

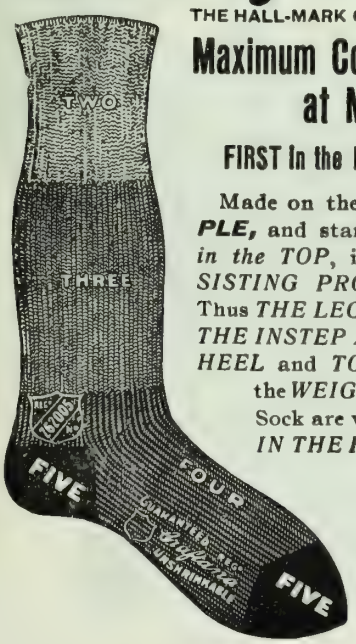
Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect In Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

Big Fur House Puts in Stock of Men's Clothing

Sellers-Gough Company Give Prominent Section of Floor Space in Their Luxurious Montreal Store to Sale of Men's Apparel at Moderate Prices—A Handsome Interior and Prominent Window Display.

By a Staff Correspondent.

MONTREAL, Sept. 14.—(Special). —To-day when one enters the front door of the splendid retail establishment of the Sellers-Gough Fur Company in Montreal, one finds to the left and occupying a large section of the floor space in the most prominent position a department devoted to the display of clothing for men. At the front the most important of the several very handsomely fitted windows—at the corner of St. Catherine street—has been given over to the interests of the new department.

The Sellers-Gough store has throughout a tone of quiet elegance and luxury, and the accompanying photograph gives some idea of the surroundings which provide an air of exclusiveness to the men's section, with its beautiful mahogany fittings and dark rich carpet giving a splendid impression in the shaded light.

Stained Glass Trimming.

The store is a large one, and the aisle shown in the photograph is but one of three which now contains three distinct departments—clothing, millinery and furs. The clothing cabinets which are shown were specially constructed for the accommodation of the new department, and to make the scheme uniform throughout the store similar cabinets were installed for the other departments. They are of rich mahogany, and the trimming of stained glass is very artistic, and besides, they are well set off by the pillars surmounted by electric light globes of frosted glass. The fixtures in the cabinet are solid pipe and the mirrored door which is shown gives entrance to a fitting room, the arrangement being such that through this cabinet the window can be reached. The cabinets on the one side form the background of the windows.

Cabinets for Furs and Millinery.

The rearrangement of the fittings throughout the store to conform with the new men's department has led to a unique handling and display of furs and millinery. The fur garments are hung in the cabinets after the same manner as the men's clothing. By this means a very large number of garments are accommodated in a comparatively small space and there is at least a partial display of each as well as simplicity in the handling.

Similar cabinets have also been used for the millinery. Special fixtures have also been installed for hanging the hats and against the dark background they make a very tasteful showing.

Clothing at Moderate Prices.

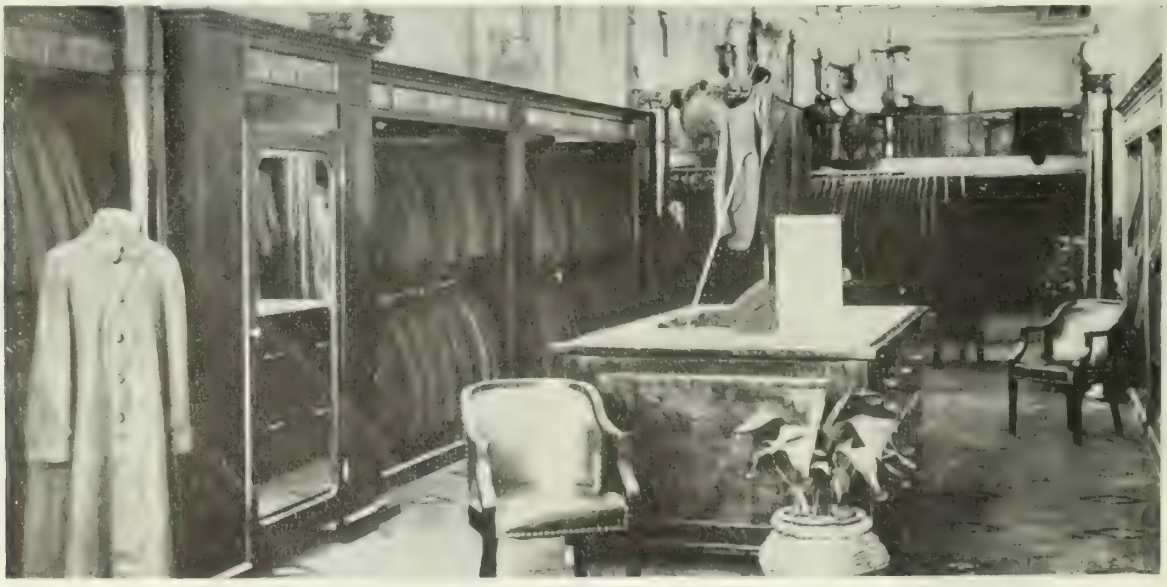
Good clothing at moderate prices is the policy behind the new department, and F. A. Forbert, the manager, states that it will be particularly observed during the present war conditions, the idea being that men are looking to get something good for as little money as possible. Suits from $15 to $20 will be the specialty and the stocks will be practically all comprised of Canadian goods. A specialty will, of course, be made of men's fur and fur-lined coats in this department, goods which the firm has always carried.

Mr. Forbert has had a long experience in the clothing business in the Sellers-Gough Company, having had charge of the clothing store which the company conducted in Toronto in addition to the fur store there.

FIFTY-SIX FEET DISPLAY.

(Continued from page 49.)

at small expense. The premises are oblong. To the left down the whole length of the store are clothing cabinets arranged against the wall in four sections noted that all the displays would be comparatively shallow and the goods brought close to the eye of the customer. There is, of course, the weak point that with the two aisles the person entering the store will not see the whole display, but this is offset to some extent by the one entrance, which in many cases will bring the remainder of the display to the eyes of the person entering the store, particularly if they are at all interested in the articles shown; while, again, passers-by attracted into one of the aisles are almost certain to go out by the other.



View of interior of new clothing department of Seller's-Gough.

If Good Enough for Our Soldiers

They're Good Enough for Our Laborers

No kind of labor or service requires as strong or as warm hosiery as does actual military service in the Winter time. Realizing this the Government selected

"Canadian Militia" Men's Socks

and is supplying her stalwarts with these to keep them in foot comfort during what promises to be a long Winter campaign.

These socks are made of natural grey yarn, just the kind that our laborers need during the Canadian Winter weather—the kind that's warm and durable, the socks that overcome the foot difficulties caused by hard roads, frosty or wet weather.

We have splendid facilities for manufacturing, our prices are right. Why not write to-day for samples of our hosiery line?

We also make a full range of styles and weights in *"Imperial" pure wool underwear for men.*

DROP A CARD TO-DAY.

KINGSTON HOSIERY CO., LIMITED

Makers of Imperial Brand Pure Wool Underwear for Men

KINGSTON, ONTARIO

To Importers of

AUSTRIAN and GERMAN COLLARS

Your Supply Is Cut Off

So Send Your Adopted Shapes and Quote Price You Can Pay to

R. M. MOODY,

21, Aldermanbury, London, England,

Who Will Facsimile Them—Their Branding and Their Box. High Glaze If Desired.

Factories:

LONDON TAUNTON BRIDGWATER

Why Hold a Bright Light Between Public and Window?

Exposed Lights Divert Attention from Goods in Window — Objects Less Brilliant Not Seen as Clearly — Disregard by Merchants of Primary Law of Window Illumination.

First of Series on Electrical Illumination by A. J. Edgell.

DURING all the years since Adam held forth in the Garden of Eden, man has been endeavoring to overcome the handicap of darkness that he might continue his progress during the long evening hours. The daylight hours were too short to accomplish the ends desired. So we find the early lighting devices, crude lamps with oil and wick lighted by a spark from flint. From those devices to the electric lamp of to-day, the tungsten lamp, is a far cry. For many hundreds of years little advance in lighting was made, and the world's progress was correspondingly slow. With the discovery of the principles of electricity followed by the invention of the incandescent lamp, the dream and desire of mankind for twenty-four hours of daylight began to have some semblance of being made a reality.

Working During Evening Hours.

With the coming of the incandescent lamp the business world took on new life; greater efforts were possible than ever before; the evening hours became a valuable asset instead of being a void; merchants no longer closed the fronts of their places of business with heavy wooden shutters at the close of the day; they left the fronts without shutters, and the windows illuminated, to say to the public, "Here are the goods we sell, and here are the prices we sell them for." Thus the show window was able to work for the merchant during the evening hours, creating desire for his merchandise at the time when people were most receptive. The merchant soon learned the value of this publicity, for his customers inquired for "the goods I saw in the show window last night." So he sought for the best means of increasing the efficiency of show window displays.

To-day the show window is the merchant's best friend if he treats it right. Window displays bring results without the uncertainty attendant upon other forms of advertising, but, to be most effective, must be properly illuminated.

24-Hour Worker.

The show window is a 24-hour worker. Night after night it literally demands and compels the attention of the people —and it is fortunate that window displays are most attractive at night, when people on the streets are not hurried but are in a receptive mood, with time and inclination to observe. What people see at a time like this lingers in their memory. When displays are lighted in such manner that they stand out with a bright, cheerful glow, the heart of the beholder warms up to the store, and the "goodwill," which is of such importance to a merchant, is helped materially.

Not all displays create an immediate demand for the goods shown; but each does its part in the building of the "goodwill" which, after all, is only another way of saying "the store that pleases."

ELECTRICAL MAXIMS.

People are gayer and readier to spend money when lights are bright.

People can't escape an electric sign.

Show windows are the eyes of a business and it is important they should be kept bright and sparkling.

A time switch for controlling window lights is an excellent investment.

Novel electric signs put a "punch" into the display.

Dollars Into Merchant's Till.

The modus operandi of the window display whose attention-compelling power is sufficient to cause people to linger and study the merchandise, is generally as follows: An individual coming along at a brisk walk comes within the influence of the lighted window. Bright illumination is responsible for the first hold on his attention. A step or two more, and his head turns toward the display, some particular object shows up conspicuously under the ample light, catching his eye and in all probability causing him to pause for a more extended examination. Other features of the display come under his observation and he moves on carrying away with him a distinct and favorable impression of the house whose windows brought to his attention the high quality of the merchandise he might expect within. And windows operating in this way put real dollars into the merchant's till.

Efficiency is the watchword of the merchant to-day. Wherever a waste exists, there time and thought are expended until the waste is eliminated. Obsolete methods are discarded, obsolete equipment is billed to the junk heap or passed along to the man who thinks "what was good enough for my father and grandfather is good enough for me," and serves in his case as another asset of doubtful value for the sheriff to levy on.

The up-to-date merchant desires the best, the most efficient equipment that is available; he knows that by means of such equipment he will increase his prestige and custom. The public to-day demands up-to-the-minute service in up-to-the-mark stores. It is no longer possible for the merchant to count on his "personal following" if he is so short-sighted that he will not properly equip his store. People of to-day buy where they are served best. Proper equipment in the store, well lighted, bright interiors and clean-cut, properly illuminated store fronts are but forms of service to the customer. These have a tremendous influence on the customer's mind.

Lighting Systems That Are Unfit.

And yet many merchants who show great business acumen in other matters, select window lighting systems totally unfit for their particular type of window. A fundamental law of good lighting is that the light must be on the display, not in the eye. Exposed lights divert the attention from the display, and so dazzle the eye that the prospective purchaser is blinded and cannot see clearly the goods displayed. After drawing the customer to the window there must be nothing to detract from the goods shown. If the window is to accomplish the ends desired.—interest the onlooker and arouse his buying desire.—he must be able to see clearly and with comfort that which is displayed for his inspection. Bright exposed lights cause the pupil of the eye to contract, and in so doing objects less brilliant are not

Suspenders Garters



Belts Arm Bands

(QUALITY UNSURPASSED)

We make all regular styles at $2.00, $2.25, $4.25, $4.50 and $7.50 per dozen. Also suspenders packed in individual Holiday boxes at $4.25 and upwards. Combination sets consisting of Suspenders, Garters and Arm Bands at $4.25 and $7.50, and of Belts and Garters at same prices. Terms 2% 10 days, with 60 days dating. We will prepay express charges on sample orders of not less than twenty-five dollars.

LOCKHART SUSPENDER CO.

1307 Market Street PHILADELPHIA, PA.

We do not sell the consumer

Hanah BRAND

Mackinaw (24-oz.) Shirts NAVY WOOL Coats

Large and well made. Double-stitched, with Pockets.

Special, at **$24** per doz.

Outing—Shawl Collar. Pleated Back and Front, with Belt. Good length.

Special, at **$4.50** each.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

With his eggs all in one basket

and a smash comes, what chance has a clerk to hold his position? Don't depend on Salesmanship alone. Take up cardwriting through "The Edwards Short Cut System," and make yourself indispensable. A few dollars down, an instalment each month for a few months, and the best services of Canada's leading cardwriting instructor is yours.

Write for handsome two-color prospectus to-day.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS., TORONTO **Mention this paper**

Write to-day for Prospectus and full information

SHOW CASES

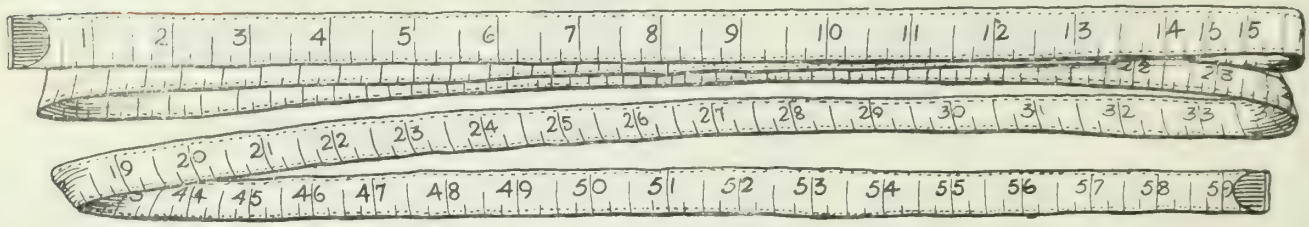
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.
TORONTO

The tape-line new



Inch-inch-inch, sixty of them, all in one crisp new yellow tape, ready for action, ready to take the true proportions of the clothes-hunting man, to fit him with a brand new suit or coat.

Go, look for your tape-line. Does it tell a tale of much business done, many men measured, or does it tell a tale of inaction — crisp, clean and new?

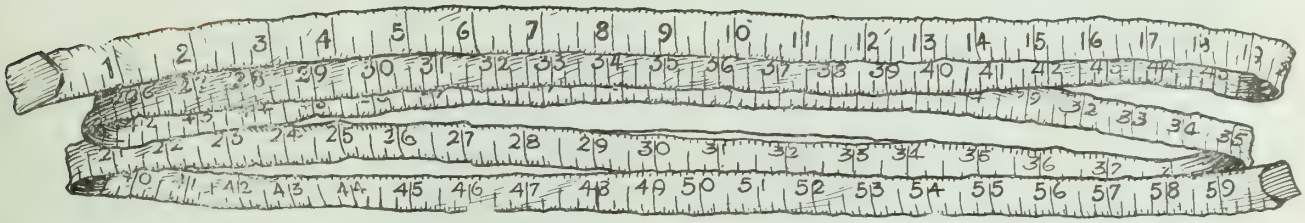
Decide for yourself whether or not your department is bringing in the business it should, whether it could be made to produce better returns for the amount of space it occupies.

Style-Craft
TAILORED CLOTHES

Keep tab on the number of would-be clothing customers who go away from your department unfitted, dissatisfied, and then make up your mind whether you are making the most out of your opportunities — whether you need the "Style-Craft" Tailored-to-Measure Service.

E. G. HACHBORN & CO.
TORONTO

The tape-line old



Bring out that crisp, new tape-line, get it into action on the customers who either cannot or will not be fitted from stock. Satisfy these customers with real man-tailored clothes, clothes made to their own specifications, their own measurements—perfect-fitting, shape-retaining clothes.

The "Style-Craft" Agency may yet be open in your town to you—write to-day and find out. No tape-line stays new at a "Style-Craft" Agency; it becomes worn and old from constant use. It helps to boom the clothing business with the class of trade who go to the custom tailor.

Style-Craft
TAILORED CLOTHES

"Style-Craft" Tailored Clothes bear an untarnished reputation. Every garment gives perfect satisfaction and turns a goodly profit into the agent's till.

"Style-Craft" Service is individual. Every order is given individual, undivided attention—that's the reason why every garment has character as well as style, fit and durability.

WRITE TO-DAY RE AGENCY

E. G. HACHBORN & CO.
TORONTO

Took First Prize for Cards at Chicago International



These cards, reproduced by courtesy of the Merchants' Record and Show Window, are the work of Laud Hamilton, of Boise, Idaho, and were awarded first prize at the Chicago convention for brush-lettered cards. They will be recognized as excellent specimens of the brush stroke black and brush stroke Roman, with a peculiar characteristic in each one of the lower case letter, being abnormally high in comparison with the caps. This tendency to exceed the old two-thirds standard has become quite frequent nowadays. In reproduction the decorative floral effects come out almost as strongly as the lettering, but this was not the case with the originals. Even so Canadian card writers so far have shown few signs of making such use of ornamental effects.

Shortage of Silk for Christmas

Less Variety in the Ties and Higher Prices—Switzerland Shipments Will Come Too Late—Some War Ties.

FOR Christmas trade, the biggest demand in neckwear is for figured stuff, selling for about 50 cents. These have flowing ends and black lining up the back, thus making it possible to give a bigger shape for the same money. On the whole, there is little new yet in styles for the Christmas trade. A few war ties are being offered, but the demand is not great so far. These are mostly red and blue stripes on white ground, or red, white and blue on khaki ground. Something really pretty and neat in this direction would certainly have a good sale before the war is over.

Retailers are displaying a little fear in buying, owing to unsettled conditions. Some manufacturers interpret this as hesitancy on the part of the retailer, fearing that some decidedly new novelty will be put on the market at the last moment. They wish to assure merchants that they "have nothing up their sleeves, and that those who buy now will be in possession of the best stocks for the Christmas trade. Manufacturers of tie silks in Zurich announce that they are ready to ship goods late in October, which, owing to the unsettled state of shipping, would be too late for the Christmas trade. Some Canadian manufacturers, having failed to secure stocks of silks from Switzerland, have bought extensively in the United States. The quality of many of these goods is not so good, but owing to the duty, the price will be slightly higher than those coming from Europe.

There is a shortage of high class neckwear for Christmas trade; and ties selling at a dollar up will not be equal to those of former years. A number of club stripes are on the market, and these will be very popular, though the number on the market is much less than would have been the case had war not broken out.

WHY HOLD A BRIGHT LIGHT BETWEEN PUBLIC AND WINDOW?

(Continued from page 58.)

seen clearly. A window display should stand out as a picture, illuminated in the same manner as a well-lighted stage, with light surfaces concealed. **No one would sit long in a theatre were lights placed between him and the stage,** or placed in such manner that his eye could not escape them. Bright exposed lights in the show window cause the same uncomfortable eye strain. **A bright light held between oneself and a newspaper or picture will give an idea how unpleasant such lighting effects are and how impossible it is to see clearly beyond the light.**

A walk through the business section of any city will show how little the general run of merchants have regarded the laws pertaining to this most important feature of their store fronts.

Faults in Most Windows.

Here a window is illuminated by lamps on cross-arms of lighting fixtures, wasting the horizontal light on the sidewalls where no merchandise is shown; there is a blur of light, the merchandise concealed by the glare from the exposed lights around the border of the window. Occasionally a merchandise picture stands out as a welcome relief from the long row, but such pictures are woefully few. Window lighting is in a great many cases the last thing thought of when a building is constructed or a store front remodeled. After spending much time and hundreds of dollars to get a good general effect, a local electrician is called in and he installs a window lighting system. The results of these are shown by the ineffective lighting that is so general in store fronts. **There is probably more waste in show window lighting than in any other department of a store. If the same wastes were permitted in other departments, the merchant's days of plenty would indeed be few.** Proper effective lighting of show windows costs no more than improper, ineffective lighting. The cost of wasted light, the fifty per cent. that not only does not help but actually hinders the window in getting results, will soon pay the added cost of a proper system.

The next article will deal with lighting systems, and will be illustrated with special photographic instances of properly and improperly lighted windows.

ELECTRICAL LIGHTING.

This is the first of a valuable series of articles that has been arranged for by The Review on the illumination of stores, windows, fronts and streets by electricity. These will be supplied by A. J. Edgell, who is president of the Greater New York Display Managers' Association.

The second article of the series will deal also with window illumination and will be illustrated with several photos of proper and improper lighting.

SECOND STOREY CLOTHING.

(Continued from page 52.)

with fitting cabinets between. These cabinets are set off by stained glass panels at the top and inside are installed electric lights which reflect on the rows of suits and at the same time throw a glow through the colored glass.

Down the centre are handsome clothing cabinets, one being of glass and the other for overcoats is open. There is also a table for trims and a glass topped desk in the centre. Along the wall is a row of benches for customers wishing to sit down. They take up very little room.

Cost Less Than $1,000.

With a well oiled floor the impression of the whole interior is very good. Evidently the fixtures are of solid mahogany, and rugs lend to the richness of the appearance. The revelation is the statement of Mr. Robinson that his fixtures throughout did not cost him $1,000. What appears to be mahogany is nothing but soft wood cleverly varnished, but it has the looks.

Near the entrance is the tailor shop where alterations are made, but this space is not lost for there is an office above and in the front there is a clothing cabinet installed in the partition.

Making Use of Windows.

When a customer gets out of the elevator and enters the store he will forget that he is on the ground level. The windows are large like a ground floor store. Use is made of the windows for displaying clothing on forms, but this is not considered a great asset.

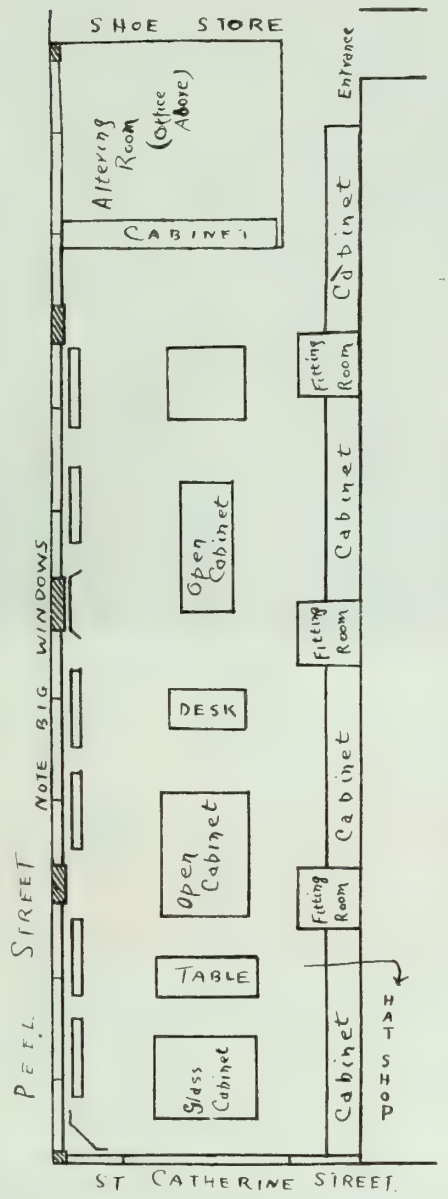
Electric Signs.

More effective from an advertising standpoint are the signs on the window glass. These are painted and there is an arrangement of electric lights behind them. Here again we get effect without expense and this is Mr. Robinson's policy. Probably the most expensive fixture is the electric sign on the corner where special attention is called to the store slogan, "Take the elevator and save ten."

What the Result Is.

To explain his policy fully, Mr. Robinson comes right down to cases—as the saying goes. He makes the statement that during the past three months he has been selling suits at an average expense of 87c a suit. This is about 6 per cent., and his experience is that the average selling cost of clothing is 25 per cent.

Asked to explain where his saving was he enumerated—small rent, no loss on bad accounts, no bookkeeper to look after accounts, no window trimmer, no floor walker. These are the reasons, together with close buying and making purchases of travellers' samples, that enables the store to offer clothing at low prices.



Floor plan of store of Mr. M. C. Robinson.

Following out this policy, Mr. Robinson to-day claims to have the biggest second-storey business in Canada, and with a continued development he says that by Fall he expects to have the largest exclusive clothing business in the Dominion—upstairs or down. A branch store to be operated on the same policy is being conducted successfully in Winnipeg.

The success of the Robinson store has been so pronounced that there are two other establishments in the same building now operated on the same basis while across the street is a handsome clothing store which has just been opened by the Allan Company, a concern which has two other retail stores in the city. Here on a large well-lighted floor, surrounded by plate glass windows of ground floor dimensions has been installed a fine class of glass cabinets in which clothing can be splendidly displayed. These cabinets are low and the suits can be inspected from above as well as from the sides.

In other localities in the city as well there is a spread of the second storey movement and there is a strong indication that a number of retailers are moving upstairs in order to solve the problem of high rents—for rents have been advancing very rapidly in the large cities during the past few years.

Six years ago Mr. Robinson states that he was interested in the establishment of the first second-floor clothing house in the United States in Los Angeles. Here strangely enough, the rent was the same as he himself paid in his first store in Canada—$20 the month. The Los Angeles store had a stock of $320 to start with. The firm has made a statement, which they have proved in court, that last year they sold 84,000 suits, the biggest exclusive clothing turnover of any retail firm in the United States.

A study of the accompanying photograph shows the location of the establishments referred to in Montreal. The Robinson sign identifies that establishment, but only the window is seen. There are four large windows on Peel street in addition, the length of the store being on that thoroughfare. The Allen establishment, just opened, can be seen across the street, while the upstair hat shop can be seen in the same building as the Robinson store. The shoe store to which reference has been made is at the other end of the Robinson establishment on Peel Street, the photograph being taken from St. Catherine Street.

SPECIAL SHOES TO SAVE HOSIERY

The Wayne Knitting Mills, Fort Wayne, Ind., have written to a number of the larger manufacturers of shoes, directing their attention to the intimate relations existing between shoes and stockings, from the hosiery man's viewpoint. Shoes, they say, wear out stockings, and at present there is a craze for fine-gauge lisle and silk stockings, as well as an increasing demand for white and light colored stockings, which should be recognized by the shoe manufacturers. For instance, they point out, proper shoe linings and pads should be provided. White stockings for men, women and children are ruined quicker through shoe linings that stain hosiery than from any other source. Projecting pegs should be carefully looked after, as these do much damage to hosiery. These suggestions are presented to shoe manufacturers, and they say there should be a good field for a house specializing in hosiery protection. With but one exception, shoe manufacturers replying have endorsed the idea and expressed willingness to do their part.



View of newly-equipped men's furnishing and custom tailoring departments.

Most Modern Ideas as Seen in Kingston Store

Handsome, Convenient and Trade-Winning Devices in Newly Equipped Quarters of Chas. Livingston & Bro.—Systematic Lay-out, Excellent Display Features—Detailed Descriptions of Double Stores.

By Staff Correspondent.

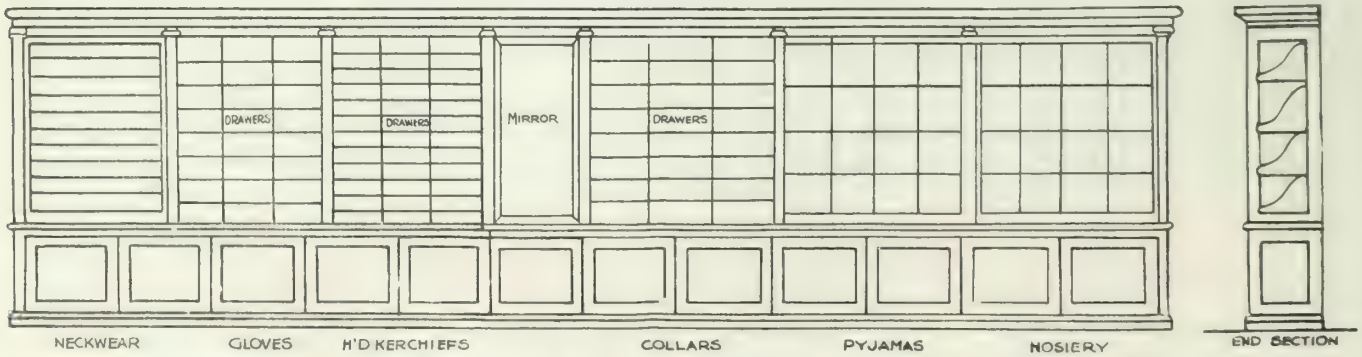
SOME sixty-seven years ago, in 1847, the name of Livingston began to be known in the business world of Kingston. To-day, after a period of continual growth, the firm of C. Livingston & Bro. are installed in what in many respects are the best and most completely equipped quarters in the clothing and men's furnishings trade in the Province of Ontario. Mr. Charles Livingston, the proprietor, has been connected with the business since 1883, and for years has been one of Kingston's most prominent and honored citizens, both from a business and municipal point of view.

A short time ago a complete set of new fittings were installed in the men's furnishings and ordered clothing departments, which brought this store, 26 feet wide and 100 feet deep, thoroughly into keeping with the companion store where the latest style of ready-to-wear cabinets are seen. The accompanying illustration gives a good idea of the character of these and the drawing indicates in detail how the wall fixtures are laid out. These are all of quartered oak and the most modern ideas for the men's furnishing trade. The ties are all kept in individual cases with plate glass fronts; the gloves and hosiery in a similar way with samples of each in view. The collars are enclosed in tilting drawers, as are the handkerchiefs, braces, etc. The underwear is in shelves with plate-glass sliding doors.

Next to this is the entrance to the ready-to-wear department. This is built in with the fixtures, making an alcove looking direct into the other department. Next this is the shirt department, comprising 72 compartments with plate-glass doors, interlocking, and on ball bearings.

Entirely of Glass.

In front of the wall cabinets are handsome fixtures, the upper pair of which are given to show space entirely as will be seen by a glance at the illustration. Here again is visible the latest



Plan of section of new wall cabinets of quartered oak. See description in accompanying article.

ideas in show cases—the fronts are entirely of glass of a heavy plate without wood, and run on small rollers, which does away with all obstructions. These are all lighted with electricity and present a beautiful appearance, always showing the goods off to the best advantage.

Below these are quartered oak cabinets with sliding doors, giving sufficient room for the many small articles that go to make up a gents' furnishing stock. Mention must be made also of a small jewelry case, occupying a position almost opposite the mirror, as marked in the diagram.

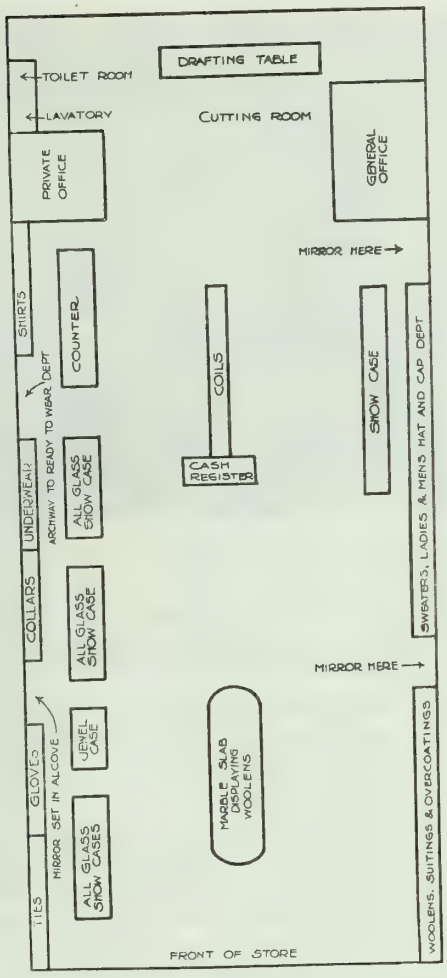
Fine Stock of Tweeds.

Turning now to the opposite side of the store, on the right, at the front, is an unusually complete stock of woolens (suitings, overcoatings, etc.), consisting of the finest imported tweeds, for which the firm has built up a reputation all over Eastern Ontario. These are draped along the back and on top of the tables in good merchandising style, with fixtures suspended from the ceiling to assist in the extent of the display.

Back of this are sweaters and ladies' and men's hat and cap department, for the showing of which goods a silent salesman is utilized.

At the rear of the store are the private and general offices as marked, and lavatory and toilet rooms. The extreme rear is given up to the cutting and drafting department exclusively.

As has been stated, this store, as the "twin" adjoining, is 100 feet deep, and 26 feet wide, with a 13-foot ceiling, all paneled. The windows are at the rear and sides and the whole interior is extremely well lighted. A noticeable feature is the broad space allowed for customers, owing to the compact arrangement of fixtures and departments.



Plan of reconstructed men's furnishing and customs tailoring departments.

Ready-to-Wear Department.

It needs little more than the photographic reproduction to show the high-class character of the ready-to-wear department in the adjoining store. The up-to-date type of cabinet with the double rows of suits kept in the best of condition for exhibiting to the customer, are at once apparent. To this is added a systematic arrangement according to sizes, prices, men's and boys', and a special division for navy blues, as a standard section of demand. The whole effect upon the public is a thoroughly well stocked and well equipped department, and the attention given to this end of the business—often neglected from a feeling almost of resentment in many stores which originated in custom tailoring—has resulted in a business that has leaped ahead.

It is hardly necessary to add that the most approved principles of treatment of customers, workmanship, fit, material, etc., are actively in force. A record is kept of the sale of every ready-to-wear garment, not only to keep track of stock but to aid the firm in their new purchases.

Mr. Livingston is a systematic advertiser by newspaper and circular, and his ads have more than once been reproduced in The Review. He is a thorough believer in the value of periodic visits to large centres, including New York, to keep himself keyed to the highest pitch of modern development, and the fixtures and layouts of his two stores are the result of studies of many of the largest and most complete men's wear stores in America.



View of ready-to-wear department in Kingston store.



One of collection of windows of A. W. Murdison, Regina, that won The Review's silver cup. There is good variety in treatment here; articles are well distributed in unit form, and stand out distinctly.

The Review's Silver Cup Goes West to Regina

A. W. Murdison, of R. H. Williams & Sons, Decided as the Winner —Saskatoon a Close Competitor—Trimmer "At the Front" Wins Gold Medal—Results of Annual Contests.

OUT West will go the third silver cup donated by The Review for the "all-round championship" windows submitted in the contest in connection with the Canadian Window Trimmers' Association, and the name engraved on this cup will be A. W. Murdison, of R. H. Williams & Sons, Regina, Saskatchewan. The first cup went to J. A. McNabb, of Peterborough, and the second to E. P. Burns, of The Robert Simpson Co., Toronto. Mr. Murdison's closest competitor, strangely enough, was another Western man, Herbert Daniels, of F. R. MacMillan's, Saskatoon, who won first prize in the Christmas competition held by The Review. The prize was awarded to Mr. Murdison chiefly on account of the greater variety of his displays, with some attention given to the fact that he had to overcome greater difficulties in not having windows as adaptable as the unusually fine types with which the more Northern store is equipped. Both showed good merchandising windows, with a tendency in Mr. Murdison's to an over-use of foliage. The contest was very close.

For single windows, the palm, in the opinion of the judges, was carried off by Mr. McNabb in an excellent series of six opening displays. He was awarded first prize for cities up to 50,000.

For men's wear windows first prize went to E. G. Meadows, of the Caledonia store, Edmonton, formerly of McLaren & Co., St. Catharines.

For the best ready-to-wear displays, the Saskatoon windows were awarded first place, with a younger but very promising window dresser and draper, Roy Root, of the Robinson Co., Napanee, second.

The draping prize went to Warren Andrews, of the Anderson Co., St. Thomas, who had very excellent specimens both of inside window draping and outside decorative work on a large scale, such as the City Hall, rink, etc. While Mr. Andrews remains in St. Thomas the city need not lack for skilful adornment on festive occasions. Mr. F. J. Thompson, a fellow-townsman of Mr. Andrews, whose work is familiar to window trimmers, was awarded second prize in the up-to-50,000 class.

The judges were the heads of the window trimming departments of Toronto's largest stores—E. P. Burns, of the Robert Simpson Co.; A. E. Apted, of the T. Eaton Co., and H. C. McDonald, of Murray-Kay, Limited. The last mentioned is an ex-president of the C.W.T.A.

Prize Winners in Third Annual C.W.T.A. Competition

WINDOW TRIMS.

Annual Grand Prize for best six displays original window and unit trim photographs—Silver loving cup presented by Dry Goods Review—*1. W. Murdison, R. H. Williams & Sons, Regina, Sask.*

Merchandising windows—In cities and towns up to 50,000:—1. Gold medal, J. A. McNabb, with Richard Hall & Son, Peterborough; 2. Silver medal, F. J. Thompson, with Maxwell's, St. Thomas.

Men's wear windows—1st prize, gold medal, E. G. Meadows, The Caledonia store, Edmonton. Second prize not awarded.

For most effective window arrangement of women's ready-to-wear garments—First prize, gold medal, donated by Acton Publishing Co., Herbert Daniels, with F. R. MacMillan, Saskatoon; Second prize, silver medal, Roy Root, with The Robinson Co., Napanee.

Best grouping, or drapes—Prize of $5—Warren Andrews, The Anderson Co., St. Thomas.

* * *

CARD-WRITING CONTEST.

Class 1.- Most artistic pen or brush-lettered card, used for opening or special announcement: Gold medal won by James Jervis, Ottawa; Silver medal, Will Surman, Chapples Limited, Fort William.

Class 2.—For best plain-lettered price card—Silver medal: A. W. Murdison, Regina.

* * *

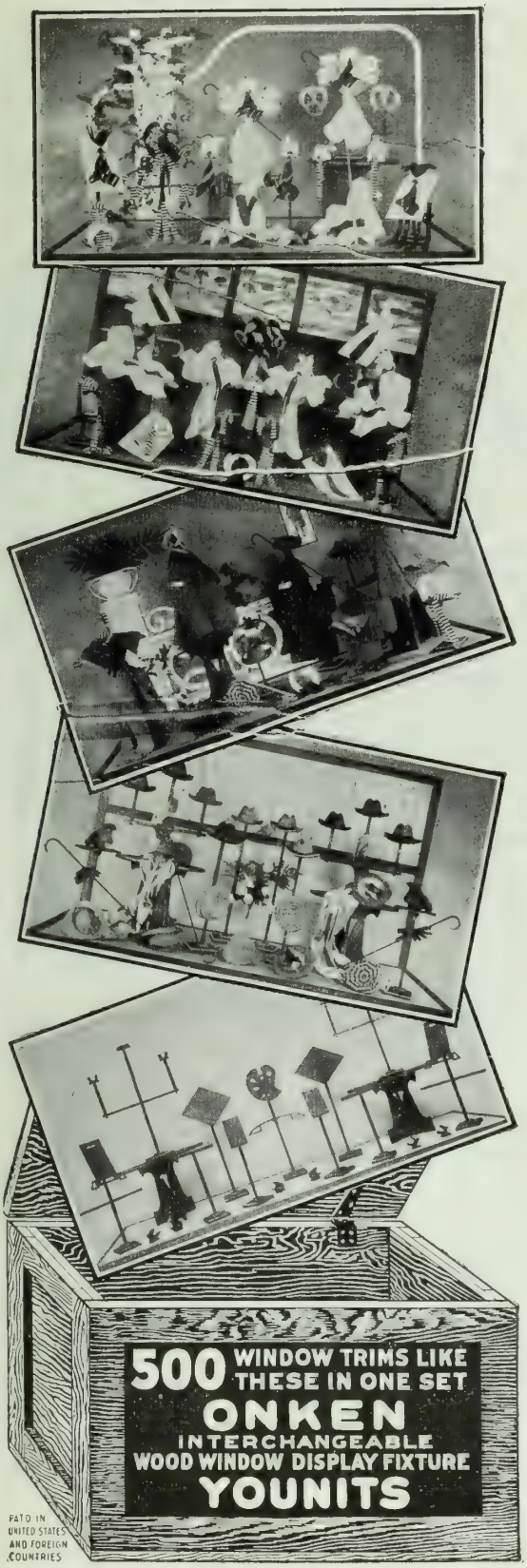
ADVERTISING CONTEST.

First prize, gold medal, for best all-around advertising, including general publicity, opening and Fall announcements — J. A. McNabb, Peterborough. Silver medal — J. McNichol, with Allan-Cumming Co., Limited, Moose Jaw, Sask.

Make Your Show Windows Pay Your Rent.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.



The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED-LID STORAGE CHEST (oiled finish.) A good place to keep any part of the set that is not being used.

Read further about this wonderful

Dry Goods Set

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Just ask the merchant who has bought a set of these fixtures with the (NEW CONSTRUCTION) what he thinks of them.

Price for the Full Set No. 119, $31.50 NET

Price for a Half Set No. 119 1-2, $18.50

F. O. B. Hamilton, Ontario, Canada

Order thru your JOBBER OR DIRECT

The Oscar Onken Co.

No. 381 W. 4th Street, Cincinnati, O., U.S.A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog
Stock is also carried in CANADA, ENGLAND and AUSTRALIA

Many Ads Exaggerated and Not Convincing

Prize Winner by J. A. McNabb, Was Convincing, Readable and Original—Many of Descriptions of Goods Suggested That Writer Had Never Seen Them—Strong Points and Faults.

IN his report on the ads. submitted to him by members of the Canadian Order of Display Men (originally C.W.T.A.), Mr. Eugene L. Beaupre, head of the advertising department of the T. Eaton Co., Limited, Toronto, writes:

"Judging the samples submitted from the point of first, selling quality; second, appearance; thirdly, typography; fourthly, originality of ideas, the one numbered 3, comes first, No. 4, second, and No. 2, third."

The names of the writers of the ads. were unknown to Mr. Beaupre, as each ad. was numbered.

No. 3, who won first prize, a gold medal, is J. A. McNabb, with Richard Hall & Son, Peterborough.

No. 4, who gets a silver medal as second, is J. McNichol, with Allan-Cumming, Moose Jaw, Sask.

There is no third prize on the list, but the honor of this position goes to No. 2, C. A. Hansford, with R. H. Williams & Sons, Regina, Sask. Thus two places out of the first three of a long list of entries, a record one for C.W.T.A. contests, were taken by western members.

Won All Four Points.

The advertisement which is reproduced here won the highest number of "marks" of any among the scores submitted. It was the best of Mr. McNabb's six, and indeed alone of all succeeded in getting all four points on the basis of which Mr. Beaupre—whose own advertisements enjoy distinction, not only in Canada, but in the United States—adjudged the entries. Several others won three, including those of the next two places. The point most lacking was originality.

"Selling Quality" First.

It will be well for ad. writers to note carefully the point on which Mr. Beaupre lays strongest emphasis. Selling Quality. Too often ad. writers set "appearance" first, just as window trimmers are tempted to value the artistic look of their trims more highly than their selling qualities. But the proprietor whose main purpose is to sell



Best ad. submitted in C.W.T.A. competition; work of J. A. McNabb, Peterborough, winner of gold medal.

This Prize Winner Had All Four Points

1—Selling Quality; 2—Appearance; 3—Typography; 4—Originality.

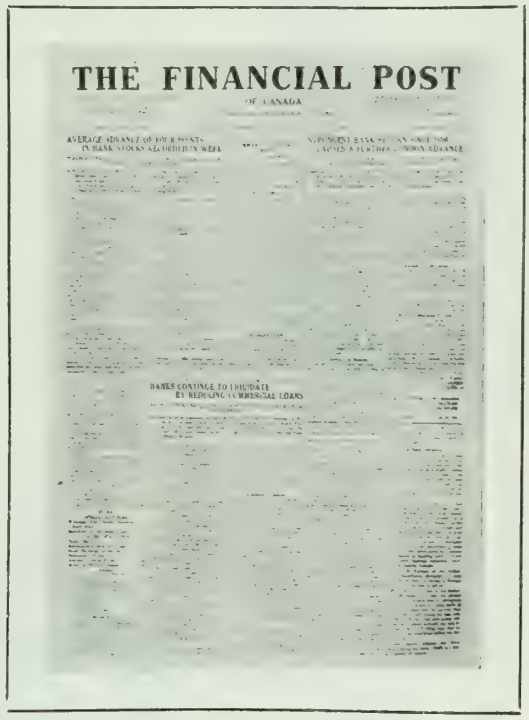
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or
Box No.

City.....

WHY NOT HAVE THE FACTS?
D.G.R. V

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

of Canada

serve you at least during the next four months. Write for a free sample copy or

Sign ← the attached Coupon and return to us with one dollar for four months, or if more convenient pay on receipt of bill.

goods will agree with the order given by the judge in this contest.

Indefinite or Exaggerated.

Two shortcomings are pointed out by Mr. Beaupre as applying to a considerable percentage of the ads. entered:

"**In most cases the trouble was that there was nothing said that would indicate that the writer had ever seen the goods referred to.**"

This statement has reference to many of the descriptions of articles offered for sale which consist mainly of generalities, "good values;" "a line we were fortunate in securing," etc., etc., Samples of this will be given in this, and articles in the next issue of The Review.

No. 2—"Some were very apparent exaggerations and therefore not convincing."

This had reference to claims for goods, either as being worth $5 and selling for $1.50, say; or as being "the finest models ever shown in this city," etc.

The method employed in the judging was to take the six samples submitted and award each points, 4, 3, 2, 1, or 0, then add these up. The three highest turned out as follows:

First .....15 points.
Second .....14 points.
Third .....13 points

In commenting on the ad. shown above, almost a double page spread, but one which could be worked out for a store that could not wisely afford such space, Mr. Beaupre said:

Good, Strong, Selling Talk.

"This is an effective and good strong, selling talk.

"Starting at the top you are told what the store is doing. "Bargains! Bargains! Bargains," and go on to the second line, with the most display of all, "Semi-Annual Mid-Season Sale," a pointed expression.

"From here you follow on naturally in graded type down the center, and are held by the interesting text. Take that expression 'a long hand reaches into every department of our stocks'—quite out of the ordinary expression, and one I have never seen used before.

Holding Descriptions.

"The type itself runs from big down, and is pleasing as there is not too much black and white contrast. The ad. is artistic and neat, and well balanced; real good commercial stuff.

"The display line stands out clearly for each item, then comes the descriptive matter and a prominent price figure. This descriptive matter is where a great many ad. writers fall down, but notice how pointed and crisp most of these are: 'Full 36 inches is this quality cambric, and bleached pure white, with a fine, close and soft finish, very even weave and suitable for night gowns, slips,' etc.

"Take again the descriptive matter in the panel at the bottom on 'Elegantly made imported Summer dresses.'

"As a rule the descriptions are short and pithy, but even where there is a lot of talk it is usually right to the point and convincing.

"In the center that cut breaks the ad. and serves to hold interest in the whole page. It is quite appropriate 'The prices as here quoted may seem to you as being ridiculously low. They are, but—we have the goods to back up every item.'"

An example of an unconvincing description in another ad. was pointed out by Mr. Beaupre where shoes were advertised at $1.50, and a description given that would have done duty for a $5 pair. The man who wrote thus about a $1.50 pair as the best ever, did not know what he was talking about, and probably never saw the shoes.

"As a rule, if you want to emphasize value, give a description of the goods that people will recognize them as extra value for the price. Don't hammer the price point, that you are giving $5 goods for $2. If they really are worth $5 give a $5 description of the goods."

Another ad. talked about what other stores were doing or not doing. "Say

(Continued on page 72)

A Profitable Investment

An up-to-date figure will bring back the price paid for it many times over.

Evening figure, as cut, $48.00.

With ½ arms and ¾ bust, $30.

It pays to be patriotic and let Canadian-made figures sell your gowns.



Made from Photo.

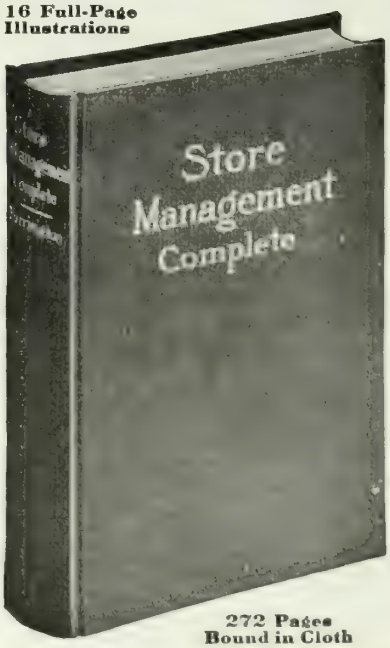
A. S. Richardson & Co.

Old and Tested

99 Ontario St. Toronto

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



Better Displays Are Necessary

Just now with war influencing people to save their money, extra efforts are needed by the window trimmer to make more attractive displays that will create such a desire for possession that madame will forget economy. Such results are entirely possible with the help of the elegant Dale wax models which we have just completed for Fall and Winter trade.

A splendid form which can be used to good advantage at the present time is the Dale Waist Form here illustrated. Write to-day for catalogue fully describing our newest forms.

DALE WAX FIGURE CO.

LIMITED

106 Front Street East - - Toronto



French Wax Figures

Perfection at Minimum Cost

PUT life into your women's clothing displays this Fall by using Hall-Borchert Wax Figures in your windows and throughout your store. No greater sales-producers can be found than really good French wax figures. Send for our new catalog of display forms, manufacturers' models, wax figures, wooden and brass fixtures—all the latest designs.

Hall-Borchert Dress Form Company, Limited

Makers of the Famous Hall-Borchert Adjustable Forms

41 Lombard St. - TORONTO



No. 1115

THE NEW NARROW SHOULDER COAT FORM

Just the thing to show the latest styles in coats.

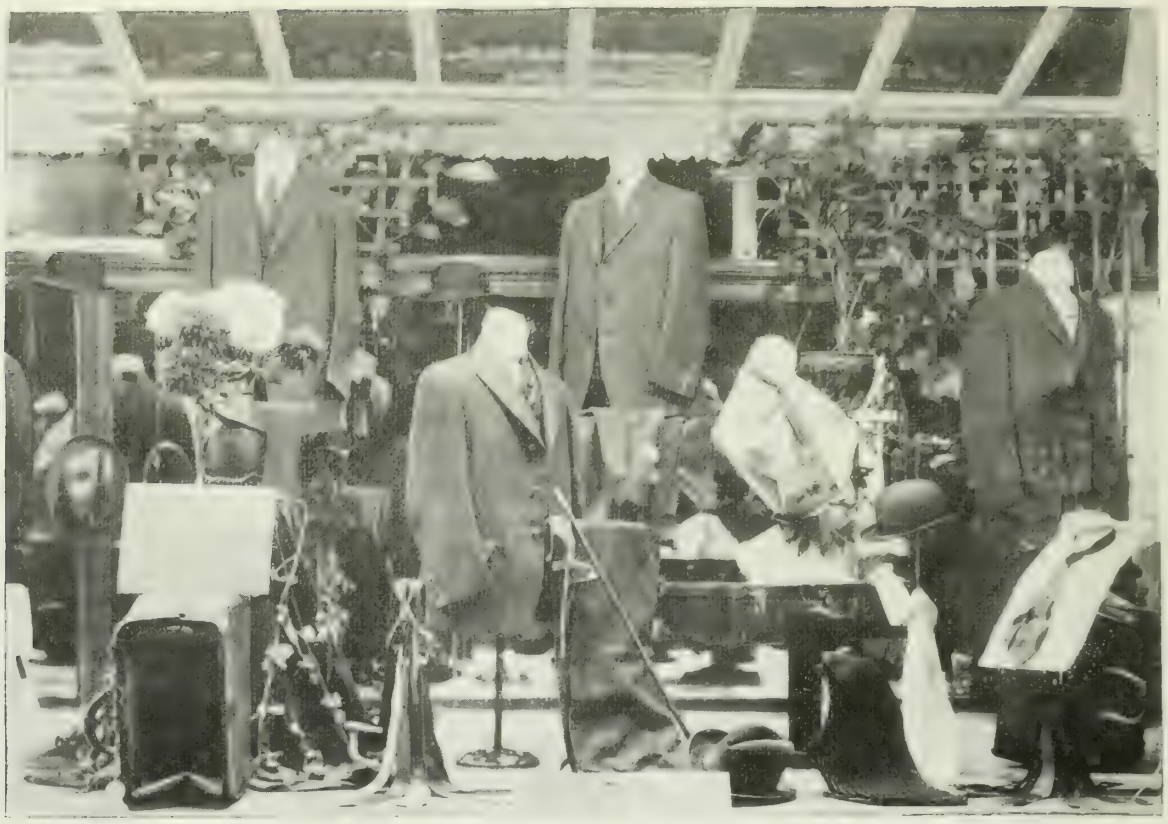
Made in sizes 36, 38 and 40.

Mounted on	Price
11" black base	$ 4.50
9" ox. copper base	6.00
11" ox. copper base	7.00
9" Eiffel base	8.00
On new nickel Tripod base	10.00
No. 1115, as per cut	7.00
On 8" round base	5.50

SEND FOR CATALOGUE

Clatworthy & Son, Ltd.

161 King St. West, TORONTO



A Fall Opening Display by a Soldier

This window was one of a set entered by E. G. Meadows, formerly of St. Catharines, and later of Edmonton, which won first prize, a gold medal, in the C.W.T.A. annual contest. Mr. Meadows is now with the Seaforth Highlanders in Valcartier Camp.

MEN'S-WEAR WAR ADS.

THE following are extracts from the ads. of prominent U. S. firms, in which they announce the relation of the war to stocks and prices:

Buy Early .

Hearns, New York: "This firm has conducted its business without interruption through three United States wars and many European contentions. * * * Our experience is at your command (we have prepared for your wants), and we repeat that it is time to think and to act. Merchandise the United States imports, if needed by our customers, should be purchased now. * * There is an abundance of such in our August sale and clearances at special prices, and elsewhere throughout our many departments at our regular prices. We are fair with you; be fair with yourself and take advice on European merchandise. * * * You may ask why we do not keep quiet and make the extra profit. * * * Such is not our way. We plan for quick sales at moderate profits and thus retain your confidence."

Prices Will Go Up.

Strawbridge & Clothier, Philadelphia: "Fortunately, we have very large stocks of merchandise. It is our policy to anticipate demand long in advance, and, in general, to order deliveries early, especially in everything not depending upon sudden fashion changes. There should be no hesitancy on the part of our customers to buy freely of merchandise needed now. In fact, there are many reasons for believing that present values will not be obtainable later on."

New Variety of Sherman.

The Hub, Chicago, uses the heading, "War Is Hell on the Consumer," and says: "The cost of commodities in this country is advancing by leaps and bounds. As usual, the consumer pays the freight. Importation of woolens has been absolutely shut off and clothing is bound to advance. The suit sales now going on here give you a chance to beat the increase in advance. We are selling smartly designed, full silk-lined blue serge suits at $14.75 that have never been sold for less than $25 and $30. They are strictly high class. They are made right here in Chicago by a house that is renowned for quality, style and volume. The same qualities will cost from 20 to 30 per cent. more than $25 and $30 later on. Why not beat war prices in advance?"

STUDS INSTEAD OF BUTTONS.

There is a movement among retail jewelers to induce shirt makers to use buttonholes instead of buttons in certain lines, especially soft fronts, in order to increase the sale of studs.

MANY ADS EXAGGERATED AND NOT CONVINCING.

(Continued from page 70)

more about the goods and less about other things," was the criticism of this.

Christmas Lists With Prices.

Another ad. for Christmas had a long list, nicely arranged, of suitable presents for Christmas, a very nice and complete list; a list that everybody would find something in. But this ad **he considered almost useless:—there were no prices mentioned, and tests had proven that Christmas lists without prices were almost useless.**

In succeeding issues The Review will reproduce other ads. that were entered, and indicate favorable or unfavorable criticisms that were made upon them.

Smith Trading Co., Elgin, Man., has been succeeded by the Elgin Cash Trading Co.

J. A. Valentine, Lanson, Sask., general merchant, has been succeeded by Valentine & Kerr.

H. Leff, Port Arthur, suffered a serious loss by fire to his stock of dry goods and boots and shoes.

Fred C. Rogers, Fort Frances, Ont., fur merchant, has improved his store by a brick front and large plate glass windows and mirror sides and backs.

Judges' Report on Card Writing Competition

THE PRIZE WINNERS



No. 1.—First prize card winning gold medal in class 1 for most artistic pen or brush-lettered card, used for opening or special announcement. Won by James Jervis.

No. 2.—Second prize, silver medal, class 1. Won by Will Surman, Chapples Limited, Fort William.

No. 3.—First prize, silver medal, class 2, for the best plain lettered price-card. Won by A. W. Murdison, of R. H. Williams & Sons, Regina.

ON the left are reproductions of the cards which won first and second prizes in Class One and the prize in Class Two at the competition in connection with the Convention of the Canadian Window Trimmers' Association, now changed to Display Men. These were the unanimous choice of the judges from a large number of entries, and the reproductions, for the most part, bring out the merits of the original cards.

Nos. 1 and 2 were for opening or special occasion cards. No. 1 is a bright, snappy card, with clear inscription. The main part of the announcement, "Blazer Jackets," stands out boldly and is given strength by the use of an outline of a nice shade of tan, edging the black letter. The letters are of brush stroke, neatly executed. The illustration on the right is a pen and ink sketch done by the card writer, with a delicate water color background, which makes it stand out in relief. The figure itself is well chosen, illustrating the goods advertised in a free and easy style.

The second card was a strong contendant for first position, but lost its chance through the misplaced use of a bright green air brush wall which is scarcely visible in the illustration, but detracted from the legibility and artistic appearance of the lettering. While air brush work on such cards can be approved of to some extent, the tendency on a large number of entries was to "plaster" this on to the detriment of the whole appearance of the card and its practical value. The writer of this card has executed some of the best work published in The Review in the last few years and is particularly strong on the artistic use of illustrative cut-out figures. In some cards submitted by contestants, these figures were so large or so bright that they utterly dwarfed the lettering and lessened the effectiveness of the card as an unobtrusive "guide mark" to the merchandise.

The third card shown was the best of the price tickets submitted. The border was an attractive design of Christmas colors, red, green and gold, but good as this was, it constituted no handicap to other entries, as the prize was awarded irrespective entirely of this. It won from its simplicity, legibility and the neat prominence of the price. One of the strong additional features was the evident speed with which it could be executed, being of a brush stroke lettering of a type that lends itself to speed, and which after all, in most stores, is a valuable consideration in the turning out of price cards, especially for interior work, such as this evidently was.

Many of the other samples exhibited showed the price only, which the judges held to be a grave mistake. Such a card lacks the individual appeal, whereas the prize card draws attention with its definite wording to a special article, and carries with it a suggestive force that is nearly always lacking in a ticket with figures alone. The figures in this card are well executed; the lettering is plain black, and stands out very distinctly. The one which, in other respects, was next to this, had the price letters shaded, which put it into the fancy class, and in any case it was not as distinct, as the letters were crowded and ran into each other.

Judges:—J. C. Edwards, instructor in card-writing; H. C. MacDonald, Toronto, and H. H. Black, Dry Goods Review.

Odd Twists and Fancies in Men's Fashions

A NEW SOFT SHIRT COLLAR which is being shown for the Spring, 1915, trade is different in that there are no button-holes and the front lies low on the neck.

* * *

A CONSIDERABLE SHOWING OF BROWNS and burnt orange is to be noticed throughout the autumn neckwear displays.

* * *



This drawing illustrates a new "slide back" union suit which the Manhattan Shirt Co., of New York, will put out for next Spring. It will be made in a variety of fabrics of special design and every button will be sewed on by hand.

* * *

A NEW COLLAR BAG has been brought out for Christmas trade which has a base of leather and top of velvet. The latter is more flexible than a leather top.

* * *

A CANADIAN BUYER prophesies a strong demand for the black stripe shirt in England and in Canada as a result of the war and the loss of life that has taken place and still is inevitable.

* * *

THE PUGGAREE BAND on soft hats is becoming as weak a seller as the taper straw hat.

* * *

THE PNEUMATIC OR "CUSHION" edging on brims of soft hats promises to be a good spring seller. A cord is run inside the felt band.

* * *

SOME OF THE NEW LOUD SHIRT PATTERNS which are shown include large plaid checks, about two-inch size, in bright colors bright pink and live shades of blue and green.

* * *

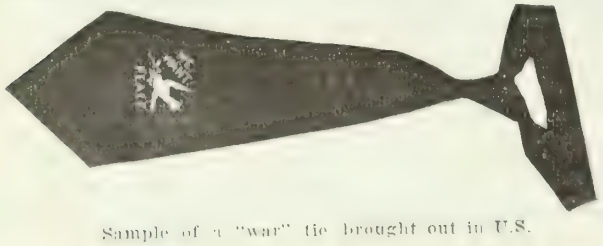
NEW MUSHROOM PLEATED SHIRT FRONTS are seen with floral patterns with small individual designs.

* * *

AN INVENTIVE GENIUS in the States has brought out a "Panama" scarf, showing in the pattern the continent of America and the new canal.

* * *

A LONDON TYPE of boys' overcoat is made in plain grey cheviots and has neither a belt at the back nor a strapped cuff.



Sample of a "war" tie brought out in U.S.

A NEW UNION SUIT gets rid of the ten or a dozen buttons in the front by having a little flap and one button. If this comes off there is an extra button hole so that a flat collar button can be used to close the suit.

* * *

A MIXED SILK AND CORDAL overcoat has been brought out for Fall, the wool being black and the silk white. They are of the slip-on pattern, with Raglan shoulders, very full sleeve, no vest at back and lined with silk or satin.

* * *

IN ENGLAND THE BLACK SHORT COAT which is fashionable has one button and fits the waist closely. The lapels are long and wide, and no flaps on the lower pockets. The collar is very narrow. The vest is low and long and the trouser has a small shepherd's plaid pattern. It is slightly peg-topped and is not turned up.

* * *

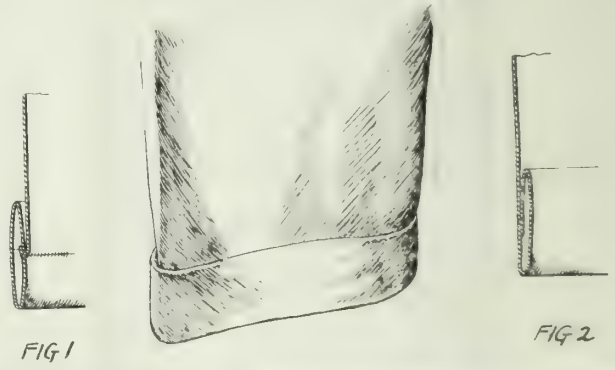
A MILWAUKEE FIRM has invented a knitted collar for vests and coats which may be worn turned down or standing.

* * *

A NEW IDEA in closed crotch underwear is a gorepiece or gusset insert which extends through the crotch from end to end.

* * *

A TWO-BUTTONHOLE DOUBLE CUFF has been put on the market to replace the ordinary one with four-button holes. One of the advantages is that where the shirt is too long the cuff may be rolled back to suit, as



there is no companion buttonhole that each has to fit into. It may also be lengthened, similarly, if too short. The sleeve part under the cuff is, of course, narrower to allow of the link joining the two holes.

* * *

FOR 1915 NOT ONLY are there soft collars again of the same materials as the shirts but there are also bow ties made of the same stuff; this is a distinctly novel idea.

* * *

IN THE CANADIAN TRADE there are now double cuffs for shirts made without starch. The principle is the same as the double stiff cuff, the arm of the shirt being attached to the centre of the cuff band leaving two free ends either of which can be used.

* * *

A NEW FEATURE OF SOME of the better shirts for Spring is the fact that the front pleat goes right to the bottom of the garment instead of being discontinued below the buttons.

A NEW TYPE OF UNION SUIT is being brought out by a United States firm. It is a regular one with the addition of a knitted cuff below the knee, which holds the drawers down and does not bind the leg. The garter is held in place by loops on the cuff and does not touch the leg. The manufacturers of this garment say it is "intended for all-the-year-round wear; it is roomy at the knee, obviates any awkward appearance at the ankle, and keeps out the cold wind, because the cuff fits snugly about the calf."—Courtesy of Men's Wear, New York.



* * *

A POPULAR BATHING SUIT in England this year has been the two-piece of a solid ground with club colors as edging to sleeves, neck, skirt and trunks. A few tried shot-silk variations.

A VENTILATED CLOSED CROTCH has been brought out by the Newport Underwear Mills, which has "an elastic insert of ventilated cloth fabric" in the crotch. This allows the heat of the body to get out and prevents the perspiration that hardens the crotch part.

* * *

A WELL-KNOWN NEW YORK clothier picks as the styles in overcoats "the modified Balmacaan and form-fitting, short, double-breasted coat.

* * *

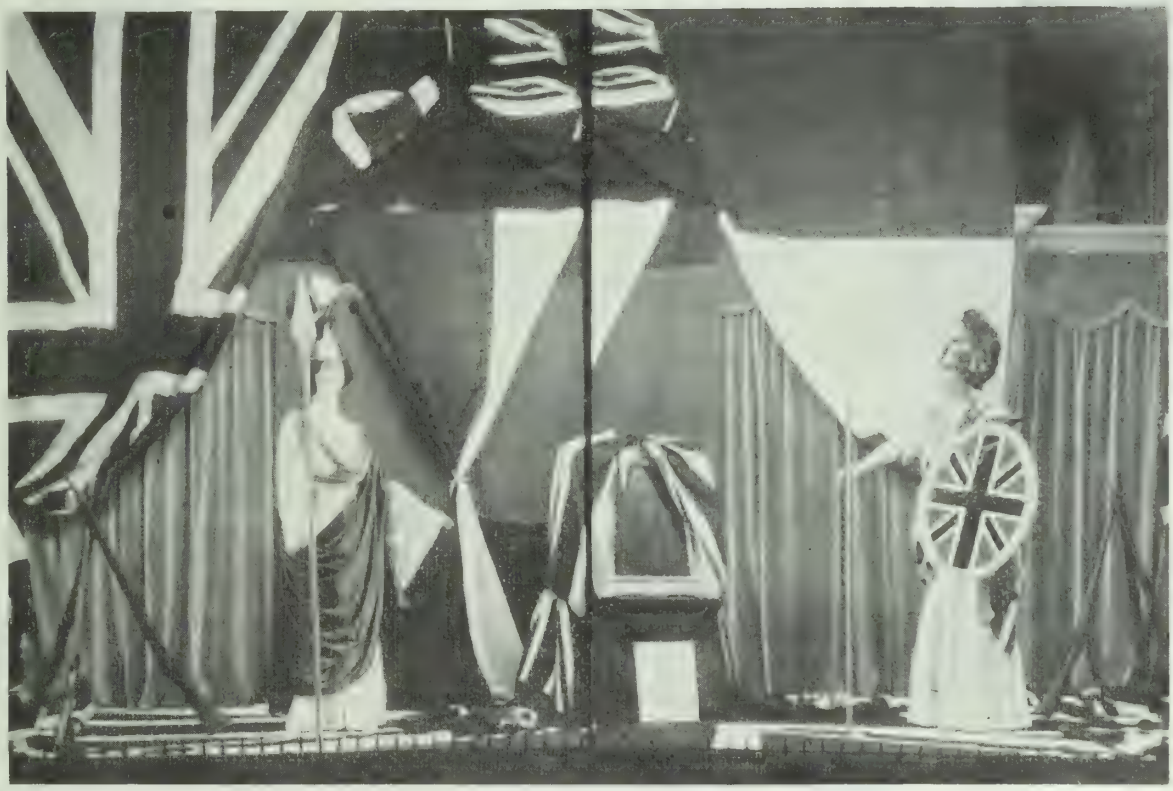
A NEW TYPE OF COLLAR seen in England is a stand-up with small wings, and a flap extending along the bottom except for a couple of inches in front, to conceal the tie band.

* * *

A "BACHELOR OUTFIT" has been designed in the form of a leather bag with separate apartments for collar buttons, scarf pins, etc. These are equipped with needles and thread and buttons, a very handy combination.

* * *

THE WIDE TROUSERS now used in England must be discarded if the close-fitting frock coat comes in to replace the morning coat as many think probable.



Patriotic Window in Honor of Winnipeg Soldiers

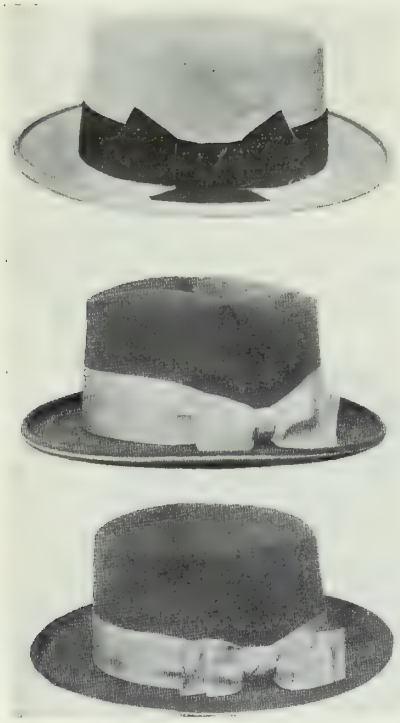
THIS window was trimmed in honor of the Winnipeg soldiers as they were leaving for the front, and is the work of Gerald R. Macgregor, for the Hudson's Bay Co., of Winnipeg. An officer of the 100th Grenadiers described it as "one of the best patriotic displays" he had seen and very appropriate, and beyond criticism. He further declared that it was an inspiration to those who saw it, and carried a strong appeal to every man.

"The floor of the window," as Mr. Macgregor describes it, "is covered with a large Union Jack, and one is draped at the back as well. On the right is the French flag, with the Canadian draped on the top, and in the centre the Belgian and Russian. The King's picture and the figures represented Britannia and Liberty." Both these figures are very gracefully draped, while the stacked rifles at either side add a military air. The window card reads "For King and Empire." Owing to difficulties in photographing the whole window, it had to be taken in two parts.

Indications are that Spring Hats Will Cost More

English Manufacturers Claim Ability to Supply all Former Needs But at Higher Prices—Lower Crowns in Straws and Black Bands in Soft Hats Strong.

From interviews with buyers



STYLES FOR SPRING, 1915.
The top hat comes in Leghorn, Bangkok and Panama. The second shows the contrast in colors carried out in a narrow strip along the brim. Fried, Grills & Co., who are showing these lines, are strong believers in the Alpine block for the best trade.

SAMPLES of straws for the Spring trade are now on the road, and it looks as though 3½ by 2 will be the big seller, although 3¼ and 3¾ will be in demand, but only in back towns. The 3½ has taken the place of the 3¾, which had its day, only running for a few weeks, during which season it could not be secured fast enough. It was signifleant that the merchant who asked early this year for the high crown, bought low crowns when he came to buy his second supply.

Black Trimmings Popular.

Trimmings will be much the same as this year, though they will be a little fancier. Very little colored trimming will be worn, and blacks will predominate. Braids for straws are imported from China, and may be more difficult to secure with the present unsettled conditions.

Panamas, particularly in smart young men's stuff, have had a very large sale this year, and it is predicted the season will be a big one yet, particularly in fancy stuff.

Blues Strongest in Softs.

In soft hats, Alpine blocks will have a big demand, even among the best-dressed young men. Lighter contrast trimmings will be in vogue for Spring. As far as can be learned, the dish brim is passing out of favor. Better class men are asking for smart ultra stuff, and blues will be in biggest demand, although greens and darker shades are coming along strong.

Hats are going to be higher in price without a doubt, and considerable difficulty will be experienced in securing stocks from Europe, except England, whose manufacturers advise that they will be able to fill orders, although the cost may be a little higher. The Austrians, who have led the world in velours, will lose their trade entirely. Felts from Germany will be missing. Trimmings are also imported from that country.

Stiff Hats Slow.

Stiff hats have been slow, and the only thing that will produce a revival is something decidedly new. Young men are looking for it, and will not buy until they see a decided change. The trend for Spring is in the direction of high crowns, tapered to a real bullet shape, with heavier rolls.

In the past six months the demand for caps has been slow, due to the big demand for soft hats. It is picking up a bit now, and some sorting is being done for Fall. Styles are tending along the same models, banded caps being most in favor. There is being shown now a four-piece crown, with large button. Broken checks and quiet patterns are in biggest demand. Little rough stuff is selling.

DYESTUFFS UNCERTAIN.

Canadian Manufacturers Likely to Find Difficulty Here.

A circumstance which is going to present a serious problem to the trade is the fact that Germany makes 75 per cent. of the world's dyestuffs. The quantities of this used in the manufacture of hosiery, gloves and sweater coats is sufficient to make the Canadian dealer wonder where it is to come from. The German Government is allowing dyestuffs to leave the country now, but English warships may object, and insurance is so high, that it is a question whether manufacturers can get it out or not. In any case this is likely to affect the price of highly-colored sweater coats, or to make it impossible to get them at all.



From the Fall lines of E. A. Mallory. The top one, an Alpine block, looks strong also for Spring.

Many New Features Showing in Spring Shirts

Moderately Priced Lines to Be Strong, But Some New Novelties —Double Lengths in Sleeves—Reversible Soft Cuffs—Soft Collars Without Buttons and Ties of Same Material—Silk Fronts and Cotton Bodies, Etc.

CANADIAN shirt manufacturers are now directing attention to the Spring business, and some of the travelers are already on the road with the samples. While there are a number of new and interesting features which are to be noted in the new garments being shown, the strength of the Spring lines will be in staples, with the idea that there will be a stronger demand for the more moderate priced lines.

Generally speaking, the feature of the Spring lines, as predicted, is a continuance of the high colors, in the wearing of which the continental influence, which has already had its effect in the American cities, is shown. Colors are for the most part, however, confined to patterns rather than to backgrounds, and there are strong showings of stripe combinations in which blue, pink, red, and green predominate.

Cross Stripes are Weak.

An outstanding feature of the Spring lines is the weakness of the cross stripes which have been so popular during the past couple of seasons and there is also an absence of the cross pleats.

The pleated fronts, however, are holding their own remarkably well and in this connection there is a new feature in a combination of pleat and stripe, the stripe being left plain and the white space between pleated; this brings a narrower pattern into the front than is seen in the body of the shirt.

Two Length Sleeves.

One of the big Canadian manufacturing concerns has introduced a new feature which promises to become very popular in the trade. This is a range in which there will be garments with different length sleeves. This has been one of the weak points of the ready-made shirt. There is the business man who may desire to have the length so that the cuff will be shown at all times, while others will want a shorter sleeve for the reason that their employment may be responsible for the band being easily soiled. Again there are different opinions as to the length of the coat sleeve. With the different length sleeves the retailer should be in a position to much more readily supply the demands of his customer and give more general satisfaction.

THE NEW FEATURES.

Ranges with sleeves of two lengths in the size.

Soft collars without buttons in self materials.

Bow ties same material as shirt and collar.

Silk fronts with bodies of cheaper material.

Sport shirts with new fold back collar.

Front band extended down full length.

Garments sold in envelopes of waxed paper.

A reversible soft cuff.

High colors continue in patterns.

Pleated fronts still strong but no cross stripes.

Strong showing of moderately priced garments.

Weakness of cross stripes and cross pleats.

A Double Soft Cuff.

The continued popularity of the soft cuff on shirts for all times of the year has led to an innovation in a double soft cuff which is on the same principle as the double stiff cuff which has been displayed in the trade for some time. The bottom of the sleeve is attached to the center of the cuff band rather than to one side which allows two wearing ends and a double exposure.

Collars and Ties of Self Material.

A feature of the Spring lines will be an effort to revive the popularity of the soft collar which is being made in the same materials as the shirts. A new idea is a collar without the button holes. Instead of being held up by the pin or cross tape as in the past, the ends will be loose, and the collar will lie flat at the front.

An entirely new idea with the soft collar will be ties of the same material which will usually be tied in bows.

Another new idea which we have seen in the Spring shirts is to continue the front band down the full length of the garment instead of only so far as the row of buttons.

Some Novelties.

The demand for a silk shirt has led to something new in a garment with a front of silk and the body of cheaper material, which, however, will have the same pattern and the same coloring as the front. A special effort is being made



SAMPLES OF SPRING SHIRTS.

Here are some of the new things brought out for the spring trade. The one on the left is shown in a candy stripe; it is retailed in individual envelopes of waxed paper. The pleated front is new in that the pleats are only between the stripes. The new collar, without buttons, is shown in the same material as the shirt and also a bow tie of like material which is unique. A shirt for the holiday trade with special box is shown; it has a silk front and body of cheaper material in the same pattern. Shown by Tooke Bros., Ltd

to put this garment into the holiday trade and it will be sold in appropriate individual boxes.

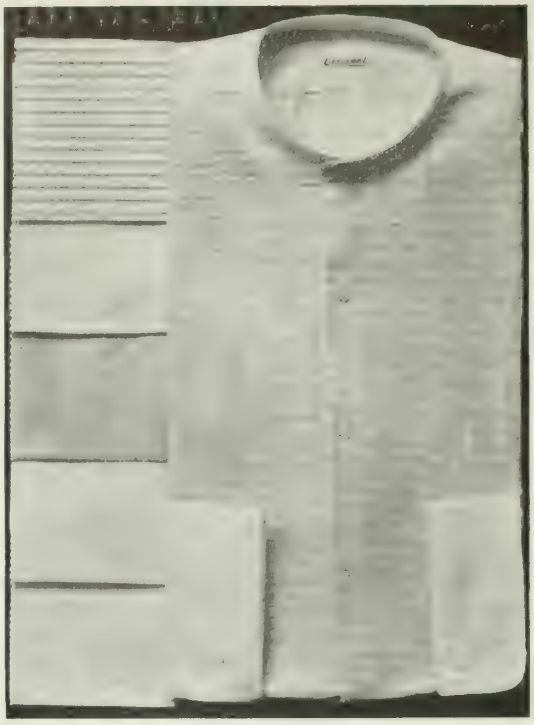
High class shirts will also be sold in envelopes of waxed paper, which prevents anything in the way of soiling and leaves a good impression with the customer.

Sport shirts for next Summer are being made with the new convertible collar which can be folded back, leaving the neck open, after the fashion of a coat or sweater. This garment has a breast pocket.

Some New Collars.

There will be a number of new collar shapes displayed which will be in plain and madras. The latter will continue its popularity next year and there will be some new designs and patterns. It looks like a continuance of the open and long pointed shapes but it is yet rather soon to predict definitely.

McNaughton & Green, Sudbury, have opened a stock of men's furnishings and groceries.



SHIRTS FOR SPRING, 1915.

On the left are swatches of silk shirtings, the two stripes being heliotrope and black, and the others tan and light blue. The shirt has a silk mushroom bosom, with soft double cuffs. Shown by Crescent Manufacturing Co.

Bigger Business for Canadian Mills Due to War

Government Orders and Extra Demand for Hosiery—Choice of Lower Priced Underwear for Spring is Public Fancy from Sense of Economy—Silk Fibre on Hand.

THREE things will determine the amount of knitted goods sold this Fall: the war, the weather, and the disposition or ability to buy first. The war has had the effect of eliminating certain German lines from the market, diverting this business to Canadian and British houses. Secondly, those who are observant declare that this will be an early and severe Winter. Thirdly, there will be a disposition not to buy heavily for a time at least.

Retailers have stocked well in a better grade sweater coat. This is rather unexpected, and the only explanation to be offered is that they carried over a large stock of medium and low-priced coats. The demand will be chiefly for plain colors, and not for the red and green stripes which used to be so popular. Greys are an easy first, navy second, followed by maroon and brown. The pullover sweater is not so popular. The big coarse-knit coat is in favor. This business is pretty well controlled by Canadian firms. German goods that will be missed are shawls and boys' jerseys, but these supplies can be secured in England, while Canadian firms have also been entering the market.

The price of underwear is not affected much by the war as yet. Our own factories are able to take care of this business. The war will make a difference if it continues, however. Manufacturers report that the price of wool has advanced, and they cannot replace goods for next Fall at prices secured for next Spring lines. Wool is costing 3 cents per lb. more now owing to increased ocean freights and insurance.

The Dominion Government has placed orders for an enormous amount of underwear and socks for the troops, which has helped to keep the mills running, and in some cases mills shut down or very slack, are running again. Wholesalers express the opinion that woolen socks might be scarce before the Winter is over. Retailers have ordered woolen hosiery almost up to the average. Orders were few earlier in the year, and a rush is expected between now and December.

For the last two years the public has shown a tendency to buy lighter weight stuff. There is another tendency now to buy cheaper goods, though not too cheap. All Summer there has been a tendency to economize, A dollar suit of underwear is good enough, whereas a year ago it was "Let me see the best you've got." What has been said about underwear applies equally to men's and women's.

For the past two years, reports a large Toronto retailer, about ninety per cent. of their hosiery business has been in black cashmere. Cotton, silk and lisle hosiery will be seriously affected by the war for Spring business. Chemnitz, in Saxony, is the great centre for ladies' hosiery, and this supply will be entirely cut off. There will be little change in prices except on lines, the yarn for which is imported.

Samples of silk fibre hosiery were submitted to Toronto wholesalers a week before the war. The announcement was made shortly afterwards that these had been withdrawn from the market. American manufacturers have a large stock of this yarn on hand, and should be able to supply for the Canadian market what cannot be secured here.

As regards other lines of hose, the war could not have happened at a more opportune time for Canadian manufacturers. One firm had recently doubled its capacity and come on to the market with several new lines, competing with the Germans. Another mill has just started to manufacture the very goods that were cut off by the war.

No Dyed Hosiery Deliveries After Christmas?

National Association Executive Take Stand as Result of Scarcity of Dye Stuffs—Lots in Germany but Shipments may be Held up by British Fleet—No U. S. Dyes for a Year.

PHILADELPHIA, Sept. 14. — The knit goods situation was threshed out thoroughly at a meeting of the Executive Committee and Advisory Board of the National Association of Hosiery and Underwear Manufacturers. The lack of dyestuffs was considered the most serious obstacle in the way of business, and it was decided to take no orders for the delivery of dyed hosiery after January 1, as stocks of dyes were getting low. A statement was issued in which it was declared that no immediate relief could be expected in the dye-stuff situation, and domestic dyestuff manufacturers showed it would take at least a year to start any plants for their manufacture, and then only at an outlay of immense capital and some time. Even then only a limited class of colors could be produced. Furthermore it is problematical, if any dyestuff can be imported during the progress of the European war, or for a considerable time after its termination, and in any event prices will be advanced enormously, it was therefore

"Resolved, That it is the opinion of this meeting that the hosiery manufacturer should take no orders for dyed hosiery for delivery beyond Jan. 1, or beyond such time as the stock of dyestuffs of the individual manufacturers will last. Furthermore, that our customers be advised of these conditions, and they are recommended not to commit themselves to deliver any dyed hosiery which is not in their possession on or before January 1.

"Consequently, owing to these conditions existing, it seems that bleached white or undyed hosiery will, of necessity, be the prevailing color for all hosiery for next Spring and Summer.

"At the morning session it is also understood that every possible phase of the situation received careful attention, and it was the judgment of all present that the future was decidedly uncertain, and that it behooved every manufacturer to move very cautiously. The yarn market alone presents a problem worthy of consideration, and with the uncertainty of obtaining sufficient dyestuffs, the manufacturers' troubles were considered to be of a weighty character."

Manufacturers stated that in Germany there were big supplies on hand, but England might interfere in the shipment of these goods. A representative of the Berlin Aniline Works, stated that the German Government was making every effort to ship merchandise to the seaport—Holland, Denmark and Sweden, and to have the goods transferred in neutral bottoms, but that there was nothing definite which he could state. He claimed that the supply in Germany is sufficient to last manufacturers in this country for almost a year. As far as he could learn plants in Germany were being operated in part and that, while they were not remitting money on sales made, they are making arrangements to transmit it in a round-about way. He declared that if he were a manufacturer he would not sell goods to-day to be delivered six months from now on the indefinite basis of receiving supplies. He also stated he knew nothing about prices because factories are partly closed down and a good deal of the raw material has been used for other purposes, particularly for explosives by the Government.

Representatives of dye works claim they were operating to a certain extent, but that the prospect of securing domestic dyestuffs is very small.

It was stated that manufacturing in the United States could not be undertaken before one year.



Boy's double-breasted ulster with stitch-down cuffs, and centre back vent. Buttons close to neck.

GEORGE E. PEARSON,

Member of the MacLean Publishing Co.'s editorial staff, Toronto, who goes to the front with No. 1 Company Princess Patricia Light Infantry. Mr. Pearson is a splendid type of man and has many warm friends throughout the country.



The Princess Patricia Light Infantry, which is now recruited up to its full strength of 1,000 men, will be the first Canadian force to leave for the front.

The regiment is practically all composed of veterans, either Canadian or British, who have seen active service. They present a splendid appearance, and will undoubtedly create a most favorable impression on landing in England. Before crossing the channel the regiment will probably be given a little further training at Aldershot or Salisbury Plains.

After reviewing the Princess Patricia Light Infantry the Minister of Militia, Col. Hughes, sent a cable to Earl Kitchener stating that there was no finer regiment to be found in the world.

WORSTEDS IN SMALL SUPPLY.

Manufacturers are chary of committing themselves on prospects for cloth deliveries. It is known, however, that some of the largest in the trade have had to lay off cutters for lack of material so that the necessity of using more Canadian and American textiles appears quite likely. The supply of Old Country tweeds is ample for some months, but that of worsteds is reported to be rather low. Prices will likely be affected by the probable shortness of supply and increase of first costs to the manufacturers.

The Future of the Closed-Crotch Union Suit

PROBABLY the greatest legal controversy which has ever stirred the furnishing goods trade world, says "Men's Wear," New York, is that one which for the past several months has centered around the form of union suit which has been denominated by the various makers the closed crotch. Letters patent covering this invention have been the subject of a prolonged controversy between the manufacturers and sellers of underwear throughout this and some foreign countries. Many manufacturers have become involved legally, and wide publicity has been given to the various aspects of the controversy in the news and advertising columns of trade papers everywhere. As a result the closed-crotch idea has gained a vast amount of publicity for which it has not been compelled to pay advertising rates. It is safe to say that this publicity has been a very potent factor in the sale of garments embodying this feature. It may also have resulted in causing many manufacturers who never before made such garments to engage in their manufacture, though each has tried to avoid possible litigation by modifying his designs to an extent that he feels safe in producing them and selling them to the trade. The earlier history of this feature is somewhat obscure. Like all controversies involving patents, more than one claims to have originated the idea, and often some feel that the one who succeeds in getting letters patent from the government is not rightfully entitled to them. The original idea underlying this feature may be traced back to 1906, at which time Wm. A. Meredith is conceded by many to have conceived the idea of a closed-crotch union suit. The business development of the idea did not begin, however, until some time later, when a company was organized to sell union suits embodying this feature. The first advertisement which appeared in a trade paper was in March, 1910. This marked the beginning of the publicity which has been so great a factor in the growth of the business.

Almost a year before the appearance of this advertisement the first order for union suits embodying this idea was recorded, and the first patent was granted a few weeks before this first sale of the new garments was made.

As the merits of the idea became known, and as the advertising became more intense, others entered the field, until to-day there is scarcely a house making union suits in this country but what makes suits embodying this feature.

Comments of the Retail Trade.

Notwithstanding the growth and development of the business on union suits embodying this feature, and the many advocates of the merits of the "closed-crotch" idea, there are those who believe that these merits are magnified by the publicity given this line. Notable among these is the head of one of the leading men's stores in the country, situated in Chicago, whose clientele is among the best that exists. He says that his experience handling the closed-crotch union suith confirms him in the belief that the chief merit of the idea is in the amount of printers' ink used to promote sales of the various lines in which it is embodied. This buyer said that the business with this line has been so unsatisfactory that he had about decided to abandon it, except possibly in the basement department. The statement was made, and confirmed by the salesmen who handled the greater part of the union suit confirms him in the belief call a day has been received for "closed-crotch" union suits; that in most cases he was able to sell them the regulation open-crotch garments, and that an infinitesimally small percentage of sales were lost by not having "closed-crotch" suits in stock. He also asserted that after closed-crotch union suits were sold many of the purchasers returned them or asked to have them changed into the "open" kind.

Conversely, another leading buyer of underwear stated that 50 per cent. of the union suit business is done on the "closed-crotch" varieties, and it was his opinion that this style is the greatest improvement ever made in modern underwear.

Another expressed the opinion that while the business in this line is growing greater all the time, because of the merit of the idea, it was not yet perfected to the highest possible degree. Complaints of too much material in the crotch have been made by wearers, while some take the ground that it is more difficult to be fitted with the "closed-crotch" kind of union suits.

Very Favorable.

The consensus of opinion as expressed by underwear buyers in New York indicates that the future of the closed-crotch union suit is considered very favorable throughout the retail market. All of the buyers interviewed on this subject in that city displayed a great deal of interest in this style of underwear for men, and predicted that its popularity would increase steadily each season. Its success, they say, is already an established fact.

Boyd Payne, furnishings, hosiery and underwear buyer for Browning, King & Co., said: "There is no doubt in my mind but that the closed-crotch union suit is here to stay. Our closed-crotch union suit business in our eastern stores at present closely approaches 50 per cent. of our entire underwear business in these stores, while in our western stores more than 65 per cent. of our underwear business is done on closed-crotch union suits. The old-fashioned open-crotch union suit in all our stores has been completely displaced by the closed-

Message from Valcartier Camp

Valcartier Camp, Quebec, Aug. 30, 1914.

The C. W. T. Association,

Gentlemen:—

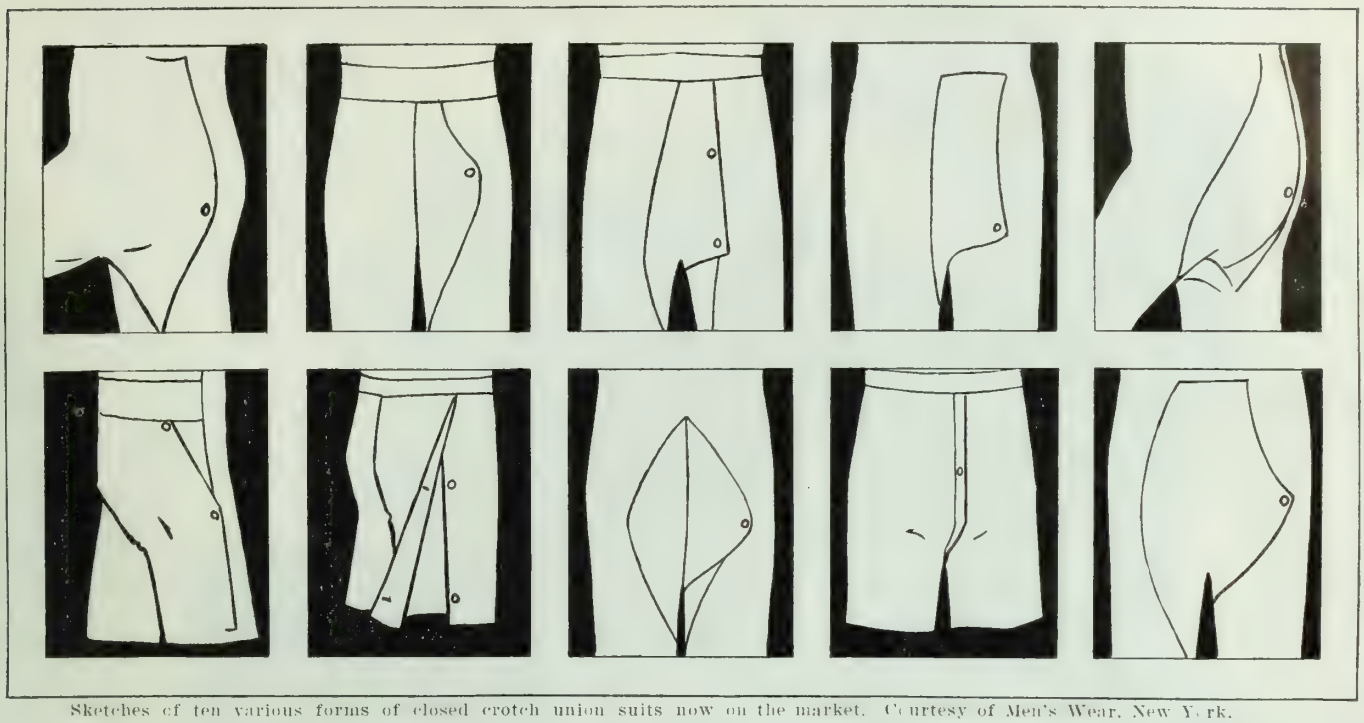
I regret being unable to be present at the recent annual August Convention, my absence being caused by my joining, on the call of my native land, the 72nd *Seaforth Highlanders now in the camp en route for the front. I trust you had an instructive and very pleasant time and that the Association will grow stronger each year.*

Trusting that I may have the pleasure of being with you all again next August,

I remain,

Yours sincerely,

E. G. MEADOWS.



Sketches of ten various forms of closed crotch union suits now on the market. Courtesy of Men's Wear, New York.

crotch garment, and our business on this latter style of garment is increasing all the while at the expense of a proportionate decrease in our two-piece underwear business. To my mind, the closed-crotch union suit is the only thing, and it has taken the place of the old open-crotch style, which we do not carry at all now, just like the coat shirt has replaced the old-style open-back shirt. The closed-crotch union suit is growing more popular all the time, and after a man has once worn and become accustomed to that style of underwear he prefers it to anything else."

The assistant underwear buyer for one of the largest department stores in New York said: "Our business on the closed-crotch union suit is increasing about 10 per cent. each season, and we believe that its popularity is going to continue to grow until it has become one of the most important styles of underwear for men on the market. Although the West took up this garment first, and still leads other sections of the country in closed-crotch union suit business, the East is becoming a greater factor in the distribution of this style of underwear all the time. The sizes and measurements of the closed-crotch union suits now being made by a big number of manufacturers are so nearly perfect that it is an easy manner to satisfactorily fit any man.

Merchant Writes a War Poem Every Night

THE patriotic war time poem, "Canada Awake," which is here reproduced, is but one of many from the same pen since the outbreak of the present war. The author is T. R. Gaines, of Montreal, manager of the Vassar store for ladies.

Mr. Gaines tells The Review that he has written a poem each night since the declaration of the war, dealing with some phase or feature of the campaign which appeals to him. He has written of the glories of the Empire's history, of the world duty upon the shoulders of those of British blood, of the heroes at home—the wives of the men at the front—and of the awful responsibility which lies at the doors of those who have plunged the world into blood. The strongest are those which look upon warfare from the more socialistic standpoint, seeing beyond the glory of victory or the disgrace of defeat, the wanton destruction of human life.

The writer of these impelling verses is not a poet—or rather had not been. He explains that his work has been largely a matter of inspiration, and that he has written something each night since the war began—always based upon some inspiration from the developments of the day's news from the front, or some incident in his own experience. With the idea once grasped, he states that it is only the matter of a few moments to write, and that he notes improvement in his work as the days pass.

Mr. Gaines is having his poems put out in card form, and proposes to issue a small volume later.

CANADA, AWAKE.

Canada, awake! a mother calls in troubled tones to you.
Grim danger threatens, a finger points and shows what you should do.
Duty is beck'ning, take instant heed, to-morrow may be late.
Darker still clouds grow, perhaps, on you depends a nation's fate.

Mighty is your strength, go gather all your sons to join the fray.
Do not falter now, Old England calls on you for help to-day;
Flash the answer forth, we hear thy cry, thou need'st not call again.
Canada will show, by mighty deeds, thy call was not in vain.

When dark clouds lift up, when war is past and gone, and peace is here,
Thy reward is sure, thy deeds a mighty Empire will revere.
Ne'er will she forget, the lion-hearted men from thy fair shore,
None could be braver, descendants from their fighting sires of yore.

Hist'ry, too, will tell, of battles great, in which thy sons engaged,
How val'rous were they, when bursting shot and shell around them raged.
How they helped to win, the Nation's final war-destroying fight,
Bringing mankind peace, establishing forever Britain's might.

Copyright, 1914, T. R. Gaines.



MacLean Publishing Co. in New Quarters

AT the end of August the offices of the MacLean Publishing Co. were moved into the new building, which has been in course of construction for the past year. The above illustration shows the present plant of the MacLean Publishing Co., the new building to the front and left, the old building to the rear and right of picture.

The old building was built a little over four years ago, being used for business offices and the mechanical departments as well. Capacious enough to house the organization comfortably at the time of its occupation, this building ordinarly would have served as the home of the MacLean Publishing Co. for many years. The aggressive policy of the company, however, led to unprecedented expansion, each of the fourteen papers composing the "MacLean group," showing a rapid growth. The staff necessarily grew until the building was found quite inadequate and accommodation had to be found outside for some departments. The erection of a new building on the northwest corner of the lot was then started.

Under present arrangements the new building is occupied by the editorial and business offices. The ground floor is occupied by the business, accounting, circulation and subscription departments, together with the offices of some of the executive officers, including the president, Col. MacLean. The floors above are occupied by the staffs of the various papers, including the business managers, editors, advertising men, advertising copy writers and artists. The old building will from now on be given over entirely to the mechanical and stock departments.

The new building is the result of very careful planning. It is airy, well-ventilated and, above all else, light. There are thirteen large windows on each floor, so that the space within is flooded with light and the facilities for ventilation are equally unexcelled.

For the convenience of visitors the location of the various papers may be given as follows:

First floor (above ground floor).—On right; Canadian Machinery, Power House, Canadian Foundryman, Marine Engineering, Dry Goods Review, Men's Wear Review. On left: Hardware and Metal, The Sanitary Engineer, Bookseller and Stationer, Printer and Publisher and Canadian Grocer.

Second floor.—MacLean's Magazine, The Farmer's Magazine, The Financial Post, Ad. Service and Art Department.

Friends of the MacLean papers are cordially invited to visit the new headquarters of the company.



"ROCKWOOD"

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR THEM

The Canadian Converters' Co. Limited.
Montreal

MADE IN CANADA

KANT KRACK

Trade Mark

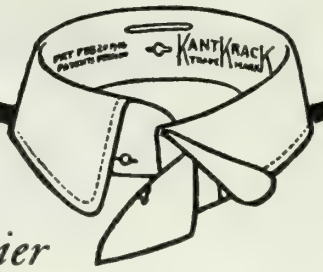
Registered

"ONE GRADE ONLY

Fact No. 1

Concerning "KANT KRACK"

—AND THAT THE BEST"



The Slit Back
Makes Buttoning Easier

You might at first wonder why a long slit over the back buttonhole of a waterproof collar was necessary. In the first place, unlike a linen collar, the coated linen fabric of any waterproof collar is necessarily very stiff, and for this reason the wearer often experiences a little difficulty in buttoning and unbuttoning the back button. In the second place the stiff back of a waterproof collar is liable to be very uncomfortable on the neck.

These two difficulties are wholly overcome by the long slit over the back which allows freedom in buttoning and unbuttoning and also allows the collar to adjust itself to the neck, thus giving absolute comfort.

KANT KRACK is the only collar on which this patented feature can be used.

KANT KRACK is made in "One grade only, and that the best." All styles. **We sell direct to the trade.**

Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Holiday Goods Number Issued October 1st

Get your seasonable lines before the buyers in this Number.

Goods that will be live sellers at Xmas time will have special attention in this useful issue.

Forms close September 30. Arrange now to tell the Trade in this issue what you have to offer for this the busiest of all seasons.

Dry Goods Review

CANADA'S ONLY DRY GOODS PAPER

VOL. XXVI No. 19

OCTOBER 7th, 1914

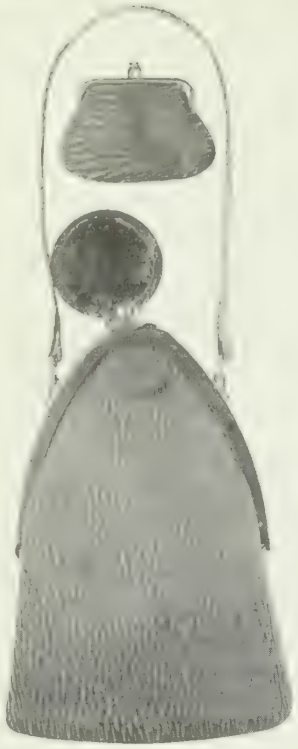
Dry Goods Review

A PROMINENT MANUFACTURER SAYS:

"And so we have settled down to business after the first shock of the war. We decided that affairs in Europe were in good hands, and we in Canada were expected to do our share by keeping the wheels of Commerce going; therefore our slogan for now and the future is-

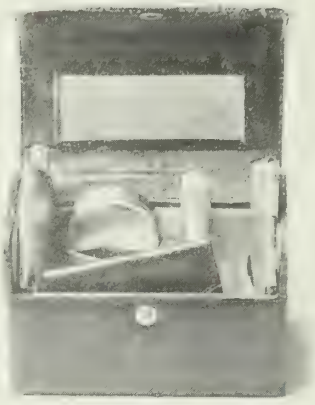
Business as usual"

"MADE IN CANADA"

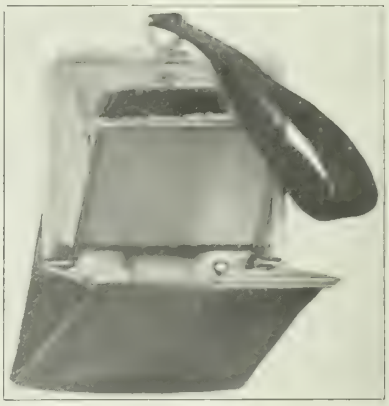


No. 2459
Single or Double Handle
Retail $1.00

PARTY BOX



No. 993
We make a nice variety of these



No. 2437
With swinging mirror, to retail from **$1.00 to $3.50**

All Our Goods are Made in Our Own Factory by Canadian Workmen

Western Leather Goods Co., Limited

MANUFACTURERS OF LEATHER GOODS

1191 BATHURST ST., TORONTO



"Rooster Brand"

CANADA AND BRITAIN

Produce About Everything We Require

Purchase all you can in Canada and our factories will run full time and much hardship be averted.

Be British

Our Travellers are now on active service with a splendid equipment and ready for any emergency for assorting and Spring.

White Coats, Shirts, Overalls, Pants
Mackinaws, Khakis, White Ducks

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

MONTREAL: 501 New Birks Building

MAGOG, QUE.: Branch Factory

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

Plenty of Priestleys' in spite of the War

WE RECEIVED large shipments of Priestleys' dress goods just before the outbreak of the war, and in spite of an unusually active demand for these goods, are able to supply all requirements of our regular customers. The big

Fall Advertising Campaign

for merchants handling Priestleys', is nearly ready. Full particulars will be sent out by mail in a few days. The campaign last spring resulted in unusually heavy sales for all merchants who co-operated with us in it, and results should be even better this fall.

Other Departments

Except for a few lines which have been exhausted since the war started, our stocks in all departments are ample, but we advise our customers to anticipate their requirements wherever possible, because the call for all varieties of imported goods is keen and prices will inevitably advance if the war continues.

Our Mail Order Department will give prompt attention to all orders. It is maintained for the convenience of customers who need goods quickly and cannot wait until the next visit from one of our travelers.

GREENSHIELDS LIMITED

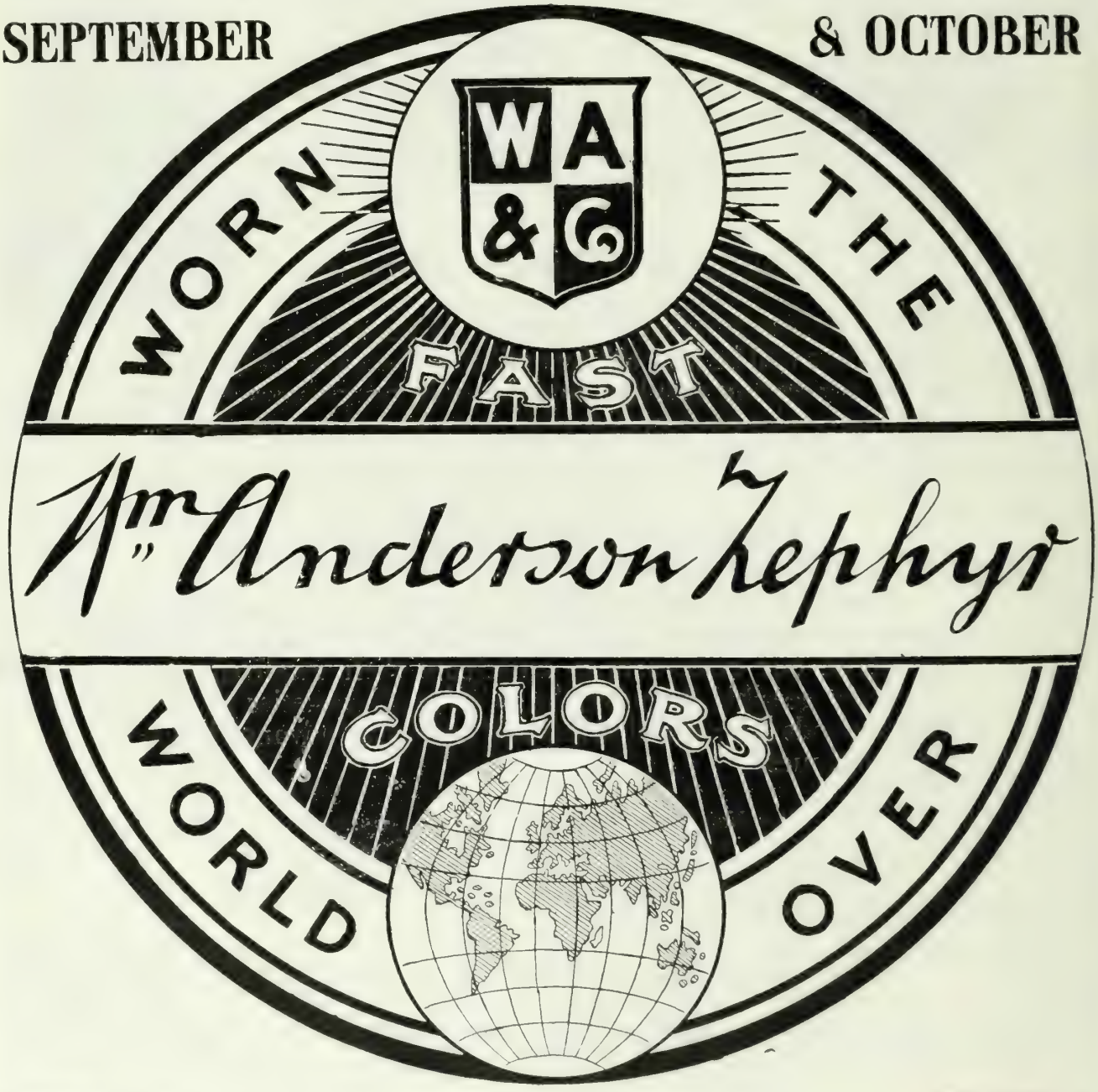
Victoria Square, Montreal

"Everything in Dry Goods"

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND.**

The Range of "ANDERSON'S" is finer than ever
and will be shown by ALL WHOLESALE HOUSES in

SEPTEMBER & OCTOBER



WA&G

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

WA&G

Early Placing for Spring

is more imperative this year than ever before. In the face of an advancing market and certain shortages, you should seize the earliest opportunity to protect your Spring business by placing orders on all possible lines.

We are Anxious to Protect Our Customers

Outside of the fact that we do not consider it fair to take advantage of present conditions to secure higher prices on goods in stock, our best interest puts the goodwill of our customers before a temporary increase in our profits.

Our Prices Do Not Go Up Until It Is Imperative



John M. Garland Son & Co., Limited

—Wholesale—
General Dry Goods

Ottawa, Canada

"OLD BLEACH"

(TRADE MARK)

is stamped on every towel.

It represents the height of perfection in linen bleaching, in linen quality.

This label



is known the world over by the linen-buying public.

Backed by scores of years of linen making, bleaching and finishing the makers are enabled to guarantee these famous linens as no others are.

Make a full range of Old Bleach Linens, plain and fancy, the centre of attraction for Thanksgiving shoppers.

R. H. Cosbie Limited

Irish Linen Agency

30 Wellington Street West

TORONTO

Exceptional Bargains in Spite of War

Although this war is forcing prices upwards, we are in a position to give all our customers exceptional values in

Swiss Embroideries, Nottingham Laces, Linens and Furs

with no advance for the present. We are also clearing regardless of price the following lines:

200 Hare Sets.
50 doz. Table Linens.
200 Swiss Embroidered Runners and Shams.
40 doz. Pillow Cases.
500 Pair Blue Serge Pants.
500 Pair Woolen Pants.
500 Pair Cotton Pants.
All orders promptly attended to.

Tauber Bros. & Co.

67 St. James Street - - Montreal

Head Office, 36 Houndsditch, London, E.C., England

J. MAYGROVE

& Company Limited

SILK threads for WEAVING
KNITTING and EMBROIDERY
also SEWING

AGENT:

F. A. TURNER, 52 Bay St., TORONTO

London Warehouses:
51/2 Aldersgate St.,
E.C.

Mills, ST. ALBANS
and Redburn,
HERTS

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

The Daily Telegraph.

No. 18,504.] 4 A.M. LONDON, MONDAY, AUGUST 10, 1914. [TWELVE PAGES, ONE PENNY.

ANGLO-AMERICAN POSITION.

SHIPPING AND MAILS.
P. O. MAIL and PASSENGER SERVICES.

RAILWAYS:
SERVICES, EXCURSIONS, TOURS, &c.
BELFAST.

EDUCATIONAL.
CLARK'S COLLEGE.



This is exactly how Her Majesty Queen Mary recommended Butterick Patterns in all the English papers.

In response to her appeal, demands for Butterick Red Cross Patterns poured in by the thousand.

And Butterick supplied every last one of those Patterns free of charge and offered to do the same thing for Belgium, France, Germany, Russia, Servia, Austria, as well as for England.

And here in our own beloved country Butterick has been officially appointed by the American Red Cross to supply all Red Cross Patterns needed for war purposes.

And to the astonishment of Red Cross officials, *after that appointment was made,* Butterick offered to supply every Red Cross Pattern needed, absolutely *free* through the Red Cross Offices.

Butterick knows no boundaries, no limitations of language or creed. It is the universal Pattern.

In peace and in war, when Patterns are needed, Butterick is called on to supply the need.

Butterick

Butterick Building

New York

QUEEN AND TROOPS.

APPEAL TO NEEDLEWOMEN

ORGANISING WORKING PARTIES.

COLLECTION OF GARMENTS.

Her Majesty the Queen has issued the following appeal to the presidents of Queen Mary's Needlework Guild:

"I appeal to all the presidents of the Needlework Guilds throughout the British Isles to organise a large collection of garments for those who will suffer on account of the war, and I appeal to all women who are in a position to do so to aid the Guilds with their work.

"Garments will be of service to the soldiers, sailors, and Territorials, to their families, to the military and naval hospitals, and to those among the poorer classes of the population who will suffer from any distress that may arise.

"I hope that the Guilds will co-operate with the Prince of Wales's National Relief Fund, with the Red Cross Society (who have the organising of working parties among their schemes), the Territorial associations, soldiers' and sailors' families' associations, and the Soldiers' and Sailors' Help Society.

"The most useful garments for soldiers and sailors on active service are Flannel shirts, socks, sweaters, and cardigan jackets. For the naval and military hospitals Night-shirts, pyjamas, flannel bed-jackets, and bed-socks which would be distributed by the British Red Cross Society.

"Large numbers of all the ordinary garments for women and children will be required. Those intended for the wives and children of soldiers, sailors, and Territorials will be distributed with the help of the Soldiers' and Sailors' Families Association and of the Territorial Associations, through whom every possible assistance will be rendered to the families of those called up to serve in the Reserve and Territorial Battalions.

"Those garments intended for persons suffering more distress owing to unemployment should be sent to the Committees for the Prevention and Relief of Distress which are being formed by the mayors and provosts, and the chairmen of the County Councils and larger Urban District Councils. These committees will give all forms of assistance to persons who stand in need of it, and it is important that they should have information of all the help, of whatever kind, given in their districts.

"I have arranged that all work by my Guilds in London shall be received at Friary Court, St. James's Palace, and distributed from there to the various associations.

"I trust that the Presidents of the Guilds all over the country will follow my example, and will arrange with them for the distribution of the garments.

"It should be remembered that all flannel garments should be made in a large size, and suitable paper patterns can be obtained from Butterick, 175, Regent-street.

"Anyone who is willing to assist in this work can obtain, on application the name and address of the President of the Work Guild.

"All letters and parcels should be addressed to the Hon. Secretary, Friary Court, St. James's Palace, S.W., and marked on the corner

Q M N G

(Signed) "MARY R."

A VAST ENTERPRISE

By a Correspondent.

Few realise at all how vast and efficient is the machinery that the Queen has at hand in the London Needlework Guild and the allied organisations of the land in all the counties. St. James's Palace is large and there is much space that can be used there for the storage and classification of what is sent in. But even its resources are likely to be heavily taxed when it becomes a clearing-house for the kingdom of all the offerings of stitchery that will come in prompt and loyal response to her Majesty's call to the women of the kingdom.

None had better opportunities than the Queen of knowing how much wastefulness and overlapping of kindly endeavour occurred during the war in South Africa. This will not [illegible] the British Red Cross

TRADE MARK
"Noesting"

Two Examples of Humanity

A few weeks ago King George was passing through a Hospital in England where both British and German warriors lay wounded. He instructed the hospital authorities to show no discrimination between them, but to give both the same careful attention. Truly a very humane act.

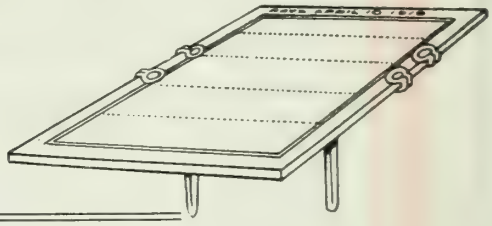
Noesting Pin Tickets is another example of humanity — carried into business. Instead of operatives and customers inadvertently jabbing their fingers with the pin tickets, Noesting with their rounded points do away with this annoyance. And these rounded points serve another very useful purpose—*they do not tear the goods.*

Write for a free sample box to-day and try them out yourself.

The Copp, Clark Co., Limited

495-517 Wellington St. West, Toronto

British Columbia Agents:
Smith, Davidson & Wright
Vancouver



Where Linen-weaving skill is manifest

Gold Medal Linens

For nearly a century the best brains of Old Ireland have been used to perfect Gold Medal Linens.

To-day they stand second to none in quality of fabric, quality of finish, and quality of pattern.

Get in touch with Liddell's Gold Medal Linens for the season 1914-1915.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

Hitchcock, Williams & Co.



Manufacturers of

Gowns, Coats and Skirts, Capes, Millinery

Specialists in Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

THE FABRICS THAT FIT EVERY FASHION



Some fabrics sell for a month; others sell for a season. Few maintain their style strength and selling ability month after month, season after season and year after year. English Mohairs, guaranteed by the B. D. A., belong to the slim minority of dress fabrics that are "good merchandise" all the while. They fit every fashion, and meet every requirement.

English Mohairs are lustrous, supple, durable; thoroughly adaptable to every dress need; appealing alike to the woman who seeks *style* and the woman who demands *wear*. Keep your stock of English Mohairs ever fresh by adding the stunning new patterns and color combinations. Nearly all high-class wholesalers and importers can supply you with English Mohairs—guaranteed by the B. D. A.

The Bradford Dyers' Association, Limited
of Bradford, England

Deserters

ARTEMUS WARD, the famous American humorist, whose humor sometimes was a lance-thrust, once said that he was willing to sacrifice all his first wife's relations on the altar of his country. Many a man has been willing to let others do his fighting for him—willing, also, to share the rewards of peace and victory. Men of this type belong to the deserter class.

In Canada are hundreds of business firms striving with all their might to make better times for themselves and their communities. To them all honor.

But there are other firms—manufacturers, wholesalers and retailers—who are "standing pat," "playing safe," doing absolutely nothing to build up business. They are mere lookers on, not participants in the valorous struggle of their brethren to maintain and establish good times.

Look about you and you will find in the advertising columns of this and other newspapers many messages from firms with a sturdy confidence in the future.

Lifter or Leaner—which are you?

FAVORITE FALL SPECIAL SELLERS

Knitted Wool Goods

We always show

CHOICE and CORRECT SELECTIONS SELDOM SEEN

Wool Overalls and Pullovers

All sizes

White and Scarlet

Bearskin

Muff and Tie Sets

Teddy Bear

Muff and Tie Sets

Motor Scarfs—Aviation Caps

Infantees — Bootees

Wool, Bearskin or Teddy Bear, to Match Sets

HANDKERCHIEFS

Present and Xmas

STOCK—IMMENSE
VALUES—A 1
ASSORTMENT—COMPLETE

POPULAR PRICES

2 Startlers

Done up in 12-doz. bundles
Ladies' Hemstitched
Assorted, 6 doz., All Linen
and 6 doz. Fine Lawn

Lot Job 1 - - - 45c. per doz.
" " 2 - - - 60c. " "

Our Staple Lines:

Ladies' Hemstitched Lawn..27½c to 90c
Men's Hemstitched Lawn ..45c to $1.35
Ladies' and Gents' Hemstitched Linen .....90c to $6.00

Exceldas, Duplex, Royal Reds and Blues, Colored Borders and Pictures, all prices and kinds.

Boxed Handkerchiefs in attractive, catchy boxes, from $1.25 to $18.00 per doz. boxes.

Make your Christmas selection before stock gets broken.

LETTER ORDERS RECEIVE PROMPT ATTENTION

The W. R. Brock Company (Limited)

TORONTO

Dry Goods Review

VOL. XXVI. OCTOBER 7, 1914 No. 19

Retail Merchants Outline Their War Policies

Most Agree That There Will be no Advance in Prices of Staple Lines Before Christmas—Scarcities Feared in Many Lines Being Relieved by Late Shipments—Few Advances in Spring Goods—Paying Foreign Accounts at $4.97 — Warnings Against Speculation.

From Interviews by Staff Correspondents.

WEEK by week the position of the dry goods trade in respect to Fall and Winter supplies becomes clearer, mainly through the opening up of unexpected sources that were regarded as entirely shut off by the war, or through a fairly ready readjustment of the public to altered conditions under the guidance of the merchant himself. It may be stated as generally applicable that the supplies for the present season present few difficulties now, and that prices on the staples remain pretty much as they were.

Outlook for Holiday Trade.

In lines for the holiday trade some German toys will be missing, but Canadian, English and United States lines are filling up the gaps satisfactorily. Fancy goods will be missed in many lines but here too, local enterprise is assisting the English and U.S. activities. Silks still are uncertain, but even here France is now getting out the early manufactured goods, while in velvets an English substitute may well respond to the milliner's call. In ribbons, laces and embroideries, France and Switzerland are getting out their stocks and may yet be equal to Spring orders, while in nearly every line English mills are turning out goods, and shipments are remarkably prompt.

Better in Country Districts.

Throughout the country there is a perceptible change in sentiment. This is felt most strongly in the cities and towns backed by a strong agricultural district, for the general advance in produce prices has relieved the situation of most of the possible ill-effects of the war. In the cities where industry is languishing, the merchants have been forced to readjust themselves to the change. This has resulted in a cutting down of expenses and advertising appropriations were among the first to be excised, part of this due to the lessened interest of the public in anything except the details of the great war.

Forced Re-adjustments.

The whole situation has forced merchants to consider points, such as the buying of larger stocks at once to save advances in the near future: the marking up of prices throughout the store; cutting of prices for leaders in sales; the meeting of accounts at the high rate of exchange; salaries, and the number of employees, and so forth.

Speaking generally it may be said that prices have been retained at past levels; that buying in large quantities through fear of advances has not been followed out, but as great care exercised to avoid speculation or plunging as during the past eight or nine months; that cutting prices for sale "leaders" has been modified, and for the most part, a sane and truthful policy has been adopted of taking the public into their confidence in the matter of supplies and prices as influenced by the war.

The Review has secured interviews with the proprietors or buyers of several well-known firms in Canada, and in these, as given below, a number of helpful suggestions occur.

* * *

A Merchandise Manager.

The merchandising manager of one of the largest of the retail houses of the Dominion—a man who is very closely in touch with all sources of supply—makes the statement that he does not think that the business of the next year in Canada—even with a continuance of the war — will be any more trying to Canadian trade than during 1907 and 1908. For the establishment with which he is connected he could see little reason for materially advancing prices in any of the lines except those for consumption —foodstuffs, etc.

Of course it will be remembered in this connection that business in 1907 and 1908 was far from good; but if conditions are no worse with the war continuing, then there is no reason for calamity talk. The war strain is one which will come upon the shoulders of many and the merchant will have prepared to bear his share of the burden. There will be advances necessitated but throughout the trade he believes, there is a feeling in favor of making these advances as slight as actual conditions will warrant and to maintain old standards as closely as possible in sympathy with the public pocket book.

From France and Switzerland.

The Review was informed by one of the big retail houses which does extensive importing that during the past couple of weeks there have been shipments coming to them from France and Switzerland. These shipments have covered various lines and although many may be consignments which were ready for shipment before the war broke out the company referred to is counting upon getting most lines from these countries in the future. Switzerland is sending shipments through Italy.

The merchandise manager referred to was asked what was his opinion regarding the situation to be created by the fact that many of the mills would not be operating. He replied that, in his opinion, the reduced consumption for these goods in Europe would prove a counter-action. As an instance of the present favorable situation as regards

Caution Against Importing German and Austrian Goods

The attention of the Department of Trade and Commerce has been directed to circular letters sent out from New York and other cities outside of Canada in the interests of German firms, either through brokers or receivers.

The purpose of these circulars is to continue in this indirect way business which has been broken off on account of the war, and is a clear violation of the proclamation which prohibits trade between Canada and people of the enemy country.

The British Empire is at war with certain countries and war, to be consistent and effectual, must run along certain trade lines as well as by military operations. We sincerely trust that no Canadians will be misled into affording help and comfort to producers of the enemy by this indirect channel.

We call the attention of readers to the proclamation on page 1665 of this issue, which sets forth the prohibition in regard to trade under the present war conditions. Our merchants run a great risk in having anything to do with such indirect business as above indicated. At this particular time we must all be loyal in supporting first the makers and producers in Canada and the Empire, and thereafter those doing business in the countries of our allies.

Parties receiving any such circulars will confer a favour by sending them to the Department of Trade and Commerce.

GEORGE E. FOSTER,
Minister of Trade and Commerce.

imports he instances an order cabled to England which resulted in the goods required being on the water in four days.

"The chief difficulty which I can foresee," he continued, "is with regard to food stuffs; other lines may cost more but we propose to sell at the same price as long as possible. The difficulties will be much more pronounced in the Spring; for the present the situation is defined.

"With regard to our general dry goods lines I can only foresee difficulty with regard to some lines of fabric gloves which are only produced by the Germans but I think that the machines could be duplicated in a reasonable time and the same lines produced in other sources."

Generally speaking the retail trade is not quite so optimistic as the spokesman of the big house referred to, but there is more of the feeling that supply and demand will adjust themselves and that business in Canada will soon regain a normal position. This feeling is emphasized from the fact that Canada is an agricultural country and the world wants our crops and is willing to pay big prices. When the money from the crops gets back to the country and into circulation there should be a pronounced relief from the stringency which has been felt since the declaration of war.

The improvement of the exchange situation is also an indication of better financial conditions and foreign business is now getting down to a more practical basis again.

Another promising indication is that hosiery jobbers are taking orders for the Spring trade and are guaranteeing delivery of Canadian and American goods to replace the German silk and lisle lines, and also guaranteeing all English cashmere deliveries.

Do Not Load Up

Hamilton buyer believes careful man will win—Shipments in from Europe and bright promises for Spring at little advance.—Belfast's warning.

MR. ROBERT PEEBLES, secretary-treasurer of T. H. Pratt & Co., Hamilton, who does the chief buying for this firm in Europe, gave the following interview to The Review:

"Our latest advices from Europe are much more hopeful. Since the war broke out ribbons have come from St. Etienne and gloves from Grenoble, and we have word from Switzerland that they can supply embroideries for Spring at the same prices, as we have been paying. There has been some difficulty over the operation of a 10 per cent. customs advance in ribbons and silks coming in by way of New York instead of on Canadian ships, and an effort has been made to get the Canadian Government to reduce the duty in this emergency, but they declined to take any steps.

"We have just received a letter from one of the largest manufacturers of fancy goods and toys in the world, and they announce an advance of 10 per cent. The reason they give for this is that inland rates have advanced up to 100 per cent., and ocean rates from 30 to 50 per cent., in addition to war and increased exchange rates. This 10 per cent. advance on cost will apply to all merchandise leaving Europe since the war broke out, whether it has been contracted for or not. However, our lines of toys are in good condition, although there promises to be a shortage of dolls, and those that we had been accustomed to sell at $1, some firms have quoted us a rate of $1.25, but we will make out some way, and do not expect to charge the public any higher rate than last year.

Belfast Sends a Warning.

"So far as the rate of exchange is concerned we have decided to pay for our Fall shipments, as they become due, even if the rate goes close to $5. Settlements through agents have been made at $4.90 in Canada. We take the ground that the English firms need the money, and that we owe the money and that we have every right to meet the accounts promptly. We have received word from Belfast that an association has been formed of manufacturers who declare that attempts have been made to defer payment to such an extent that they have decided to make a stand on this question, and that if accounts are not met promptly at the current rate of exchange they will charge 7½ per cent. interest, and if this is not effective they will refuse sales except on a cash bill of lading. That is working straight from the handle, but they are perfectly justified in the position they are taking.

"What would be your advice to Canadian merchants under present conditions?" was asked of Mr. Peebles.

"I would say do not load up with stocks. A lot have been doing this, but I do not think it is wise. The argument is that prices will advance, but on the other hand they are just as apt to buy undesirable stuff, and a lot of it is likely to get soiled or otherwise damaged, and my experience has been that you never get in the end more than an ordinary profit out of such a purchase. For instance you might buy silks, and find that instead of paillettes public taste ran to duchess or taffeta. On the other hand if you buy carefully, and in fairly small quantities, but the right stuff, you

Britain's Motto--As Canada's--"Business as Usual!"



Let the foe who strikes at England
Hear her wheels of commerce turn;
Let the ships that war with England
See her factory furnace burn;

For the foe most fears the cannon,
And his breast most quails with bread,
When behind the man in khaki is
The man who keeps his head.

—By Harold Begbie.

will find the public willing to pay the price for what they want. Do not speculate: it will not pay.

Not Much Higher for Spring.

"So far as the outlook for Spring is concerned, I do not look for any great increase in prices, particularly in staple lines. **There will be a tendency in every direction to go into black in sympathy with the mourning that will come upon every country as a result of the war,** and this will mean a great restriction in patterns and lessen the number of novelties that the public will require and demand in nearly every line of goods. You can see this now already in millinery, and in the buying that is taking place every day in our stores.

"Speaking of millinery there will be a great difficulty in getting a supply of velvets unless Lyons or St. Etienne can manufacture for us. There is a velvet which is being turned out at Manningham, near Bradford, that may come in useful for milliners, but it is not the soft material that they have been accustomed to. However, it is being made up in 18-inch widths, and may supply the demand. The public are buying much more moderate priced hats, being content with $4, $5 and $6 articles, simply trimmed, where before they took $10, $15 and $20 goods. This will cut down receipts very greatly in millinery departments."

Alex. Stewart, St. John's, Nfld., has left Ayre & Sons, dry goods, to take charge of the West End Bazaar.

Just As Good Values

Believes buying of all needed goods would be wise at present prices—French commissioner promises immediate delivery on cash basis.

ANOTHER buyer in a store in a large Canadian city, gave the following forecast of conditions. In wash goods England will be able to supply our needs without trouble; in wool goods there is likely to be an advance but not in cotton; fancy goods will be scarce, and millinery will be in the worst condition of all unless there are developments in France shortly. In hosiery Canadian firms can look after our needs. In lines there is already a scarcity, but we at least will make no advance before Chirstmas. This will be our policy all through the store, particularly as our stocks came in well before war broke out.

"We would suggest to merchants to buy pretty well at present prices if they can afford it, as they will save money over prices that will be in effect in the near future in most lines.

Cutting Down Ads.

"As regards advertising we feel there was a tendency even before war began to cut down on the big splurges that were being made in the daily papers. The public were getting tired of it. There was so much pounding going on. We have, of course, cut down on our space during the last two months owing to the fact that we felt people did not pay as much attention to advertisements when so much war news filled the rest of the paper, and so we have been boiling down our announcements, and we feel we can accomplish as much as before with a large saving of expense. But we would have done this even if war had not started.

"What about shipments?"

Goods From France at Cash.

"Both France and Switzerland are sending us goods the last two or three weeks. Corset covers, flouncings, organdies, voiles, etc. This stuff no doubt was ready before war broke out, but we have had word from our commissioner in Paris that he is prepared to fill our orders without delay for all kinds of French goods, but he will insist on cash payment. This may not apply of course, to woollen goods from Roubaix and other places, as we have not been accustomed to getting these through him to any extent."

"Are your prices being kept about the same?" The Review asked.

"There is scarcely any difference," was the reply. "In fact, we are selling better handkerchiefs, linens, laces, and even silks at the same price than we were a year ago. So far as exchange is concerned when it reached a figure below $5 we decided that we should meet all our bills, and have been paying lately at the rate of $4.97, and will continue to do so so. The extra expense we propose to absorb ourselves on most lines, and this will not result in an increase in prices throughout our store."

Credit is Sacred

One Firm Finds Tendency to Repudiate Contracts — Prices at Normal—Gloves the "Hard Nut to Crack."

"WE are in pretty good shape," said the merchandise manager and partner of a store in a large Canadian city, and our departments are well supplied for the Fall and Winter, although there is an odd 5 per cent. or 10 per cent. of our stuff lacking in some lines. There is likely to be a scarcity of linens when the yarns are used up, but we took more than usual this year. So far as dress goods are concerned, there will be an advance in any French novelties that come over, but no change in staple lines. We are getting English dress goods regularly, and at the same price as before. In underwear and hoisery Canada will supply most of what is sold this year, and there will be no advance in prices. Gloves will be the hard nut to crack. That is the most acute situation probably today. We have not a single black dollar glove in 6 and 6¼ in stock, and indeed all kid gloves promise to be very short, and there is no substitute in sight. It is likely that something will be made up to replace fabric gloves. So far as prices are concerned there is very little that is likely to be increased for months to come. In dress goods the English firms show no sign of advancing woollens, and with cotton down, cotton goods have no excuse for any increase either.

Repudiating Contracts.

"We have found a tendency in the trade both wholesale and retail, to repudiate contracts. We have, for instance, an order for $5,000 worth of gloves, and the firm has written us stating that we will be compelled to pay the war tax, that is, increased insurance, freight, etc., on our contract price. We do not need to do this, but if we don't we won't get the goods, so there you are."

"What is your policy in regard to store prices as compared with last year?" asked The Review.

Toys Same as Last Year.

"With few exceptions we are holding these the same as if war had not broken out. There are two reasons naturally for this: one is that the purchasing power of the public is less than it was, and on this account it is good policy to keep prices down wherever possible. But there is another, which few of the public will believe, but which I think is influencing a large section at least of the bigger souled men in the Canadian dry goods trade: a sense of responsibility to the public. For example, this is a large shipment of toys, and I am marking them all at exactly the same prices as last year, and will continue to do so, even if on later shipments, as is certain, we are compelled to pay a higher rate for transportation, etc. It is not so much the fact that children are concerned, as that I feel we owe it to customers who have been coming to us for these goods year after year, and look to us to give them what they want at as reasonable a rate as possible. The same principle applies to the marking of goods throughout our whole store. We will make no advances unless we are forced to do so."

"What policy have you adopted in regard to paying for English goods under the present high rate of exchange?"

"Up to a short time ago we felt that the rate was too high to justify us in meeting our accounts, and bearing the full charge, but now that it has fallen down below $5 we feel that we should meet every account as it comes due. We owe for those goods, and ought to pay for them, and any one who waits now for the rate to come lower, and holds back payment is doing wrong. Where there have been agents for English firms in Canada as a rule we have been able to meet them at a rate of $4.90. The small accounts under $100 we have sent over in the form of post office orders, at a nominal rate, but this could not be used in the case of larger amounts. There was some talk of being able to utilize the arrangement between the Bank of England and the Government at Ottawa, but this only applies to payment in gold, and has been found impracticable, so far as I can learn, by Canadian merchants. I feel very strongly on this point of paying our indebtedness to British creditors. We should consider our credit as sacred, and should never fool with it. Our experience with the British firms has been that at the first they were willing to wait until exchange rates came down to a fairly reasonable figure. I worried a great deal over this until I came to a decision. The extra cost owing to this and freight rates will be at least 5 per cent. added to the cost of our goods. They were sending them under war insurance for a time until I cabled to omit this, and there has not been a single instance where it was really necessary. But in most cases we will absorb the extra cost without advancing our goods."

The Trade That Was Germany's

Some benefits that Canada might derive from Europe's war are denied us by restrictions of Empire patriotism. The keenest Canadian business man would not willingly profit to-day by a situation that handicaps the Mother Country.

But in the field of commercial activity now open to Canadian manufacturers, there are now—by reason of this unsought war—various opportunities for us, which mean loss to none other than Germany.

Much of the trade that was Germany's in Canada should now become our own. Who but our own Canadian manufacturers should now make the hosiery, the underwear, the paper, the toys, the silver, and much of the chemicals, dye-stuffs, and other things Germany has supplied us?

All this additional business, now so readily tending toward Canadian concerns, will be divided among them in proportions depending upon the aggressiveness with which they, respectively, go after such business.

And in that aggressiveness, as in all commercial campaigning, ADVERTISING must be an important factor.

Doubly important right now—because this trade that was Germany's is going to be apportioned among our factories at once. Our people must have these things—not six months or a year hence—they are buying them now. Stocks are running low, and the firms that ask most insistently for their share are going to get it—large and quickly.

It will be a test.

Advertising will soon reveal which of our industrial enterprises are most worthy and best prepared to profit by Germany's set-back. The firms first to advertise for this business that was Germany's will be the first to profit and the ones to profit most largely when that business becomes Canada's.

Who, among our Canadian manufacturers, is willing to be left out in the cold? Who, among such firms, will fail to advertise?

"Business as Usual"

Montreal Firm Following This Out in Every Practical Way—Making Canadian-Made Goods Prominent.

"THIS establishment has adopted the business as usual policy, and is following it out in every practical way," said Theodore Morgan, of Henry Morgan

(Continued on page 17.)

The Retail Dealer and His Trade Paper

Part That it Plays in the Buying of the Merchant, as Shown by Special Investigations—Its Influence Found to be Widespread —An Auxiliary to the Visit of the Salesman.

By George L. Louis in "Judicious Advertising."

NO other factor in selling has greater possibilities than the trade journal. Here we have quality in circulation in its very highest form; here waste circulation is practically unknown. I personally do not know of any other merchandising medium that can be used so economically and effectively, and that is read more earnestly and thoughtfully. But notwithstanding that the powerful influence of the trade press has been, and is continually being, demonstrated, I know of no other selling medium that is so neglected and so abused. In this discussion, I am referring particularly to those trade publications which circulate among the retailers. I have used and closely studied the retail trade press, representing almost every industry, for the past 14 years. And I have gathered some rather interesting and fairly authentic data, during that period.

I have had the opportunity of getting very definite information from both the manufacturer's and the retailer's viewpoint. I have been able to test the selling value of trade papers under a wide variety of conditions with every possible calibre of copy, and for many distinct lines of business. Besides, I have had the opportunity to observe and learn directly from retailers just what they thought of the trade press and just how far it influenced their buying actions. During my four years' dealer analysis, in which time I visited merchants in every state, I noted very carefully the attitude of each toward his trade paper. Among the statistics I gathered on this journey, I have this: Eighty-five per cent. subscribed for at least one publication; of this number, 60 per cent. received two, and 15 per cent. three or more. This applies to dry goods, clothing, shoes, hardware, grocery, jewelry, drug, candy, stationery, paint and general stores. Upon questioning the proprietors of these stores, I was surprised to find what an important buying factor the trade journal had become to them.

Depends on Trade Journals.

"I don't know how I'd buy without it," a dry goods merchant in a Pennsylvania town told me. "When a salesman calls on me, I'm in a pretty good position to judge values and styles, for I have read from week to week just what is going on. I know from the editorials and advertisements in my trade paper what is new and popular and what isn't selling any more. Before I read the trade papers, they could sell me any old thing. But it is different now; I keep in touch with things."

I was also impressed with the long life of the trade journals. The greater majority of the merchants whom I visited, showed me issues that they were saving for reference. Some only kept numbers of two or three or four weeks back. Others from six months to a year. They were not shelved in out of way places, either. They were all to be found convenient of access, and when I glanced over these old numbers, I found that they were indeed well thumbed.

Evidence of Influence.

I tried to ascertain by the closest questioning just how far the trade press directly influenced retail buying. It is very evident from my observations and interviews that the advertiser who constantly tells about his wares in trade papers has a far better opportunity of interesting and selling the retailer than competitors who do not so advertise.

I was in a jewelry store in a small Ohio town when a salesman came in. When he handed his card to the proprietor, with whom I had been conversing, the latter exclaimed in a most friendly way, "Oh, yes! How are you? Let's go back to my office." Later I was informed that this had been the first visit of that salesman and that he received a very nice order. "But you've bought from that house before?" I asked, when told that this was the salesman's first call. "No; first time I've done business with them," he answered. When I asked the merchant for an explanation of the warm greeting extended to the salesman, he said, "Oh, I know the house well. They have a full page advertisement in the ————, right along."

I recall another instance where I questioned a woman's clothing retailer in an Illinois town why he had answered one of two letters soliciting his business and thrown the other into his waste basket. The two letters were from different manufacturers and seemed to have presented their respective selling arguments with equal force. "I know these people (referring to the concern whose letter he had answered) and I'm going to let them show me their line. I don't know much about the other house." His knowledge of and confidence in the manufacturer, to whom he wrote, was based solely upon the fact that he was familiar with their advertising in the trade paper he read. When pinned down for a definite answer, he acknowledged this. Incidentally, have since found out that this clothier is now a mighty good customer of this manufacturer whose letter he answered.

Such Incidents the Rule.

These illustrations of the direct buying influence of the trade press were not exceptional. Evidence of this nature was apparent in the greater number of my visits and interviews. One paint dealer told me he bought only from the concerns that advertised in the trade papers he read. Asked to explain his reason for this, he said: "The fellows who have really got something to sell and aren't afraid to let us know about it, are the ones I've got respect for and confidence in. I'm always a little suspicious of the ones who hide their light under a bushel."

Talk to the Dealer.

It will surprise the average trade paper advertiser to find how quickly the retailer will respond if the right appeal is made to him. The copy one finds in these publications is either of the most general nature without pretense of selling effort, or it talks at the retailer instead of to him. You all know the copy of the first kind; it's the "We-make-fine-goods-come-and-buy" stuff. It has about as much effect upon the retailer as a dummy salesman that was worked by some interior mechanism. The second type of copy is more prevalent. Although it is a vast improvement over the other, it approaches the retailer in the wrong way. When you tell the retailer why the consumer likes and buys your goods, you are talking at him. To talk directly to the retailer, you must center your copy around his selling conditions. Sales and profits are what influence him to stock up goods. To tell him why the consumer will buy from him is an indirect, ineffective approach. That your goods fit perfectly or wear well, or are fashionable, or whatever their advantages may be, is all highly interesting to the retailer, but what he wants to know is why he should buy them.

Montreal Stores Hold Joint Fashion Opening

New Idea Worked Out Successfully—Displays Showed No Shortage of Goods—Warm Weather Starts Discussion as to Later Openings in Future—Some Artistic Newspaper Advertisements.

By Staff Correspondent.



This design appeared as a newspaper ad., and in addition was printed on a card in brown (autumn shade) ink, the light and dark securing a two-tone effect.

MONTREAL, Oct. 5.—(Special).—There was a real "opening day" in Montreal this year for the display of Fall fashions. By this no special reference is made to the displays of the fashions in themselves but rather to the fact that the openings were generally confined to the one day. This was by mutual arrangement between the managements of the big retail establishments of the city where millinery and garments are sold. In practically all of the stores along St. Catherine street the special displays commenced on the 15th. This was the first time that an idea of co-operation amongst the different stores in connection with a fashion display had been tried and the general opinion seems to have been that it was a great success and likely to be followed by similar openings in the future. Commencing on the 15th, the showings were continued throughout the week with different displays for each day in the big stores.

The openings were attended by beautiful weather—weather almost too beautiful, in fact, for it was Summer heat. The result was that while there were large crowds there was not that incentive to buy Fall goods which can only be produced by a ting in the atmosphere which suggests the need for Fall clothing—rather that a temperature which brings visions of bathing suits.

Talk of Later Openings.

The unusually warm weather which prevailed has had the result of bringing up a discussion amongst some of the merchants as to the advisability of holding the opening so early in the season—and this is a matter which might well have the attention of merchants generally throughout the country. The argument is that the 1st of October is more likely to find seasonable Fall weather than the middle of September, and that the openings, therefore, are more likely to have a valuable selling force.

Those who argue for later openings refer to the fact that the fashion displays are later this Fall in New York and go further, in advocating openings later in the Spring also, for the reason that last Spring there was very unfavorable weather for putting a selling force behind the showing of Summer goods.

No Indication of War Shortage.

In the displays made there was nothing to indicate that the war had had any effect there was emphatic evidence rather of the fact that the merchants generally had the bulk of their goods forward before the outbreak of hostilities. This applied both to styles and to materials.

Generally speaking, the openings were not so elaborate as those of the Spring, but this was rather due to the fact that Fall displays are usually quieter on account of the Winter goods shown than to any influence of the war.

Fall foliage and bright Autumn flowers twigs and sprays in a big variety of arrangements—were the chief relieving note to the showing of goods, both in the windows and in the interiors.

Background of Golden Brown.

The Ogilvy store was the only one to go in for elaborate backgrounds and these were more elaborate in appearance than in design. The whole scheme was in a golden-brown shade with a solid background, and floods of the same color, while relief was given by the introduction of inset panels of wood in circassian walnut effect and open lattice work with training vines in the bright Autumn shades. Elaborate and rich as these backgrounds were made to appear, they represented a minimum of expense and were practically altogether the handiwork of the window dressing staff.

At Goodwin's the backgrounds were relieved by rich draperies rather than special fixtures and at Morgan's the effects were reached with the idea of showing the handiwork of the interior decoration department which is one of the special features of the store.

Displays of drapes were very prominent. For the showing of dress goods

Each Country's Flags

AN APPEAL to the patriotic spirit of the Canadian people which had a selling force as well as proving a popular attraction at this time, when all thoughts are on the war in Europe and the campaign being conducted by the Allies against the German war power, was the national displays of goods made at the store of Henry Morgan & Co., during the opening week.

In the windows the displays were arranged so that the manufactures of the different countries were shown at the same time, Canadian goods being backed by Canadian flags, French goods by the tri-color, Russian imports by the Russian flag, etc.

"What about the German goods?" The Review asked Theodore Morgan, the advertising manager.

"They were kept in the dark," was the answer.

And then Mr. Morgan added a statement that is significant in view of the general opinion that seems to be prevalent that German goods form a large portion of the stocks of dry goods stores when he said, "THERE IS NOT TWO PER CENT. OF THE STOCK OF THIS ESTABLISHMENT THAT WAS BOUGHT IN GERMANY."

Attractive and Unusual Opening Announcements





Note the idea of curtains being drawn apart to show the "opening," with the appropriate "allied" figures on either side, the British and the French with the tricolor.

and for the costumes and hats full figures were used extensively, as is usual in the showings of garments.

Pleasing Advertisements.

A feature of the openings was the unusually good taste displayed in the announcements which appeared in the newspapers. It was at once evident that many of the stores put considerable confidence in the advertisements as a medium of extending an invitation to the openings.

Several of these advertisements are reproduced. The opening idea is strongly emphasized in the ad of Ogilvy & Sons, where an arch is shown with the curtains drawn aside and a patriotic appeal is introduced by using Canadian and French flags to represent the drapes while the Canadian coat of arms is shown as the top of the arch.

Anything in better taste or more effective for an opening fashion display advertisement would be difficult to find than that of Goodwins, Limited. The arrangement is unique and is not only attractive but displays excellent taste. It is the work of the staff artist.

Henry Morgan & Co. ran a series of announcements throughout the display week—hand-lettered designs which were the work of the store artist and upon which he was at work for a couple of months.

The Colonial House also issued a special invitation to the customers of the store; hand lettering on beautiful gilt-edged cards and with envelopes to match, they were out of the ordinary in the artistic sense.

Editorially:

Despite the nature of great world events we must not lose sight of the fact that the commerce of the world must be maintained.

A great store is but the distributing centre of the world's merchandise.

Thousands upon thousands are dependent for a livelihood upon the business done by a great store.

Prosperity is dependent upon commerce and trade and so this store is endeavoring to maintain normal conditions by an adequate display of seasonable merchandise.

Individually shoppers can help maintain these desired conditions by planning and securing now their Fall needs according to their usual custom.

HENRY MORGAN & CO., LIMITED

"BUSINESS AS USUAL."

(Continued from page 14.)

& Co., Montreal, in talking of business conditions to The Review.

He stated in further explanation of the policy of the company that there had been no reductions in staff and no reductions in salaries and that it was not proposed to make any. Further he stated that buyers had been instructed to buy as usual where possible and where purchases could not be made substitutes were being sought.

A Canadian Policy.

The store policy of W. H. Scroggie, Limited, Montreal, since the outbreak of the war has been a strongly Canadian one. In the windows, in the advertisements and throughout the whole store there are announcements urging upon the public the advantages to Canadian industries which the public can confer at this time by buying home made goods. To keep the wheels of Canadian industry turning is the motto which is put before the public.

THREAD GOING UP.

A thread buyer reported that Belgium thread, it had been announced, would advance 15 per cent. and Irish was likely to follow. So far there have been no increases in prices in silk and cotton threads.

Playing Up 10 p.c. Gain Over Large City Stores

Successful Business Methods of J. N. Currie & Co., of Glencoe—Makes $1,000 a Year on Cash Discounts—Building Up From Capital of $900—Meeting All Competitors' Prices.

THE steady growth of the firm of J. N. Currie & Co., Glencoe's Department Store, which in a village that, like most, has been influenced by no movement that would tend to increase its population, and surrounded by a district that has seen a number of its young people leave for the larger centres, yet has tripled its output, is surely a tribute to the business methods and personal qualities of "The Man Behind."

Some of the particulars which The Review secured from the proprietor, Mr. J. N. Currie, will form an interesting contribution to the history of retail merchandising in agricultural communities.

Began in 1896 on $900.

In 1896 Mr. Currie began business in Glencoe, then as now of about 1,000 population, with a capital of only $900, but his stock was valued at $5,000. There were four other general stores at the time, while at present there is one less. He combined a cash and credit business from the outset and this has continued up to the present.

Matters went well with Mr. Currie. The balance between his cash and his stock was provided for by notes, and these were met before they were due.

"Almost from the start I have been able to discount all my bills," Mr. Currie told The Review.

What an enviable record!

And how profitable a course!

The firm of J. N. Currie & Co. average each year about $1,000 in cash discounts.

Is it worth it?

Some of the most successful dry goods men in Canada will tell you that their net profits are made up entirely of cash discounts; that the handsome new stores that honor their name, their enterprise, their integrity, are the product of cash discounts.

What are some of the practices that lie behind this store's success!

The Store's Policy.

The Review asked Mr. Currie, and his reply was:

Honest advertising.

Having the right goods at the right time.

Buying carefully and only the better class of merchandise.

A Store's Progress

Began business 1896

Capital to start $900

Stock at start.....$5,000

Growth in 18 years.....trebled

Departments—Dry goods, ladies' and men's ready-to-wear, carpets and house-furnishings, men's wear, shoes, and groceries.

Population, same 1,000

Firm—J. N. Currie & Co., Glencoe's department store.

Keeping well rid of old goods by clearing sales before they become old in shelves.

Meeting all competitors' prices, including Mail Order Houses.

Being ever ready to make good damage claims.

Paying clerks well, and demanding results, with salaries dependent on increase of business.

15 Per Cent. Versus 25 Per Cent.

One of the points that are emphasized by the firm in their ads is the superiority of a store in a small place over a store in a big city in the matter of expense. In a recent advertisement the public were shown that the store of J. N. Currie & Co. carried on business at a figure of about 15 per cent. compared with the acknowledged average expense of a department store of 25 and over. It was a good talking point, that balance of 10 per cent. in favor of the small store, and an argument that was found effective in retaining trade.

Ever ready to take advantage of new openings, the firm followed up the operation of parcel post last spring by announcing that they would pay postage on all goods sent out. At the same time developments were made along the line of 'phone orders to work in with parcel post delivery. Care is taken always to fill such orders accurately and promptly; one as important as the other.

Enlarged Premises Twice.

In this period of eighteen years the store has been enlarged twice and now it is too small for the business that is being done. One of the marked features of this store's record is that an increase has been shown over the preceding in every year except four in this period, and, most gratifying of all, is that the increases in recent years have been greater than in the earlier period.

As would be expected, Mr. Currie has taken advantage from time to time of improved facilities that have been brought to the front, and modern fixtures have been introduced in all departments.

The turnover of stock is about 2½ times a year, which is a good average.

Mr. Currie, in referring to causes for his success included **The Dry Goods Review**, to which he has been a subscriber since starting business.

Marks Trape Paper for Clerks.

"I read carefully," he said, "and **mark all important articles that I want the clerks particularly to read, but I insist upon them reading these.**" The study of the trade papers, he declared, "**keeps them wide awake, and it is a gentle way of drawing their attention to mistakes we all make, and shows how we can all improve.**"

The successful history of the Currie business surely is a tribute to shrewd management that combined an aggressive and progressive business policy.

A CHANGE IN PETROLIA.

The B. W. Moore Co.'s business of Petrolia has been purchased by C. Umphrey Co., Ltd., of Toronto, and will be run as a branch business. Mr. Umphrey who has been connected with the Toronto store, has taken full charge of the Petrolia branch.

WOODSTOCK AFTER NEW FACTORY.

At a special meeting of the Board of Trade and citizens of Woodstock, to discuss the granting of a loan of $50,000 to the Oxford Knitting Company, to bring to Woodstock the woollen department of the Shawinigan Cotton Company of Three Rivers, Que., it was decided that a committee be sent to Three Rivers to investigate the matter and report to the council before placing the matter before the people.

Are you ready?

Most stocks of dry goods show little gaps here and there—lines that have sold out, or that have not been bought.

"Foresight is better than hind-sight."

"Sorry, madam, we'll have it next week," isn't nearly so welcome as "Certainly, we have it."

MAKE A NOTE OF IT.



See that your stock is well assorted.

We can help. Order through our traveller, or—write us direct.

The W. R. Brock Company (Limited)

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, OCTOBER 7, 1914 No. 19

Display Holiday Goods Early

THIS season more than for several years past, the merchant will be well advised to make an early display of his holiday goods. A rather impelling sense of the need for economy has taken hold of a large section of every community, and it will require more than the usual temptation in attractive goods to draw them out to even a moderate expenditure. It is thus incumbent upon the merchant to start out bright and early, upon his holiday goods campaign. He will have two factors to bring forth prominently: the quality of the goods themselves, and the prices. Many people have the idea that the war has cut off most of the ordinary supplies of holiday goods, and that the stocks the merchants have managed to get together will be too expensive for them to touch. Both ideas have been inculcated by early, panicky reports, and the really astonishing extent to which normal condition of affairs has been reached is not realized. Show your goods, day after day, in windows and in interior cases; on top of counters, and on ledges. Show them and ticket them, with prices. Combine these two phases of a highly necessary campaign, and you will be surprised at the extent to which public sentiment will veer around to almost normal conditions in buying, as there now exists in supplies.

There is another reason for an early and an abundant display. In a recent issue The Review presented the case of an Ottawa store whose toy department, in proportion to the capital invested, was the best paying of all. A Hamilton store gets splendid results from a toy department all the year round, and a young manager in Toronto has built up a phenomenal business through big and well assorted stocks, and lots of room for displaying them.

Let the Fall season of 1914 be the commencement for you of an All-The-Year-Round Toy Department.

Two Theories

TWO theories are being presented at this time in regard to the buying of goods. A section of wholesalers and retailers support a policy of fairly free buying, on the ground that prices are certain to advance in the near future and many lines will be very scarce or entirely unprocurable. The other section still hold to the advice that has been accepted so generally the past year, to buy sparingly with the object of getting rid of the old custom of overstocking that the ruinous result of quick changes of styles has induced of late. With the latter The Review is inclined to side. As pointed out by a retail buyer of ripe experience in this issue, the situation so far as supplies are concerned is improving week by week. Imagine a few weeks ago a Swiss promise of deliveries of embroideries for next Spring at last season's prices, or a French commissioner giving a carte blanche undertaking for nearly every line, even on C. O. D. terms! There are weak points in both examples cited, but they illustrate an improving situation. Nor is there any certainty or even likelihood, of many advances for Spring stocks. Cotton is down, and still falling; the fine merino yarns have dropped; knit goods show no signs of soaring. Linens and shoes are an inevitable exception, and are pretty much in a class by themselves, if we accept rumors of an improvement in the supply of kid gloves. There are staple lines where immediate buying is advisable to overcome a risk of late deliveries, where styles do not count, and prices can hardly be lower, but the advice, "Do not speculate" as one puts it, or "Do not plunge," as another, this a leading wholesale merchant of Canada, seems the best fitted at this time to the average business.

German Stocks

IN OUR denunciation of Germany and Austria and all their "works," we must be careful not to do an injustice and create a severe commercial loss for loyal Canadian interests through a blind failure to discriminate between the past and the future. The Canadian Government, quite properly, has issued a warning against the attempt to import goods from the factories of Britain's enemies, lest in so doing we may lend aid to the hostile forces that are warring against us. For a similar reason it is considered treasonable to forward money to Germany, even in payment of legitimate accounts, and a distinction is being made in England between paying accounts for past orders of German-made goods where the money will be transmitted to that country, and cases where agents of German firms would themselves receive the sums for use in England.

But what of the large class of jobbers and retailers who, before the war, purchased their season's supply of toys and many other German goods? Why should these be penalized through a campaign against German goods? Why make the punishment retroactive to the serious loss of innocent business men? Why should wholesalers and retailers be compelled to

throw this portion of their stock into the scrap heap just because, months before August, 1914, they bought these in good faith from a people that were apparently zealous upholders of the world's peace and before any cloud of war, even "the size of a man's hand," had appeared on the horizon.

In view of public feeling it would be running into certain disfavor to flaunt goods as "German-Made" before a public, righteously indignant at atrocities committed under the aegis of that flag, but no merchant should fear to display these goods for sale and reap a fair profit. In some cases, of course, it may be advisable to remove conspicuous labels, or offset them by pasting on one of the firm's own. It is certain that even the end of the year will not see the disposal of all the stocks of *"ante bellum"* goods. Hence, wherever a local campaign would seem to include harmless stocks such as have been mentioned, merchants should seek the co-operation of the press to place the situation in a fair light before the public.

There is another point of view that may as well be referred to here. The Department of Trade and Commerce is making a commendable effort to encourage a development of Canadian manufacture along lines that would replace goods heretofore secured from "enemy countries."

The Government, on their part, should make a definite pledge to the manufacturers of a guarantee of protection for a period of years such as will ensure the firm establishment of factories to produce these goods in Canada. Without such a pledge of permanency Canadian manufacturers may be deterred from venturing into a field that they may well feel would be snatched away from them shortly after the end of the war under conditions that gave Germany a preemption in so many lines for years before hostilities broke out.

Losing Sales of Suits

THERE is no uniformity in coat length this Fall and coats are showing and selling at from 26 to 34 inches and longer. It would seem as though the manufacturers were trying to get away from the one settled length for any season and to establish diversity of lengths so that the length most suitable to her height can be chosen by any woman.

There is much to be said in favor of this method of handling lengths, but it puts added responsibility upon the saleswoman. From reports coming in even in the big city stores the help has not been sufficiently instructed on this point, and sales are lost because the saleswoman can offer no logical explanation of the diversity of lengths. Diversity of lengths goes with diversity of styles and the buyer should give instructions to his help as to the reason why they are shown. Instances have occurred where sales have been lost simply because totally different styles of models have been shown, and both stated to be the latest. While this was the truth, as the saleswoman could not back up her assertion with the real reasons for the diversity of styles, the customer could not be induced to buy either suit.

Co-operative Competition

A WESTERN Ontario newspaper in drawing attention to the fact that merchants of the city were planning to co-operate in holding a big three days' sale on the dates of the annual fall fair said,—"Few realize the fight the retail merchants are up against in the smaller cities and towns. Competition is keen amongst themselves, and besides this there is the continual fight with the mail order houses. They are fighting amongst themselves at the very moment when a strong besieging force, powerful, well armed and well generalled is closing in on them from the outside. In some cities an attempt has been made to get together against the common enemy, in the formation of a Merchants' Association, but for the most part these have become inactive bodies holding few meetings and gradually dying natural deaths due to the lack of co-operation among their members, thereby defeating entirely their object of holding the trade of the community for the local merchants.

Some of the most progressive of Canadian merchants who have co-operated in the past and tasted of its benefits have decided to do so again. The old fallacy that goods can be bought out of town cheaper, though long ago exploded, still persists in the minds of some people, who, besides sending their money out of town to build up other communities, are no better, if not worse, off.

These merchants are working along the lines which have been urged time after time by The Review. We have always claimed that, not competition but co-operative competition is the life of trade in any community. Where the merchants are united and work harmoniously together to keep the trade of the community at home much better business conditions exist than in communities where the merchants are not united and where little or no effort is made to hold in check the inroads of the persistent and well-organized mail-order forces. When narrowness, suspicion, price-cutting and unfair tactics are thrown to the winds and the merchants of a town begin to co-operate to boost the Home Town, and incidentally the business of the Home Town, you can rest assured that a new era of prosperity is dawning.

Editorial Briefs

"BUSINESS as Usual."

* * *

WATCH accounts closely.

* * *

COURAGE with confidence.

* * *

THE FARMERS should now be able to "settle up" with the retail merchants.

* * *

GET YOUR TABLE SET ready for your Thanksgiving display of linen.

* * *

THE GOOD merchant measures his progress by his net profits, not merely his turnover.

* * *

THE MERCHANT who does not take time to read his trade paper is usually more interested in something apart from his business.

* * *

THE TRENCHES that count most in Canada just now are the long, straight, even furrows turned by the plow in preparation for next Spring's crop.

* * *

THE CHEERING REPORTS OF DRY goods merchants in this issue should be the best kind of antidote to pessimism.

FUR DEPARTMENT

Demand for Furs Holds Well--Future Uncertain

Some Early Fur Sales, but Most of Goods are Out of Style and Have to be Sacrificed—Business said to Equal Last Season—Outlook Seems to Indicate Dearer European Furs and Lower prices in Canadian lines.

FROM inquiries which have been made in the fur trade, business this season appears to be equal to if not better than a year ago—although it needs no comment here to recall the fact that last year was far from a record maker.

Prices generally are about 20 to 25 per cent. lower than a year ago. This is not the result of the war, but the natural reduction following the lower prices which prevailed in the world fur markets when the big sales were held in the Spring. However, it is doubtful if the prices prevailing are an important factor in the retail business for the ignorance of the general public so far as the value of furs is concerned is something weird and wonderful. Whether a garment is a No. 1 or a No. 2 is known to few people who go in to make a purchase. Price is something which is largely controlled by the pocket book, and value is decided upon the word of the salesman and the reputation of the house. Usually more important in sales than price is style. A stylish garment at good value will sell much more readily than a bargain of last year's design.

Selling Last Year's Stock.

Already in some parts of the country fur sales have been started. But it may be taken for the most part that these sales bear as much or even more relation to the business of a year ago than to that of the present year, and it will generally found that the garments which are sold are last year's stock and the reduction in price is scarcely more than sufficient to offset the lack of style.

No Cuts on This Year's.

One of the big Toronto stores where there have been fur bargains offered has been selling furs at greatly reduced figures, but these have been business "tempters," and last year's styles which have been saved from the Spring fur sales for this very reason. "We are not cutting the prices on any of our new stocks and we will not until late in the season when we want to clear up the stocks," was the statement of the manager of the department.

At Montreal a prominent manufacturing furrier stated that his house had no intention of starting early fur sales unless it was forced to do so by competition. His house, he explained, was in much better position than a year ago and prepared for rather a small season —a step which had been taken before there was any talk of the war. In fact, Montreal business was even better than it had been the previous year when preparations had been made for a big season and when orders to the trade had been cancelled. The result had been that the firm had a heavy stock on hand which it was found necessary to sacrifice.

Good Furs Hold Their Prices.

In the trade the reports indicate that jobbers and manufacturers find that the market has firmed if anything for good furs since the war. This is particularly true of Persian lamb and of Hudson seal, the supplies of which come from Europe—and in fact all lines which come from Russia and Germany may be expected to be somewhat higher in the future. High class Canadian furs are holding their own, but in some of the cheaper skins the prices are weak. Bear skin is being held at a high figure, for it is considered that there should be a demand for this fur for military headgear.

What of the Future?

Fur dealers and manufacturers refuse to try to forecast the future of the fur business, although they have their individual ideas on the subject. These ideas, however, do not by any means coincide and a discussion of the whole situation only tends to emphasize the uncertainty.

Persian lamb and some of the other European furs must be expected to be dearer as the result of the war, although to what extent cannot be judged when there are uncertain factors like the possible European production and demand to be considered, not to mention the course which the war may take. Against the falling off in number of skins available will be a probable weakening in demand in Europe.

Hudson seal comes practically altogether from Germany—but the bulk of it is produced in Canada and goes to Germany as muskrat. There is now the problem of having the rat skins treated in some other country and great possibilities for the industry at home. If this dyeing can be done in other countries than Germany, there should be little material change in the situation as regards Hudson seal; but if it develops that German dyeing cannot readily be duplicated, then Hudson seal will advance in price and rat skins are likely to be a drug on the market.

Canada a Fur Exporter.

To look at the worst side of the situation, the supplies of fur coming to this country might entirely be cut off, and yet Canadian would not need to suffer seriously. Canada is one of the great fur-producing countries of the world. The danger is that the Canadian fur industry may suffer from the difficulties of export and the cutting off of the European demand. On this question there are different opinions- on the one hand that prices will decline and on the other that they will advance on account of the difficulty in getting European supplies. Only the future can decide this point.

The more generally accepted theory is that Canadian furs are likely to decline in prices, and this creates a serious situation for some of the big fur companies with buyers in the far north who will not know of the present conditions for months, and will go on paying the prices which have been prevailing while the market value may shrink materially.

Some New Lines in Furs Shown at Exhibition Display



1 Hudson seal coat, black fox collar. 2 -Mink cape coat. 3 Cross fox set, two heads showing on lower front of muff. 4 -New type of cape coats of Hudson seal and ermine, with ermine strap, lined with brocaded satin and pleated chiffon at lower edge ($265). 5—Parisian model beaver coat. 6—Silver fox sets. 7—Broadtail with ermine collar and cuffs, kimona sleeves, 52 inches long ($755). 8 Moleskin coat. 9- -Mink muff, new melon shape with frills of same fur. 10—Ermine muff, new melon-shape with frills of same fur. 11 -Ermine neckpiece, chenille trimmings. Shown by Sellers-Gough Fur Co.

Form-Fitting Waists With Flared Skirts

Advanced Styles Show Some New Tendencies Following the Kimona and Cape Effects—Canadian Styles Show Tendency to Combine Dictates of Fashion with Service and Comfort—Small Muff Still Strong, but not Followed Here.

ADVANCED fur styles show some new tendencies as regards coats. While there is still being shown the kimona sleeved garment, the cape coat and the cape in a variety of designs, there are many modifications and a more moderate tendency is displayed with regard to the loose effect both in body and sleeve.

The tendency for tighter fitting garments finds expression in a semi-form fitting model which has a long waist and skirt effect, the latter being very full and in some cases emphatically flared. The length is somewhat extended after what has been recently seen, and the skirt on some of these coats does not meet by several inches

In the newest models with their semi-form-fitting effect there are many new collar designs. The newest thing is a double-fold neck protection, the Medici, which can be fastened closely under the chin and which opens on the outer fold. Some of these collars have a unique feature in that they extend down the back and spread out so as to take somewhat the appearance of a small cape. Another double collar does not meet in front by several inches and is called the Directoire. The "choker" collar is also shown for serviceable wear.

In the sets there appears to be a tendency towards smaller shoulder pieces than a couple of months ago, and at the same time the size of the muffs continue to shrink, the majority being round and somewhat resembling a bee's nest.

Canadian Styles Are Moderate.

The styles referred to are somewhat ahead of the Canadian trade, although they give some idea of what may be expected for the future. However, in Canada there is a greater demand for service than in the style centres like Paris and New York.

Canadian women, whatever the style, are pretty sure to want that style combined with comfort. What is selling at present in coats is a garment about three-quarter length with a moderate flare and comfortable warm collar; trimmings are a matter of individual taste.

HOUSEFURNISHINGS

War Sweeps Many Lines Off Market for Next Year

In Tapestry Centre Battles Are Raging and Some English Lines Only Available—Silks, Damasks, Brocades in Similar Position—Some Printed Goods From States—Curtains as Usual From England.

Written for The Review by one of the Leading Canadian Buyers.

IN so far as some of the finest lines of hangings are concerned the house furnishings department will be in a very lonesome condition next year, and many of its contents may be scarcely recognizable, or rather, this year's inmates could they be brought back, might not deign to recognize their successors. So far as the public are concerned they must practise here that new movement that is, perforce, becoming so popular, or at least so fashionable, "readjusting" themselves. Roubaix, Dieppe, Muelhausen—what thought will they give to for Canadian stores in 1915?

But, for all that, there is no reason to fear that attractive stocks will not be present in plenty to keep sales up to an average figure.

In curtains most of the goods come from England, and Nottingham is making a brave effort to keep the wheels moving. Some mills have only half a force of workmen due partly to drafts for war, partly to a lessened export demand. But most are reaching out to fill orders for goods whose manufacture was limited before the continental sources. It is pretty certain that no increase will be made on present prices, meanwhile the mills of medium quality goods are being worked to the limit.

Swiss Curtains Coming Yet.

Swiss curtains, moreover, are still finding their way in: "finding" is used advisedly. Some are being sent down to the south of France and going by way of Dieppe and Newhaven to London. And some are going via Germany and Rotterdam. But with the troops mobilized a steady supply is not looked for, particularly as transportation difficulties continue to loom up so threateningly.

Devastated by War.

Coming to chintzes, the name associated most with shadow cloths is Muelhausen! Truly for the unfortunate inhabitants who knows what a day may bring forth? Now, it is reported held by the Germans, now by the allies. No one knows—or will tell whether it has really fallen or not. Printed goods from that district are absolutely through.

Then take the fine line of hand printed chintzes that come from Hesse, Germany, and Vienna whatever they have on hand are stopped, and no one counts on either getting any of this or of obtaining future manufactures for a long time.

Rouen is the only possibility left outside, of course, of England.

And what of tapestries?

Go to Roubaix, the neighborhood of Valenciennes, cross over into Belgium and from there into Chemnitz in Germany, thence to the south of France, to the department of the Nord, and you tap the centre of supplies for the world. There has been some suggestion that supplies may be shipped up to Holland and come by way of Rotterdam.

England is the only source of supply left for high priced wool tapestries, but the production of the others is ended for the time.

The same applies to silks, damasks, brocades, etc., of the medium sort. Some production would appear to be going on still in the higher priced stuff in Lyons and the South of France where female labor is employed on the silk looms.

Printed Goods From the U.S.

American manufacturers will fill in the want of certain lines of printed goods.—and they are showing some very beautiful stuff—but at not nearly as low a price. Nor can they fill the demand for the better stuff. There are supplies on hand for a considerable time, but if the war is not over in 12 months we will have to find a substitute.

The Americans are offering cotton tapestries, of course, but with the 35 per cent. duty added on to these goods coming into Canada they cost as much as the English wool stuff.

English Makers' Loyalty.

As to prices on the English goods, they will remain the same, and some will be even lower than before. The English manufacturers are taking things in a beautiful light. With absolute sincerity they are taking the ground that those who remain at home have a right to share in the terrible burden of those who are defending Britain at the front. In order to keep unemployment down they are prepared to run their factories and sell their goods so as just to cover the cost of material and labor, and find a

(Continued on page 26.)

THE BEST SEASON.

Now is the time to push all kinds of housefurnishings for the Fall is the real season when goods are laid in permanently. Advertise your goods. Show them in your windows, show them in your department. Group them tastily, curtains and chintz hangings,—this is one of the most fruitful sources of sales. Make a group of four windows around a store pillar, with poles, nets and hangings, and if you can arrange it, a touch of paper on either side to set it off better. Connect pillars in your department as one or two stores are doing, temporarily with brass rods hung high, and on these you can show your chintzes and your tapestries to the best advantage. Ticket bolts of the cloths on tables with the price, drape some down to the ground. But get your goods out, even if your department seems a regular litter (but neat), of your varied stock. You can't beat display for selling goods.

Conditions Now Most Favorable *for* Dealers Handling

CREX
Grass Carpets and Rugs
TRADE MARK

Reg. U.S. Pat. Off. Aug. 1, 1905

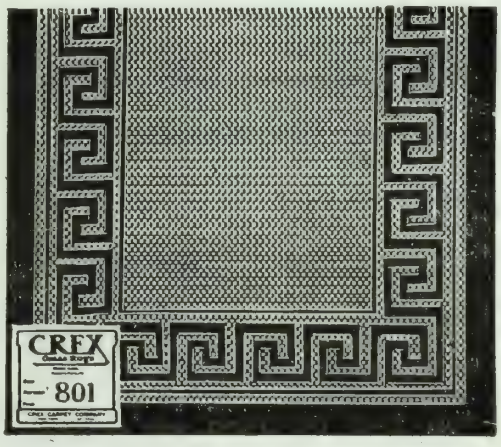
Never was there a more propitious time for dealers in Canada to put in a good line of **CREX** Grass Rugs, Carpets and Runners.

On this side of the border—from Maine to California—in every section—**CREX** has become a household word.

Conditions in Canada are not unlike those in the United States. You have your seasons the same as we do, but **CREX** is not a "one-season" floor covering.

While CREX is used extensively as a porch covering in summer, it is also used to a large extent as an all-the-year-round covering, and its use indoors, for every room, shows remarkable increases each year.

Just now, with a great European war raging, with the doors of most every other nation closed to you — you must look to the United States, your neighbor and friend, for many articles which go into the homes of your people. Nowhere else can you purchase some of the things which are almost necessities, and CREX is in that class.



CREX Rugs, Carpets and Runners fill a long-felt want. They are sanitary, durable—so artistic and so inexpensive that they naturally appeal to the housewife in every environment.

CREX is not unknown in Canada. For several years we have advertised in Canadian magazines, at the same time reaching thousands of homes through our extensive list of leading women's publications. In addition we have used the foremost newspapers in most of the larger Canadian cities, so we feel that we have already made a great number of friends in Canada.

Let us fix up a sample line that will help you to get your share of the **CREX** business. You can carry every rug pattern at a very small outlay.

The following assortment of 80 rugs in 40 patterns and colors costs less than $100.00:

2 9x12 ft. Plain	3 54x90 in. Plain	6 27x54 in. Plain
2 9x12 ft. Figured	3 54x90 in. Figured	6 27x54 in. Figured
2 8x10 ft. Plain	6 36x72 in. Plain	6 24x48 in. Plain
2 8x10 ft. Figured	6 36x72 in. Figured	6 24x48 in. Figured
3 6x 9 ft. Plain	6 30x60 in. Plain	6 18x36 in. Plain
3 6x 9 ft. Figured	6 30x60 in. Figured	6 18x36 in. Figured

We will supply you with attractive color catalogs to send to your customers. We will also furnish you with advertising matter, such as pennants, signs, blotters, etc.

WRITE FOR COMPLETE PRICE LIST AND FULL INFORMATION.

CREX CARPET CO., 212 Fifth Ave., New York

Originators of Wire Grass Floor Coverings

No Shortage of "Oriental" and "Persian" Rugs

Very Limited Demand for the Genuine Since Reproduction Has Become a Fine Art With British Manufacturers--Machines Now Tie Knots That Can Hardly Be Identified From the Hand Work --European Imports Are Not a Big Factor.

N floor coverings the tendency for the past couple of seasons has been strongly towards the Oriental and Persian designs. The tendency is still very strongly in this direction. There is little on the horizon to indicate a change in style. In fact, there is not much need for a change, for the designs from the Orient and Persia cover such a variety of conventional and unconventional patterns and such a wide range of different colors and color combinations that almost every taste can be satisfied.

But the question might be asked as to the effect of the war upon these "Oriental" and "Persian" rugs. The reply is that the war is not a factor to any noticeable extent. There are so-called Oriental rugs from the mills in Toronto and other points in Ontario, and there are others from the British mills in sufficient variety to satisfy almost every taste. What's in a name—nothing when it comes to rugs.

Of course, there are some real Oriental rugs, for which there is a limited demand, but the reproductions which are now manufactured are so complete in design and detail of pattern and color that the average person could not tell the difference. In fact, there is now a machine used by the British manufacturers which ties a knot which many experts might pass for the original knot of the Oriental rug-makers, and when these rugs are washed to soften the colors, as is done with the genuine, they will defy the closest examination to decide their origin.

Continental Supply Always Small.

There are some of the floor coverings which are imported from France, Austria and other of the European countries, but they form such a small proportion to the usual stocks carried that the cutting off of this continental source of supply is hardly worthy of serious consideration, and merchants need have little apprehension with regard to their supplies now that the British production is practically assured in addition to the lines which are turned out by the Canadian firms. In fact, should all imports be cut off, Canadian people could still get a pretty satisfactory selection from the carpets and rugs which are turned out in our own country.

Some Late Arrivals.

The Review has seen some of the latest arrivals in the furnishings department of one of the big Canadian stores, and there are few new features shown which do not come under the general style classification of Oriental and Persian designs.

One outstanding design was a chintz effect with an apple blossom pattern on a dead black background—the use of the black is distinctly new, and presents a new field of possibilities.

There has been quite a strong demand in Canada for the rag carpet rug, which has been so popular in the United States. These are made in a variety of colorings in imitation of the old-fashioned rag floor covering of grandmother's time.

BY ARMORED TRAINS.

A Canadian firm late in September received a shipment of Swiss curtains by the following route:

From Switzerland through Germany on armored train protected by Swiss soldiers, then to Rotterdam, London and Canada.

Prices Should Remain Steady.

There is nothing in the situation to indicate any material change in prices, although, of course, some of the genuine rugs from the Orient may command higher figures should the war continue and the theatre of conflict expand. However, for the present this is all pure speculation, and there is nothing to indicate any changes in the immediate future.

WAR SWEEPS MANY LINES OFF MARKET FOR NEXT YEAR.

(Continued from page 24.)

market for their goods under these conditions.

Want "Declaratoions" Now.

Ordinarily orders for a bulk amount are taken twelve months ahead but we do not "declare" what we want in individual patterns until say three months before delivery. We are being asked now by English firms, to "declare" at once in order that they may bridge over the next few months until regular orders come in. And remember, this on goods they will not be paid for until next Summer.

Many English firms in Birmingham, Nottingham, Spitalfields, and other centres are asking us to submit samples for them to work on, samples of goods heretofore made on the continent.

Here is one from a firm of hand-loom silk weavers in Spitalfields. They have written asking us to make an inquiry, and to accompany it, if possible, "by small samples of goods you have need of and we will then supply the fullest information possible."

This particular firm, it may be of interest to note, have installed recently 50 handlooms and are turning out beautiful samples of cerise, brocade, grey tabourette, intricate damask patterns, and ecclesiastical vestings: keeping up an industry originally carried on by the Huguenots in France and thought by most to have died out in Germany years ago.

ORIENTAL RUG DESIGNS.

Continue to go Strong for Fall—No Advance in Prices in Sight.

A review of Fall buying in rugs shows clearly that medallions are quite dead, although a sprinkling of orders have come in. All over designs are in great demand in their place. The large sizes are being made seamless now in all varieties other than wiltons, and the Persian effect is strongly favored. These are being shown in a great variety of new and beautiful patterns that promise well.

With the better class trade Oriental designs are finding stronger support than the floral.

No further advances are in sight, although many manufacturers claim the wool market amply warrants another rise.

Jules Theophile, Vassar, Man., has succeeded A. Bonot, general merchant.

G. T. Yeates, Palmer, Sask., has succeeded D. R. Parsons in his general store.

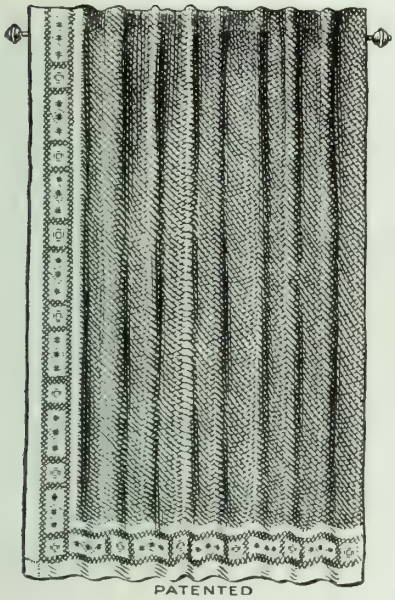
Nelson Mabee, Grandview, Man., has succeeded Martha J. Hutton, general merchant.

HEADED SELF-DRAPING CURTAINS

No Hooks, No Pins, No Nerve-racking Worry to Hang

OUR OWN DESIGNED, EXCLUSIVE NOTTINGHAM PATTERNS

WE HAVE SOLE SELLING RIGHTS IN CANADA



WITH a range of these beautifully patterned, easy-hanging curtains in stock you will attract the trade to your department, increase your curtain sales, and incidentally develop the general home-furnishing business.

Watch for our representatives with the full Spring range of curtains, nets, embroideries and laces, also Madras and other muslins manufactured by John Brown & Sons, Limited, Glasgow, Scotland.

WINDSOR CURTAINS

—the popular Marquisette and Scrim curtains, made in our Toronto factory. They are well made and hang properly. Very large range to select from.

HANDKERCHIEFS

Our import orders for Christmas trade, consisting of Swiss and British manufacture, have all been delivered.

Travellers are out as usual with the full range

PRIME AND RANKIN, LIMITED

TORONTO AND NOTTINGHAM

REPRESENTATIVES:

N. R. Cooper, Eastern Provinces and Newfoundland. **F. H. Prime**, Eastern Ontario and Eastern Townships. **W. J. Squires**, Western Ontario. **J. Roaf Evans**, North Western Ontario. **W. R. Major**, Manitoba and Saskatchewan. **W. N. H. Hood**, Alberta and British Columbia.



Thousands *of* Canadian Men and Women Have Seen The "B A B Y" Invincible Demonstrated at the Canadian National Exhibition

Yes, hundreds of thousands of Canada's home builders visited our display in the Manufacturers' Annex under the grand stand at the Canadian National Exhibition, and most favorable was the comment heard on all sides when the various exclusive features of this wonderful little machine was demonstrated.

Your customers, too, were among the crowds who were introduced to the **light, powerful, easily-operated "Baby" Invincible Vacuum Cleaner.** They were shown how a machine with a vacuum of 1¼ in. mercury and a volume of 60 cu. ft. of free air space per minute would remove dirt and dust with very little effort. They were convinced that every housewife should have a "Baby" Invincible. Now it's up to you to do your part in turning this free demonstration into actual cash sales for yourself. Our agency proposition should interest you. **Why not write to-day, for full details? Drop a card now while you think of it.** Cleaning time is here. Be ready.

The Invincible Renovator Mfg. Co.

LIMITED

81 PETER STREET TORONTO, ONT.



Comforters, Pillows and Cushions

THE WAR HAS NO EFFECT ON THE SUPPLY

nor on the prices. We have the stock and are making a special point of prompt delivery whether the order be large or small.

We have three new numbers particularly in exquisite silkolines that sell readily and carry a good profit. It will pay you handsomely to try them out. Drop us a line and we will tell you all about them.

Cotton quilts are very strong just now. Are you getting your share of this business?

Send for price list.

The Toronto Feather and Down Company, Limited

35 Britain Street, Toronto

"Where the Reliable Goods Come From."

Eastern Agent :
Mr. D. W. COOK, Room 27, 6 St. Sacrament Street
Montreal, Que.

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

Increased Activities in Canadian Cotton Mills

THE war in Europe is causing greatly increased activity in the cotton industry in Canada. Cotton factories that were running on short time for months previous to the breaking out of hostilities are now being operated at full capacity. In many plants the employees are working overtime three or four nights a week, while in some plants night and day shifts are being employed. Although much of the overtime and employment of double shifts is due to rush orders from the Government, conditions in the cotton industry are such as to justify the belief that practically all employees of Canadian cotton mills are assured of continued employment at full time.

The imports of manufactured cotton into Canada have been running at about 60 per cent. of the production in Canada, or 37 per cent. of the consumption in this country. While the largest importations have come from the United Kingdom there have been substantial imports from Germany, France, and Switzerland also. The shutting off of imports from Germany and the curtailment of imports from France and Switzerland means that much of the cotton that has been imported into Canada from these countries will now have to be made in this country. The Canadian cotton mills are also being called upon to supply a portion of the trade that formerly went to the United Kingdom. This is due to the increased cost of cotton imported from the United Kingdom owing to increased freight rates, exchange, and insurance, and to uncertainty on the part of many dealers regarding delay or loss in shipment.

The condition of stocks in the retail trade in Canada at the commencement of hostilities was another factor in bringing about the increased demand upon the Canadian cotton mills. For some time previous to the breaking out of the war the consumption of cotton in Canada had been very much under normal. Unsatisfactory business conditions had resulted in dealers allowing their stocks to run down. Many dealers who did place orders for future needs made their orders subject to later instructions as to delivery. It is a significant and most encouraging fact that since the commencement of hostilities most of such orders have been released for immediate shipment. The release of those orders, together with the receipt of new orders from regular customers who had delayed ordering because of uncertainty as to the crop and business conditions generally, and orders from other dealers who had formerly ordered abroad, are giving the cotton industry in Canada a great impetus at this time.

The putting of cotton to new uses to replace other imported raw materials that cannot be secured is still another reason for the increased activities in the cotton industry in this country. It has been customary to use jute in the making of sugar bags and of flour bags for export purposes. Jute, in its raw state, comes from India, and, as a rule, is manufactured in the United Kingdom. The holding up of several shipments of jute has resulted in a dearth of jute in Canada, and the substitution of heavy cotton for jute in the manufacture of flour and sugar bags. If the importation of jute continues to be impossible or is materially curtailed, it may be necessary to use heavy cotton instead of jute in the making of oil cloth. Other possible uses for cotton are being investigated by Canadian manufacturers and as one of them puts it, "new uses are being discovered every day."

Thus the outlook for the cotton industry in Canada is brighter to-day than it has been for some time. It is true some manufacturers are a little uneasy regarding the supply of dye-stuffs and chemicals, which have come in the past from Germany, but the general opinion is that with some re-adjustments and perhaps some changes in shades, sufficient dye-stuffs and chemicals to meet the Canadian demand will be secured. Everything points to a busy winter for all the Canadian cotton mills and to continued employment for their 14,000 employees.

No Spring Delivery in Linens

Manufacturers Fear Supply of Flax Will Be Cut Off Then—Advances of 30 Per Cent. in Some Lines—Fancy Goods in For Christmas.

MANUFACTURERS' agents have reported to The Review as follows:

The scarcity of raw material has had the effect of cutting down working hours in the flax mills in Belfast and other Irish cities to one-half, and it is difficult to get raw flax at any price. On the other hand, America, which was an important customer in Germany for linen, has now sent her orders to Ireland. The result is that the demand for Irish linen is considerably more than the supply. This is going to have a serious effect on the price and supply of Spring goods. Many of the Canadian houses placed their orders of Spring 1915 supplies before the war, and manufacturers are being held up to their contracts. They might supply part, but in war times no one can be compelled to fill an order.

Seven-eighths of the supply of fancy linen goods used in Canada has come from Germany and Austria, that is, such lines as tray-cloths, five-o'clock-tea-cloths, doylies, etc. Orders for these goods for Fall were filled in May, so that there should be no difficulty in getting supplies at old prices. Manufacturers who accepted orders for Spring 1915 are urging customers to take immediate delivery of such goods as they have now, as they cannot promise the usual delivery for Spring.

Handkerchiefs, Irish, English and Swiss, are mostly all in, ready for the Christmas trade. Few retailers have cancelled their orders. They know that prices will be up in a month or two, and that money can be made on supplies coming in now.

As for prices, even if war came to an end abruptly, these would remain as high as they are for twelve months. Generally speaking there has been an advance of 30 per cent. Towelling has been hardest hit. Prices have been withdrawn, and manufacturers have instructed agents not to accept orders unless first submitted to them. They will not accept future orders. A Montreal firm tried to place orders for towels for May, but manufacturers would not accept any price nor give any quotation, as they did not know where they would be at.

A Belfast man was in Canada the last week in September offering linen goods at a slight advance over old prices. Wholesalers bought more heavily than they needed, knowing the chaotic state this business will soon be in. Manufacturers, it is predicted, will soon ask for eight and twelve months to make deliveries.

Ten Requirements of Present Day Display Men

Make Your Store a Style Center Through Fashionable Character of Your Full Form Drapes — Keep a Style Scrap Book — Study Materials That Drape Best—Avoid Freakishness.

Third of a Series by C. J. Nowak.

THERE has often been a question in my mind whether display managers in general have improved themselves in keeping with their modern backgrounds, lighting systems, fixtures, etc. There is more salary waiting for the man that is fitting himself to keep up with present day problems. The following are a few qualifications the display manager should possess and cultivate:—

1. Originality.
2. Progressiveness.
3. Initiative.
4. Must be diplomatic.
5. Know the merchandise.
6. Understand how to display the goods to their best advantage.
7. A good knowledge of art colors, etc.
8. Possess ability of a most versatile nature.
9. Must have a good disposition.
10. A knowledge of how to obtain ideas both for settings, sales and proper display of merchandise.

Another important feature in a display manager's working scheme is getting the proper co-operation from the various departments of his store, and securing suitable and sufficient material for making the proper kind of displays. He should also consider the condition in which he returns merchandise to these various sections.

A RESERVE OF DRAPING MATERIAL.

In making a selection for a window display of yard goods, arrangement should be made so that the materials that are draped on the form (which naturally take a valuable part) should be such that there is a reserve of the same which would take care of all demands, so that an elegant drape need not be taken off the form for some customer or curious and prospective customer which would defeat the purpose of the display.

The display manager should also see on the other hand that a certain quantity of material should remain in stock to give the proper atmosphere in the respective departments.

STUDYING MERCHANDISE.

The successful display manager of to-day must study styles, color schemes and arrangement, and must give merchandise that study which will reflect in his work, which naturally will be productive of greater results than if displays were made haphazard or without consideration.

Full form draping is but in its infancy and where utilized by the progressive department store, it has met with more than ordinary success. The feminine mind is constantly on the alert for the new in fashions, and the moment the display manager plans his merchandise with style tendencies there is instant action. The display manager must study the conditions of his surrounding community and must feature styles that will meet the anticipation of the store's customers. The extreme in draping is well enough for fashion events, but as a general diet it over-reaches the Canadian.

KEEP SCRAP BOOK OF STYLES.

A suitable scrap book should always be at hand for filing styles that can be used for full form draping and for general reference as well as color schemes. Memory is too tricky to rely on for so many endless details.

Freakishness in display should be ever avoided, as much as poetry in advertising. The sublime and ridiculous have no place in the store's publicity. The happy medium only should be considered.

For full form draping the display manager should give considerable study to construction, as one material will drape better than another which will save many a valuable hour when pressed for time. These may all seem of secondary consideration, but are of most vital importance to this class of work.

The merchandising end in window displays should be foremost in the display manager's mind.

NO FREAKISHNESS.

Novelty draping is good if used judiciously. As aforesaid, freakishness should never be employed as it distracts the attention of the customer rather than creating a desire of possession. Show the merchandise to best advantage, which is always in neat, simple and effective treatment.

AVOID UNSUITABLE TRAINS.

A mistake that is often made in placing a train on the skirt of the gown whether it be suitable or not. A train should only be attached to such a gown as it rightly belongs to, namely an evening gown and garments of this character. It is not necessary to

Continued on page 34.

LAMSON

SIMPLICITY is THE THING

THE *simpler* your method of checking goods and sales, the *quicker* customers are served, the *more trade* each clerk handles, the *lower* your cost of doing business.

Lamson Carriers provide a simple, easy and inexpensive way of doing business.

After the sale is made, goods and money are sent to one central desk for checking and wrapping. The clerk is free to make more sales or interest the customer in other goods.

With cash handled at one spot you eliminate the expense, temptation and danger of money scattered in tills throughout the store. You also have a very simple way of getting any information you want about your business.

Centralization provides simplicity — simplicity provides more profit by eliminating red tape, lost motion, annoyance to customers, costly methods of doing business.

There is a Lamson Centralizing System to meet the needs of every store. Lamson equipment includes *wire-line cash and parcel carriers, electric cable and pneumatic tube systems, package conveyors, and small elevators.*

The Lamson Company

Boston, U.S.A.

Representatives in All Principal Cities



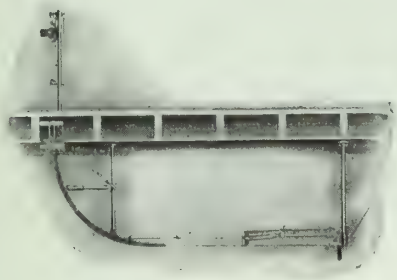
ELEVATED CASH CARRIER

Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony.



CROSS-OVER DROP STATION.

Newest cable carrier. Cash boxes do not loop drop stations.



UP-SEND CASH CARRIER

Made to serve upper floor department from central cash desk.



AIR-LINE SPECIAL PARCEL CARRIER.

Used to carry goods and money to and from a central point. Saves time, labor and money.

SERVICE

Five Progressive Steps Towards the Finished Drape



The accompanying drapes should be of value to the display man who is interested in this class of work. Five progressive steps are shown and the finished drape. Numbers 1 to 3 run from left to right on the upper half, and 4 to 6 on lower half, left to right.

I wish to call attention to the fact that the material used was 25c heavy cotton poplin, which lends itself admirably to secure this tailored effect. Two seven-yard lengths of material are used. One length for the skirt and one for the waist.

Illustration No. 1 shows how an end is formed at the waist line, by passing selvage up left hip and around waist line to right. Selvage is then raised up, which forms an end at this point.

Illustration No. 2 shows how the material is pleated around each hip. With our second piece of material, full length cardboard sleeves are covered. See illustration No. 3. Then fasten the sleeves temporarily to the form, as shown in illustration No. 4. Next form two ends by doubling material. These ends come over each shoulder to the basque effect, as shown in illustration No. 5.

To gain raglan seam effect over shoulder, material is draped from the top part of the sleeve, and the sleeve proper is fastened to the form. Then bring the material up over the shoulder to get this effect.

Buttons, collar, cuffs and girdle with the proper shoes, finish the drape.

Make Your Show Windows Pay Your Rent.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.



The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED-LID STORAGE CHEST (oiled finish.) A good place to keep any part of the set that is not being used.

Read further about this wonderful

Dry Goods Set

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the meta parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Just ask the merchant who has bought a set of these fixtures with the (NEW CONSTRUCTION) what he thinks of them.

Price for the Full Set No. 119, $31.50 NET

Price for a Half Set No. 119 1-2, $18.50

F. O. B. Hamilton, Ontario, Canada

Order thru your JOBBER OR DIRECT

The Oscar Onken Co.

No. 381 W. 4th Street, Cincinnati, O., U.S.A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog
Stock is also carried in CANADA, ENGLAND and AUSTRALIA

Ten Requirements of the Display Man.

(Continued from page 30)

devote your full form draping to silks and wool goods, but many effective displays can be secured by draping kimonas, tea gowns, lounging gowns, etc., from flannellette, fleeced goods, etc. You will find that these make beautiful drapes and create considerable more business in these departments than they have ever enjoyed before.

There is more salary waiting the display manager who will fit himself to the present day requirements of full form draping, color arrangement and the "know how" of arranging the merchandise effectively.

THE STYLE STORE.

Establish your store in your town as being the style store through your full form draping; you will then be foremost in the feminine mind and sales throughout the store will be the result. For the beginner it is suggested to choose simple models as more progress will be made by learning to creep first.

As suggested above regarding the adaptability of fabric draping it is just as essential to have a suitable form and proper sleeve pattern to get that snap and tone that is required in this class of work.

DRAPE FORMS IN SPARE TIME.

Another thing that may be valuable to the display manager is to choose your styles from the pattern department, select your materials leisurely and do your form draping in your spare time. This will facilitate a good window and the work will be much more pleasing than if you tried to do your draping in the hot show window.

Yours very truly,

C. Howard

Lighting Windows to Catch Crowds at Night

Two Circuits Are Economical, Equipped with Switch, Gauged to Suit Period of Largest Traffic—Three Types of Reflectors and Their Merits—Sources of Light Should Never be Visible—Light and Prosperity Linked up.

Second of Series by A. J. Edgell, of Greater New York Display Managers.

PROSPERITY and light go hand in hand. It pleases a competitor mightily to see a store front dull, so a merchant who does not have his show windows brightly illuminated at night loses a good opportunity to increase his sales and gives his competitor a great advantage.

Window lighting depends to a considerable degree upon conditions that are individual to each window. The character of goods displayed, whether light or dark, and the color of background, are matters that should be taken into consideration in installing a system. If streets and neighboring windows are brilliantly lighted, it is, of course, necessary that the intensity of illumination in the window be higher than if such conditions do not exist, as the effectiveness of the lighting is largely a matter of comparison.

Bad When Light Source is Visible.

In a previous article attention has been called to the methods of window illumination. These may be divided into two classes—bad and good. Like the maiden in the nursery rhyme who "when she was good, she was very, very good; but when she was bad, she was horrid," window lighting when it is good is very good, and when it is bad it is horrid. As bad examples, might be mentioned the windows in which the light source is visible and causes an unpleasant eye-strain; the window in which a lighting fixture is visible, with the lamps themselves at either end of horizontal arms, etc. To what extent a firm will go to prevent the light source being visible to the passer-by is shown by the method used by Marshall Field, in Chicago. In one of their largest windows, situated on a corner, the light sources in that portion of the window at right angles to the observer would, under ordinary circumstances, be visible. To prevent this, short wings of



Shallow window, difficult to light, because illumination must come straight down.

Kawneer
STORE FRONTS

Pull the Footsteps *Into* Stores

After all, the real work of a Store Front is to pull the people inside the Store. If you are unable to do that, you forfeit all possibility of making sales.

In order to properly show every line, every day in its season your windows must be individually designed—they must *fit* your business. And that is the reason we believe we are competent to work with you. We have helped design aud build more than 30,000 KAWNEER FRONTS—we have helped solve the same problems you will have to solve when your Store Front is built—provided you build it to increase your business.

Mere protection to the merchandise on display is not the greatest work of a Store Front—that never paid much interest on the investment. *Sales* is what counts and it is more from that angle that we offer you our services.

Eight years ago KAWNEER was originated and when offered to the Merchants in all parts of the world it was looked upon with more or less skepticism not because of any proven defect, either in principle or material; not because it failed to fill the requirements, but simply because it so far departed from the customary Store Front used at that time.

The structural requirements, however. have not been overlooked in KAWNEER STORE FRONTS—in fact it is for the sake of permanency that solid copper, brass. bronze or aluminum is used. You will never have to paint the KAWNEER STORE FRONT you install and the general maintenance cost will be reduced to the minimum.

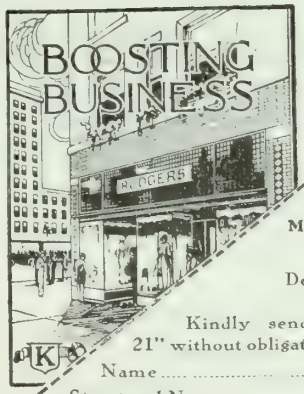
Merchants required proofs, so we started out to make them with the result that KAWNEER has been adopted in 30,000 Fronts. Wherever you go you will find KAWNEER STORE FRONTS making money for the Merchants behind them.

Just mail this coupon to us and let us send you "Boosting Business No. 21"—it's an authentic Store Front Book compiled and published for you Merchants.

Let us give you the benefit of our eight years' experience working with other Merchants—let us show you proofs of our success.

"Boosting Business No. 21" contains photographs of many of the most successful big and little Store Fronts in the country, together with information that is the result of our specialized efforts. A Store Front of any kind will cost a certain amount of money and the difference in cost between such a Front and a modern KAWNEER STORE FRONT is so small that it would be false economy to make the initial "saving." The ultimate results that a KAWNEER STORE FRONT would create for you would well warrant your adoption of KAWNEER. That has been the experience of thousands of other Merchants.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q.
GUELPH, ONT.



COUPON
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. 1193 Bathurst St.
TORONTO, ONT.
Kindly send "Boosting Business No. 21" without obligation
Name .....
Street and No. .....
City or Town .....
Business .....

A Prize-Winning Opening Window of Peterboroug Store



This is one of a group of windows which won for J. A. McNabb, of R. Hall & Sons, Peterborough, the gold medal in the Canadian competition for places under 50,000 population. There is a taste and finish in detail about this characteristic of Mr. McNabb's work. The ready-to wear and millinery combination speaks for itself. Note light touch of foliage at back not overdone, the lines of too strict symmetry broken by varied heights of hats, pose of garments, and use of wicker chair. Method in which floor is treated adds soft and rich effect.

tin painted dull black have been extended out four to six inches from the reflector between each lamp.

Concealed Sources.

The proper method of illumination is by means of concealed sources, the light being thrown from the top and front of the window in such a manner that no annoying shadows are made. Windows call for an installation of reflectors and lamps which will provide an illumination of such intensity and quality that after-dark business may be carried on at daylight efficiency. Good business demands the best illumination possible, combined with attractive appearance and the adoption of every sensible economy.

Reflector Very Necessary.

A reflector is a very necessary part of the lighting equipment in order to use light efficiently and reflect rays that would otherwise be lost. An electric incandescent lamp does not give light equally in all directions; on the contrary, it throws its maximum candle-power on the walls sideways, and lesser amounts in all other directions; thus, a 25-watt Mazda lamp gives 21 candle-power sideways, 6 candle-power straight downward, and intermediate amounts at various angles. It is, therefore, easy to see how necessary are proper reflectors if the greatest efficiency of the light burned is to be had. Reflectors gather much of the light that would otherwise go to waste and throw it on the goods where it is needed.

Mazda lamps are generally used in window lighting, because they give a much more brilliant light than the ordinary lamp, at no increase in the amount of current consumed; in fact, the claim made for the Mazda lamps is that they will give three times the light of the ordinary carbon lamp and burn no more current in giving this increased light.

There are three types of reflectors in general use for window lighting, each having the power of effectively illuminating certain types of windows; these are prismatic reflectors, trough reflectors and individual reflectors.

Where Window is Open to Store.

Where a window is open to the store, the background being carried to a height of two or three feet, it is frequently necessary to use glass reflectors with frosted lamps in order to harmonize with the interior arrangement of the store, which is visible from the street. In a condition of this kind glare is frequently apparent, and some of the light is wasted on the side walls, but occasionally attractive windows may be seen which are lighted in this manner. Such a condition need not exist with department, clothing, furnishing or other stores in which the windows have built-up backgrounds.

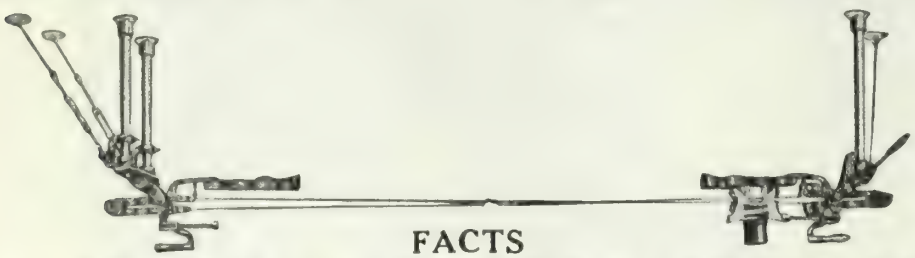
Prismatic Reflector.

The prismatic reflector is frequently adjusted in windows so that the light is directed to the most distant corner of the window, the portion of the window glass behind the reflector having the name of the firm, goods carried, etc., lettered in transparent colors. The light diffused by the prismatic reflector illuminates these signs in an attractive manner.

Trough Reflectors.

In the trough and individual types, the reflecting surfaces range from quicksilver to pure silver-plated mirrors. Trough reflectors are very compact, taking up little room, and being especially serviceable where space is limited. A Mazda tubular lamp is frequently used with reflectors of this type, giving a line of light that falls uniformly upon the entire display. The trough reflector is hung from or fastened to the ceiling of the windows in such manner that the light does not fall upon the side walls. These reflectors are made with different contours for different depths of windows.

Individual reflectors are made in many different shapes, from metal, or one-



FACTS

We can perform more functions by our modern wire carrier system, and with a greater degree of dispatch and certainty than can be accomplished by any other of this type of machine, all of which means that we can reach more points in a store and do so in a better and more satisfactory manner than has been accomplished heretofore. Remember our ten days' trial. You are invited to put us to the test. Send for our new catalogue G.

GIPE-HAZARD STORE SERVICE CO., LTD., 97 Ontario St., Toronto, Canada

Richardson's Latest Model Forms Are Elegant, Beautiful, Shapely



No. 37 E

White Jersey..$ 9.00
With White Sateen Bust.. 12.50
White Sateen with White or Pink Satin Bust 15.00

The aim of this old and tested firm is to never fall behind the times, never to produce a fixture that is the least bit out of date. Consequently, "Richardson" goods represent the newest and most practical ideas.

The form here illustrated, our No. 37 E, is one of our newest and best for the effective showing of your fine gowns:

Same form (37E) with evening figure as cut..$48.00
Same form (37E) with square bust and ½ arms 30.00

The charmingly life-like head here shown goes splendidly with this 37 E form, making a display form that will add a charm to the garments displayed.

Try these new forms for your Fall and Winter displays. Your order by mail will receive prompt attention.



A. S. RICHARDSON & CO.

Old and Tested

99 Ontario St. TORONTO

THIRTY DAYS' FREE TRIAL

Buckingham Sunflower Rack

for hanging, displaying
and preserving skirts and petticoats.

The rack is the best silent salesman.



Saves space, beautifies your department, price $16.50 less 3-10 or 2-30, F.O.B. Chicago. Write for particulars.

BUCKINGHAM RAE CO.

4168 So. Halsted Street, CHICAGO, ILL.

French Wax Models Of the Highest Order

Many were the words of commendation which we heard from the many merchants who visited our showrooms during the Exhibition about the beautiful new French Wax Models which we recently got in. And they well merit every bit of praise they get. They represent a style of beauty, grace and dignity that makes them stand out pre-eminently above the ordinary.
Write for new catalogue showing illustrations and prices of these forms, also of manufacturers' models, wooden and brass fixtures in all the latest designs.

Hall-Borchert Dress Form Company, Limited

Makers of the Famous Hall-Borchert Adjustable Forms

41 Lombard St. - TORONTO

piece blown glass reflectors with mirrored surface in such form that they direct the light rays upon the display with little loss. The lamps used range from the 25-watt up to the larger sizes.

Two Circuits Better.

In installing systems for lighting show windows, the lamps should be placed on two circuits, so that half of them may be turned on during the early evening hours and the balance when the full strength of illumination is required. **To get the best results, of course, alternate lights should be placed on the circuits. A time switch should be a part of every lighting installation,** whether a night watchman is employed or not. It is not subject to the vagaries that human beings are, and turns the lights off and on promptly. It does not vary the turning off from ten minutes to half an hour, as a watchman or special outside watchman, whose route may extend a half mile, is inclined to do. **The initial cost is small, and is saved in a month by the lack of waste light thrown on the street when**

(Continued on page 61.)

Now is the Time to Order This Outfit

Clean and Retouch Your Own Wax Figures. Complete Oil Finish Outfit, Including Full Formula of All Materials

Absolutely Guaranteed to produce the finest possible finish on Wax Figures. THOUSANDS NOW IN USE

Oil Finish Outfit No. 5

consists of the following:

Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch Wax Figures (Read Oil Finish).

Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows.

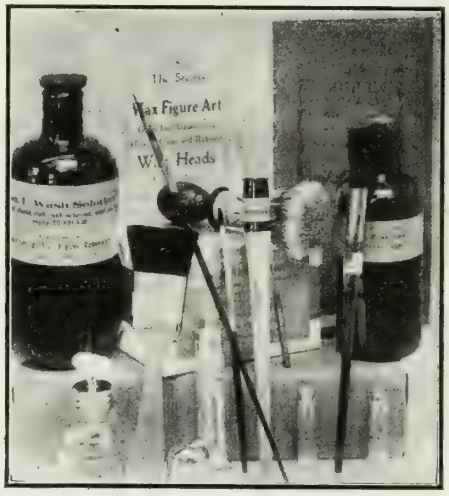
With this outfit we also include a complete formula of all materials, with full directions how to prepare them for use.

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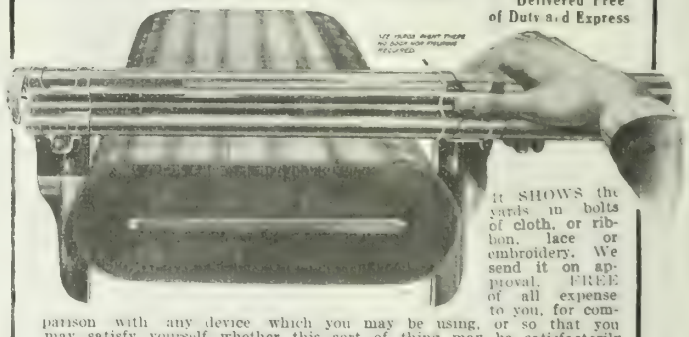
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282

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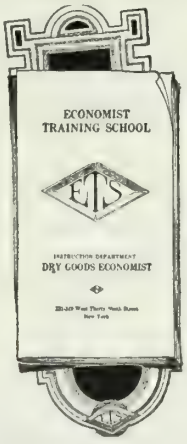
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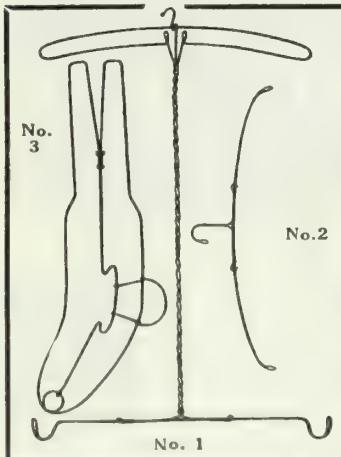




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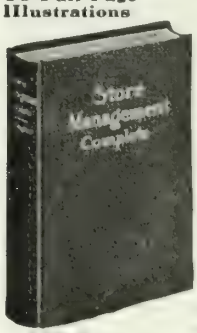
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READY-TO-WEAR

Preference for Coats Cut Along Fuller Lines

The Latest Models Show Military Tendencies—Redingote and Cape Styles Both Favored——Belts at Low Waist Line—Leopard and Tiger Skin in Fur Flashes.

BUYERS have yet to place the bulk of their orders for separate coats this season, but the re-orders that have come in so far and the garments shown at the openings indicate that the preference is given to the coats cut on fuller lines. Both the redingote and the cape idea are strongly featured, and many models are cut in two sections, the upper one being semi-fitted and the lower flaring or circular. Belts are seen on the majority of coats, the greater number being placed at the low waist line. These belts, save where the coat is a very dressy model, are of the same cloth as the garment. Dressy coats have belts of fur fabric, velvet or plush. Cuffs and collars on expensive coats are of fur or fur fabric, while velvet or self cloth is used for the more inexpensive coats.

Various types of collars are used. The first favorite is the rolling collar which fastens high at the neck. Military collars are coming to the fore with military styles, and there is stock with turnover.

Though the set-in sleeve is very much used it by no means rules, and very many models show the modified kimona which gives the large comfortable armhole that is so easily slipped on and off. Many models cut in this style have the cape which reaches just over the shoulder. This cape often looks as though it was thrown back, while other models show it doubled under to form a kind of cuff or sleeve through which the hand is thrust.

Military models are being shown. These models have the basque cut, the set-in sleeve and a low yoke or shaped belt across the back while the skirt is cut in circular fashion. The sleeves are coat-shaped and are set-in in coat fashion. The coat buttons up the front in military fashion and there are no revers. Some are trimmed with braid and frogs, while other models are of dark blue cloth piped with scarlet and trimmed with brass buttons.

Dressy wraps are more on the cape order; in fact, some are really full capes of plush or pressed velvet lined with satin.

Heavy broadcloths, velours, zibelines, as well as curl cloths and mixtures are the materials used for the new Fall coats. Leopard and tiger skin are the novelties in fur plushes. Loose voluminous coats for motoring or driving are developed in these striking plushes, but they look best when used for collar and cuff facings.

Balmacaan coats are selling well for misses' wear developed in heavy tweeds and mixtures. These coats are sold at popular prices and also are shown by leading stores in expensive imported models.

Street Dresses are Popular

Many Models Have Much the Appearance of Suits—The Redingote or Moyenage Dress the Feature of the Openings — Dresses Are Fuller and Shorter in the Skirt—Dancing Frocks of Net, Lace and Satin—Drapery Effects Coming.

THE business in dresses so far has been done chiefly in street dresses made of wool materials. Broadcloth, gabardine weaves and velours are used for high priced dresses, but serge and piece dyed worsteds, chiefly in crepe effects, are the materials used in developing popular priced dresses. Crepe de chines, soft satins and velvets are the leading silk materials used for dresses. Though many dresses come all in the one fabric the tendency is towards the combining of satin or velvet with the leading woollen materials.

The long-waisted basque, redingote, or Moyenage models, have come strongly to the front during the openings. Some of these models have boleros over a high girdle below which comes some form of the inevitable long tunic. These dresses have much the appearance of a suit and this is a feature that is greatly helping their sale. The long tunic continues to be the leading feature. It either continues up to the waist line or is set on to a yoke. These tunics are showing in many forms and modifications. Some are pleated, others are longer at the sides than either in the front or back, but the point in which all agree is the fact that they flare out above the narrower skirt. The new dresses are very short, and the sleeves are invariably long and often of the trimming material. Braid is appearing as a trimming on the simpler cloth dresses either used flat or in the form of binding braids.

The tendency towards fuller skirts is more prominent in the dancing frocks than in those for street and afternoon wear. The same straight line effect prevails. Basque waists of satin appear above full tunics of net trimmed with bands of satin or fur on their lower edge. These tunics are very long and are either pleated or shirred and the upper part of the bodice is formed of crossover drapery and sleeves of net.

Lace or spangled flouncing often forms the basque portion of the waist and the tunic will be of gold colored net. White, white and gold, black net over white satin and pale shell pink as well as deeper begonia shades and pale shades of blue are the leading evening colors. Shadow and net laces are also used for flounces and waist drapery.

Garb of Cossack Fighters Inspires Fashion



This dress is decidedly Russian both in the richness of the materials used and in its outline. The coat is of heavy wool-filled satin with velvet sleeves, and the high collar and cuffs have fur edging. The trimming is of rich jetted passementerie and below the full-draped tunic the narrow skirt that is dying so hard is also of velvet. Note hat with trimming of monkey fur.

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14 St. Helen Street, MONTREAL

Fashions in Children's Dresses for Spring, 1915

Manufacturers Showing Advance Lines for Spring — Middies, Oliver Twists and Dresses With Long Lines, Disguised Pleats and Low Belts and Sashes Featured.

MANUFACTURERS of children's and misses' dresses and infants' wear are ready with their advanced lines for Spring, 1915. The growing importance of this line and the high position it is beginning to hold in all stores where there is a properly run department as well as the fact that there is less competition to be met owing to the removal of German-made garments, points to a decidedly better outlook for the coming Spring. Careful designing with a view to both becomingness and comfort has been in the past one of the chief factors in bringing this line to the front, and in the building up in the space of a few years of a great and growing business. The children themselves have lent a hand, for in their own little way they know when they are becomingly dressed and also appreciate the freedom and comfort of well-cut, practically designed garments. Therefore they may be depended upon to throw their influence on the side of ready-made garments. The use of long lines, disguised pleats and low belts is very firmly established, and though there is much that is new in detail in the dresses designed for the smaller children, much in the general outline remains unchanged. The only real difference is that some of the tiny skirts have a slight flare. Dresses that are designed for the bigger girl show this flare effect more decidedly, while for misses' wear the long Russian tunic, both plain and pleated, is very much in evidence.

White Dresses More Important.

Though colored cotton dresses of necessity play a big part in the making up of utility dresses, the white dress line is of more importance than for some seasons. Straight-line tunic and low belted or sashed models with lines of Valenciennes and novelty laces. Greater use is made of the material and it might almost be said that for the coming season the material will be of more importance than the trimming and though the materials are sheerer and of lighter and finer weave the dresses are much simpler in design.

As a rule the weight of the garment is borne from the shoulders and the low belt or the sash becomingly knotted at the side, back or front hides the joining of waist and skirt. Many skirts have a very definite flare and often this skirt is two or three tiered. When this tier effect is absent a short peplum or tunic is a feature.

ADVANCE MODEL, SPRING, 1915.



Girl's dress of sheer white voile. The pleated skirt is tucked and shows the new flare, and is finished with a tunic. It is attached to the waist under a belt effect of the voile edged with narrow shadow lace. The belt is slashed to admit a sash of black velvet ribbon. The sleeves are formed of tucked voile and shadow lace, and a frill of the lace finishes the neck. Shown by Home & Watts.

Great Variety of Models.

No style can supersede the middy, and middies are shown in great variety. A belted middy that is almost Norfolk in style is put out in white and ivory linen as well as different shades of blue and pink. The all-white middy suit is very much seen, and the skirt of plain color with the middy blouse either belted or straight cut with collar, tie and cuffs of the color, are showing in numerous models. The middy blouse with a cuff at the bottom and laced at the sides with colored silk laces form one of the novelties shown.

Oliver Twist dresses with the blouse part white or white ground with a hairline check of color and the flare skirts of color, are confidently put out. These dresses were accorded high favor last Summer, and buyers are showing great interest in them again this Summer.

Tunic Changing

Becoming Longer and Developing Into Bell Skirt—Revers Dropping Out.

THE outlook is improving for the Fall suit. Buyers are finding sales better, and are beginning to place orders for suits to sell during the present month. This re-ordering is made necessary by the size of the orders that were first placed. Broadcloths are favored for the high-priced suits, but broadcloth is becoming scarce. Velour, serge, and piece-dyed worsteds, crepe and twill weaves are the materials used for moderate-priced suits.

Many suits of plain materials are braid trimmed, though the cuffs and collar are often of fur or fur plush. More expensive suits show the combination of fur plushes and velvet with broadcloth, velour, serge or gabardine. In some instances the skirt is reduced to a few inches under the long tunic, and is of one or other of these materials. Many models are difficult to tell from the princess dresses, for both have the flaring long tunic and the long-fitting waist.

Revers are dropping out, and the collars are high at the back and button up to the throat in front. Stocks and bands in military fashion are finished with a turn-down collar of equal depth. Other collars are cut so that they form a straight line from the neck to over the shoulder, forming a kind of sailor collar at the back.

There is a gradual change taking place in the outline of the skirt the long tunic is becoming longer and is developing into a circular or bell skirt. Some of the imported suits have wide circular skirts, but the practical skirt is still fairly narrow. This is the way fashion is pointing, but the suit skirt for general selling is of easy width, and many even of the smarter suits have skirts that are cut on perfectly straight lines.



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Simpler Style Tendencies at the Retail Openings

Less Elaboration Than Usual, and Fewer Paris Models Shown—The Straight Line Still Adhered to—Models Show Princess and Redingote Effects in Dresses—Suit Coats Come in Varied Lengths and Skirts Are Wider—Basque and Princess Models Lead in Dancing Frocks.

FASHION shows have been general in the larger city stores during the latter part of September. For four days the T. Eaton Co. made a display of imported Paris and New York models. These were shown on a stage and platform, on each side of which the audience was seated. At the back of the stage was a drop curtain painted to represent the Rue de la Paix, and the models mounted the stage between two fountains. On one side of this entrance was set a stand for holding the large announcement card which was changed, as each model appeared, by a tiny page in military blue. There was no other elaboration, and this economy in settings was a marked feature of all the displays. The garments were adequately presented, but all unnecessary expense had been omitted.

What may be termed room settings were used by the Robert Simpson Co. for showing their leading models. Spaces were blocked out by partitions which were covered in green, and the models were shown on stands and platforms. Pictures were placed on these improvised walls and artistic furniture and stands holding ferns and palms were used for decoration. All the gowns here were shown on wax figures and stands.

Autumn foliage massed in crystal holders placed on stands finished in dull gold and placed about the departments on the ground floor and above, were the decorations used by Murray-Kay. This store still keeps up the old time custom of showing fashions in all the departments at the same time, and the dress goods, the ready-to-wear and the millinery departments were all making a display of the new goods.

In Solid Colors.

The war is having its influence upon fashions and the new models show that fashions are taking on a military trend or are based on the dress of France and her allies. There is much that is reminiscent of the styles of 1870 and 80, and more that is of Russian and Cossack origin. Save for a few checks and stripes that are almost invisible, materials and trimmings are in solid color, and match the gowns unless they are black. Broadcloth is the leading material, and gabardine, serges, velours, duvetyn and velvets are also very popular. A feature of the Paris models was the use of panne in place of the straight pile velvets. Paris models are trimmed with fur, but New York models show caracul and broadtail plushes used as fur in the form of bands and for collar and cuff trimmings.

Fewer Paris models than usual are shown, but those that are shown are very beautiful and point to a season of more simplicity and quiet elegance. Models from Premet, Bernard, Callot, Jenny, Agnes, Drecoll and Cheruit were among those seen.

Wider Skirts.

One change that will be welcomed is the coming of wider skirts. Skirts promise to be a comfortable width though the straight line from shoulder to ankle is still preserved.

The new princess or redingote dresses are shown in numbers, and very considerable prominence is given in the Paris models to three-piece suits. The wrap worn with these three-piece suits is a short jacket cut on straight or bolero lines. Sometimes cape effects are introduced and the new cape is the Russian, falling in a wide flap and reaching across the shoulders and hanging straight to the waist. Other models have hip-length bloused coats, and again, coats are cut in sacque shape, loose, full and straight The new collar is either military or Russian and is placed on a high band or stock. This band hooks in front and supports a turnover collar when the style is military or slopes away in front to a collar that is square at the back. Collars are almost invariably of fur or fur plush. Frogs, tassels and braid trimmings are being used and a few models show the use of soutache embroideries. The dresses worn under these coats show tunic effects with the waist in basque or jumper style and the sleeve invariably of some trimming material. When the gown is of velvet or broadcloth the sleeves are of chiffon or net. When cloth or gabardine is used satin often takes the place of net.

The new tunics are very long and it looks as if finally the wide, full tunic would be continued as a wider, fuller skirt. Already circular skirts are appearing with the fullness laid in pleats. Some of these fullnesses are gathered in or held under tabs or pleats at the sides and this gives an uneven line at the bottom. Overskirts open in front and, dipping down below the skirt edge at the back, also have the same uneven line.

The basque and the princess models rule in evening gowns, the foundation being a sheath of satin. The bodice is made of pailletted or lace flouncing straight from bust to hips and with tunic of net attached. These tunics are either shirred or pleated and are long, straight and full, leaving only a few inches of the satin foundation showing, while a drapery of net forms the bodice and sleeves. Evening gowns have longer sleeves, and both dressy and useful gowns have full length sleeve.

No Settled Length.

Buyers who are looking for some settled length to the suit coat will gain very little satisfaction from the openings in this respect, for all lengths from the bolero to ¾ length redingote were featured. Belts, sashes and girdles were used on nearly every suit and gown.

Separate coats were all ¾ length and are in redingote or cape effect. One or two street coats were in Roman style in heavy velour, but velours, plushes, broadcloth and heavy gabardine were the fabrics chosen for the majority of separate coats.

Montreal merchants, by agreement, all had their opening displays on the same day. Because of this unanimity they were able to make an impressive appeal to the buying public to keep money in circulation by buying as freely as possible. This, it was pointed out, was one of the duties of citizens at the present moment. The merchants on their part are undertaking to provide goods of a high standard at prices as low as is consistent with the margin of safety.

Quiet elegance was the keynote at Morgan's opening. The suits and dresses showing were dark in color. Broadcloth was one of the favored materials and was combined with charmeuse. Roman stripes appeared on underskirts and collars, and velvet was a high favorite for basque dresses.

At Goodwins the suits showed the long basque or the redingote with the long tunic falling from the sides or extending around the skirt. When the suit coat was short the fronts were cutaway and the tab backs were trimmed with a tassel. Military braid was about the only trimming, though some models were braided with soutache.

Dupuis Freres held a Promenade des Toilettes each afternoon and showed several costumes copied from Paris models.

Unrolling of the Home & Watts Spring Styles

Every day sees orders coming from Canadian firms who have heretofore depended upon imported goods for their children's department.

With European importations cut off the home market has been given its chance to compete, with the result that the Home and Watts Spring line is experiencing a fast increasing demand. And not the least important point is the fact that our values are adjudged to be even superior to those that were brought across the water.

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¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

Justifying Its Style Recommendations for 1914-15

How the National Cloak, Suit, Skirt, and Dress Association Arrives at Its Fashion Conclusions—Reasons for Supporting Diversity of Styles.

THE National Cloak, Suit, Skirt, and Dress Manufacturers' Association have sent out an address entitled "The Truth About Fall Styles." This comes in the form of a booklet and is being sent to the dry goods merchants throughout the United States. Besides printing in full the style recommendations for Fall and Winter 1914-'15, the reason why of these style forecasts is very fully dealt with. The need of variety has always been strongly felt in the ready-to-wear department, for while every woman wants to be in style she emphatically does not want to be a walking replica of some other woman. On the other hand, as this pamphlet points out, one of the foundations of a successful business must be stability of purpose and this particularly holds good in the matter of style, if the merchant expects to make his business successful. By stability of style is meant stability throughout the given season of the typical styles of that season. The woman on this continent needs to be given choice from a variety of sensible ideas, but the merchant at the same time needs the confidence inspired by style stability: he must feel that whether he purchases early or late that no unforeseen influences will render these purchases valueless.

This association of manufacturers believe implicitly in both stability of purpose and stability of style, and in endeavoring to accomplish this end have completed a comprehensive organization for obtaining style information. This comprises a style bureau in Paris under expert management, and also a staff of experts at the headquarters of the association for gathering information from various points in the United States—also a Style Committee of the leading manufacturers who meet from time to time to discuss style matters for the season to come.

Paris style information is obtained from the leading style makers, and the information is sent to America daily in the form of style letters, cablegrams, sketches, photos and garments.

This information is collected, compiled, and then presented at the first meeting of the style committee called for discussing the styles for the coming season and the style expert from Paris attends this meeting.

At a second meeting a member of the committee is present who has been abroad gathering information in his own way is present, and this is checked against that procured by the Paris bureau, and from other sources. At a third meeting held some time later the later information is discussed and finally a convention of the whole association is held, and during this convention the style committee is in session at various periods. On the second day of the convention the style committee, together with the association, give up their entire time to the discussion of styles and to the display of garments that have been made by various members. The style committee then holds its final meetings and the style recommendations are presented, discussed and finally adopted. These style recommendations for the present Fall were printed in The Review some months ago in a staff correspondent's report of the convention.

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

DRESS FABRICS
AND SILKS

Cotton Dress Fabrics Lower for Spring, 1915

The New Materials Are Sheer and Voiles Are Very Much in Evidence—Voile-Garbardine and Voile Bedfords Are New Developments—Stripes Lead in Fancy Effects.

WITH so many manufacturing centres wholly cut out, or only partially running and a crop of American cotton just coming into the market that is variously estimated at anywhere between fifteen and sixteen million bales, it would seem as though lower cotton was a certainty in spite of the many projects for holding up the price artificially to a certain figure.

In the piece goods market jobbers and large buyers are proceeding slowly and cautiously, and while anticipating their needs are refusing to be stampeded into buying by any talk of higher prices later and scarcity of colored lines due to the shortage in the dye situation. That there is some cause for expecting a shortage here is certain, but buyers feel that it will be easy to increase the sale of all white fabrics if necessary to meet the situation. During the latter days of the present summer the all-white idea made a great gain from the fashion standpoint and it is never hard to put through an all-white campaign on this side of the Atlantic if the Summer is of the usual variety. There are a number of clever cloths on the market made in close imitation of popular wool weaves in colors, and for the early season these are meeting with good success, and all the leading buyers are taking these cloths.

During the past three or four seasons the profits in the cotton dress fabrics department have come largely from the sale of novelty cloths. The case of ratines and also of crepes this Spring may be cited. These novelty cloths were high priced, and their value came largely from their desirability from a fashion viewpoint. In making purchases for the coming Spring buyers should not lose altogether this idea of high priced novelties. Novelties will sell but in the majority of cases goods at a more medium price will be the leaders.

The fashion tendency was well settled before the war, and is all for very sheer fabrics, and in contrast to the last few years, when the energies of designers were taxed in the production of elaborate effects, simplicity of design and texture is the distinguishing feature. Voiles constitute a very big proportion of the novelties shown, and both the voiles and other fabrics are of the sheerest and lightest construction. This idea is applied to cloths that usually have weight and body and it is here where the novelty idea of the season lies. Voile-gabardine which appears both in wool and cotton is one of the most prominent of this type of cloth, and a Bedford cord effect combined with voile weave is another idea of the same type.

Plain voiles will be the big selling cloths in both colors and white, and the very large assortment of stripes showing denote the favor in which they are held.

Woven in satin stripes, cord stripes decorated with satin figures, herringbone stripes and loop yarn stripes are all showing crepe voiles, voile neige, rice cloths, adjour stripes and lace cloths are included in the line of sheer effects. Shorting stripes are noted on all these materials—that is, stripes that are almost identical with those used to decorate the materials men's shirts are made of. These stripes come in shades of blue, pink, lilac or green. These colors also come in woven in stripes and particularly in satin stripes of various widths on a white ground. Satin stripes in white alternating with a pencil stripe of color on a voile or other sheer ground are dainty and attractive.

Handkerchief linens, which for popular selling are really linen finished cottons, come also decorated with these fancy stripes. Checks are also seen and checked voiles the patterns of which may be best described as taken from ginghams, are a new feature. Windowpane checks are a novelty and check voiles with adjour designs in the centre of each check are new.. Colored checks formed of lines of heavy yarn on voile or crepe grounds are also popular.

Among novelties may be mentioned warp-printed voiles but owing to the fact that these materials are tedious to weave in such sheer fabrics their sale will be confined to the high priced trade.

Soft finished piques, cords, repps, and cotton suitings in white, natural, blue and pink, as well as a few fancy colors, promise to be big popular priced sellers.

THE COTTON SITUATION.

THE outlook is certainly for cheaper cotton for the next couple of years. There is no doubt but that the consumption in relation to the big American crop is to be reduced. So serious is the situation that the industry faces in fact that the Textile Manufacturers' Journal, published in New York, says:—

"There are only two methods of permanent relief; one is to be attained by stimulating increased consumption and the other by influencing curtailment of cotton production next year, and possibly the following year. Demand is permanently and enormously curtailed for the season of 1914-15, and if the European war is continued far into next year there will be a large curtailment of cotton consumption for two whole seasons.

"The outlook for the cotton planter is deplorable, but we have heard little sympathy expressed for the manufacturers, cutter jobbers and retailers who will suffer relatively as much as a result of the enormous shrinkage in the value of their stocks of manufactured goods. The South hesitates to sell two or three million bales of cotton at the best prices obtainable but this is the dose of medicine that the planters will have to take sooner or later."

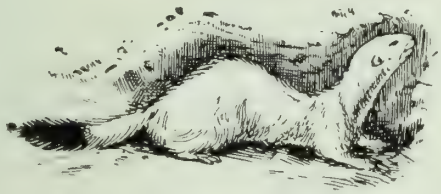
"By these names you know them"

Dominion Textile Co's
New Fall Range of
Famous Fancy Fabrics

is now on the
Market

¶ The designs, colors, patterns and finish are better and more numerous than ever before.

¶ Don't fail to see this big line of "Magog" Samples for Fall 1914.



Erminette Flannel



Rob Roy Checks

These Three Lines are 10c



Empire Twill



Lapland Robes



Deutchland Flannel



Angora Flannel



Monoplane Flannel

Four Big Lines at 11½c

Three Leading Lines at 8c

Saxony Flannel
Meleton Suiting
Reversible Saxony

German Flannel

Big Value at 16c

Dominion Textile
Company, Limited
Montreal

"Your Jobber has them"

Keeping Track of the Costs of Dressmaking

Time of Girls Figured at so Much an Hour or an Average Taken of all for the Year — Ticket on Each Garment With Total of Material, etc., and Addition Made to Each Covering Percentage of Department's Share for Overhead Expenses.

WORKROOM management has just as much to do with making the dressmaking department a paying proposition as the accurate keeping of accounts. The workroom that is not well managed can never pay, and this is why, in spite of the accurate accounting for every cent taken in for labor, running and overhead expenses, and merchandise, when the final balancing comes, nothing is left for profit.

When no profit is made, there are two causes to which it may be set down—either the merchant is not charging enough for the making of a gown, or he is paying too much for his labor. In the latter case it is a question of workroom management, for no system will prove satisfactory that fails to show conclusively just the amount of labor that goes to complete a gown, and also just how much that labor costs.

In one large workroom, where ten to twenty girls are employed, according to the time of the year, each girl has a book with her name written plainly on the cover. When she takes a piece of work out, it is entered in her book, with the date and time, thus showing the length of time taken to finish the garment.

When the garment is complete, the number of hours put in on it is entered on a cost sheet, and after all the time is entered on the cost sheet from the girls' books, the time of each girl is added up and multiplied by what she is paid per hour. This is ascertained by dividing the number of hours she has worked by what she is paid per week. Thus if a girl is getting $6 a week and works 48 hours—that is, six days of eight hours each, you are paying her 12½ cents per hour, while a girl getting $12 per week will be getting 25c per hour, and one $15 31¼ cents. After all the time the girls have worked has been added out and set down, you will find out exactly how much the gown has cost.

This system is simplified by taking the number of hours put in by the girls in one year, say, 12,000, and dividing these hours by the amount paid in that period for their labor, and using the product as a basis for figuring the cost per hour of each gown the workroom turns out. That is, every hour put in on a gown by either apprentice or higher-priced help is charged at one average figure.

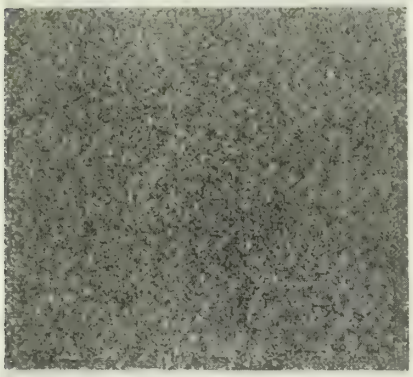
Expenses That Should be Added.

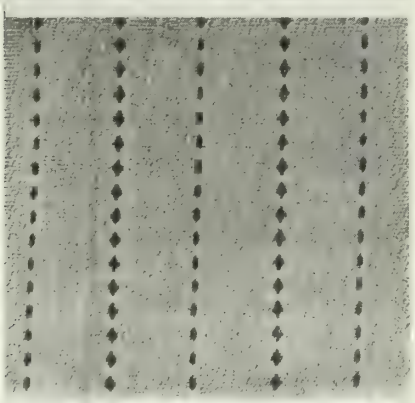
In ascertaining what should be charged for the gown, all expenses should be taken into consideration. For instance, there is rent, heat, light, tele-

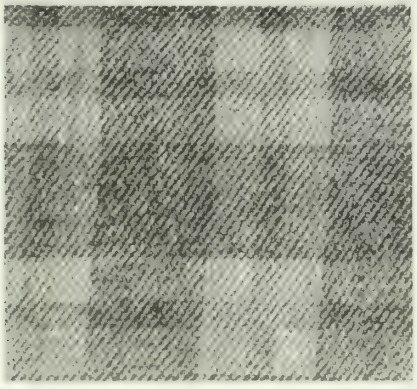
(Continued on page 57.)

1915 COTTON FABRICS FOR SPRING









1—Striped voile in light and dark shades of the same.

2—Sheer voile in two colors.

3—Cotton fancy in piece-dyed worsted effect.

4—Cotton novelty imitating fancy wool check.

The War and Silk Fabrics

Fashions Favor Velvet and Satins—Silk Crepes and Crepe de Chine Good.

THE effect of the war on the raw silk situation has been disastrous, and disorganization still exists in the market, and prices have slumped so far that both retailers and exporters are in a precarious position. Business is suspended in all the principal silk manufacturing centres though some shipments of goods are still coming through. There are signs of returning activity in Lyons, and should conditions change for the better the Swiss mills should be heard from before long.

Velvets were never in a stronger position than at the present time. Many of the Parisian gowns shown at the recent openings were of velvet or of velvet combined with other materials. Though novelty velvets in stripes, plaids and flowered effects are used for vests and trimmings the tendency is largely towards the employment of plain fabrics. Panne velvet which has been superseded for some time by erect pile velvets is again favored for dresses and suits. Satins are immensely popular both for evening and day wear.

Charmeuse and dull rich wool-filled satins are high style, while duchesse liberty, satin de chine, and messaline have a big vogue for foundations and for combining with velvet and wool fabrics. Very little is seen of taffeta as it is only used for a few evening gowns, but should taffeta be obtainable this does not preclude taffeta from being a seller in the coming Spring. Taffeta is always considered a Spring fabric and always is in best demand in that season.

Crepes both in silk and wool and all silk are favored. Crepe de chine is again a leader. There has been some revival of voiles and marquisettes as this is in line for the development in favor of sheer fabrics that is taking place.

Fancy Silks

that are attractive and in great demand are to be found in our very large and well-assorted stock.

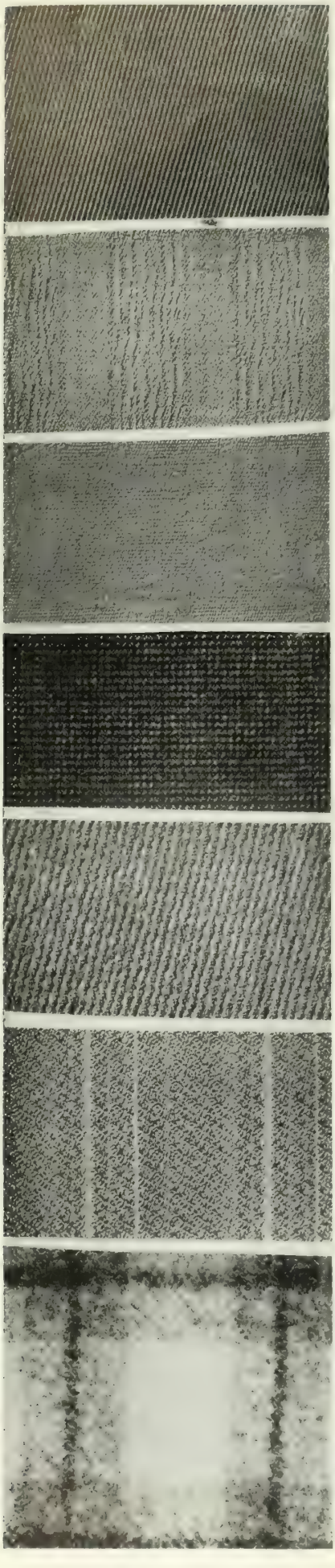
Ribbons

for Fall and Christmas trade—a stock that is well assorted in both plain and fancy.

The Silks Company, Limited

55 BAY STREET
TORONTO, ONTARIO

THOMAS BLOCK
CALGARY, ALBERTA



Light Weight Woolens for Spring

The Majority of Fabrics Average Half Ounce Lighter Than Last Year—Plain Cloths, Piece-Dyes, Serges and Staple Weaves the Leaders—Color List of Deep Rose, Pinks, Yellow, Tans and Browns.

THE state of war is evidently more useful to the woolen than to the cotton industry, for large orders being placed by our own Governments, and the Government of the Allies, for cloths suitable for military clothing and for blankets are causing a big demand for the classes of wool suitable for this purpose. The series of wool sales that were to have opened on September 20th were postponed for a couple of weeks. Deducting the amount of wool that has been disposed of by private sale, something like 110,000 bales are available. This wool is almost entirely of the new clip, and of merino quality.

Since the outbreak of the war buyers have been turning their attention to covering their needs principally in cloths from Continental Europe, and this has made business brisk, and has increased the turnover in the wholesale dress goods sections. Even odds and ends and sample pieces are selling, and as fast as a line is sold out it is withdrawn and would-be buyers are informed that no more of that particular cloth is available. Very few prices have been advanced because of the war, but as a general rule all special concessions have been withdrawn.

These conditions will be enforced during the Spring season and, moreover, orders as a rule will be filled only when materials are in stock—that is, materials will not be held to fill orders shipped at the future date—the man who wants shipment December 1st will have to take his chance of the goods he wants being in stock; if they are needed to fill previous orders he will be minus the goods

For the Spring of 1915 German materials are, of course, cut entirely out, and there are only the slenderest prospects of any French materials coming to hand as Roubaix, Rheims and the other large woolen manufacturing centres lie right in the devastating path of the enemy. Therefore it would seem as though Canada would have to look almost entirely to the British and the home mills to supply the demand for Spring materials, and The Review ventures on the prediction that this demand will be better than is now expected. Economy will still rule and the sale will be confined to staple materials, and another factor that will influence the sale of cheaper materials is that a bigger yardage will be needed, for the style question will not altogether be shelved by the fact that the country is at war and that money is not as plentiful as usual.

Plain cloths will be the big sellers and while broadcloth will be high style, they will be scarce and too high in price for popular selling. Fabrics will be light weight, and if France had been represented undoubtedly voiles would have had a high position. Novelty cloths showing the combining of the voile and gabardine, and the voile and Bedford cord weaves are showing and will certainly sell. Piece-dyes are very largely represented, and there will be an unprecedented demand for serges, especially of the French variety. Gabardines and gabardine twills are just as popular as ever. Poplins will show up well. Fancy weaves in piece dyes are strong and white checks are again showing, as well as black and gray, and black and white in fancy weaves and unique patterns. Tweed and Donegal effects are never absent from the lines of British goods, but those showing for next Spring are light in weight and as smooth finished as possible.

The color question is somewhat affected by the question of dye-stuffs, but to what extent only the future can develop. London fashions are placing gray in a high place and battleship-gray is expected to be prominent. All shades of blue will be good, particularly military and sailor blues. Greens are coming to the front and Russian in dark and lighter shades will be good. The color list as at present presented will be made up of deep rose pinks, yellow tans and browns.

SPRING NOVELTIES, 1915

1—Voile-gabardine, the leading idea in novelty.

2—Crepe and check in the weave in striped effect.

3—Poplin ground with woven-in moire pattern.

4—Dark grey line check in men's wear effect and very smooth finish.

5—Gabardine twill.

6—Novelty piece-dyed worsted with multi-colored stripes.

7—Checked polo cloth for Spring outing coats.

Shown by Nisbet and Auld.

KEEPING TRACK OF COSTS OF DRESSMAKING.

(Continued from page 54.)

phone, insurance, postage, express, stationery, time books, pencils, tape lines, tracing wheels, chalk, dress boxes, tissue paper, patterns, fashion books, delivery, and, in fact, every item of expense that can be thought of in connection with the workroom and its work. Then there is the clerical work, the interest on capital used to run the department, the salary of the head dressmaker, and other hands under her, who do general work. Then there is the department's proportion of the merchant's personal expenses that should be added on. Models that may be bought for use in connection with the department, and the dressmaker's traveling expenses in connection with visits to larger cities when openings are on, should all be taken into consideration when figuring out costs.

In working out the account, care should be taken that every item used in making the gown, no matter how small, is charged for, and also it is most important to be sure that no more than the amount of material charged for goes into the gown.

Entered on Work Ticket.

When a gown is begun, everything to be used should be put into a box, and these materials should be entered on the work ticket, and the work ticket should be filed. Also, if it is necessary to use other materials before the gown is complete they should be entered on the ticket, and when the gown is completed the girls' time is also figured up and entered on the ticket, so that it forms a complete record of the time taken and the materials used.

When each girl is credited with the time taken in doing her part of the work on a gown, it is easily seen if one is not keeping up with her work properly.

It is of very little use trying to keep track of a workroom in a haphazard way, and some provision should be made for the keeping of proper books even if the number of hands employed is only small. The most handy way of bookkeeping is done by the card system. When the gown is finished, a work ticket is filed in box marked "finished work," and at the same time a card with the customer's name, and the amount of her bill is filed under "unpaid bills," where it remains until the bill is paid.

It requires the utmost vigilance to keep profits up to the average percentage in this department, and in doing so it is of the greatest importance that the head hands should be efficient and capable. A woman at the head of affairs who has these qualities, and who has, besides, the interest of her employer at heart, is worth a high salary, and the merchant who has such a woman in his employ can well afford to pay her good wages.

In a later issue forms used in dressmaking departments to keep track of costs will be illustrated, and other details will be explained.

COTTON FASHION SHOW.

Many of the younger members of the smart set are already having garments made of cotton to be exhibited at the cotton fashion show at the Hotel Willard, Washington, D.C.

Miss Cowan, Prescott, Ont., will erect a two-storey building, which she will occupy as a fancy goods store.

A. M. Hunter, Barrie, Ont., has opened a men's furnishing and clothing store in the new Bingham block.

John Mitchell, Renfrew, Ont., merchant tailor, has a loss of over $2,000 by fire.

Black Bros., Suffolk, N.B., had a loss of over $6,000 by fire.

J. A. Patterson, of Patterson & Ough, Collingwood, has returned home after an absence of several months in Port Arthur through illness.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto



Why Not Open a Perman Remnant Dept.?

Home and Colonial Drapers will find one to be a v able adjunct to their business. If this be im ticable, buy remnants for your **sales.** At once pr able and attractive.

The Best House in the Trade for these
JOHN STONES
Shiffnall Mills
BOLTON, ENGLA

MILLINERY

The Velvet Hat Proves the Leading Seller

The Situation Narrowing Down to Small Military Toques and Portrait Sailors—The Majority of Hats Are of Black Velvet, or Velvet in Very Dark Shades Trimmed With Ostrich or Gold and Silver Tinsel—Fur Trimmed Very Strong For Mid-winter.

THIS is a velvet season, for whether the hat is of small, medium or moderately large size, it is of velvet. The black velvet hat is by far away the leader and all the other colors, with the possible exception of pink when combined with black for the very dressy hat, are in the very darkest of Autumn shades, such as seal, tete de negre, beetroot or Burgundy, Russian green and very deep purple. It is the black hat, however, that is almost overwhelmingly in evidence and it is trimmed with tinsel, either gold or silver. Small military turbans and sailors with soft crowns and brims varying in size from the very narrow to the very wide portrait models, are the two leaders. Black velvet hats are trimmed with tinsel cords, tinsel cloths, braids and flowers. Tricorne shapes approach very nearly to the turbans and are very numerous.

The development is coming in styles that have a military turn, and the new ideas are taken from the caps worn by the British, French, Belgian and Russian soldiers. Even the big admiral's hat has been copied into very becoming tricorne models.

In band-blocked hats the velvet hat is selling to the almost practical exclusion of all other materials. Plush may come later, but it will not be until the velvet hat is no longer obtainable. A few French hats have been shown, but so far very little interest has been taken in them, although this does not prove that developments in this direction will not come another season.

Fur and Fur Trimmed for Winter.

Fur and fur trimmed hats are strongly indicated for the mid-Winter season. These promise to be soft and cap-like and should take well, besides being very warm and cozy they have a great deal of smartness about them. Black velvet is fashionably combined with fitch, ermine and kolinsky, and with flowers and gold lace. Monkey fur is the novelty of the moment and is used for trimming gowns as well as millinery. Other furs that promise to be prominent are skunk, opossum, fox and coney. These will be used largely in inch and inch and a half bands. A very glossy caracul fabric in brown, taupe, bronze and navy promises to be very much used later. This fabric also comes in black.

Ostrich trimmings and fancies have gained ground since the openings and give promise of being the leading feather effects of the season. Ostrich fringes and bands are laid flat upon the upper brims of the large hats, and equally fashionable are the short thick French plumes, small tips, pompoms and other fancies. Burnt and glycerined effects in stickups are strong, and they are used singly for the odd trimming effects that stick out in all directions from some of the new models. Imitation paradise effects, and aigrette effects in imitation of cross and wheel, hackle in bands and pompoms and combined with stickups and coque in the form of various fancies are all good. Pheasant and other feathers are showing in the new chinchilla effect. Besides black the dark shades already indicated are the ones selling, and besides fancies in peacock blue, midgreen and bronze brown and green shades are selling.



MILITARY TYPES STRONG.
A military toque of black velvet, white cord ribbon and ermine.

As the season advances more is heard of flowers. Large flat pansies and poppies in deep reds, blues and purple have the call. These large flowers come in tinsel, and there are clusters and wreaths of small roses and single flowers. One of the late novelties appears in the form of flowers made of tinsel and fur. Small velvet roses are also shown made up into clusters with marabout.

So long as paradise and osprey are obtainable they will sell to the trade that can pay the price. Paradise comes in natural colors in side effects as well as dyed in smoke greys, black and deep browns. The head is very little used, and there is little call for fancy branchings.

Among novelties are bird effects, sometimes with wings or tight folded high-tail effects made of tinsel cords or braids, or of jet plates, or beads or metal bands. Military ideas have opened a way for the use of braids and passementerie frogs as well as narrow heavy corded ribbons.

LARGE AND SMALL HATS.

Both large and small hats are to be equally the correct thing. The large hats have wide and perfectly flat brims and are mostly composed of black velvet and have black ostrich feather trimming. Maria Guy's hats are quite small affairs, something Napoleonic in style or shape and with a chic little bow on the right side of the brim.

Tailored $5.00 Fiskhats



D. B. FISK & CO. - - Chicago, Ill.

Some Hats Seen at the Retail Openings

The Great Popularity of the Black Hat Leads to the Production of Striking Models in Color—The Sailor is Taking on Gainsborough Lines and The Majority of Dress Hats Come in Wide Brimmed Sailor Shapes.

THE LATEST DRESS SAILOR.



Sailors are the dress hats this season and are taking on Duchess of Devonshire lines. This is a Georgette model imported by Kinzman, New York.

THERE are so many black velvet hats that when the milliner wishes to show something different she resorts to color. Therefore there are many striking models in various colors now making their appearance in the high class stores and large millinery departments, a description of which should prove useful to the out of town milliner.

One recent medium sized model has a soft crown and a close drooping brim and both crown and underbrim were of military blue satin. The upper brim was faced with tan velvet finishing in prints around the crown, and between each point was placed a silver rose. Another hat of navy blue velvet had a soft crown and a narrow rolled brim.

Around the crown was a band of narrow silver ribbon with a bow in front, and a mount of blue ostrich at the back. Putty-colored velvet, draped, formed the crown of a toque that had a close brim of black fox fur. The velvet ribbon was drawn up into a looped bow at the back of the crown. Several hats of fine French felt have been noticed recently. There are mostly sailor shapes: one with wide, somewhat rolling brim was of white felt underfaced with black satin. On the upper brim was laid a flat band of white breast extending into a wing, pointing backwards on the right side.

A very striking white sailor had a narrow black silk ribbon placed right across the crown and ending with a bow of the same at the right side. Just below this bow, flat on the brim, was a bow of black ostrich. Many of the new toques are diamond or square, and square crowns are seen on broad-brimmed hats. One of these hats of beetroot velvet with square crown and large flat brim is trimmed with tips exactly matching lying flat on the upper brim and between the tips are bunches of iridescent daisies.

A dress hat of pink crepe de chine has a broad brim verging on the Gainsborough, and a medium high square crown. Around the crown is a band of kolinsky and above this band a wreath of pink roses and daisies on the right side, while it is below on the left.

Another large sailor is of silver metal



VELVET SHAPES

$15 Doz.

ALL LATEST BLOCKS

The number illustrated represents our line of smart, erect, pile Velvet shapes in the latest blocks. Splendid two-piece hats with excellent finish and workmanship. Come in black, navy, brown, Alice, taupe all the best selling styles. Copies of hand-blocked models.

$15 Doz.

Same styles in Zibeline plush, $18 doz.

Send for Assortment.

B. J. KRAFT

Manufacturer of Ladies' Hats

111-113 Bleecker St.. - NEW YORK

We can supply your requirements in

Ostrich Feather Novelties and Fancy Feathers

PROMPT SERVICE — EXCELLENT VALUES

We specialize in all kinds of ostrich feather novelties and fancy feathers. To see and compare them with others is to appreciate the excellence of our values. Quality and workmanship is of a high standard. **Write for sample range.**

JOSEPH LEONE JR.

314 NOTRE DAME ST. W.

Montreal

lace with a soft round crown and broad brim. The crown is lined with pink charmeuse and there is a halo of the same under the brim. At the base of the crown is a thick cord of the charmeuse veiled with lace, and on the right side front are four small tips with black velvet roses in their centre.

LIGHTING WINDOWS TO CATCH CROWDS.

(Continued from page 38.)

there are few passers. In this connection it is well to remember that the "movie" habit which holds the people in its grip gives the merchant an opportunity to let his windows work another hour at night. Lights in most cities should not be extinguished until eleven o'clock, when the theatre crowds have passed. The saving of current from 10 or 10.30 to 11 is economizing at the wrong end.

A window of this kind is hard to light properly, because the light must be thrown practically straight down and falling mainly on top of the merchandise shown. In the windows shown, the reflector throws the light in such a way that an even illumination of the display results. The open portion above the background detracts from the appearance of these windows, because it allows a view of the interior and interior lighting fixtures. These, when lighted, distract the attention of the passer, and so weaken the effect of the shop window.

HATS OFF TO THE WEST!

Through an error in tabulation of the numbers assigned to the entries for the card writing competition, the first prize card in class 1 was credited to James Jervis, Ottawa. Instead of Mr. Jervis, the writer of the winning card was Gordon Munroe, of Brown's, Limited, Portage la Prairie, Man. Once again the East must take off its hat to the West.

A PROFIT-SHARING PLAN.

Charles H. Reed, general manager of the James Ramsey departmental store, Edmonton, Alta., announces the disbursement of $7,438 in semi-annual bonuses to the department managers and employees who have been in the employ of the establishment continuously for a year.

Under this arrangement, each department manager's bonus is determined by the profit shown in his department, while the bonus of clerks, drivers and other employees is arrived at by a division of a percentage of the net profit of the entire establishment in proportion to the salaries received. Thus a clerk receiving $20 a week would receive twice as much as the one receiving $10 a week.

For the six-month period just closed the amount of the bonuses for the rank and file was equal in each instance to a month's salary.

Canadian Store Starts School of Dressmaking

Customers Are Provided with Serving Machines in the Store, and a Demonstrator is on Hand to Overlook Them—Plan Might be Adopted in Many Stores on Somewhat Smaller Scale.

REALIZING the necessity for strict economy in many homes this Fall, and knowing that because the cost of making up materials into dresses, suits and other garments will result in many women making their old garments do duty for another season, the T. Eaton Co. are opening up a "dressmaking school" in their Toronto store. The firm is employing a very competent demonstrator who will advise the customer and help with any dressmaking she may wish to do. The pupil will be given free lessons in cutting and fitting garments either for her own or her children's use. The demonstrator will show the proper manner in which patterns should be used. All demonstrating is free and sewing machines will also be provided free.

Doubtless the big success as a business builder that has attended the giving of lessons free in the "art needle work" department has been borne in mind in the starting of this enterprise. And the fact that so many merchants throughout the country have had a like success when duplicating the same will predispose them to give the newer idea a trial.

There is a spirit of individuality abroad in women's dress to-day that is highly favorable to the success of any teaching scheme that allows the woman to save by doing the work of making herself and thus cutting down her bills for dress fully one-half, for fully one-half and often over half of the money spent on dress goes for making. Therefore the woman who makes her own dresses, etc., makes a saving that is very much worth while. This is the inducement held out to the customer. The merchant makes his gain out of the increase in sales in many departments and the assurance that the goods are bought in his store.

Space and machines are easily provided but the successful working out of the idea depends almost wholly upon the wise choice of a demonstrator. Your demonstrator cannot be too carefully chosen. She must have both the requisite knowledge and she must be able to teach acceptably. She must also have a nice manner; an even temper and lots of patience. Women of this class usually command good salaries in business life, therefore the merchant must be prepared to pay a good price for his demonstrator. Also he must be prepared to keep a strict eye upon the classes to prevent any trouble occurring that might reflect upon the store.

With the providing of the demonstrator the machines and space and keeping a general supervision over the proceedings, the responsibility of the merchant ends. Apart from the advertising the store obtains the very real advantage by the stimulating of sales in nearly every department. The proviso is made that the materials used must be bought in the store, though in cases where special trimmings do not match there will have to be some modification here. If your demonstrator has the situation well in hand there will be little trouble from this source.

Naturally the merchant will want to know the extent of selling resulting from his dressmaking school, therefore some special means of keeping track of the materials sold to women making use of the instruction you are giving should be provided. A printed or typewritten form which gives both the name of the purchaser and the amount and date of purchase would be best. This could be filed and dealt with as best suited to the office facilities of the store.

The question of hours, and as to whether the demonstrator should give her full time would also be matters for each store to consider from the viewpoint of its own needs. Some stores would, like the T. Eaton Co., keep their dressmaking school open each and every day of the week. Others only half-day or possibly only two or three days each week. In any case the sessions will have to be continuous as there is considerable labor attached to dressmaking and dressmaking takes time.

Here One Firm Bought Hosiery Supply for 1915

Situation for Summer of 1915 Clearly Defined—Silks as Usual From United States and Canada—Cashmeres From England—Lisles and Cottons From All Three Countries—Some Slight Difference in Gauges of Latter and Slightly Higher Prices—Substitutes for German Goods.

Written by a Buyer for a Large Canadian House After Completing Stocks for 1915.

THE hoisery trade, temporarily stunned by the declaration of war and the prospects of all imports of German lisle and cotton lines being cut off for next season at least, quickly revived upon an investigation of the resources of the manufacturers of Canada, the United States and Great Britain, and to-day we find that practically everything in the way of apprehension as regards the situation for the Spring and Summer of 1915 has been dispelled. German goods are out of the question; the manufacturers of other countries are getting the benefit. The trade will find some difference in prices for some lines but the changes will not be material; the general public will probably never know the difference either with regard to the goods or the materials.

Reproducing Dyes

The only feature of the situation which is not definitely outlined at present is with regard to dyes. Orders have been placed to cover different ranges of colors, but they may have to be changed when the time to deliver comes. In England and in the United States and to a lesser extent in Canada experiments are being conducted with the end in view of reproducing the dyes which have done so much to advance the German hoisery. Already there has been a measure of success and the manufacturers are confident that when the time comes they will be able to make a satisfactory showing. The dye problem may have the effect of forcing white as a stronger line but this should not be very difficult as white would have been a very strong feature of the lines for next year in any event. It will be surprising if it does not develop that German dye secrets are known in this country now that there is an opportunity to make use of them. However, there are still shipments of dyes coming from Germany and the situation is not serious for the time being.

Black and White.

Before the war broke out it had been practically decided that 1915 was to be a black and white season. Besides the plain colors which are always strong, the fancy lines were running to black and white combinations, white with black clocks and black with white clocks and other contrast patterns of the two colors. Black and white checks were indicated for a strong run but this was a German idea and will probably have to be dispensed with. As for the high colors the outlook is that there will be plenty to supply the demand, for buying of these lines would have been light in any event and many of the big stocks will carry only a sufficient proportion to cover the range and make a showing.



Brush sweater coat with trimming which promises to be stronger this winter than for some years past.

Seamless Hoisery.

One of the tendencies that will be encouraged by the closing of the German market will be the introduction of seamless hosiery in the cheaper lines. Canadian and American makers have been getting away from the seamed stocking and Germany was naturally taking the same course, but the proportion of this kind of hosiery will be reduced as the result of the cutting off of Germany's supplies.

Difference in Lisles and Cottons.

It will be in the lisles and the cottons that there will be a difference as to both the goods themselves and the prices, but after all the difference will not be so material. Manufacturers will endeavor so far as possible to duplicate the gauge of the German machines, and as for the price, after the goods have passed through the hands of the wholesaler, there will be a division of the increase. In fact it is pretty safe to assume that competition will be such that profits will be cut close for the time being at least.

With regard to many of the lines, manufacturers on this side of the Atlantic have been steadily improving their position in relation to the trade and in any event would have made a strong bid for a big share of the Summer hoisery business.

We Make Combinations a Specialty

HARVEY

ENSURE YOUR BUSINESS WITH THIS TRADE-MARK



Girls' Combinations



Boys' Porous ILET Combination

The Highest Type of

SUMMER UNDERWEAR

For MEN, WOMEN and CHILDREN

Made by Harvey Knitting Company, Limited, Woodstock, Ontario, under the management of K. Harvey, pioneer manufacturer of Fine Ribbed Goods in Canada, and founder of the famous goods made in Woodstock.

MAKERS OF

Summer Vests, Drawers and Combinations and Knickers

Cotton, Lisle, Mercerised and Sea Island Yarns



Ladies' Porous ILET Combinations



Ladies' Fine Swiss Ribbed Lisle Vests

AIRYWEAR

The very newest Knit Fabric. Five times more porous than ordinary knit cloth. Over a million pores are in an average Union Suit.

We are the only makers in Canada of this FABRIC.

Our lines are sold direct to the Retail Trade.

Wait for our Representatives with the

HARVEY BRAND OF KNIT GOODS

The range for 1915 is the finest ever shown in Canada.

AGENTS: British Columbia and Alberta—H. F. Lang, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

Cashmeres are expected as usual from England and supplies are assured so far as assurance can be given under the existing conditions. There will not be any material changes in prices except in so far as the relation of the cost of the raw material bears to the finished article.

Canada and the United States will supply the lisle and cotton lines and there will be some price advances. England will also play a part in supplying the lisle stockings, for the manufacturers over there have not been slow in grasping the significance of the situation.

Silks will not be interfered with either as regards supplies or prices. Practically all of these lines were manufactured in America, and there will also be some French hosiery available to complete the line.

The situation regarding men's hosiery is even more clearly defined, for the making of socks had advanced comparatively further both in Canada and the United States.

Colors are all quiet. White will be a strong line again from the present outlook, and this will be a good feature if the difficulty regarding dyes should continue. In addition to the plain blacks, there will also be tans and greys in plain shades. To these might be added some purples, royal blues and a new Palm Beach grey, but there will be practically nothing in the way of loud colors or fancy color combinations.

Here's An Outlet!

For those manufacturers, wholesalers and retail merchants who are too heavily stocked with sweaters and sweater coats an announcement in this issue of a firm of London, Eng., agents, is likely to prove profitable, and The Review draws attention to it as an exceptional case. The British War Office wants hundreds of thousands of sweaters and sweater coats, and is looking to Canada for a large supply. Samples and other information should be sent to the British firm.

Summer Underwear Lines as Usual for 1915

Practically All Lines Can Be Supplied by Canada and Competition May Make Prices a Trifle Lower If Anything—Bulk of Orders Now Placed—Men Will Wear Little But White Garments—Combination Suits Ever Gaining in Popularity.

The Buyer of a Large Canadian Wholesale House Comments on the Underwear Situation.

THE war has made practically no change in the situation as regards the Summer campaign of 1915. Orders have been placed for the Summer lines on the usual basis, and there is no material change as regards either the prices or the styles. Deliveries should be made as usual.

Summer underwear for Canadians is largely a Canadian product, and this applies to the lines for both men and women. There are some imports from the United States and from abroad, but they do not figure stronger than novelties in relation to the general situation. The great majority of the raw materials are available from American sources, and will not be affected by the war. Prices are unchanged generally. On many of the home products, in fact, there is a tendency towards easier quotations, which is the result of the keen competition for business with the prospects for small consumption. Some of the lines manufactured of wool have advanced slightly with the advance in the price of the raw material—but it need not be explained here that the proportion of woollen underwear for the hot weather season is so small as to hardly prove an influence in the general situation.

The stocks which are being bought indicate strongly that colors in underwear for Summer are getting very much weaker. The pinks and the blues, the tans and the other shades have practically all disappeared. White is the general predominating note, and there is little else to be seen.

More than ever is the popularity of the combination suit proven. The demand for the two-piece suit is getting weaker all the time. There are three times the number of combinations sold in the men's lines that there were a couple of years ago. A few years hence and the old-fashioned garment will have disappeared. It will have to go just as soon as the prejudices of the old-fashioned people have been overcome.

The Balbriggans still cover the bulk of the Canadian trade. There is getting to be a call in the cities for the different porous knit materials, and a limited demand also for the loose nainsook garments, but for the most part the Balbriggan undergarment seems to meet the Canadian idea of Summer underwear. For the real hot weather the nainsook is more comfortable, but there is not enough of this weather in Canada as a usual thing to create a general demand.

There is a stronger popularity being shown, however, for the shorter arms and sleeves and a three-quarter length is having a good sale.

Looking a year ahead, the situation is not so clear, and it is just beginning to have the consideration of the big buying houses. Here, although the Canadian manufacturers supply the bulk of the trade, there are a number of lines of garments which are imported from Great Britain. These are expected to come forward as usual, but it is yet too far in the uncertain future to speak definitely in the face of such a situation as exists. Already there is a tendency for higher prices for woollen materials as the result of the increase in the cost of the raw material, but there may be many developments in the next few months which no one can foresee at the moment.

POSING IN SWEATERS.

A Pennsylvania manufacturer in order to increase the demand for knit goods is trying to educate the New York public by attractive exhibitions in Gimbel's store. It is significant that this exhibit is worked out along fashion lines rather than the mere practical uses of the sweater, indicating the strength of the fashion tendency as observed in The Review in its Knit Goods number. This increases the chances for sales. A beautiful pupil of Annette Kellerman is making daily poses on Gimbel's main floor in an enormous gilt picture frame heavily draped with velour curtains, brilliantly lighted. The curtains part and display the model accompanied by "Ohs" and "Ahs" of the audience. The show exhibits the tennis girl, the golfer, the equestrienne, the motor girl, the yacht maid, the strolling lady and milady-of-fashion, the latter showing the model in full evening dress wearing an old rose colored knitted cape, which is thrown off quickly in the opera.

Sweaters & Sweater Coats Wanted

for military purposes

(ANY QUANTITY)

It is urgent that manufacturers, jobbers and stores mail samples of sweaters and sweater coats suitable for military purposes to

A. MERCHANT & CO.

15 NEW UNION ST., LONDON, ENG.

Send copy of correspondence to A. W. MERCHANT, Manhattan Hotel, New York

Straight Talks *from* Moncton

By Humphreys

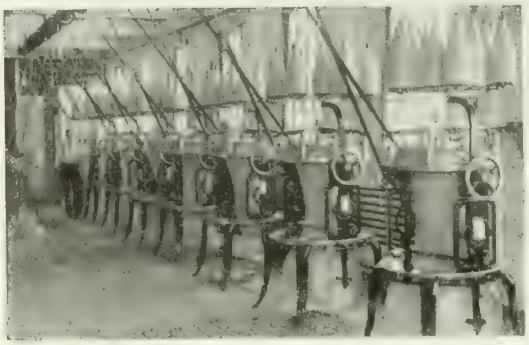
Number Eight

Merchant's Protection — Humphrey UNSHRINKABLES — Wearer's Guarantee

Common Sense Fit

You have learned a few things about the quality of the wool used in this famous underwear, about the quality of the workmanship that goes into it, and now we want to draw your attention to the fit — the real common sense fit. These garments do not fit just where they touch, nor yet do they bind in or out of action. They fit perfectly, always, because they are knit to fit, and stay a fit because of their unshrinkable quality. Humphreys pleases the men.





Humphrey's samples for 1914-1915 are worth getting in touch with. Ask your wholesaler.

E. H. Walsh & Co., Toronto

Selling Agents for Quebec, Ontario and Western Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.

"Better Knit" Hosiery

BETTER KNIT — THAT'S WHY IT IS THE BEST HOSIERY FOR WORKING MEN

The war has not interfered with our production we can supply your present and future needs.

No greater values in heavy wool hosiery were ever offered the Canadian trade, either by foreign or local manufacturers than we are able to give as a result of our modern facilities.

With operating expenses very low and excellent wool-buying advantages at our command, we are more than able to cope with competition.

Our heavy natural grey working men's sox offer a value that is seldom seen in Eastern or Western Canada, and will prove to be good buying by merchants who take care of this trade.

It will pay you to write today for our 1914-15 samples.



Wallaceburg Knitting Co.

WALLACEBURG, ONT.

JAEGER *Fine Pure Wool*

UNDERWEAR and KNITTED GOODS

being chiefly

BRITISH MANUFACTURE

we are receiving shipments regularly. Our well-assorted stocks enable us to give MAIL ORDER

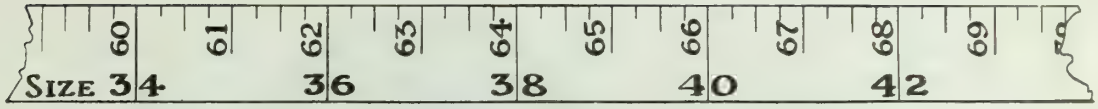
IMMEDIATE ATTENTION

Keep our Catalogue before you, it will enable you to make sales you may otherwise miss.

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Warehouse:
243 Bleury Street, MONTREAL





Give your customers entire satisfaction

This FREE 88-inch measure and this system of TRUNK Measurement will ensure a comfortable fit of the combinations you sell.

THIS 88-inch measure is sent free to owners of Men's Wear Stores and their clerks, whether Zimmerknit Closed Crotch Combinations are sold or not. The reason is that it is for the good of our business that men should be properly fitted when they buy combinations. This can only be done by the Trunk Measure system, which consists of starting the tape at the shoulder, down the front, through the crotch and up the back to the starting point. On the Zimmerknit measure, which is made specially long for the purpose, the proper size to sell is plainly printed. It can be seen at a glance whether the standard sizes will fit or not.

Of course, men who are particular, demand the style and fit that are being studied so carefully in the production of Zimmerknit Closed Crotch Combinations. If the proper size is determined by the Trunk Measure, buyers of Zimmerknit Underwear will become satisfied customers of your store.

Write to-day for FREE Zimmerknit Measure



ZIMMERKNIT UNDERWEAR

W. R. BEGG, Toronto,
Agent for
The Province of Ontario.

A. R. McFARLANE, Vancouver
Agent for the
Province of British Columbia

E. H. WALSH & CO., Toronto,
Agents for Quebec, Maritime Provinces, Manitoba, Saskatchewan and Alberta.

Full line of Balbriggan and Fine Ribs in Shirts, Drawers and Combinations, including Cashmeres and Merinos, also Bathing Suits, Jerseys, for Ladies and Misses.

The Zimmerman Manufacturing Co., LIMITED

HAMILTON, ONTARIO

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

LADIES' AND CHILDREN'S

COMBINATIONS, SPENCERS AND BODICES

THE ASHFORD UNDERWEAR COMPANY, LTD.

ASHFORD, KENT, ENGLAND

Manufacturers of Ladies' and Children's plain knitted Merino, Cotton and Cashmere plated Underwear for Summer or Winter wear.

Will be glad to forward special sets of samples for comparison to Canadian Wholesale Dry Goods Stores.

Terms:—Carriage Paid, Duty Free, 2½% Monthly Cash. Special Discount allowed on Samples if kept.

Wholesale Only Supplied.

¶ Have you something to buy or sell, or are you needing some experienced help? If so, an ad. in the condensed advertisement column of the DRY GOODS REVIEW will carry your message where it will be read in nine-tenths of the dry goods and departmental stores throughout Canada. You can reach all these prospects for only two cents per word for each insertion.

Penmans

Closed-Crotch UNION SUITS



Cultivate Your Most Substantial Trade!

It pays to cater to the more substantial trade, such as the family provider who buys for several lads the make of underwear he has found to be the best.

Penman's Underwear, being satisfactory at every point, gets the preference with the better class of trade. You reap the full benefit when you are stocked up and ready to fill this demand.

Penmans Limited, - Paris, Ont.

pen Angle WARRANTED HIGH GRADE PENMAN'S KNIT GOODS

Two Top-Notchers in Boys' Jerseys



"BEAVER BRAND"



We have a plant so well equipped and organized that though "Beaver Brand" sales are fast reaching a very high level, we can handle the demand with perfect satisfaction to both our patrons and ourselves.

We will be pleased to submit samples of the two lines here shown—boys' jerseys in pullover and buttoned shoulder styles, sizes 22 to 32. Prices range according to size, $8.50, $9, $10.50, $11.50, $12, $12.50.

Place a trial order to-day. Prompt delivery assured.

R. M. Ballantyne, Limited

Manufacturers of
Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba
H. Cook - - - Northern Ontario
W. Easson, C. B. Heath - - - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto
A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte, A. Malo — 26 Beardmore Building, Montreal

AVON KNIT

Send Us Your Sorting Orders

We are in a position to handle a limited quantity of repeat orders for early delivery on

KNITTED SKIRTS, TOQUES, GLOVES, MITTS, HOSIERY, CHILDREN'S SUITS, MUFFLERS, ETC.

Orders placed with us will receive prompt and careful attention.

AVON HOSIERY Limited

RICHARD L. BAKER & CO.
Sole Representatives
100 Wellington St. West Toronto

TRADE MARK
MADE BY THE GODERICH KNITTING CO

BUY

Maple Leaf Brand Hosiery

It's Made in Canada

We have a well-assorted stock on hand and can fill your requirements on short notice. On account of the advance in cost and transportation of foreign yarns, we cannot replace our present stock at same price. If you do not want to be disappointed *Order Now.*

If you do not know our lines, write for samples and prices.

Goderich Knitting Co., Limited

GODERICH ONTARIO

CANADIAN-MADE HOSIERY

Push These Lines That Provide Work for Canadian Employees and Capital

Feature your Canadian-made lines—especially Canadian-made hosiery. You are not only ensuring more business and bigger profits by so doing, but you are helping Canadian mills to keep working at top speed. At the same time, in the following brands, you will be offering your customers the best lines of hosiery made to-day:

"Little Darling" and **"Little Daisy"**
Hosiery for Infants and Children

Buster Brown's Stockings for Boys
Buster Brown's Sister's Stockings
for Girls

Three Eighties Stockings for Ladies and Misses

Rock Rib Hosiery for Boys
Hercules Hosiery for Boys
Princess Stockings for Girls
Marathon Sox
Pedestrian Sox
Silkoline for Men and Women

Order from your wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

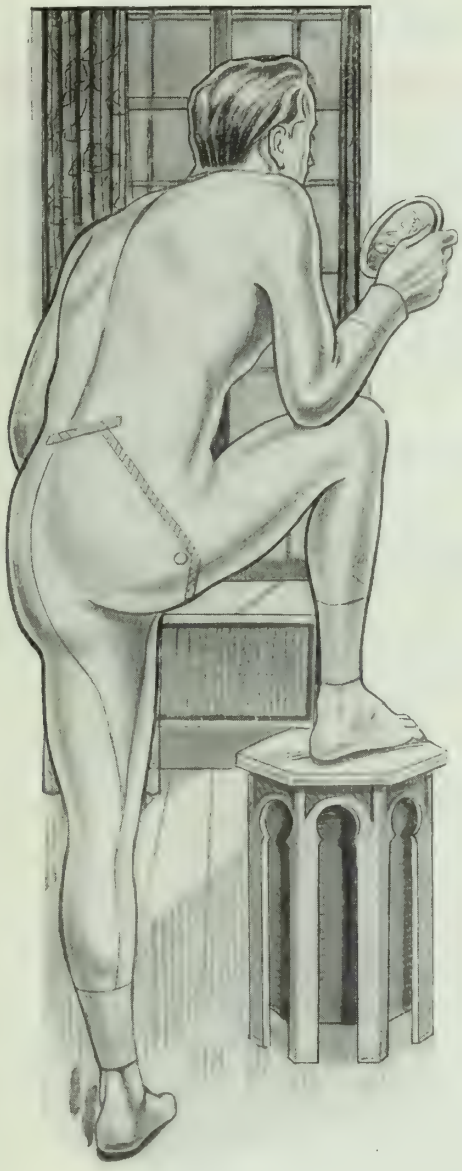
Absolutely Seamless.
Perfect In Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Dr. Neff's PURE WOOL Underwear

all that a man could ask for



the perfect crotch
non-irritating wool
durability

Dr. Neff's Pure Wool Underwear, with the perfect one-piece closed crotch, represents a state of perfection in combination underwear that will satisfy your most fastidious customer. This patented crotch, used exclusively in Dr. Neff's Underwear, is built for comfort—it does not bind or gape when worn and facilitates action without the uncomfortable drawing sensation so common in ordinary union suits.

Then again the pure worsted yarns we use go through a special process that makes each suit feel as soft and pleasant to the skin as the down of the eider. What more could a man ask for in a suit of underwear!

Our Fall and Winter line is now complete and in our agents' hands. Samples sent on request.

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONT.

Mr. W. R. Mosey, Toronto, agent for Ontario. J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta. Garneau, Ltd., Quebec, agents for Quebec and Maritime Provinces. J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon



Our Large National Advertising Campaign

is now in full swing—it tells the Canadian Public all about the good qualities of

"CEETEE"

ALL PURE WOOL – GUARANTEED UNSHRINKABLE

UNDERCLOTHING

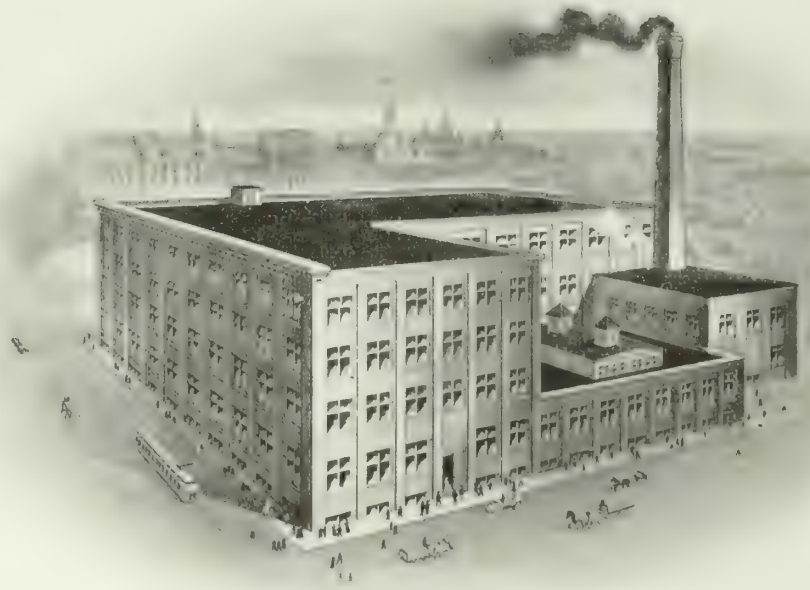
You can associate your store with this campaign and get this business by displaying "CEETEE" Underclothing in your windows.

The C. Turnbull Company of Galt, Limited, Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children—"M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coat

TIGER BRAND UNDERWEAR

The Factory



behind the goods

During the whole of the year, our plant has been operated at full capacity. We are in an excellent position to fill repeat orders promptly.

THE GALT KNITTING CO., LIMITED
Galt, Ontario



TIGER BRAND

Keep Sawing Wood

WAR TALK will never bring in "green backs" any more than sawing wood with the back of the saw will add fuel to your winter's supply.

"Saw Wood" and keep your trade-saw good and sharp with the famous

St. George Woolnap Underwear

Add to your underwear profits and at the same time build up a solid trade for the future. Put a St. George Woolnap Underwear window in to-day. Show it to your customers.

The underwear will do the rest.

Quite Normal at Chatham

FROM SPENCER STONE, LIMITED, CHATHAM, ONTARIO.

ACKNOWLEDGING your letter of Sept. 25th, we may say that we find business in this vicinity quite normal. We have not noticed that the war has directly affected business in general up to this date, and the only reason we might anticipate a slight reduction in turnover for the next two or three months would be on account of the general feeling of retrenchment all along the line. The only department which has not kept up to the mark with us has been the House Furnishing, and this of course, under present circumstances, is easily explainable.

* * *

Careful in Buying

FROM THE JOHN ARMSTRONG CO., BRIGDEN, ONTARIO.

REPLYING to your letter of the 25th inst., our experience is that business is not as good at present as it was last year. There has not been any serious falling off of sales, but our customers are careful in their buying.

* * *

Just About Normal All Round

FROM THE JOHN WHITE CO., LIMITED, WOODSTOCK, ONTARIO.

REPLYING to your favor of Sept. 25th, would say that business in this community, we think, is just about normal, all round. The business in the city, of course, must be affected, owing to a number of factories closing.

* * *

Expecting a Fair Trade

FROM R. R. DRYSDALE, LANARK, ONTARIO.

IN answer to your enquiry re business in this section, I would state that it is below normal since war was declared, as it seemed to have stunned everybody, but a fair trade may be done yet, as the crops were good in this section and the farmer is really in a position to buy his requirements.

* * *

Will be Better Than 1913

FROM STONEHOUSE, McDOUGALL & MOORE, WALLACEBURG, ONTARIO.

YOUR inquiry of the 25th to hand. Our August business was about 10% less than 1913, and our September business is about 3% less, but we have every prospect of more than making this up before 1st January, 1915. We find the people are buying as good a class of stuff as before, in addition are paying cash for same. Our farming prospects for this Fall look excellent around this locality. The only thing for business men to do is to keep up spirits and saw wood and business will be allright.

How is Business in

Favorable Reports From a Number of Centres in Canada Will Tend to Stir Up Feelings of Many Merchants Who Have Been Inclined to Be Down-hearted.

IN this issue "The Review" presents the first of a series of reports from dry goods merchants in all parts of Canada covering the business situation at the present time. These replies are being received in response to the following enquiry:

"How do you find business in your community? "We are hearing so many contradictory reports that we are asking a few retailers in different sections to give us their views on present and future business conditions. In many sections the war has not affected business to any great extent. Could you oblige us with a brief report in your district?"

What will be regarded as the most satisfactory factor from the general standpoint is the uniform testimony to favorable conditions in agricultural communities, and the almost uniform continuance of trade in cities, towns and villages dependent thereon. Wherever this is not the case the reason assigned usually contemplates a merely temporary holding back from purchasing for sentimental reasons.

In the cities and the towns whose strongest asset are factory employees, a lessened volume of trade is looked for, particularly in industries where iron is the product of manufacture, a line that is the first to feel

---

Outlook Encouraging

FROM TINDALE BROS., ARTHUR, ONTARIO.

IN reply to your enquiry of the 26th inst., we find business, generally speaking, in our community, much the same as in former years, and better than in some when no war existed at all.

It is true there are suspicions and forebodings in some quarters, when there are such gigantic battles being fought by the nations, such we presume as our world has never experienced in all her history, and it seems we cannot help, but these will exist.

Our trade chiefly is with the farming community, and, of course, is not affected like the cities, farm produce of all kinds is in demand, and at much improved prices.

Goods which they have to buy are not materially advanced, only in a few instances. We think the outlook at present is encouraging, and what is required in Canada now is cheerful optimism, patience, perseverance and industry.

* * *

September All Right

FROM WM. GEDDES CO., STRATHROY, ONTARIO.

AUGUST a little slow. September doing allright.

Your Community?

September Found Normal by Several; 1914 As Good as 1913; Farmers in Splendid Shape; Encouraging; Collections Up; Optimism, Patience, Cheerfulness and Industry.

any tightening up in financial operations. In many other lines, however, manufacturing has been stimulated frequently to a "day and night" basis by having Government contracts, and—of more permanent benefit an influx of orders for goods where the Continental source of supply has been cut off on account of the war.

A careful reading of the reports so far received must convince the merchants that they are on the whole surprisingly hopeful. It is not an empty economic theory that looks to the condition of Canada's leading industry, agriculture, to determine the relative business situation that must prevail, for there is an inevitable "levelling up" that is going on constantly.

Note a few of the expressions used. "From the way it is opening up we feel satisfied it (trade) will be equal, if not better than last year." And this from the same: "Collections are fully up to the average." Another writes: "Business is quite normal. The farmers in this district have had a bounteous harvest." Or this: "September doing all right." And this: "We think the outlook at present is encouraging, and what is required in Canada now is cheerful optimism, patience, perseverance and industry."

Hoarding their Money

FROM THE RITCHIE CO.,
BELLEVILLE, ONT.

REPLYING to your enquiry regarding business in our district, would say, that since the first of August it has certainly been very much affected by the war. There is no real reason for this here, as we are in the centre of one of the most important agricultural and dairy districts, and crops have been a good average. In addition to this the farmers are receiving 14c *and* 15c *per lb. for cheese; oats are selling at* 70c *a bushel and wheat at* $1 *and* $1.10, *and hay at* $20 *per ton, so that the farmers are really better off than usual. There is, however, an epidemic of economy throughout the country, and we are coming in contact with it every day. People are certainly hoarding their money, and we have known a number of cases where the farmers have been so frightened that they have withdrawn their money from the banks, evidently to take it home.*

* * *

Assuming Normal

FROM THE PETER DUFF STORE,
BRACEBRIDGE, ONTARIO.

OUR experience was that for a couple of weeks after the war broke out business was quiet, then it seemed to assume normal conditions again, and the last month has been "very fair." Crops have been pretty good around here and if the camps were only put in operation that usually are running, things would be pretty good.

Equally as Good as 1913

FROM J. B. HEUTHER,
WALKERTON, ONTARIO.

IN reply to yours of the 25th. In making enquiries, the merchants here state trade is equally as good as in 1913, *and two merchants report an increase this September. The farmers are in* A1 *shape, big prices, and they meet you with a smile. The neighboring towns all in good shape, their trade mostly with farmers. Motoring through our Northern country I never saw Fall wheat look better.*

* * *

Ahead in September

FROM W. SYMON & SONS,
WIARTON, ONTARIO.

RE your enquiry as to the effect of the war on business, beg to state that our sales decreased about $300 *last month and are a few dollars ahead so far this month as compared with last year. So far as the farming community is concerned there is no good reason why they should not be more prosperous than ever, and as a matter of fact they are. Crops were never better and the average householder knows what good prices the farmer is getting for everything he has to sell.*

* * *

Things Will Brighten Up

FROM THE ROBT. WRIGHT CO., LIMITED,
BROCKVILLE, ONTARIO.

REPLYING to yours of the 25th, would say that the volume of business, since the first of August has been considerably behind last year.

The cause we attribute partly to the mild weather, and the feeling of uneasiness and unrest occasioned by the war. We do not find that labor conditions, or financial stringency appear to have been much affected up to the present, as there is very little unemployment in this town, and the farming community, on which we depend a good deal, have excellent crops and high prices this year.

We are anticipating with the advent of the cold weather, things will brighten up, particularly if the military operations in Europe take on a favorable aspect.

* * *

No Reason for Pessimism

FROM McINTYRE & CAMPBELL.
CORNWALL, ONTARIO.

IN reply to your request for a statement re business conditions in this section, we beg to say, that so far we have noticed very little different from last season, and apparently no reason for being pessimistic. What the outlook is, we find it rather difficult to form an opinion.

Should the Allies make gains and continue to do so, we think that the public would buy much more freely. On the whole in this community, there is no room for complaint. The future is problematical.

Continued on page 107.

DRESS ACCESSORIES

The Outlook is Brightening for Neckwear

Many Novelties in Soft Laundered and Starched Collars Appearing—Frilled Neckwear, Both in the Form of Neck and Side Favored, and Jabots Are Again Indicated.

NO section of the dry goods trade has suffered less from the conditions created by the European war, than ladies' neckwear. At first there was some questioning about the securing of further supplies of materials and this was not even pressing, as manufacturers were well stocked up for the Fall season, which was just opening. This question was soon settled when shipping from British sources commenced as usual. For the first week or two, orders practically ceased from the retail trade, but after that small orders that have since been gradually increasing in volume have been coming steadily in. Neckwear factories are busy and many of them are taking on new hands, and prospects are for a decidedly good season.

Looking towards Christmas the suggestion is made that there is even a greater opportunity than ever for neckwear this season. Many lines of imported goods will be missing or only partially represented, and this means that something will have to be substituted, and no fancy line seems more promising than neckwear for this purpose. Canadian manufacturers of ladies' neckwear have been enterprising, and have emancipated themselves from foreign control by going to headquarters for style ideas, and then producing their own adaptations. Therefore there is an almost complete control of the market as competition from imported neckwear comes only along certain lines, some of which the war has closed.

Even before the war commenced the tendency was towards the tailored idea, and now that the war is bringing on military fashions collars that stand up rather stiffly or stand up and turn over somewhat in the Robespierre style are beginning to show. Collar and cuff sets will be in strong demand and will be worn with dresses as well as suits. As a fact there are specially designed sets for wearing with the new redingote dresses. The vestee in pique and linen with various forms of rollover and epaulette collars promises to be important.



This set is of soft finished linen, and is made up of rolling collar and large pointed cuffs. Shown by Flett, Lowndes & Co.

During the past month a demand has sprung up for soft laundered collars. Some are plain linen and some pique, while others have embroidery in solid and eyelet work and others are trimmed with cluny edges.

Every tendency points to variety in neckwear for the coming Fall and business will not be done as in many seasons just on one style alone. Frilled effects are strong. Frills surround the neck on top of a band or stock, while other collars are frilled across the back only, while the front finish is a bow of ribbon. Pointed ends or just a shaped piece of material that fits into the neck forms the finish. Some pleated new collars terminate in the cascade or jabot, while others button up high to the throat. Neckwear of the latter kind lends itself to the new styles in dress and promises to increase in number.

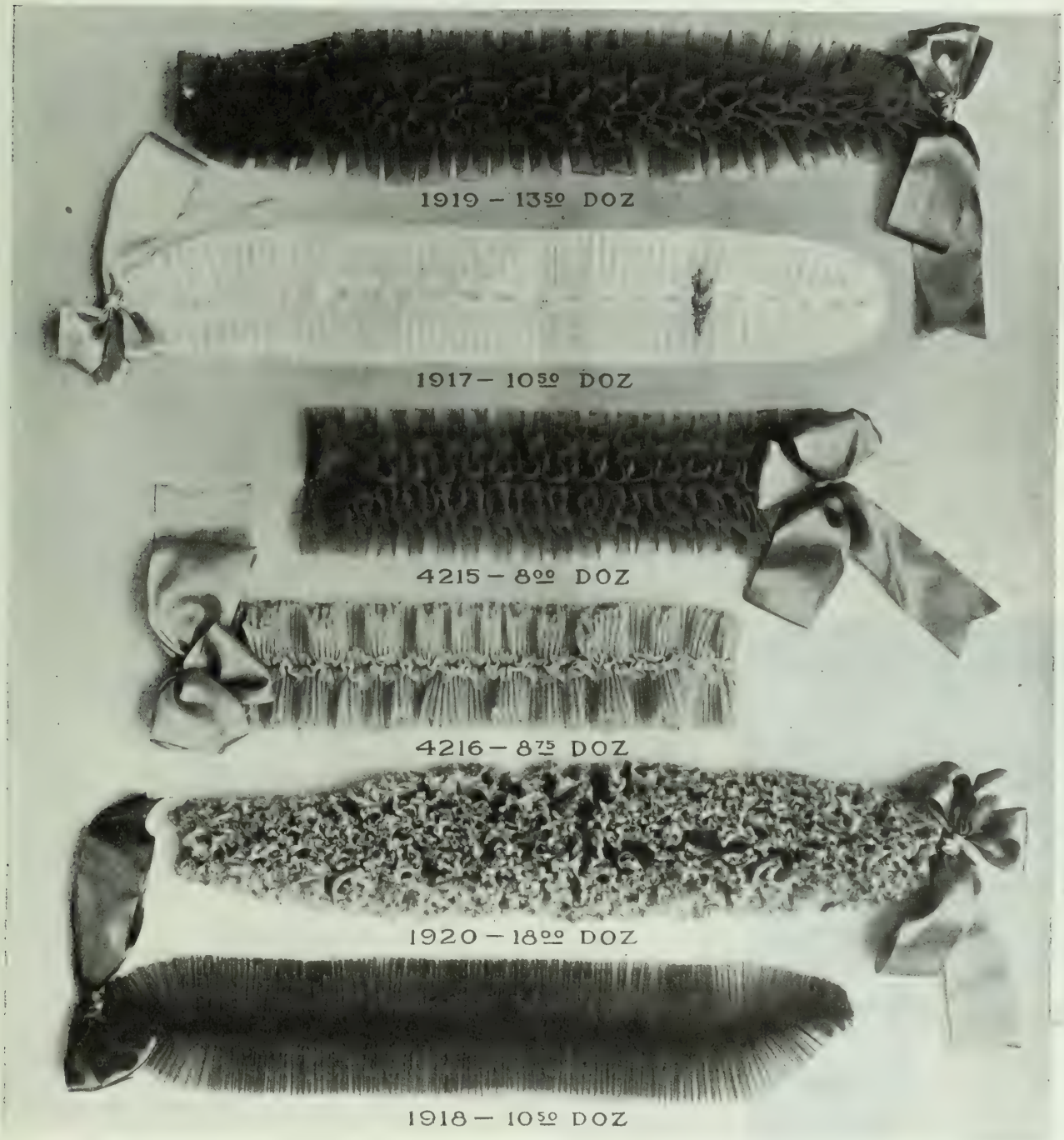
At the present neckwear is white or black and white, and organdie, pique and linen are the materials used. For the holiday trade more color is promised and silk and velvet ribbons in bright colors as well as silk flowers, lace and net will be used. Floral sprays in silk and velvet that can be used either to finish a smart large piece of neckwear, or as the touch of added color on an evening gown are other items that promise popularity.

Neckwear as a finish to the evening or dressy gown is a new feature. These are showing in the shape of capes or hoods made of embroidered chiffon, gold and gold run laces, embroidered nets, etc., and trimmed with lines of fur. High wire collars of net lace or chiffon at the back from the neck finish.

"That Something Different"

in

Neck Ruffs



The above illustrated lines represent six of the smartest from our Fall range. They are made in lengths 15" to 22", in all shades, for immediate delivery. It will pay you to order early, for they're rapid sellers.

LADIES' WEAR, LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices: – Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

Large Patterns in Filet the Latest Veilings

Hairlines and Hexagons The Big Sellers, Eclipsing Beauty Spots —Filet Meshes Are the Novelty—The Vogue of The Black Hat Brings the Black Veil Into First Position.

THE veiling trade has entered upon the season of the year when the department does its best business and buying up-to-date has been, all conditions considered, on a fairly liberal scale. Stocks are fairly full, though some of the more wanted lines that come from France are becoming scarce.

The great vogue of the all-black hat has had its influence upon veiling sales and is instrumental in making black veilings the big seller. High class millinery is beginning to favor colors owing to the fact that the popular trade has adopted black to such a large extent. This means that in the more expensive veilings very dark colors such as dark brown, midnight blue and Russian green are beginning to be asked for. This, however, is a high class trade development.

In New York the filet mesh veil is the best seller. These come in the plain net and also with narrow chenille borders. Woven borders in shadow-lace effect about 1½ inch wide and in very set patterns are new. Some of the filets are extreme in size the squares being in some cases well over the half inch.

In this market hexagons and the old-time hair-line meshes take precedence of filets. Small diamond meshes are good, and fine mesh patterns have a strong representation. Hair-line meshes with small chenille dots are also good.

Hair-lines have eclipsed the beauty spot veilings for the time being but the trade still has confidence in the future of spots that are not too extreme and such ideas as birds, bunches of cherries, sunbursts, etc., are still on the market. The nose veil comes in filet and other meshes and the latest border is so woven that it appears like a ribbon of velvet edging the veil. Dot borders in chenille and velvet come in many new patterns.

Keep Up Embroidery Stock

A Big Business is Always Done in Staple Embroideries for the Counter Trade and the Outlook is Even Better Than Usual For This Class of Embroideries—War Will Lessen Novelties.



Vestee with collar attached, made in pique, repp and Bedford cord. Shown by Williams, Greene & Rome.

THERE was promise in the air before the war began of better times ahead for embroideries, for it was only a short transition from embroideries on net to embroideries on other sheer cotton fabrics, and late this past Summer Paris was taking this step. Therefore, the outlook was decidedly improved for embroideries on voile, crepe voiles and other fabrics of a like nature, but just how far the war will affect this development only the future can tell.

The general run of retailers are for the present most interested in keeping up their stock of counter embroideries, for even when fashion does not consider embroidery there is always a steady and staple counter demand. This is not a season of the year when customers' purchases are heavy and therefore there are fairly well assorted stocks yet in the hands of the wholesale houses. It is only fair to assume that many women who have to study economy will be making up garments and will naturally seek for the most useful trimming that they can find. This should lead to a steady business which will increase during the later months of the Winter, and which will give added interest to the January embroidery sales.

Though there is little doubt that some machines are working in St. Gall, there can be no question that only part of the usual product can be expected even if the Swiss manufacturers are able to ship Spring purchases as they are announcing. It must be remembered too, that these goods will have to come through countries that are actually at war, or which are maintaining their neutrality with difficulty.

Handkerchiefs for Holiday Trade

THIS is the time of year when the handkerchief buyer fills in his stock of handkerchiefs for the holiday season. Judging from reports if business is expected to be anything like normal, and each buyer is the best informed as to conditions in his own neighborhood, and if stocks are to be anything like representative, there will have to be a good deal of filling-in done, for there is no possibility of Swiss handkerchiefs that have not arrived coming to hand now. Novelties will be scarce, but importers have full stocks of staple goods. Borders are narrow and there will be no scarcity in embroidered effects in the form of corners and initials. The only feature that may be considered as new is the very large use of seed stitch in filling in the designs. With novelties in short supply an increasing business should be done in initial handkerchiefs as when economy is desirable a handkerchief is one of the most popular articles for Christmas presents. The woman who has a handkerchief in mind at that time, if she cannot get something new, almost invariably falls back upon an initialed handkerchief. Though prices are higher in some lines, there has been no general advance except those due to the additional cost of freight, insurance, etc.

Barry Ribbons
have arrived *from* Europe
FAILLES, MOIRES, FANCIES AND ALL STAPLE LINES

¶ Our Mr. Barry has just returned from Switzerland, where he was from August 1st to September 4th, and therefore was able to personally look after the shipment of our Ribbons, which are now to hand.

¶ Consequently this places us in the position of filling our orders just the same as if there were no such thing as war.

¶ Mr. Barry was the only Ribbon buyer, with one exception, who was in Switzerland all that time; the right man in the right place at the right moment—has surely given us advantages.

¶ We can to-day ship nice, new, up-to-date **Failles, Moires, Fancies,** as well as our **staple lines** in narrow widths, also **Black Moires,** which should be very scarce later on.

¶ **Our values** are well known, even in the face of advances made necessary by war insurance, increased freight rates, exchange, etc. Our prices are still within reason.

Send along your order by mail. We absolutely guarantee you entire satisfaction.

Walter H. Barry & Co.

Winnipeg Branch :
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"

Nottingham Winning Its Way

Novelty Net Laces From English Mills Taking The Place of Continental Laces—Big Net Season Indicated—Prices Look Certain to Advance.

ALL but one of the important lace producing centres of the world are in the war zone, or are so influenced by the conflict that their production is curtailed to the vanishing point. Therefore the trade has very largely to depend upon what comes from just one producing centre. Owing to the increased difficulty of production, the scarcity of raw materials, and the high rate of insurance and exchange buyers must be prepared to pay more for laces in the near future. Prices up to the present have been well kept down and there has been no attempt to take advantage of the war conditions.

Paris said laces very emphatically for the present Fall and Winter season, and styles were so well settled when the war broke out that it is only high prices and scarcity that can turn aside the demand. Luckily the type of lace most strongly indicated was the net-top lace. The finest of these laces came from Germany but now that they are no longer available net-tops of Nottingham manufacture are being substituted. Scarcity in other lines will possibly lead to a revival of interest in shadows, particularly those patterns showing the combining of net weaves. There is also strong evidence that nets will be used so as to help out the situation. Many of the evening and dancing frocks show lace drapery and double tunics of net, the under one edged with lace, and the upper one of net edged with fur or satin.

MILITARY EFFECTS

in Dress and Cloak Trimmings are the vogue now.

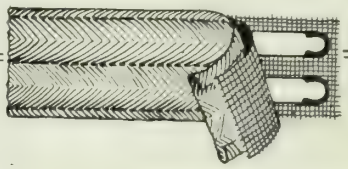
BRAIDS

are extensively used for this purpose; Also Military Frogs and Hussar Sets.

Manufactured in newest designs by

THE MOULTON MFG. CO. LIMITED

MONTREAL



Every steel is encased in a double interlining



which means—

greater comfort
more durability
continued fit.

because these rust-proof steels are retained prisoners in their original position and not allowed to break through the covering or lining to give discomfort to the wearer or to make the gown ill-fitting.

This feature of P. C. CORSETS linked up with scientific construction and excellent materials make for durability, style, fit and comfort.

"P.C. Corsets" RUST PROOF 573

Samples sent parcel post on request.

Parisian Corset Mfg. Co., Ltd.

QUEBEC

Ontario Branch: 77 York Street, Toronto

BUTTONS Will Be Scarce

this Winter, due to the European supply being cut off. For a limited time we can guarantee prompt delivery of fancy trimming buttons, also crochet, celluloid or cloth-covered. Take advantage of this opportunity to sort up your stock for Fall and Winter trade before our large reserve stock is depleted.

Samples sent on request.

A. Weyerstall & Co.

Button Manufacturers

Head Office TORONTO 145 Wellington St. W.

Branches Montreal Winnipeg

Kindly mention this paper when writing to advertisers.

NECKWEAR AND BAGS



Set of Fine White French Organdie
No. 9811 $4.50 doz. Sets
5% 30 days

AMONG the neckwear in vogue this season, there is a marked tendency in favor of Collar and Cuff Sets. Our line comprises all the latest features in Up-to-date Neckwear.



Made of grained leather, in colors black, brown, tan, purple, navy, grey, green, saxe.
No. 336-E $9.00 doz. net

Our Fall Line of Ladies' Handbags is larger and more attractive than ever before. Every progressive merchant should see it before placing orders.

MANUFACTURED BY

FLETT, LOWNDES & COMPANY
LIMITED

144 FRONT STREET WEST, TORONTO



Photograph of one of two trucks which left the factory of Perrin Freres & Cie, Grenoble, France, carrying 64 cases of Kid Gloves, to the port of Havre.

These two trucks left Grenoble on the morning of the 29th August, and arrived at their destination, Havre, on the 8th September, having been 10 days "en route."

This was the first shipment the factory had been able to make since war was declared.

The transporting of these goods by steam motor for a distance of about 600 miles, in order to get them to the ship, will give some idea of the trouble and expense that has been undertaken in order to ensure safe delivery.

It must be understood that the Railways were being used for military purposes, and that no freight could be shipped on them.

Since these cases were shipped, several other lots have been carried to the seaports of Havre and Marseilles by the same method

The cases shown on this truck were destined for Canada, and are due to reach Montreal, on the S.S. Hesperian, about the 4th October.

PERRIN FRERES & CIE

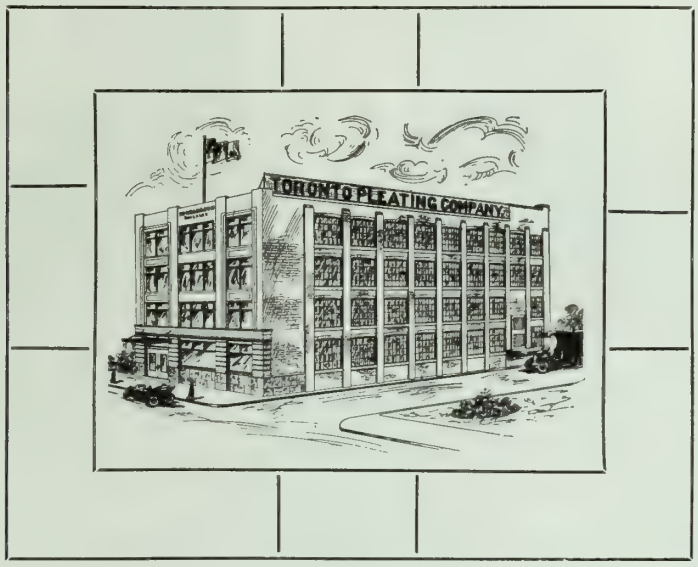
Fisher Building

28 Victoria Square, - - Montreal

TEE-PEE-CO TRADE MARK

Expansion Year

for the Toronto Pleating Company



Our new home, corner Breadalbane and Yonge

Centrally located and fitted with machinery of the latest type

For many years we have conducted our business at 600 Yonge Street, which quarters having become inadequate, were recently vacated and the factory and office removed to our larger premises at 14 Breadalbane Street, corner of Yonge Street.

Although our growth of business has been steady, this has undoubtedly been our expansion year, for it caps them all, making necessary the above change.

Our new factory is fully equipped with the latest type of machinery and will have sufficient capacity to meet the growing demand for Tee-Pee-Co.'s superior product, stimulated by the increasing popularity of pleating.

We do all kinds of accordion, box and knife pleating, ruching, fluting or crimping, tucking, picot edging, scalloping on various articles of bedding, trimmings and lingerie, embroidery work, such as flowers, scrolls, initials, and other forms of decorating, buttonhole working, hemstitching on table linen, sheets, pillow cases, veils, auto scarfs, blouses, casement curtains, handkerchiefs, etc., and velvet brocading. We also cover buttons of every description.

Whether your order is large or small, let us quote prices. Satisfaction guaranteed.

WRITE FOR DESCRIPTIVE BOOKLET AND TRADE PRICES. HAVE YOUR DRESS-MAKING DEPT. SEND FOR SAMPLE CARD OF CLOTH-COVERED BUTTONS

TORONTO PLEATING COMPANY

Canada's Progressive Pleating House

NEW ADDRESS: 14 BREADALBANE STREET, TORONTO, ONTARIO



NOTE—The cuffs of D1178 can be ordered with D1146. Cuffs at $3.00 doz. pairs extra

NEW FALL LINES IN NOVELTY NECKWEAR

Remember—One of our specialties is Pleating, Hemstitching, Tucking, Braiding, Pinking and Fluting —all styles and sizes

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn

Vice-Presidents | F. J. Knight | W. C. Cliff

Directors | C. N. Taylor | E. McGonegal

RIBBONS RIBBONS RIBBONS

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS very fashionable, you need them.

We are the only manufacturers of Ribbons in Canada.

Fancy Dresden Ribbons much in demand.

Soft Satins in all new colors for Fall season.



We can supply you at once.

Black Moires in all widths.

Black cire or stove-pipe finish.

Taffeta, black and colored.

The largest range of qualities and prices in the trade.

Ribbon Girdles, the newest fashion out. We are showing a good range, Plain and Fancy, all made up ready for quick sales.

We are showing for the Fall season a very large range of plain and fancy ribbons, velvet ribbons, etc.

Wait and see our values.

If our traveler is not around when you require ribbons,
write us for samples and prices.

BELDING PAUL CORTICELLI LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

R. C. WICKWARE, Pres. H. Y. FARR, Sec.-Treas.

The LACE GOODS CO., Limited

MANUFACTURERS' AGENTS AND IMPORTERS

Specialize

Handkerchiefs
Embroideries
Laces and
Curtain Goods

Handkerchiefs for the coming Xmas season are just now receiving special attention. We have in stock and can deliver:—

Plain Linen for Ladies or Gents—all grades.
Plain Lawns for Children, Ladies or Gents, any price.
Embroidered Lawn in narrow or wide hems.
Colored Border Mercerized Lawns for Children.
Picture Handkerchiefs for the kiddies.
"Silkana" (Men's Mercerized) in large variety of designs.

Mail Orders are given special attention and goods are sent for your approval always.

Selling agents for—

Oppenheimer & Alder
ST. GALL
Embroideries

Morton, Young & Borland
Newmilnes, Scotland
Curtain Goods and Madrasses

THE
LACE GOODS CO.
LIMITED

64 Wellington St. West
Empire Building (4th floor)
TORONTO

Selling agents for—

A. T. Gilliland & Co.
BELFAST, IRELAND

High-Class Hand-Embroidered Linen Handkerchiefs

DEVICES of OTHER DRY GOODS MERCHANTS



A GREAT STUNT AT OTTAWA.

IMAGINE the best known ladies in Canada taking charge of a store and running every department! This was the position of the A. E. Rea Co.'s store in Ottawa, recently, when on Friday a percentage of all merchandise sold was turned over to the Red Cross Society. The interest taken and the co-operation was remarkable. The Governor-General and her Royal Highness, the Duchess of Connaught were patrons: Lady Borden was general manager, and among the heads of departments were: Mrs. Pelletier, Mrs. Adam Shortt, Mrs. Crothers, Mrs. Frank Cochrane, Mrs. W. T. White, Madame Coderre, etc. The floor walkers were Lady Foster, Mrs. Frank Oliver, Madame Lemieux, and Mrs. W. T. Herridge. Big crowds all day rewarded the ladies, and the store's prestige was increased to a considerable extent.

10 P.C. TO THE RED CROSS.

ORILLIA varied the usual proceedings for increasing the patriotic fund by holding Saturday, Sept 19, as a day of special sales in 34 of its leading stores when 10 per cent. of the gross receipts were handed over for this purpose. A street parade was the leading feature of the early afternoon with brass and bugle bands, soldiers, cadets, firemen, decorated automobiles, merchants' floats, etc. The merchants used liberal space in the weekly papers some for several issues before the day. The event was widely advertised throughout the district, in a similar way to Dollar Day. In the store windows were yellow and green posters. The fund for which this movement was organized is as most are aware to support the wives, children or other dependents of the Canadian soldiers who have gone to the help of Britain. The event was a great success.

MASTER CLOCK IN LONDON.

SMALLMAN & INGRAM, London's big department store, have just installed on their premises a very unique and at the same time useful feature in the form of a clock system.

On the east wall of the store on the ground floor is located a master clock, which controls the time in 15 clocks located at various points on the five floors of the establishment. The machinery, which is run by electricity, is all in the master clock, the other timepieces consisting merely of dials.

On the lower floor a large clock has been placed outside the main entrance on Dundas Street and another over the inner entrance from Richmond Street. The other clocks are situated over the elevator entrances and in other prominent places. There are also clocks in the restaurant and basement.

In addition to these clocks an elaborate time clock system has also been installed, which is also controlled and regulated by the master clock. At 8.25 each morning, the time when the employees are expected to be in their places, an electric bell sounds. Again, when the employees go to lunch, which they do in three shifts, the bell once more announces the proper time for departure.

VACUUM CLEANER DISPLAY.

AN interesting vacuum cleaner display was recently made in Montreal in the window of the Montreal Light, Heat & Power Company. With two different machines, an expert operator showed to a large number of passersby, who continually crowded about the window, how thoroughly effective is the modern method of cleaning. On the carpet in the floor of the window he demonstrated the ability of the machines to instantly pick up sand, matches, toothpicks, cotton batting and even large Canadian one cent pieces which were scattered about. This method could be applied in the case of dry goods stores.

Mrs. Green, Wingham, has decided to retire from business, and will remove to Toronto.

SUMMER HOSIERY, 1915

CASHMERES.—From England as usual; prices may advance with raw material.

SILKS.—From United States and Canada with some supplies from France. Situation unchanged.

LISLES.—From United States and Canada; also from England. Some changes in texture and small price advances.

COTTONS.—From Canada and the United States. Some changes in texture and small price advances.

COLORS.—A black and white season with clocks for fancy lines. Some checks if they can be produced. Few high colors.

DYES.—Manufacturers experimenting—and expect to duplicate the German products if supplies are cut off.

MEN'S HOSE.—Canada and United States can supply practically all lines—White strong and no fancy patterns shown.

FABRIC GLOVES.—Shortage serious in view of fact that Germany had monopoly. Question of machinery; not a secret process.

FOOTWEAR DEPT.

Spring, 1915, Fashions in Men's and Women's

Scarcity of Patent Leather May Force Dull Kid and Tans on Women—Smaller Tongue in Colonials and Smaller Ornaments Used — Raglan Cut in Blucher's for Men — Tans Again Very Strong—Felt as Substitute for Soles.

A STUDY of the new styles for Spring 1915 excites a feeling of admiration for the rapid and skilful adaptation of styles by the manufacturers to existing or probable conditions. This is very noticeable in the tendency to eliminate colors in cloth tops; the greater prominence attached to kid, the supply of which is not in danger; and a certain prominence given to felt as a substitute in sales, especially in athletic lines, for leather and rubber. One other prominent feature that presents itself is the coming vogue for white, or combinations of white and black, a close following of fashions in dress goods.

The question of price must, of course, for the present be left in abeyance. Advances have been made in Spring lines; considerable ones; and it would seem the part of wisdom to stock up early. On the other hand, the situation in regard to supplies of leather seems to have improved somewhat during the past month.

Variety of Patterns, Not Lasts

In women's shoes there are no startling innovations—in men's this is never expected. There has been a stronger feeling for commonsense styles; a medium last, and it is in the patterns rather than in the lasts that changes have been introduced. These are of such a nature as to provide a pleasing variety and increase the opportunities for enlarging the number of sales.

Low Cut the Only One.

In a general way the low cut shoe promises to lead the way. This will be welcome news for the merchant, as it forces an early purchase to replace winter goods. Why the low shoe has replaced the high cut favorite of the past year or so is a little difficult to diagnose, unless it is due to somewhat larger skirts, or skirt effects. At the same time the skirt remains high enough from the ground to demand a dressy style of footwear, all of which reacts to the growth of the retailer's business.

Kid Stronger.

Patent leather still holds its lead, but the supply may decide a limit to its popularity in the near future. A dull black calfskin is next in favor, with the relative strength of the patent 70 to 75 per cent. of the total, and the calfskin 15 to 20 per cent. Black kid, however, is gaining a certain element of strength, and for Summer wear white canvas promises to be fairly strong. Last year this was one of the problems, but those whose faith in white as a natural Summer line was strong won out in sales.

White leathers will have some run, but mainly in combination patterns with the patent.

Next to white canvas comes grey and fawn for light Summer wear, of Palm Beach cloth. Tans are as dead as last year, while bronzes depend entirely on the question of supply. At present it looks very unpromising.



NEW SPRING LINES.
Note dainty patterns, smaller ornaments, and shorter tongue on Colonials.

Less Colored Fabrics .

Colored fabrics will naturally be less seen on low than high cuts, but, apart from this altogether, are weaker. Dark grey and dark fawn are about the only kind that will be taken up.

Three-inch Vamp.

In lasts the long narrow style that had a vogue last year is disappearing, and a three-inch vamp that suits the ordinary foot better and does not necessitate the same number of sizes will be the favorite. The extreme recede toe gives place to a medium round, with the broad toe in third place. The first named is an adaptation of the French stage last.

The high Cuban heel has continued with the Spanish—Louis a good second. The spool heel has not won its way to nearly as great an extent. Soles will be lighter than usual.

Smaller Tongue in Colonial

Perhaps the greatest change in styles is the modification of the popular Colonial into a small tongue. These are generally stitched and scalloped, and if ornaments are used, they are small. The large rhinestone buckle has passed with the difficulty in securing it.

Next to Colonials come bars and straps in popularity, and these will be seen in some very attractive effects.

Indeed, the note of novelty in pattern; in finishing touches is very strong for Spring.

Black and White Pipings.

The strength of black and white in dress was bound to be recognized in shoes if at all possible. This is secured often by means of piping, black with white, or white with black, or insets of contrasting leather on the quarters. Russian fashions promise to be adopted very shortly with rows of fancy stitching, and

(Continued on Page 93.)

A Safe Method in Buying Stocks for New Season

Record Kept of Each Line From Each Manufacturer and Sales in Each Line—New Purchases Decided Mainly by This Result —Feature Staple Lines—For Novelties Compare New Goods with Other Novelty or High-Priced Models in Stock.

Authorized Interview with H. Gibbons, a Buyer of Wide Experience.

MONTREAL, Oct. 5 (Special)—That the successful operation and development of the shoe department is based upon a knowledge of merchandising and not of merchandise, and upon information regarding the stocks on the shelves rather than the stocks of the manufacturers is a very brief and pithy summary of what a life spent in the retailing of footwear has taught H. Gibbons, upon whom has recently devolved the responsibility of building up the shoe section of the establishment of the John Murphy Company, Montreal. Mr. Gibbons joins the Murphy Company with the confidence of a splendid record and long experience; for five years he had charge of the shoe department in one of the other large stores of the city and from a small beginning brought it to one of the main sections of the establishment with a floor space of 10,000 square feet. It is significant that as a start the new manager is being given double the floor space, there now being a section about 60 by 40 feet which is being handsomely fitted up and it will be the policy to supply every need of the women of the city in regard to shoes.

Not a Technical Knowledge.

Enlarging upon his theory that to conduct successfully a shoe department does not require a technical knowledge of shoes, Mr. Gibbons claims that it should be the policy of the retailer to make the name of the maker rather than the name of his store stand behind the goods; not that he, too, should not guarantee them, but that he should merely duplicate the guarantee of the stamp upon the shoe.

"What do I need to know about the tanning of the leather, or the number of stitches to the inch? he asked The Review. "If the Blank factory says that a certain shoe is a good shoe, that is good enough for me; if I recommend that shoe and it is not right, then it is that maker that has to make good for it. The point is that there are too many retailers who will not make sufficient capital out of the reputations of manufacturers."

Get Best Selling Lines.

After having made his point that the retailer need not have a technical knowledge of his goods, Mr. Gibbons went one step further when he said that in accordance with the methods of modern business a man who knew practically nothing about the shoe trade in any respect could make satisfactory purchases—that is satisfactory so far as the quality of the goods or the models was concerned; quantities was a different thing. The most important thing was to get good

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

THE OLDEST AND LARGEST MANUFACTURER OF SHOE DRESSINGS IN THE WORLD



"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains **OIL.** Softens and preserves. Imparts a beautiful black lustre. **LARGEST QUANTITY, FINEST QUALITY.** Its use saves time, labor and brushes, as it **Shines without brushing. Sponge in every bottle so Always Ready for Use.**

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing

10c size.



A Trial

Will Convince You

If you will only place a trial order at once with your jobber's salesman and then make a counter or showcase display of these shoe polishes, you will at once be convinced that it is the easiest thing in the world to make sales.

The name **Whittemore stands for more than shoe polish; it stands for quality first and then quantity.**

"ELITE BLACK COMBINATION"



The **ONLY** polish endorsed by the manufacturers of Box Calf leathers.

Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Cover remover attached to each box.

10 and 25c sizes.

"OIL PASTE"

For ALL kinds of Black Shoes

Blacks, Polishes and Preserves.

Contains **no acid** to injure the leather. Will **polish Wet** or **Oily** shoes. Boxes open with a key (see cut). Also Tan Oil Paste.

10c size.



Big Sellers for Holidays

Two splendid specials

They will help to make your shoe department busier than usual during the holidays.

Will also sell in leather goods and fancy goods sections—in fact, anywhere your customers will see them opened up.

The "FOOTGLUV" is for everybody, everywhere—

MEN, WOMEN and CHILDREN—
For Home and Travel



Of soft calf, kid, morocco, satin and silk—all colors; for men and women, with carrying cases of the same color and material.

Four grades, $12, $18, $24, $27 per dozen.

Retail at $1.50, $2.50, $3.50 and $4.



"MARY JANE FOOTGLUV" made of soft kid, morocco, and embossed leathers, in all colors, without carrying case, at $18 per dozen—retail at $2.50.

"FOOTGLUVS" are patented—are made of selected leathers and offer you distinctive goods to sell.

PROFIT
50% to 75%

Write for Samples of

Footgluv

THE SULTANA MFG. CO.
313-319 Findlay St., Cincinnati, Ohio

staples; this could be done by buying from a good manufacturer his best selling lines—the stamp of the maker was the guarantee of quality and the sales guaranteed style as well as quality.

With this feature of shoe buying explained in this very simple manner, Mr. Gibbons was asked with regard to what experience had taught him with regard to the difficulties upon which the success of the department hinged—for it will be generally accepted that there are difficulties in the handling of any modern business where there is very keen competition.

"Classification of stock on paper," was the solution he offered of the problem of handling the buying end of the business.

Practical Method of Classifying.

"I have given a lot of thought to this feature of the business," continued Mr. Gibbons. "I believe that I have struck a fairly satisfactory and simple manner of disposing of the great difficulty of properly keeping track of the stock on my shelves and regulating my buying in relation thereto. It has been a hobby with me and if there is any one who can tell me of a better system, then that is the man I want to meet."

Mr. Gibbons' method is to classify all stock by numbers and in his system there are two books of record which are kept—that is, two stock books which have no relation to sales.

In the first place when the goods are placed in stock they are registered under a key number which represents the particular line. This number is placed on each pair of shoes and in the register is placed the number of pairs in each size throughout the range and all with the same key number. After each entry it is advisable to leave considerable space before going on with the next entry so as to note any additional information regarding this line or to enter re-orders.

From this classification record entries are made into the stock book. Here the names of the manufacturers are handled alphabetically and there is an entry made for the different purchases from that firm.

Applying the Method.

When the traveler comes around with his samples, the buyer takes down his stock book. He looks up the stock numbers of the firm and asks how many pairs of shoes there are under each number on the shelves; this is quickly figured by the clerk and the buyer is in a position to talk business.

From the merchandising manager he will have the figures of the estimated appropriation of the particular manufacturer for the season. From the stock book and the figures of the clerk he can at once figure how a line has been selling; how many pairs of certain quality, shape and price are still on the shelves—and fill in accordingly.

This disposes of the staples—**and Mr. Gibbons is strongly of the opinion that it is better to carry long lines of good goods than too much variety in the way of novelties.** The agent will then likely ask what about the new lines. Here the buyer also is in a good position.

The traveler will probably bring out something that looks very classy and then he will bring out something else. If the buyer is not careful he will be buying each line indiscriminately. What he should do is to take up his stock book and look the situation over sensibly. If the new shoe is one to sell at $5, he looks over what he has and if he finds that he has several lines which in block and shape would be duplicated, then he should let that one go. The buying should always be in relation to the stock in hand and the selling power of certain lines—this will vary in every store; the buyer should buy for his own business and he should know that business.

(Continued on page 94.)

Cloth and Felt as a Substitute for Leather

REPORTS state that Boston shoe manufacturers are preparing to meet the present scarcity of leather for Spring by making up cloth top and felt soles. It is felt that woven cloths in black, brown and grey will take the place of patent leather, and when leather is necessary it will be kid, particularly in men's shoes where calf skin is used now. Wholesalers and retailers who have been approached on this subject state that these substitutes will add to the comfort of shoes, and that all those who do not require special leather covering will take to them readily. As has been pointed out before in The Review the prospects are for a great scarcity in patent leather, which is made of Russian colt.



Fan-shaped tongue with inserts of dull kid; kidney heel.

SPRING, 1915, FASHIONS.

(Continued from Page 90.)

even insets of velvet. All the ornaments, as has been remarked, will be small.

Felt as a Substitute.

This is a period of substitutes, and it is not strange that the scarcity of leather has suggested something to replace it. Experiments are being made with felt.

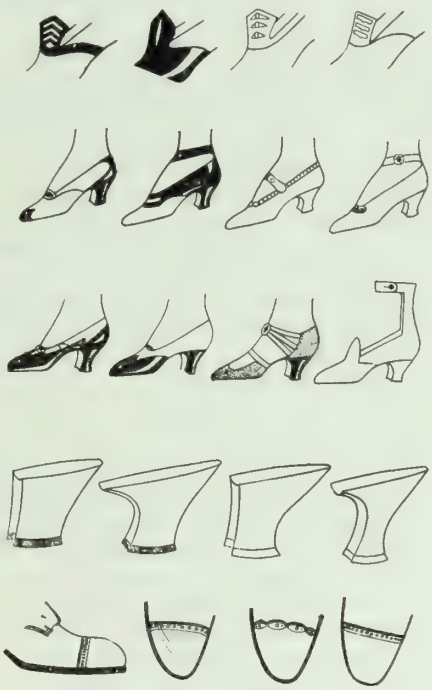
"Felt, as is well known, is a substance composed of fibres of wool, hair, fur, etc., matted together," says a writer in The Boot and Shoe Recorder. The fibres are put together in loose layers in a seemingly haphazard manner, so that they recross each other. These fibres are wet, and in drying shrink to a remarkable degree, and in so doing form a substance devoid of grain. Dried under heat and tremendous pressure, the substance is tough, strong and flexible, the degrees of flexibility and closeness being governed by the amount of heat and pressure applied. For many years felt has been used for uppers and to a less extent for the soles for house slippers. A similar but coarser felt is used for lumbermen's boots, to be worn with rubber overshoes, or "perfections," but it is not until this last season that felt has been used for outer soles of shoes for street wear."

With the demand for ordinary street wear purposes felt is being treated so as to look like leather, and can be made water proof. As a rule manufacturers are using a leather insole to prevent an uncomfortable feeling, as felt is an absorbent.

Men's Styles.

In men's footwear there is still less variety than in women's, with the most prominent tendency to lighter weights and closer edges. Bals are not as strong as last year for the new Raglan cut to the Blucher has been sufficient to bring it up to the old-time popularity.

While the recede toe continues very strong in the higher grades, the extreme long French toe has been pretty well discarded, while the medium toe will be strongest of all. And in some of the smaller communities the high toe will still hold its place. The tendency in heels remains towards the inch and inch and a quarter, and no higher. Heels have a tendency to flare slightly inward.



NEW IDEAS FOR SPRING.

No. 1 Inlays of contrasting leather and varieties of tongue shapes.
No. 2 Black and white, ankle and instep straps are inlaid, slashed and pinked.
No. 3 Every possible design in quarters. Note pretty collar effect in first cut.
No. 4 Popular types of heels: Cuban-concaved, Cuban-Louis, straight breasted, spool, and new Louis.
No. 5 Little touches in men's, showing infinite possibilities of stitching and punching. Courtesy of Boot and Shoe Recorder.



Tan Oxford, blucher style, with new raglan cut, and squares pinked on the tip. Shown by Regal Shoe Co.

The blend eyelet continues strong with the small tango eyelet a good second.

Tans Goods Again.

Unlike women's, tans will be very strong, and more promise to be sold than for several years. Of these the mahogany shade that was feeling its way last year will keep up a fast pace. Manufacturers are welcoming the tan fashion as relieving the demand for dull finished calf. Third in the list is black kid, with white and combinations very poor "also rans." There was one of last year's combinations, however, black and tan, that seems likely to get a fair sale this year.

Oxfords, 1, 2, 3.

The Oxfords will be far in the lead next Summer and comparatively few high cuts are expected to be used. These will be nearly all laced, as buttons are very weak. In the high cuts they will be used only for dress wear. There is, indeed, no sign of the coming into force of a prophecy some made last year of greater demand for button patents. Every indication is against this.

Fall sales will be worked out in men's, as in women's shoes.

Rubber soles and heels will be quite as good as last year, and probably better. These will be used both with tan and white uppers.

New Shoe Company.—Hamilton may soon have a new boot and shoe manufacturing company plant. The American Footwear Company has written to Ottawa for a charter, and representatives have been inspecting the city for a site.

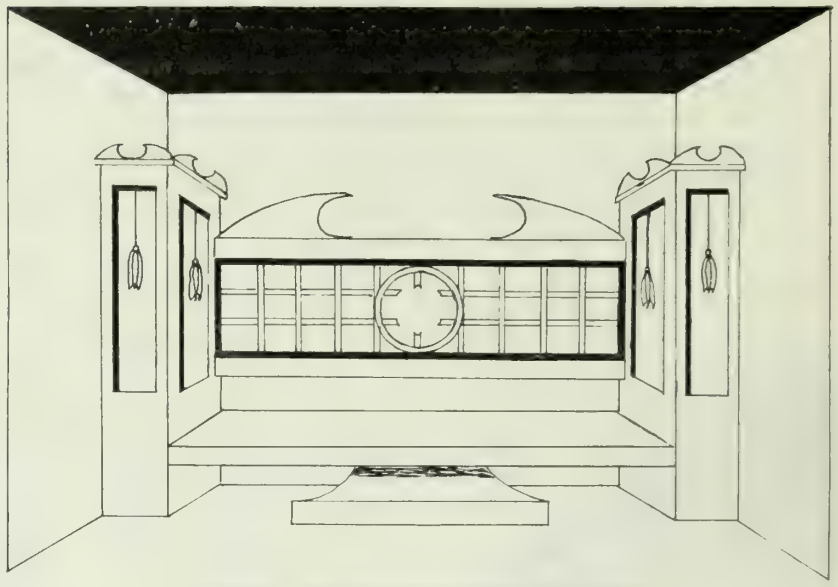
Effective Background for Fall Shoes

THIS background can be made out of compo board or thin lumber. The small lattice work in the center can be made of small strips of wood and enameled white. When the whole design is completed, it should be painted pale green with heavy paint, and, when the second coat is given ordinary sand should be sprinkled on the paint before it dries. This will give the surface the appearance of rough stone.

The small lights hanging down the pillars can be ordinary bulbs on which tissue paper or some fancy electric shade is used. Autumn or seasonable other foliage could be used in the center. The bottom of the of the window should be covered with pale buff felt.

The approximate cost is as follows:

2 yards felt	$1.50
Compo board	3.00
Paints, 4 qts.	1.00
Wire, bulbs, sockets	2.25
Foliage	3.00
	$10.25



Designed for The Review by A. A. Daoust.

If available lumber is used a saving of $3 can be effected, and another of $3 if the trimmer has the foliage, leaving the total cost only $4.25.

Prices Up 5 to 15 p.c. on Spring Lines

Outlook is Very Uncertain on Supplies—$5 Boots May Sell at $6 Soon—Forcing Tan on Women in Place of Patent Leather.

IN the Canadian shoe trade there is already some speculation as to what materials may be used for footwear if the existing conditions continue indefinitely. Manufacturers do not seem to care to express opinions as to what will be done when leather supplies are exhausted—but that these supplies will soon be exhausted if shipments do not come forward from Europe there is not the least doubt. Prices for raw material are being quoted merely from day to day and nothing like assurance is given as to futures. The market could hardly be imagined as being in a more unsettled state.

"I would be ashamed to try to predict what we will be using for shoe materials should the war last a year," was the way in which one leather man referred to the situation.

From inquiries in the trade it is learned that the advances which have been made by the manufacturers are generally 5 per cent. to 15 per cent., according to the grade of shoe.

"Would the retailer be entitled to ask $6 for a shoe he has been selling at $5?" was a question asked one manufacturer, the reference being of course to the retail situation in the Spring when the lines which are now being sold are placed in stock.

This firm had made its figures on the basis referred to up to the 1st of October and were guaranteeing delivery on orders placed up to that time. The management would go no further for they had nothing to assure a supply of leather at a more definite price than the daily quotations in the market; these quotations were being changed every day. Quotations could only be guaranteed up to the extent of the stock in hand. On the 1st of October it was found that the supply of stock had not been exhausted and the prices were continued for the time being.

"Will you have to make further advances?" was asked.

"We certainly will," was the immediate and emphatic reply. "The price of material is advancing all the time. I was making inquiries yesterday as to further stock and the quotations have been increasing materially."

Most retail firms consider it best to hold prices at past figures as long as possible, as is being done throughout the dry goods stores generally.

Several firms who carry shoes marked at a "fixed" price declared that they might decide to hold the price but lower the quality to correspond.

Just at present it is impossible to predict with any exactness. Unquestionably the outlook is not as dark as one month ago but quite bad enough. Many believe that tan will be forced on women owing to the certain scarcity of patent leather.

Some manufacturers have advanced prices on sorting orders as much as 40 cents a pair. In some cases big lots of overstocked goods have been bought at regular prices or even below.

A SAFE METHOD, ETC.

(Continued from page 92.)

The question would probably be asked, following these explanations by Mr. Gibbons of his system, as to how he would buy job lots.

This is a different matter. Job lots sell on their appearance and to sell they must be right. The best thing to do is to take the job sample and compare it with his regular lines. The traveller may have a line which he claims is a regular $5 shoe. It may be, but the way to tell is to put it alongside your $5 stock lines. It may not look better than a $3.50 or $4 shoe you have to sell. If you cannot buy such a shoe to sell at $2.50 or a little under you will probably only be doing harm to your regular lines. This is a good principle in general to compare the job stuff with the regular stocks and always leave sufficient margin to give a real bargain—or stick to the regular lines.

Prices for Rubbers to Hold Until December 1st

Big Manufacturers have Raw Stocks to Last for Some Time and Market is Expected to Stand Together—Future Depends Entirely on the Rubber Market, with no Advances Unless Necessary.

THE war has not affected the retail market situation to any extent with regard to rubber footwear up to the present time. Whether the trade and the public will have to pay higher prices after the first of December is something that is as uncertain at the moment as is the situation in Europe. In any event, present prices may be expected to hold generally up to that time.

The whole problem as to the future concerns crude Para rubber such as is used in the manufacture of the different lines of rubbers, overshoes and athletic footwear. When the war broke out there was a big demand for raw rubber. The price advanced from about 65c and 70c to $1.15, $1.25 and $1.30—practically double. Since that time the difficulty of making exports to Europe has caused a reaction. The action of the rubber manufacturers will depend largely upon the market prices prevailing about the 1st of December, as big manufacturers now have sufficient crude material to operate until that time and there will be no advance until such a course is absolutely necessary. The tenor of trade opinion is that under the existing conditions every effort is to be made to keep the prices down in sympathy with the public pocketbook.

All orders which are placed before the first of December are pretty certain to be filled at the present figure—and there will be no advance then if the market for raw material is at all reasonable. However, this is not the buying season for rubbers and overshoes. Stocks are usually purchased in the Spring for Fall delivery. Sorting business brings in a fair volume of orders through the Winter months, but these have not commenced as yet.

As regards athletic footwear, orders are now being taken and most of the houses have their travellers on the road. These orders are being taken on the old basis. There may be some changes, but these are in the nature of adjustments and are both up and down the price scale, having no relation to the war conditions.

Some New Footwear Novelties.

The lines of rubber and canvas athletic and outing footwear now being offered to the trade for next season embrace a great many varieties, for this class of footwear has become much more popular during the last few seasons. The new low shoe for summer dancing, being made of white canvas with a thick rubber sole and solid rubber heel has been made a strong seller by the popularity of the tango and the other new dances at the Summer resorts. It is expected to have a big run in the coming season. Entirely new is a sandal for the children made of water-resisting canvas and rubber sole, which is a very sensible foot protection for the youngsters playing in the sand and wading on the beaches.

Unique in the new line of one of the large manufacturing concerns is a rubber soled stocking for bathing. This seems destined to find popularity with the bathers. It is really a combination shoe and stocking. The rubber is, however, attached to the knitted material and there is no danger of its coming off in the water. Really a part of the stocking, it gives full protection to the feet with a minimum of additional weight.

Canadian Conference for Acquiring New Trade

BUSINESS optimism was the keynote of the quarterly meeting of the Eastern Townships Board of Trade, held at Granby, Quebec, the last week of September. This note was sounded by the president, R. C. Wilkins, of the Robert C. Wilkins Co., Limited, manufacturer of shirts, etc., Farnham, Que., and pervaded the whole proceedings.

After referring to the sending by Canada, of troops and provisions to the Mother Country, Mr. Wilkins said:

Keep Business Moving.

"It is not the privilege of every man to go to the front, but those who have gone and those who will go expect us who remain at home to keep the business of the country moving along, that hardships may be averted; it is, therefore, our imperative duty to avoid panic, to combat every sign of discouragement or down-heartedness, to ourselves feel and make others feel that we must and will do business as usual in order that all may be employed. I have reports from a number of Boards of Trade forming part of this Associated Board which show conditions in the Eastern Townships to be excellent.

Tariff Guarantee.

"Our manufacturers should be now looking into the question of producing goods such as have been heretofore imported from Germany and Austria. Not only does this apply to our own country, but we should endeavor to supply much of the goods formerly imported from Germany and Austria by Great Britain. In this connection I believe is is highly important that our tariff should be so adjusted that manufacturers will be assured for a number of years of sufficient protection to secure our market for them, that they may be encouraged to make the large necessary outlays on patterns, tools and plant to take care of this prospective new business.

"To the three thousand members of this Associated Board and to all other men of the Eastern Townships I say: 'Fear not for the fuure,' wear a smile of confidence; courage is contagious; push business as you never did before; buy goods 'made in Canada,' and thus assist in keeping our factories running full time. Have confidence in Canada. When this war is over, I believe this country will see the greatest boom ever known."

Suggesting Trade Conference.

The association, which represents 30 Boards of Trade and 3,000 members, passed some important resolutions. One of these urged the Canadian Government to stimulate new trade in Canada that would replace much of the business that had been held by Germany and Austria before the war. To this end it was suggested that the Government consider the advisability of calling a conference composed of duly accredited representatives of the Canadian Manufacturers' Association, the banking and transportation interests, the labor circles, the farming and kindred communities, to meet at an early date, and that the governmental departments prepare details, statistics and information of the trade and commerce transacted between the aforesaid countries during the past year, so that broad plans may be initiated and matured for Canada to get her fair share of the business thus offering.

The boards will endeavor to have the law-giving communities of 6,000 population and over power to clean up tubercular herds and recompense the farmers made operative in rural sections.

Many Novelties in Canadian Made Lines

Advantage Taken of Absence of European Leather Novelties—The Party Idea Applied to the Handbag, the Latest Novelty—How the War Affects the Notion Line—The Spanish Comb and Curved Shapes in Braid and Turban Pins — Some Beautiful French Shades.

BUYERS are becoming keenly interested in notion and fancy goods lines, as it is more and more evident that they will have to do some searching to supply the gaps that will be left by the absence or shortage in many familiar lines.

Not a few lines of notions have been completely cut off, or the fact has been uncovered that some essential part was produced in Germany, the explanation being that Germany made these articles much more cheaply than it was possible to do so in other countries. Therefore, when present stocks are sold there will be no further supply until some other country begins to make them, and when this happens the price is almost certain to be higher. The feeling about the obtaining of English and even French goods becomes easier every day, and as no inconsiderable portion of the notion stock comes from these countries, the requisite assortments are going to be easier to keep up than was at first expected.

Hair Goods Higher.

Hair goods and hair nets, which are largely made from human hair, are going to be seriously affected by the war. The finest grades of hair come from Austria, Germany and Italy. Shipments have ceased from the two first mentioned countries, and the price of hair is going up by leaps and bounds.

The French roll or twist, which made its appearance a year ago, is still the popular mode. Simplicity is the keynote of the new coiffure, and where it is becoming the hair is drawn away from the face. The hair must be flat at the sides, though many women are not drawing it completely away from the ears, as is the extreme mode. If the hair has a natural curl the natural wave is utilized, otherwise it must be waved. Hair ornaments are also simpler, and combs and pins of plain or carved shell are coming into vogue. Pins studded with rhinestones are also fashionable, and in better goods there is a decided increase in the use of jet. The Spanish combs come in fan, square and other shapes, and are worn either set square on the top of the head or thrust sideways into the hair at the back. There is a great deal of latitude granted in the placing of these combs, and each woman wears them where most becoming.

Braid or tango pins are becoming enormous in size, and stick out at the side of the head in Japanese fashion. Other braid pin novelties are shaped to fit the curve of the head, and not only retain the stray hairs in place at the back, but keep the roll in curve above. These pins are carved in many forms, and both the teeth and the head are shaped so that they fit in in any position.

Canadian Leather Goods.

The absence of European competition in fancy leather lines is stimulating the Canadian manufacturers to put out better goods. Buyers who were once all for imported goods are now willing to see what the Canadians have to offer, and orders are coming in that promise to keep factories busy. No shortage of leathers seems to be pending, and, in spite of the fact that when supplies of fittings have to be obtained prices promise to be higher, there is no advance as yet in fancy leather lines. Buyers are very much interested in party cases and party bags, and anything of this kind that contains a new feature is favorably received. The latest idea is the fitting of the leather hand bag with party fittings. This bag is a model of convenience and elegance, for it comes in the flat oblong shape which widens towards the bottom in order to increase its capacity for carrying the thousand-and-one articles that find their way into this substitute for a pocket. This bag comes in real seal, Russian calf, genuine morocco and other

(Continued on p. 102.)



French shades for electric lamps. These are Canadian-made. Shown by E. F. W. Salisbury.

A Corner of our Factory



Canadian-Made Toys for Canadian Children

Our large and well-equipped factory is working full capacity trying to meet the tremendous demand for Canadian-made toys — **Unbreakable Character Dolls, Teddy Bears, Stuffed Toy Animals, Cowboy and Indian Suits.**

Don't put off placing your order until it is too late. Our catalogue is ready and waiting for an intimation from you that you would like to see it.

Drop a post card to-day.

Dominion Toy Mfg. Co.. Ltd., 161-165 Queen St. E., Toronto



Another Corner of our Factory

Lots of Variety in New Toys for Christmas

Character Dolls Will Have Greater Run Than Ever—New Inventions in Clock Work—Educational Features Strong—Models of Aeroplanes and Battleships Likely Sellers This Week.

TOYS, like almost everything else that is offered to the public, change with the seasons, and every year will find something new for the children in the holiday period. Santa Claus like every one else must move with the times even if he has a less critical class of customers to satisfy. But in toys the changes come gradually. Every year there will be new things but it is only occasionally that the development of the trade permits the introduction of something radically different—such as the clockwork toys, the electrical machines, character dolls, etc.

The stocks which have been opened for the coming holiday trade cover a number of new lines as usual, but there are few of them which stand out as being a departure from what has been shown in the past. There are many ideas along old lines, however, which serve to supply that something different which is always the demand of modern trade. There are new dolls, new electrical toys, new mechanical figures, new picture books and some new novelties.



CANADIAN-MADE TOYS.
"Baby Betsy" and "Country Cousins." These dolls are absolutely unbreakable. Baby Betsy carries a "Russian bear" which walks when pulled across the floor. Shown by Dominion Toy Mfg. Co.

Variety of Clockwork Toys.

The clockwork toys cover a wider range than ever and this means a great deal. There are characters of every kind which can be animated by the winding of a spring, and here we find that the popularity of the motor cycle side car has had its effect in a model of the two-passenger machine. A strong seller in this line is the "dancing coon," who shakes his feet in a most natural manner and a performing dog which jumps into the air and turns a complete somersault, landing on its feet again and duplicating the stunt until the spring runs down. There are also many models of aeroplanes and battleships in a big range of prices which should prove a popular attraction in satisfying the patriotic spirit of young Canada.

New Character Dolls.

In the character dolls there are a number of new lines which should prove popular. One which is being heavily stocked by some firms has unusually large eyes which give them a very cute appearance. Something new has come out also in a line of hollow celluloid animals which are made in splendid proportions and are beautifully finished as to detail and color. There are also many other of the smaller celluloid toys.

In electrical toys, in which the American makers take command of the field to a large extent, there are a number of new things which will have a strong appeal for the boys. These are not only entertaining for the little fellows but they have strong practical educational features as well. There are elaborate electric trains which can be connected with the ordinary house current or with dry batteries and which operate on the third rail principle, a motor being installed under the locomotive. These are both German and American and there is also a small stove which comes from Germany with an electrical attachment. This latter is not only a toy but there comes with it a set of practical though small cooking utensils of which use can be made in preparing small dishes.

For the constructive toys which came on the market a few years ago there is getting to be a larger and larger demand. They are not only entertaining but for the growing boy there are strong educative features, and with the more elaborate sets which are now made there is practically no limit to the number of designs which can be worked out by an inventive youngster.

Sand Carrier.

The sand carrier is another toy which has met with a strong reception and which promises to be a big seller this season. This toy has the advantage of being "mechanical" on the natural principle of gravitation and there is thus little about it that can get out of order. A small car works on a slide. It is filled with sand from a bin at the top of the slide and when it becomes so heavy runs down and dumps automatically, returning to the top for another load and repeating the operation so long as the supply of sand lasts.

The Wondergraph is an old toy which has found a popular revival. It is a simple automatic device by which a number of very intricate pen and ink designs can be worked out by turning a small crank, different patterns being produced by changing the gauge.

A very popular new line during the past few months has been the plain white wooden blocks, but these are rather a summer than a winter plaything.

For the little tots there is a new educational board of circular shape with a round incision in which are a lot of small movable characters that can be moved into other incisions across the board. The characters are all mixed up but when properly placed together they fit into larger picture schemes and there is plenty of time-occupying amusement for the little people in finding the proper arrangement of the different pieces.

The Nerlich Catalogue is ready for you

Our catalogue is now ready. It is larger than usual and contains the greatest variety of holiday lines offered in Canada.

In announcing our new catalogue we draw attention to the fact that there is

no shortage of holiday goods yet

and that we will be able to supply the trade as usual with the following lines:

Fancy Goods
Toys and Dolls
Games
Xmas Novelties
Druggists' and Smokers' Sundries
Smallwares, etc.
China, Glassware and Crockery



Travelers on the Road

Our travelers are all on the road with their usual large showing of samples and will visit their customers in due course.

NERLICH & CO.

IMPORTERS AND WHOLESALE DEALERS IN FANCY GOODS, CHINA, GLASSWARE, TOYS, DOLLS

146 FRONT STREET W. TORONTO

Place of German Toys in Canadian Trade

Held a Practical Monopoly in Carved Wood Models, Including Noah's Arks and Stuffed Articles, as Well as the Cheaper Lines of Mechanical Toys—Cheap Hand Labor and Lighter Metal Lines the Secret—American, Canadian and English Toys of Better Quality and Higher Price—Outlook not Serious.

IN the toy world Germany has for years been playing a more and more important part. To-day there is no stock of toys which does not show a large variety of the goods which the Germans produce and there are many toy departments in which the European-made playthings predominate.

The war has brought to the toy jobber many serious problems—to the manufacturers of toys in Canada, the United States and England, there are many possibilities presented for the development of business to replace, or to duplicate when possible, the handiwork of the busy artisans of the land of the Kaiser. But already there are rifts in the clouds so far as the retailer is concerned. While direct retail importers found that when the war broke there were many of their orders which had not come forward, the jobbers had already received the bulk of their consignments. To-day the outlook for the coming season is pretty well defined, and if there should be a shortage of the German toys there will be other lines to take their place, but it is not thought the shortage will be serious. On the other hand, if the war continues for another year, there will be many lines which will be out of the market so far as Germany is concerned, and even to date the handicap to production is likely to have a far-reaching effect. This is where the opportunity opens for the toy-makers of other countries.

German Lead in Price Mainly.

To look over the stocks of toys and judge the German product alongside the product of other countries brings conviction that it has been in the matter of price that the Germans have made progress in toy manufacturing and that there are few of the lines which cannot be replaced.

The difference between the toys of Germany and Canada, England or the United States is more easily seen than described. Many of the German goods are distinguishable by the emphatic evidence of hand labor which can be so cheaply secured there. This is seen in the greater detail in which the article is worked out and the more completeness of the reproduction where hand labor is concerned. On the other hand, while many of the German toys are very high-priced there is about the metal productions a lack of quality which is noticeable in comparison with the English or American product. Everywhere it is evident that the German toy, whether produced by hand or by machinery, is about the cheapest of the kind that can be turned out so far as labor and material are concerned.

Natural Hair Dolls.

Dolls come largely from Germany. Practically all of the dressed dolls are included in this reference. There are some lines which are made in this country to advantage, particularly the indestructible, but it has been found that the Germans are much superior in making the jointed bodies and the heads with natural hair.

Teddy Bears and practically all of the other stuffed toys come from Germany, and there will be no difficulty to replace this line. This includes practically all of the hand-shaped toys, rocking horses, and all of the fur-covered animals on which there is a very large proportion of hand work.

In toys from wood the Germans take a place of their own for here is found the influence of the cheap, home manufacture which is so prevalent in that country. Included are small horses and wagons, reproductions of houses, barns and other buildings—which are worked out in great detail—and many other lines. The Noah's Ark would be a much more expensive toy were it not for the cheapness of the German-made animals.

German Mechanical Toys.

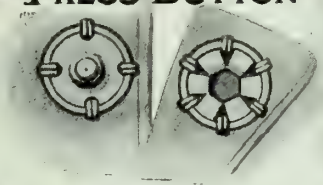
It will be in the mechanical toys principally that the lack of the German goods promises to be felt eventually. This does not mean that there will not be toys of this class, but in the cheaper lines Germany has held the trade. American manufacturers have also gone extensively into the manufacture of mechanical toys, but they are of a more expensive class. Generally speaking, there has been little effort to follow the German lead in the manufacture of toys to retail at 25c and 50c. These toys display a greater versatility than the American models, but at the same time they lack in durability; they are comparatively flimsy and made of much lighter metal. Here we see again the facility of the Germans to turn out cheap goods price in these is always a more important consideration than quality.

Germany has made a big bid for the business in mechanical trains, but in electric toys in general the American manufacturers are in the advance. American iron toys are stocked almost exclusively in Canada, and these include models with the friction drive which is a very practical and substantial plaything.

In projection toys there is a division between the German and American, the latter being of better quality and more expensive. Drums are from Germany and the United States. Lead soldiers come from England, where there is always evidence of better quality. Practically all colored rubber balls have been made in Germany.

(Continued on page 102)

DE LONG PRESS BUTTON



World's Flattest Fastener

ORIGINAL

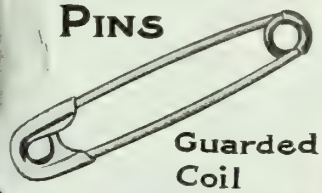
DE LONG HOOK AND EYE

See That hump?

TRADE MARK REG. U.S. PAT OFF.



DE LONG SAFETY PINS



Guarded Coil

Rust? Never!!

DE LONG HOOKS AND EYES
DE LONG PRESS BUTTONS

There is a place for each on your Notion Counter.

There is a need for each in the making of every gown.

The good dressmaker knows how to use each in its proper place, for the greatest security, neatness and durability.

The good Notion Department displays complete assortments of both, in all sizes and colors; because every notion buyer knows that

DE LONG HOOKS AND EYES AND DE LONG PRESS BUTTONS

are the very best of their kind, and will give satisfaction, in selling and in use, unequalled by any other.

THE DE LONG HOOK AND EYE COMPANY
OF CANADA, LIMITED
ST. MARYS, - ONTARIO

See that hump?

TRADE MARK REG U S PAT OFF.



ORIGINAL

DE LONG HOOK AND EYE

PATENT INVISIBLE EYES

Nub

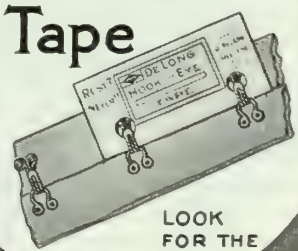
HOOK AND EYE

Bless that Nub!

TRADE MARK REG. U.S. PAT OFF.



DE LONG HOOK AND EYE Tape



LOOK FOR THE TAGS

NOVELTIES IN CANADIAN LINES.

(Continued from page 96.)

leathers, and is lined with rich cord, silk or moire. Instead of the mirror attached to the frame, this article is combined with a memo. book, and this and the coin purse is contained in pockets on one side of the bag, while on the other are pockets for powder puff case, vinaigrette and pincase. The fittings are of highly polished silver or gilt and gun metal, and the fittings match the square, somewhat massive frame. This frame also has a new kind of safety catch, and the handle is a strap firmly fastened to a metal base.

With the extended use of electric light fittings comes a call for more subtle effects in lighting. The decorator is taking hold of lighting and is incorporating it in with his color schemes and effects. In this connection there is an extensive opening for French shades because, besides their beauty of outline and shape, they can be had in colors to match any scheme. Not only are the usual electric lamp fixtures used, but Oriental jars, the posts of old four-post beds, etc., can be turned easily into decorative lamps.

PLACE OF GERMAN TOYS IN CANADIAN TRADE.

(Continued from page 100.)

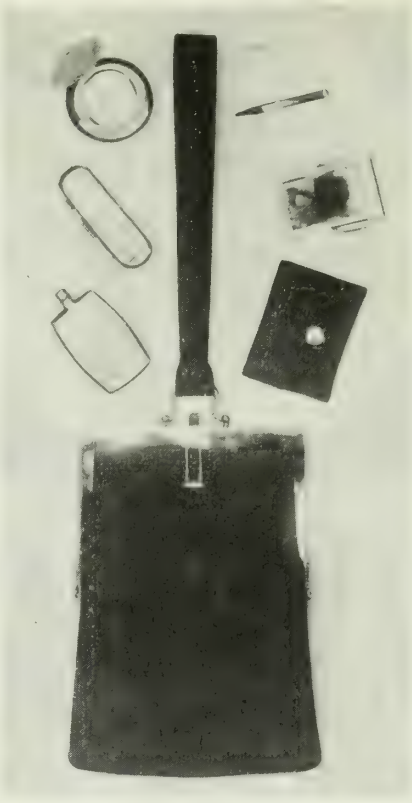
In celluloid toys the Germans hold the bulk of the trade. Here we find a big range. There are carefully modeled animals or colored celluloid, paper knives, rattles, small dolls and various figures.

Books for the younger generation come from England to a large extent but there are also some printed in the United States. Games come from various sources, but there is no dependency on Germany for printed lines—unless it may be that many which are imported from England are only designed there and printed in Germany.

Canada up to the present had not been paying a very important part in the toy manufacturing with the exception of the dolls, but is now getting active.

Japan may also be expected to become an active factor in the toy market if the German goods are closed out for any considerable period.

And so while the stocks of toys for next year may possibly have a different appearance from the displays of the present and the past, there will still be toys and it is not likely that there will be any serious dearth of them. There may not be such cheap lines as pop guns to retail at 10c or mechanical toys at 25c, but after all it is doubtful if the children will miss what they know nothing about if there is any line of goods which sells on appearance it is surely toys.



Hand and party bag combined of Russia calf leather, with highly polished silver fittings, frame to match, with new safety catch. Shown by The Western Leather Goods Co., Limited.

Art Needlework

Devices For Women Who Cannot Work Buttonhole Edges —Starting Well For Fall.

THE art needle work department has done an unusually good business during the past Summer, and is starting out well for Fall. There is very great activity in stamped goods particularly in garments intended for intimate and household wear and also for infants and children. Many of these garments are made up so that when the embroidering is worked the garment is ready for wear or use. Pillow covers come with the hems hemstiched in and are all ready for use when the embroidery is finished. Garments come with buttonholder or laced edges for there are many women who cannot work a button hole edge that will wear satisfactorily and these women are taken with the lace edge. Children's dresses come stamped on natural and white linen and on repp or soft finished white pique. There has been some complaint about these little dresses not fitting at the neck, and to obviate this buttoned slashes are being introduced. The majority of dresses are straight line, but Oliver Twist dresses some of which have buttonholed tabs finishing the waist and skirt are shown.

Mr. W. R. Brock on War Conditions

THE Montreal Herald contained the following interview with Mr. W. R. Brock:—

"To such an extent have sympathy and imagination worked on the public that I firmly believe that the first news of a decisive victory for the allies, such as the evacuation of France by Germany, would permanently revive trade all over Canada, and steady things wonderfully. There can be no doubt as to the ultimate result of the war, but no one can measure its duration. Canada, however, will be the first to emerge from it, strengthened in every way, and better fitted to take her share in affairs that concern the whole Empire."

This courageous declaration of W. R. Brock, president of the W. R. Brock Company, Ltd., represents the conviction of more than a few Canadians upon whose shoulders rest great commercial responsibilities.

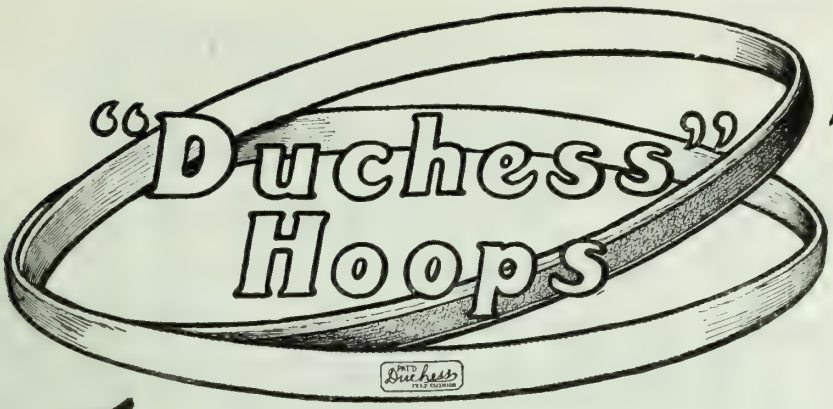
"Talk is largely responsible for the dullness of business just now," said Mr. Brock to-day, in an interview. "Conditions in the country are really better than normal; farmers have never been as prosperous; in sections where calamity howlers do not penetrate, business is really ahead of any previous year.

"Regarding the effects of the war upon the dry goods trade in Canada, the question is so many-sided and problematical that it is a difficult one to answer.

"Since the beginning of the year, up to the time that war was declared, business had been quiet, principally owing to financial conditions generally, but had commenced to show unmistakable signs of revival, so that we were led to believe that the tide had turned, when all our calculations were upset. Coming as suddenly as it did, no one had made any preparation for the inevitable shortage of all classes of continental-made goods, and the immediate result was a sharp hustle by both wholesale and retail dealers to secure stock from every available source. This created a temporary false boom, but had the effect of reducing stocks materially.

"The extra expenses created on imported goods such as ocean freights—showing an advance of 50 per cent. rate of exchange, war risk insurance, etc., ne-

(Continued on page 106.)



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.



Millions of Women use Duchess Hoops

for embroidering and would have no other, because—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.

The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.



LINCOLN

Suspenders
Arm Bands
Garters
Belts

Unsurpassed Quality at $2, $2 25, $4.25, $4.50, $7.50

EXPRESS PREPAID ON $25 ORDERS

We make all regular styles of suspenders at the above prices or fancies in individual holiday boxes at $4.25 upwards. Combination sets consisting of suspenders, garters, arm bands at $4.25 and $7.50, and of belts and garters at the same prices. Terms 2% 10 days with 60 days dating. **Drop a line for an open order. Express charges paid on order of $25 and over.**

Lockhart Suspender Co.

1307 Market St., Philadelphia, Pa.

"SLIPPON"

COIFFURE FASHIONS

Patent

Reg'd Copyright



13 Nets to the Dozen

13 Nets to the Dozen

The "Slippon" is a cap-shaped hair net which adjusts itself to the present style of coiffure.

NO PINS NO WORRY

Made in two sizes.

Good 15c and 25c lines. For first parcel value $50.

Goods Sent Parcels Post, Carriage Free

BURNET & TEMPLE, Ld.

LONDON ENGLAND

Sole Agent in Toronto

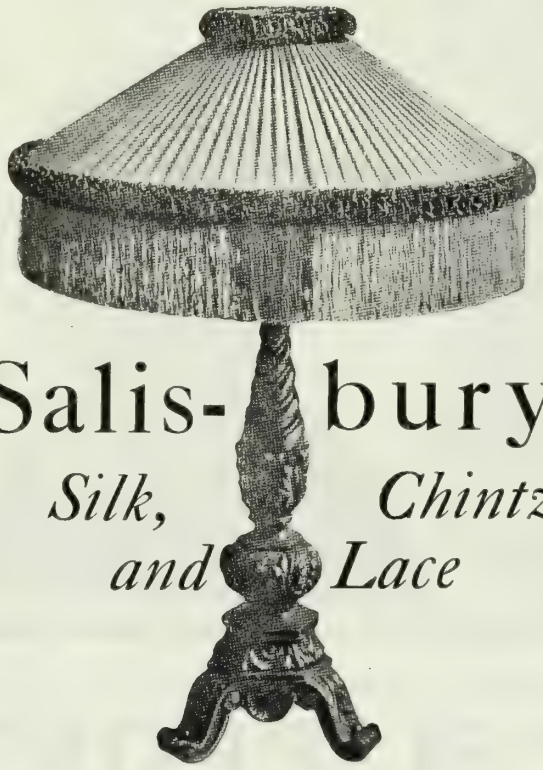
R. W. R. COWIE, 77 York Street

To Pirates:—

This envelope is copyright, design registered, and not patented.

"MADE IN CANADA"

Beautiful, inexpensive fittings for the home



Salis- bury

Silk, Chintz and Lace

SHADES

for electrical fixtures make excellent Xmas gifts

We carry in stock a very complete range of fabric shades in most beautiful French designs to conform to any interior decoration.

Every detail in workmanship is given close attention, and only the best materials are used, with the result that Salisbury shades retain their shape and appearance far longer than imported articles do.

We are in a position to supply your demands on short notice and guarantee satisfaction. **Write for catalogue and prices.**

E. F. W. Salisbury

MANUFACTURER OF SILK SHADES FOR ELECTRIC FIXTURES, ETC.

Gooderham Bldg., Toronto

49 Wellington Street East

Taylor's Embroidery Hoops of Quality

None better made

Four hoops well designed for every purpose

Well made of the best materials

Priced to give you fair profits

Ask for our new catalog and price list

You'll be interested

We'll send it free

VASSAR

An adjustable hoop that will adjust itself to any thickness of fabric and holds it securely in place. The inside hoop is wood smoothly finished, the outside hoop is metal highly polished, rust proof and fastened at the end with a coiled spring. Made 4, 5, 6, 7, and 8 inch in diameter.

VASSAR OVAL

Same as Vassar, but oval shape. Sizes 3 x 6, 4½ x 9 and 6 x 12 inch.

MANHATTAN

One-half inch wood, perfectly finished and turned to an exact size. Made in sizes 4, 5, 6, 7 and 8 inch in diameter.

OVAL

One-half inch wood nicely finished and perfectly formed. Handy for drawn work and long narrow designs in embroidery. Made in sizes 3 x 6, 4½ x 9 and 6 x 12 inch.

Thos. P. Taylor Co., Bridgeport, Conn.

U. S. A.

WOOL EXPORT TO CANADA STOPPED.

AT THE LONDON WOOL SALES on Oct. 6, the British Government announced the prohibition of the export of raw sheep and lambs' wool from the United Kingdom. This was done to retain what was needed for supplies for the troops. Export of merinos except to enemy countries is allowed. Alarm is felt in Canada lest woolen textile and sweater coat manufacturing would soon cease for lack of supplies, but it is hoped the embargo will soon be lifted.

Wool suitable for khaki, such as scoured cross breds, was 20 to 30 per cent. higher than July, and greasy cross breds 10 to 15 per cent. more.

* * * *

GERMANS WORKING THROUGH CHICAGO.

A CIRCULAR LETTER has been sent to a number of Montreal merchants by a German firm of manufacturers in an effort to continue trade in spite of the Canadian Government's prohibition of importation. Most merchants have simply ignored it. The circular reads as follows:

"Dear Sirs:

We trust that by this time you will have received letters from our bankers in Amsterdam and Kopenhagen, asking you to pay the amount of our invoices to the First National Bank, Chicago, and not to honor any draft which may be presented from another side. As we have no opportunity to write you direct, owing to the kindness of an American friend of ours who is returning to his country, we herewith beg to confirm these instructions, which you have received already from our bankers, and assuring you always of our very best attention, we remain, with our compliments,

Yours faithfully."

German firms, besides trying to force payment of accounts are trying to compel acceptance of goods ordered before the war. These are being refused.

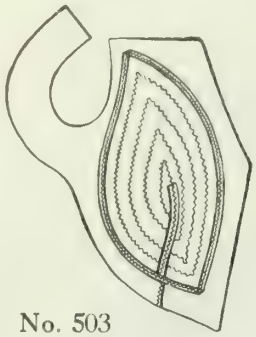
THE INSISTENT DEMAND FOR

Kleinert's

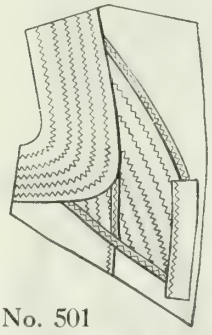
GEM Dress Shields

is pretty good evidence that American women appreciate QUALITY

I. B. Kleinert Rubber Company
TORONTO, CANADA



No. 503



No. 501

"Everlast" Coat Forms Will Be In Great Demand

The war should have a good effect on your dress goods department in that many women who formerly paid large sums for ready-made clothing will buy the material and make the garments themselves. Their chief difficulty will be in making the coats hold their shape. This is where "Everlast" Coat Forms will prove indispensable—for with them as good results can be obtained as with the high-priced garments.

Suggest a set of these coat forms when selling your customer the dress goods and linings. They are sure to give the greatest satisfaction—and there's a good profit in it for you.

Send us sample order to-day and be in time for the Fall and Winter dressmaking.

Toronto Pad Co., Ltd.

333 Adelaide Street W. **TORONTO**

Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver, B.C.

LONDON MADE BRAIDS

We hold a large stock of every description

APPLY TO

THE MANUFACTURER

HENRY WARDEN, 11, Oat Lane, London, E.C., England

W. R BROCK ON WAR CONDITIONS.

(Continued from page 102.)

cessitated an advance on all lines coming into the country after the declaration of war, which caused a temporary lull in trade. This advance has to some extent disappeared, and will no doubt vanish altogether when such matters adjust themselves. There will, of course, be a shortage of some lines for various reasons. For instance, linens of all kinds—owing to the fact that 80 per cent. of the flax from which they are made comes from Russia and Belgium. Silks, too, will be hard to get, as the main sources of supply are France, Switzerland and Italy, out of which no goods are coming whatever. Certain wool dress goods, cotton wash goods, prints, etc., in which German dyes have to be used to get the desired effects, will be difficult to find when wanted, but these shortages should spur manufacturers in Great Britain and our own country to seize the opportunity and hold it."

Mackenzie's, Souris, Man., have opened up a modern department for ladies' and children's read-to-wear on the second floor.

AGENCY WANTED

AGENCY WANTED FOR VANCOUVER AND district by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir Street, Vancouver, B.C.

MANUFACTURERS' AGENT IN LONDON, England, is open to represent few Canadian textile manufacturers. First-class references from all leading wholesale buyers. Box 119, Dry Goods Review, 88 Fleet Street, London, England.

WANTED TO BUY

WANTED TO HEAR FROM OWNER OF good Dry Goods or General Merchandise Store for sale. Give particulars and cash price. D. F. Bush, Minneapolis, Minn.

How is Your Business?

(Continued from page 77)

EQUAL, IF NOT BETTER

FROM YOUELL & WRONG,
AYLMER, ONTARIO.

IN reply to your enquiry as to trade conditions here, we would say that the very warm weather at this season has made the demand for heavy goods rather later than usual, but from the way it is opening up now, we feel satisfied it will be equal if not better than last year. Collections are fully up to the average.

NOT MUCH TO FEAR

FROM J. A. STEWART,
EXETER, ONTARIO.

I HAVE your letter of the 25th inst., and in reply beg to say that notwithstanding the extraordinary conditions in this country, occasioned by the great European conflict, business here is quite normal.

This season the farmers in this district have had a bountiful harvest, and should be content with the prices they are obtaining for their products. As to future trade conditions here I do not think we have much to fear.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

NERLICH & CO.'S CATALOGUE.

An unusually complete, illustrated catalogue for the holiday season, of fancy goods, toys, etc., has been issued by Nerlich & Co., Toronto, and will be mailed to the trade on request.

MAKING TOYS IN CANADA.

Toy making in Canada has been accorded an impetus by the cutting off of German competition under cheap labor conditions. It naturally takes some time for the new machinery to be installed for an untouched operation, and hence the Dominion Toy Company will not promise until next season, and dolls with eyes that open and shut, and the hair that looks like real. To duplicate these German achievements experiments are being made, as well as countless brass moulds to reproduce many novel expressions on the faces of unbreakable dolls. In addition a new line of "rag" dolls is being put out.

What toys are made in Canada now? The sample rooms of this firm are lined with all kinds of dolls and stuffed animals, Teddy bears, poodles, St. Bernards, etc., as well as Indian and cowboy suits.

Upstairs in the factory, of three floors, the unbreakable heads are made. First the composition matter is prepared in a big steaming vat, much like a flour mixture of a greyish tint and the consisteney of putty. The moulds are filled in and go under a press for a few seconds. Then the head, suspended on the mound, is taken out and passed on. The second man performs the trick of getting the mould—bigger, of course, near the top than around the doll's neck—out of the narrow passage. A piece at the bottom is unscrewed and behold, the mould comes apart in half a dozen pieces—very simple. Then any extra edges are trimmed off, and the head is tinted by dipping in a vat like pink glue. Thence it goes to the sprayer, where the top of the head is formed of brown stain. At the same time the cheeks are pinked. Still another process is the hand painting of eyes, eyebrows, and mouth.

W. H. BARRY IN THE WAR ZONE.

Walter H. Barry, head of W. H. Barry & Co., Ltd., importers of ribbons, etc., has returned from his annual buying trip to Europe, after rather an exciting three months in the war zone. Much of his time was spent in Switzerland, near the German frontier, where most of the ribbon factories are situated. It was one of the most fortunate things that could happen for Mr. Barry that he should be there when this trouble broke out. He stayed on the job until things had quieted down again, and was able to arrange for the shipment of large quantities of Switzerland's latest products, which are now in their warehouse. Mr. Barry sailed from Genoa to New York.

NIAGARA SILK MILLS.

The Niagara Silk Mills, Limited have opened a Canadian branch at Brantford, Ont., where they have built and equipped a fine mill. 160 x 54 feet, three storeys in height. They have started at once the manufacture of silk gloves, as well as their many other brands of gloves, silk hoisery, silk underwear, etc. The goods are now being offered for Spring delivery.

TORONTO PLEATING CO.

Fine new premises, made necessary by its rapidly expanding business, are now occupied by the Toronto Pleating Co. at 14 Bredalbane street, corner of Yonge street. In the new factory has been installed a large amount of machinery of the latest and most improved patterns, which will enable the firm to carry on —in the many activities of the past — the manufacture of neckwear. In pleating this firm produce four styles, the knife, accordion, sunburst and kilt. Hemstitching is another important branch, as is button-covering, escalloping, ruching, fluting, or crimping, tucking and velvet brocading, picot edging and button hole working.

This company makes a specialty of out of town business and will send free on application a handsome booklet.

SOCIETY BRAND CLOTHES.

Under the title of Society Brand Clothes, Limited, a company has been formed to manufacture and sell in Canada the Society Brand men's clothing manufactured in the United States by Alfred Decker & Cohn, and up to the present made by Samuel Hart & Co., of Montreal, under the supervision of Alfred Decker & Cohn. Mr. Alfred Decker and Mr. A. G. Peine, members of the American firm of Alfred Decker & Cohn, will become members of the new company, which will occupy premises in the Sommer Building, Montreal.

RESIGNED HIS POSITION.

J. R. Palmenberg's Sons announce that D. R. Mowerson has resigned his position with them.

PRIZES FOR POPULAR BIRTHDAYS.

A unique method to get the names of live shoe dealers throughout the country is being adopted by the Canadian Consolidated Rubber Company. It is a prize contest which is open to the proprietors of all the retail shoe stores in Canada or dealers who retail shoes in connection with other goods not necessarily customers of the Canadian Consolidated Rubber Company—and the prizes will be awarded to those whose birthday proves to be the most popular. All that the dealer has to do is to send in his name on a card with the date of the anniversary of his natal day. To those whose birthday is the most popular will be presented 15 waterproof raincoats; to those whose birthday is next popular will be presented a hot water bottle, while to those who come under the head of the least popular will be given a tobacco pouch.

MR. CLIFFE IN CANADA.

Mr. A. W. Cliffe, representing Messrs. Hitchcock, Williams & Co., of St. Paul's Churchyard, London, Eng., sailed on the 25th of last month with a wide range of latest samples for the Spring, 1915, season. Mr. Cliffe will be found at his usual address.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Guelph Carpet Mills, Guelph, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duch and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto.
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto.
International Tailoring Co., 62 John St., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.
Waldes & Co., Prague, Austria.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.
Royal Display Fixture Co., 812 Broadway, New York, N.Y.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Rose Mfg. Co., 18 W. 20th St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.
Livingston & Scott, Toronto, Ont.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Flannelettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto.
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock & Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hat Bands (Fancy).
Travers, Ltd., Ottawa, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre, Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

Hats, Straw.
Crown Hat Co., Galt.

Hooks and Eyes.
De Losg Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Individual Names on Tape.
Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.
Bailey & Bailey, 27 E. 22nd St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York. N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal,
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal.
McIntyre, Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Longcloths.
Horrockses, Crewdson & Co., Manchester, Eng.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto.
Sterling Lace & Novelty Co., Toronto,
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Canada Veiling Co., 84 Wellington W., Toronto.

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Leather Novelties.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Men's Furnishings.
Burnet & Temple, Ltd., London, Eng.
John M. Garland, Son & Co., Ottawa, Ont.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
John Heathcott & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sons Co., Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Motor Vehicles.
MotoKart Co., 1790 Broadway, New York.

Moquettes.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto,
The Moulton Mfg. Co., Ltd., Montreal.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.
Jos. Leone, Jr., 314 Notre Dame St. W., Montreal.
J. Leone, 9 E. 20th St., New York.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Paper Balers.
Climax Good Roads Mach. Co., Hamilton, Ont.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W, Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Veit & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal, Que.

Spool Silks (For Manufacturers' Use).
Belding Paul Corticelli, Montreal, Que.
Walter Williams & Co., Montreal, Que.

Sanitary Belts.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

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C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
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F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

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John Heathcoat & Co., London, Eng.

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The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, OCTOBER 7, 1914 No. 19

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DRY GOODS REVIEW

VOL. XXVI No. 20

PUBLISHED SEMI-MONTHLY



October 21st, 1914

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Dry Goods Review

VOL. XXVI. OCTOBER 21, 1914 No. 20

Encouraging Trade Reports from Retailers

Series of Replies From Dry Goods Merchants All Over Canada Are Nearly All In Cheerful Strain—One Had Increase of $1350 For September—Prince Edward Island Very Good.

From responses to inquiries made by The Review.

SUMMERSIDE, P. E. I.—Replying to your letter of the 5th, would say that we find business in this community particularly good.

We have had very bountiful crops and indications are that prices will rule high. As a consequence farmers are in good position and are buying freely. Our sales are up to the present very much in excess of any year's business and we anticipate an excellent fall trade.—**R. T. Holman, Limited.**

* * *

FUTURE PROSPECTS GOOD.

CRAIK, SASK.—Replying to your inquiry re general conditions at this place I beg to advise that our crop conditions were fairly good here. Business has been much on the same basis, but there seems to be a tendency to curtail buying as much as possible. Future prospects are good with general conditions again prevailing.—**Craik Mercantile Co.**

* * *

SALES AHEAD OF LAST YEAR.

RED DEER, ALTA. Replying to your inquiry of the 30th ult., as to how business is in this community, we are pleased to report that business is fairly good, and we are not seriously exercised about the future outlook.

Our opinion is that lack of confidence is a greater factor in disturbing business in farming communities than any other influence.

Speaking confidentially of our own business, our August sales showed an increase over August of last year, and our September sales were greater than August. And as we do an absolutely cash business, there is nothing misleading in these figures.

Crops in this district are good, and we believe every mixed farming district in Canada will be better off because of the war in so far as their immediate returns are affected, and the stock districts will not be injured in any way, but should participate in a portion of the money put into circulation on account of the war.—**W. E. Lord & Co.**

ANOTHER batch of letters is presented in this issue from retail merchants from all over Canada, the Maritime Provinces in the East, to the prairie wheat producers in the West. They are not all bubbling with joy over present business conditions, but the most contain a good paying vein of optimism, and the few for whom adverse crop conditions—which struck the West unevenly—or unfavorable influences of the war, make the going a little rough at present are almost uniformly encouraged about near future prospects. Taken altogether they are quite worth while as furnishing encouraging evidence that the great blow to commerce has spent its force; that, in fact, its destructive results were far overestimated.

The Review is happy to present a record like these and those of last issue; and proud of the dry goods men of Canada who are mastering with skill and courage the problems of the new situation.

* * *

WAR MADE NO DIFFERENCE.

SOURIS, MAN.—Business in this district I think is very fair considering the weather. We have had so much warm dry weather this Fall that heavy goods have not begun to move yet. The crop conditions are very fair. The wheat crop will average from 13 to 15 bushels, and the grade is one and two northern. Very few farmers have sold yet. I suppose they are waiting for higher prices. Just as soon as the cold weather sets in I look for a big improvement in business. I don't think that the war has made any difference with the local business conditions. I am doing a strictly cash business, so am not in a position to say how collections are.—**D. A. MacKenzie & Co.**

* * *

WONDERFUL PERIOD OF PROSPERITY.

AMHERST, N.S.—In reference to conditions in Amherst, would say that this is strictly an industrial town and therefore has been most severely hit, but not more so than other towns of its class. While business has been very much depressed through lack of employment and the war scare, there was never a brighter outlook.

We most confidently believe that not only Amherst, but the Maritime Provinces as well as other parts of Canada will share in the most wonderful period of prosperity in the next year or two. Already there are very active measures being taken up and the wise policy being pursued gives good ground for sound and genuine optimism. This is short but trust speaks as

(Continued on page 5.)

Patriotic Sale was Event of War Fund Campaign

Women of Trenton Sold Goods and Served Refreshments in Sutcliffe's Store—Scouts and Cadets Mounted Guard and Paraded Streets With Hand Bills — Most Successful Event of Kind in Company's History.

By a Staff Correspondent.

TRENTON, Oct. 17.—(Special).—It is a question whether the Patriotic Fund campaign will be remembered by the Patriotic Fund sale which was held by J. Sutcliffe & Sons, or whether the sale will be remembered by the fund. Organized as a mere incident in connection with the campaign, the Sutcliffe sale aroused public interest to such a point as to almost overshadow the main event. Certainly the sale was the big factor in connection with the campaign so far as the public were concerned.

At this time there are Patriotic Fund campaigns being conducted in all parts of the country; there have been also a number of sales in connection therewith by which merchants have endeavored to play their part in the public effort. In proportion to the size of the town it might be questioned if there has been one of these sales which has been a more complete success than that held by the Trenton store, or one which was more completely and simply organized. The story of the event is very interesting.

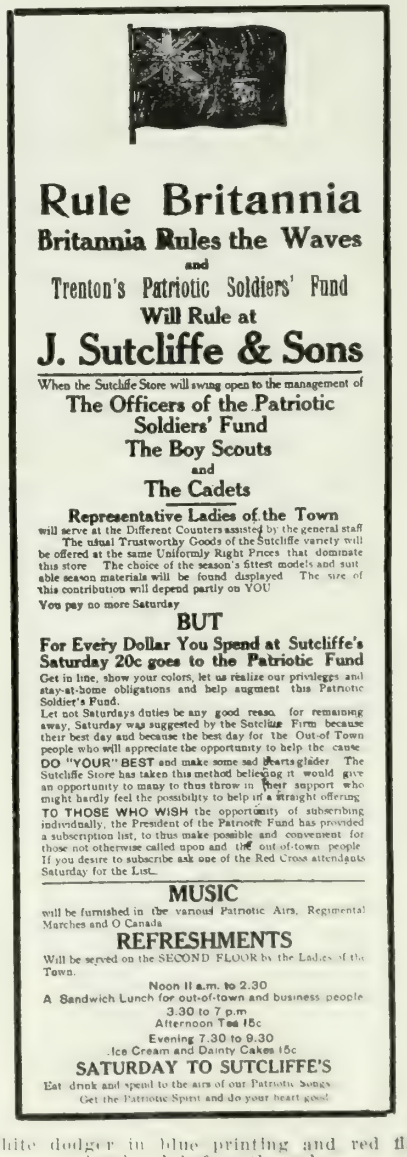
Best Advertising Ever Done.

But just for emphasis let us here quote A. J. Sutcliffe, the manager and organizer of the Sutcliffe enterprise, in Trenton. He states that never in the experience of the company—and the concern has a long history in Ontario retail business—has there been one other event to compare with this Patriotic sale in its entire success and in the advertising which it brought to the store. It was in this advertising that came the great benefit. From eight o'clock in the morning until the closing hour of ten o'clock at night the store was continuously packed with a huge crowd. At times it was practically impossible to move through the aisles. In the men's store it was found necessary to keep open until midnight. There were men in the store, and women, too, who had never been there before, and they came in a spirit which indicated that they appreciated the event and would be likely to be found there again.

Peculiar Source of Inspiration.

When the Patriotic campaign was launched in Trenton, Mr. Sutcliffe set himself out to do something to help in a different way—he is a great believer in the policy of doing things a little bit differently, so long as they are well done. He felt that there was some other way of doing a good work besides giving a big cash subscription; if it was possible to bring an indirect benefit to the business, so much the better.

Eventually the illuminating idea came from a chance source. Mr. Sutcliffe was returning from church one Sunday evening when he overheard a remark which set him thinking. (Note one of the many benefits of attending church.) He thought to such good effect that he set the wheels of his organization going the next day, and by the following Saturday had organized in every detail a novel and enterprising merchandising event which had been brought to the attention of the people by extensive advertising.



White dodger in blue printing and red flag circulated before the sale.

Prominent Ladies Co-operate.

Mr. Sutcliffe first took the matter up with the trustees of the Patriotic Fund, and then sought the assistance of the ladies' committee. His proposition was this: To hold a special sale in aid of the Patriotic Fund and to give to the fund 20 per cent. of the receipts—the fund to get the full benefit of the store organization and take the profits. To deal with the crowds expected and to give the public-spirited tone he asked the co-operation of the ladies interested in the campaign.

The details arranged in a general way, then came the work of organizing for the event. Merchants will appreciate that to make arrangements for a sale of this kind in a week is a pretty heavy duty for one man, but when Saturday, the 19th September, came everything was ready.

Scouts and Cadets on Guard.

When the hour of opening came the Sutcliffe establishment had the appearance of undergoing a siege. On guard at the four entrances stood members of the local cadet corps. On the edge of the sidewalk was the outer guard of boy scouts, who stood ready to open carriage and auto doors, or do any other service. Patrols of scouts marched through the town to the stations and to the market, where visitors to the city were handed dodgers calling attention to the special sale. The scouts were relieved every two hours, and after going off duty, marched around the block. The arrangements were carried out to the letter, and the organization of youthful troops was perfect. They were an important and readily available factor in the success of the day.

Special Booths.

Inside and outside the store was specially decorated with flags and bunting. The members of the ladies' committee, forty in number, were everywhere busy. The regular staff of clerks of the store were on duty and worked to the general end; but there were special tables of lines which are usually good sellers and which represented good fair value. These tables were in charge of the ladies.

Cadet Corps as Guard of Honor in Front of Store



This picture is a scene at the Sutcliffe store on Patriotic Sale day. The Boy Scouts opened doors of carriages and autos, distributed bills at the market and trains, and otherwise did "outside" duty. The Cadet Corps are "on guard" at the entrances.

and from them there were big sales. The selection of these goods was naturally made with the idea of good profits and clearing up certain lines, but the prices were in every case as usual.

Then there were booths where the goods of the different nations forming the allied force were sold, and these were a strong feature.

Refreshments Were Served.

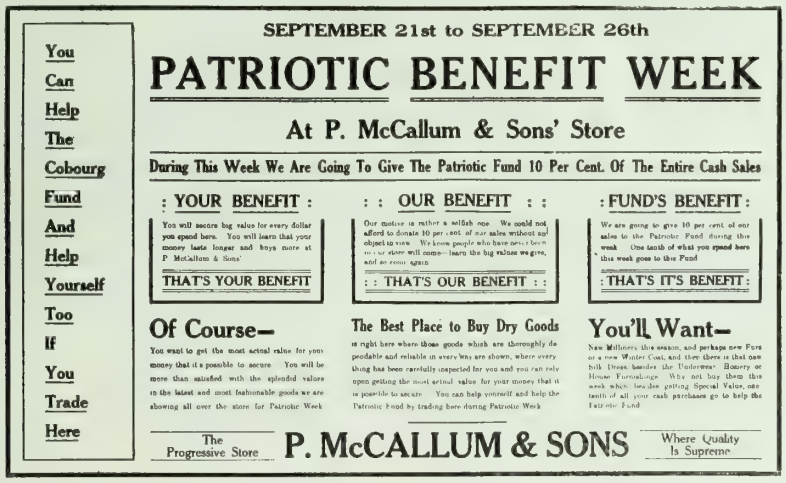
In a parlor upstairs special refreshments were served throughout the day. Mr. Sutcliffe endeavored to have the ladies take charge of this department, and run it themselves, but they preferred to be satisfied with the 20 per cent., and the manager had the additional work of looking after cake, sandwiches, ice cream, tea, etc.

The refreshment department paid its own way and a little better. The expenses were met, eighteen cadets and twenty-five scouts were fed three times, 20 per cent. was given to the fund, and there was still a small balance.

As the result of the day there was a very handsome sum for the fund, everybody was well satisfied, and the management was satisfied that the store had gained a very solid place in the regard of the people of the town and the community in general.

PATRIOTIC SALE AT COBOURG.

On the entire cash sales of the week, commencing Sept. 21st, the firm of P. McCallum & Sons, of Cobourg, Ont., gave ten per cent. to the Patriotic Fund being raised in that town in connection with the general movement for a war fund. The sale was materially helped by being well advertised. The advertisement shown covered half a page in the local papers. It is well arranged and well written, although the criticism might be offered that it fills a lot of space without getting down



to detail or prices, even though the event is based more upon sentiment as a buying factor than price. In addition to appearing in the paper, large numbers of posters were sent throughout the town and district.

The chief benefit of a sale of this kind to the store is pointed out to the public as the reason for holding it—that the concern could not afford to give this amount to the fund were it not for the publicity value of the event by getting the people to come and inducing them by good value and fair treatment to come back again.

5 CENTS ADMISSION FOR RED CROSS.

GOODWINS, Limited, Montreal, in making a special effort to raise funds in the interests of the Red Cross Society, arranged a booth in the store where two world-famous pictures by great French artists—Rosa Bonheur and De Mareau—were shown. An admission fee of 5c was charged.

Germany forbids export of Belgian flax and linens will advance again.

Silks still coming in from France and Switzerland—Japanese goods for Spring.

Developments in Spring Supplies

British embargo on wool may prove obstacle for woolen fabrics, knit goods, carpets, etc., in Canada.

Woolens for Fall, 1915, may be in short supply.

SOME interesting developments took place during the first two weeks of October that have in some cases curtailed expected sources of supply, or shifted these in other directions, or resulted in threatened scarcity and a consequent increase in prices.

The most important was, of course, the announcement of the embargo on wools during the October sales. This was referred to briefly in a "Before-going-to-Press" note in last issue of The Review, and will be discussed in some detail in regard to its effect on the manufacture in Canada of woollen fabrics, sweater coats, carpets and rugs, etc.

This embargo includes tops, yarns, nails, wastes, sheepskins, hides and rubber. Cables to several Canadian agents state fairly clearly that the export of merinos will be allowed to neutral countries where it is provided that they shall not reach "enemy countries." This will take care for the most part, of the greater amount of underwear and hosiery. The whole object, of course, is to protect the manufacturers in England of soldiers' supplies, khaki and other cloths, blankets, heavy hosiery, sweater coats, etc. There has been a tremendous boom in the manufacture of woolens in England, many of the Yorkshire mills working night and day on government contracts.

Will Colonies Be Cut off?

At this time of writing information had not reached Canada by mail of the embargo, so that nothing was available but the cabled messages. There was a general disposition however, among the manufacturers to believe that the embargo would not include the colonies. It was pointed out, as The Review did in a hasty note in last issue, that the colonies were being called on to supply large quantities of army clothing, and it would be strange if these orders were rendered nugatory by the cutting off of the essential raw materials. In Canada, for instance, there are uniforms and other supplies for 50,000 troops, including blankets, as well as over 100,000 sweaters for the British War Office.

The situation appeals to the United States from another standpoint so far as "the colonies" are concerned. There the point is not whether Canada will be allowed to secure a supply of wool by import, but whether Australia and New Zealand, as colonies, will be able to export their wools to the United States for example, either through London or direct, for a large percentage of the U.S. supplies come from Australia as well as South America.

The prices at the October wool sales showed sharp advances in crossbreds and merinos, which were expected to drop, some time before, went up in sympathy.

IN TROUBLE OVER FALL, 1915.

FOLLOWING out the line of the manufacture of woolens there is another development, the effect of which will not be felt until the Fall of 1915. A manufacturer's agent received word the middle of October from several Yorkshire mills that army orders for heavy weight goods would keep them going at full capacity for the next eight months. These included mills turning out certain lines of overcoatings and coatings, and shoddy generally. One mill reported that it could not take any orders from outside as the stipulation was that government orders took precedence over all others—a virtual prohibition under the circumstances to do any other work. It is expected that this condition will soon be in force with the mills in Dewsbury, Colne and others in this wool manufacturing centre of the world.

All Right for Next Spring.

This condition will not affect next Spring's supplies, however, as the wholesalers' orders for these were given last May, and most of the stock is already turned out, even if the government turned soon to these mills for rush orders in lighter weight stuff.

GERMANY FORBIDS EXPORT.

SOME time ago The Review outlined the linen situation in the Irish field, and announced the scarcity of a sup-

British Manufacturers' Side of the Exchange Question

THE following letter sent to Canada by one of the leading manufacturers in Great Britain explains concisely the position taken by a number of creditors who have been urging prompt payment of accounts by Canadian customers. There are those who have accepted payment under a trust fund arrangement; others who ask a slight advance on the old par; others still who hold that Canadian importers should pay the current rate and "pass on" the extra to the public, as the logical paymasters. Complaints have been received that some Canadian merchants are forwarding their cheques on Canadian banks to England as payment at the old par, a course that means a considerable delay if these checks are not accepted, and a big discount for the creditor if they are.

"Our goods are sold to customers in Canada," the letter runs, "at Sterling and they have to meet them at Sterling. If the rate of exchange goes against them it is no business of ours, and their obvious line of action is to increase their margin of profit to the customer themselves, when they sell the goods. The difference now is somewhere about 2 per cent, and I can see no reason why money should be withheld.

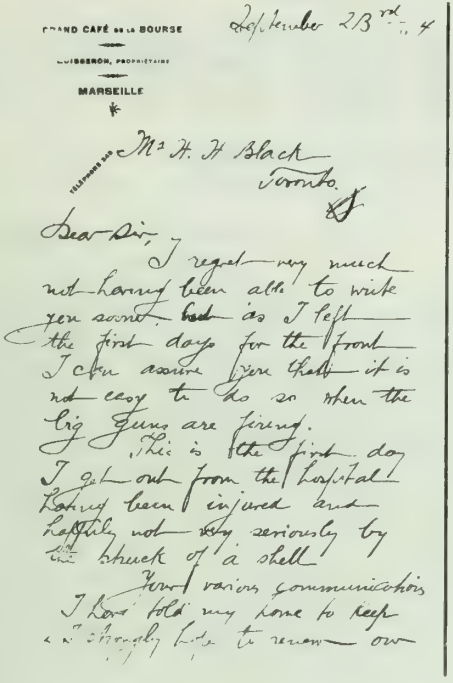
"The —— trade cannot go on unless bills are met, and we cannot go on making goods unless we get the money.

"It would be a one-sided arrangement if our Canadian customers were to pay in dollars and cents and the money to lie at interest at 3 per cent. in a Canadian bank, we having to pay 7½ per cent. in order to finance the business at home.

"This is a very serious matter and it would be quite impossible for the —— trade to be kept going if people in Canada, in case the rate of exchange goes against them, hold up money indefinitely.

"When the rate of exchange fluctuates in the States and in the South American republics, the dealers cover themselves by their margin of profit when the rate goes against them."

The Review's Paris Correspondent Writes from Marseilles Hospital



GRAND CAFÉ DE LA BOURSE

MARSEILLE

September 23rd 14

Mr H. H Black
Toronto.

Dear Sir,

I regret very much not having been able to write you sooner but as I left the first days for the front I can assure you that it is not easy to do so when the big guns are firing.

This is the first day I get out from the hospital having been injured and hopefully not very seriously by the shock of a shell

Your various communications I have held my hand to keep [illegible] strongly like to renew our relation when this horrible war is over

You certainly hear by the papers everything about it but you cannot imagine how hard it is. Those who will have the happiness to escape will never forget during their life these terrible days.

I am still here for a few days but in case of communications Kindly address the same as before

I remain

Yours very truly

H Gagnereau

Mr H Gagnereau
28 Avenue Marceau
Paris France

WOUNDED IN THE WAR.

This interesting letter has been received from Mr. H. Gagnereau, whose letters from Paris on dress fabrics and ready-to-wear fashions and illustrations promised to become one of the most valuable features of this paper. This work was suddenly interrupted: our correspondent vanished with the outbreak of war, but has been discovered—in a French hospital in the south of France! He had enlisted and was wounded by a shell. Mr. Gagnereau expects shortly to resume again his work for The Review. Not only is this cheering information for our readers on this one point, but it indicates much more favorable prospects for supplies coming from the great fashion land of the world. The letter, as reproduced, is easily decipherable.

ply of flax and flax yarns with a resultant increase in prices of first 10 and then up to 15 per cent.

A later development is contained in a letter just received from one of the largest linen mills in the world, near Belfast. This, stated that Germany had forbidden the export of either flax or yarns, the great source of supply for Irish linen mills, with Russia, of course, cut off as well.

Prices "Very Much Higher."

The letter, sent to an agent in Canada, read: "Please do not send any orders at old prices as we will not accept them. Have just heard that Germany has forbidden Belgium to export either flax or yarn. This, of course, is a very serious matter for the linen trade in this country. **It will have the effect of making prices very much higher than they are at present.** Might add that the linen trade here is very much dependent on Belgium for supplies. Several shipments that have arrived lately have been picked up at once."

The letter added that the director of a large mill had been granted a commission in Lord Kitchener's army, and had taken 50 of the office and factory employees with him.

Paying Higher Price Cheerfully.

An agent for some linen mills stated to The Review that he was not taking orders for linens for Spring but was not at

(Continued on page 6.)

ENCOURAGING TRADE REPORTS.

(Continued from page 1.)

much as many pages of detailed generalities.—**Martin's, Limited.**

* * *

A FAIR BUSINESS.

INNISFAIL, ALBERTA.- Replying to yours of Sept. 30 re business would say that we expect a fair business this Fall. At present it is rather quiet, but the farmers have not turned off their fat cattle as yet, but will be doing so about the end of this month. As for grain shipments from this particular point there practically are none, as it is all used for feeding purposes. The hay crop is very good, but as yet no market has opened up. This is a dairying district and farmers are not depending on grain shipments. **J. Fumerton & Co.**

* * *

BIG CROP NEXT YEAR.

CARBERRY, MAN.—Messrs. W. G. Murphy & Co., note that business is quiet and a fear of hard times existing as a result of the war. They add: - "Business should be much better next year, as all the farmers in this district are ploughing every foot of ground they can in order to get in a large crop, as they anticipate higher prices on account of the war."

* * *

SEPTEMBER $1,350 AHEAD.

MOUNT FOREST, ONT. — Received your letter of September 25th and have delayed answering it, as we wanted to know the exact showing of our business at the end of the month. We find that we have had an increase in our September business of $1,350, and about the same amount in August. We find that the crops are good and farmers are doing well and that there is no reason why there should not be a good business done in our locality.—**R. Scott & Co.**

* * *

SYDNEY, N.S.—Messrs. McCurdy & Co., report business as influenced greatly by a slackness in the large steel and other industries on which people have to depend, and they hope the war will soon be over.

* * *

CALGARY, ALBERTA.—Messrs. Binnings, Limited, report business as slow at present, people being "tied up in stocks and real estate."

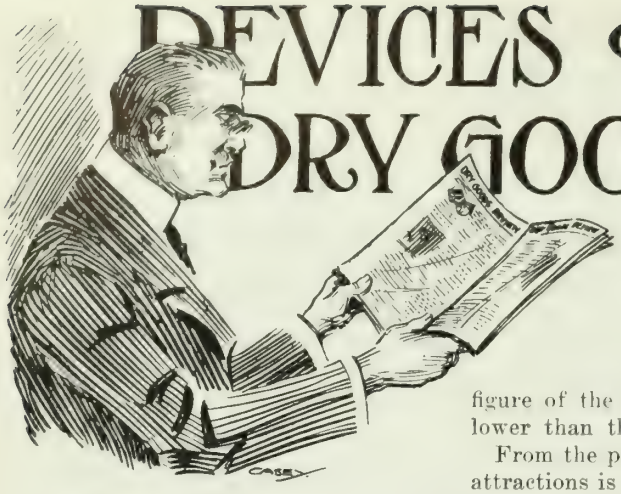
* * *

CHARLOTTETOWN, P. E. I.—Replying to your enquiry of Oct. 5th, may say, we find the business in our community quite favorable. The farmers' crops are above the average and prices for produce are good and we look for no decrease in business this year. — **Prowse Bros., Limited.**

* * *

HANLEY, SASK.—Mr. J. H. Mc Kenzie reports a fair crop of wheat but light one of oats. The effect of the old real estate boom is still influencing business adversely.

DEVICES of OTHER DRY GOODS MERCHANTS



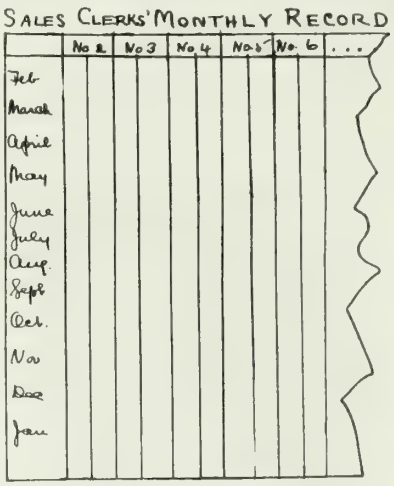
AUTOMATIC PRICE REDUCTIONS.

A NOVEL sale, in which the public was given the benefit of automatic price reductions in a manner which was well designed to stimulate public interest, was organized by Goodwin's, Limited, Montreal.

The idea was founded on the unsatisfactory feature of many sales that after the first day the best lines are picked over, and there is little demand for those remaining. To meet this condition, reductions were made from day to day until the goods were cleaned up. This method encourages the real bargain hunters to test their ability and judgment. Delaying the purchase means lower prices, but at the same time there is the chance that the particular goods wanted may be picked up by someone else at the higher figure.

For instance, a line of ladies' shoes was offered at $1.98, and those left until the second day were sold at $1.79, while this figure was in turn reduced to $1.49, and a day later the balance was run at 75c. It was announced, too, that the figure of the first day was considerably lower than the usual price.

From the public standpoint one of the attractions is the element of chance. On the one hand, there is the encouragement to delay purchasing offered by the fact that there will be lower prices the following day, but at the same time the would-be purchaser must take the chance of someone else coming along and putting a higher value upon the goods.



Form posted up in the Waldron store, Kingston, so that each clerk knows where he stands in relation to the rest for the whole year. A monthly record is posted in addition.

DEVELOPMENTS IN SPRING SUPPLIES.

(Continued from page 4.)

all sure whether they would be filled or not.

"No one," he added, "is objecting to the present advance. All, in fact, are looking for it, and paying it without grumbling. They realize they have to pay it, and they will have to pay more before long."

* * *

Rushing to Repeat on Linens.

Another report that has come over states that "Every one is pressing for repeat orders and in some cases at any price we like to name. We are forced to arrange for a relative distribution of our production. Where our customers actually require goods we arrange to push delivery forward."

SILKS FROM JAPAN.

SUPPLIES of silk are in better shape than expected as stocks are still coming in from Lyons, by way of Marseilles, and from Switzerland by way of Rotterdam. The anxiety is not about present stocks but about Spring supplies. There is a growing feeling that Japanese goods will fill into a certain extent as they are no longer dependent on Lyons for dyes, making these now at home.

A Play Store With "Play Money" for the Children

A CLEVER plan, which might be worked any time in a dry goods store, particularly around the holiday season, was pulled off a short time ago by Kaussman Bros., of Pittsburg, Pa. A "play store" was established in the new auditorium on the 11th floor, and the idea was that no real money was presented by the children, but they received "play money," a package of this being given with every 25c purchase being made in a regular department of the store. The merchandise in the play store, was for the most part inexpensive, and a great deal of it consisted of samples, which were contributed by manufacturers. Many of these were taken by the children, who gave up their play money for them. In addition, of course, there was a number of articles from the regular stock of the store. A feature of the plan was that the department was run by children themselves. Children were in charge of the elevators. There were children floor walkers, children wrappers, and children clerks. In an advertisement announcing the plan the store stated that "boys and girls up to 14 years are the customers, boy and girl clerks are behind the counters. The package of play money with which the children make their purchase is given to parents making purchases of 25c or over in any department of the big store." It was found that all day children crowded the store, and in order to secure the play money induced their parents to make large additional purchases in all the departments of the store.

The Best Defensive is an Ardent Attack

IN chess, in play, in war, and in business the best defensive is an ardent attack.

Leadership and success are not mere matters of position and resources. They are matters of spirit.

The spirit of leadership and success shows itself in aggressive action.

In Canada eventual leadership and success in manufacturing, wholesale and retail enterprise will belong to those who push forward now and always. Those who seek merely to conserve their position become stationary and expose themselves to the danger of ultimate destruction.

These are the lessons and facts of history.

The occupation of new fields of trade and the winning of new customers are achieved at the least cost of money and time by the adoption of a strong, constantly-maintained and prudent policy of advertising in the public press.

Maintenance of attack wears down resistance

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, OCTOBER 21, 1914 No. 20

The One Word "Canada"

THE great event of the month to all citizens of Canada was the landing of over 30,000 Canadian troops after a voyage of 16 days in Plymouth Harbor, whence on another occasion of great peril to England the gallant, daring Drake sailed out "to singe the Spanish King's beard." We are told that something of a thrill passed over England at this visible token of the loyalty of the daughter overseas, and some pride as well as a deepened sense of obligation to the hard-pressed Motherland must have been stirred by the London Times' comment upon this force from a non-military country, that they were all in khaki and "splendidly equipped," and that on the shoulder strap of each was "the one word Canada."

The enlisting of men for the battle front has not yet assumed such proportions in Canada as to make noticeable the vacant places in the ranks of employees and employers in our stores, as is the case in England where the proprietor, or a director has secured a commission and enrolled fifty and even one hundred of his employees. Generally there, as here, the firm has taken up the burden of providing for the dependent ones who are left behind, a practical work of loyalty. Along another line gain has been set aside where prices to retailer on the one side, and consumer on the other, have been held down, in the face of a temptation to take profits that would never have been eschewed under a different set of circumstances.

In mercantile, as in municipal and national life these days, there is the work at home that will bulwark up the work of the men who have crossed the seas: men who will fare forth to danger and to death, clad in khaki, and bearing on the shoulder strap, *the one word "Canada."*

Stores and "Patriotic" Sales

MERCHANTS may find a useful hint for conducting a Patriotic Sale in the account of one carried out in Trenton recently. The Suteliffe firm are well-known for some enterprising departures in their various branch stores, but the co-operation of the Cadets and Boy Scouts they consider as a main accessory to one of the most successful sales they have ever planned. This idea of a Patriotic Sale takes various forms, and in the next few weeks might well be carried on in many towns and cities. In most cases it lasts one day only, usually Saturday; in some, two, and in a few, the whole week. The hearty backing of the Red Cross or other organization easily could be secured, and quite frequently well-known ladies would give their services as clerks, floor managers, heads of departments, etc., or, if this would interfere too much with the real selling of goods, special booths might be erected over which they would preside as in the case of bazaars. Generally ten per cent. of the gross receipts have been handed over to the Fund, though sometimes more, and not only does the store assist in a worthy object, but it earns the good-will of the better part of the community.

"Hands Across" in Faith

AFTER two temporary extensions the British Government has announced that the moratorium will be brought to an end on Nov. 4, just three months after the declaration of war. Indeed on October 4 the moratorium ended in so far as it applied to bills of exchange (other than cheques or bills on demand), debts due to or by retail traders in respect of their business as such, and rent. Any flutter of anxiety that the suspension aroused has been proved to be mainly groundless and there is little apprehension in regard to the complete cutting off of the moratorium. This is a remarkable tribute to the business stability of Great Britain, this rapid recovery of national credit. In so far as this measure afforded a protection to solvent merchants and others who temporarily were cut off from realizing on their legitimate assets to meet liabilities it was necessary and beneficial. In some cases, no doubt, it was taken advantage of unfairly to escape obligations, but in the main reputation for honest dealings was too valuable a possession to risk jeopardizing even under the shelter of a special law. In some cases discounts were demanded as a favor for not calling into effect the privileges of the new legislation, and attempts were made to prolong the legal armistice indefinitely. But it is to the credit of the British drapers and retail merchants generally,—to the credit not alone of their inclinations, but their reasonably sound financial position—that no movement has emanated from them for a prolongation of the moratorium.

At the best it was a temporary protective measure, and the sooner lifted the better for the freedom of trade. It was inevitable that it should have a clogging effect; former transactions could not be consummated; new business was retarded. It provided a breathing space in the commercial struggle when a

few of the combatants found themselves winded, but the most felt fresh and strong enough to continue indefinitely the struggle, even under the newly-imposed handicaps.

The two or three months' stay of proceedings has not, of course, removed the dangers of the present situation, with the surety of insolvency for many if the law comes in to take its course. But it is pointed out that there is the Emergency Powers Act which allows the debtor a fair amount of protection from an unduly pressing creditor. Nor will it be found that there are many who are disposed to take advantage of an embarrassed debtor.

In Canada the solvent retailer will find himself protected in most provinces. In two of these the Governments have seen fit to rush measures through bringing into effect a moratorium. The Province of Ontario, on the other hand, has opened the way for relief by application to a judge. This seems the wiser cause. The Review has taken the stand from the first that a general moratorium for Canada has been unnecessary, and as the weeks go by it is becoming more and more unnecessary. Trade wants no restrictions now; the greater its buoyancy the better the general condition of affairs. A moratorium would at once restrict the dealings between the supply houses and the retailer. The whole tendency would be for the former to withhold goods from any except the most approved customers, for they could not afford the risk of payments being deferred beyond the usual discount periods.

And why continue to consider conditions as so abnormal anyway? Read the letters in this as in the last issue of The Review, and they present little evidence in favor of a moratorium, little evidence to exercise pessimism, except in a few extreme cases where the local industrial mainstays of the merchant are still silent. To these cheering proofs The Review would append an editorial comment from The Draper's Record, of London, England, and set the one side by side with the other, not in contrast, but as mutual clinching arguments that "the best is yet to be." "Now we may hope to return," says The Record, "to something like ordinary conditions. More particularly is this so having regard to the much more hopeful reports that are coming to hand concerning the state of trade in the country. We are settling down, and the protected ocean highways are enabling our export trade to go on. This, coupled with the continuance of good news from the seat of war, is steadily forcing home the conviction that business as usual may be more than a counsel of perfection. Unfamiliar regulations have made the public hesitate to incur any avoidable liability, and to restrict their purchases as far as possible. Now we may look for an improvement in this particular. It is not only that the moratorium is going; it is that the financial position is such as to justify its disappearance. That is what must not be forgotten when the effect of the step is being estimated."

"Hands Across the Sea!" in a pledge of optimism, courage, good cheer and a strong, enduring faith.

Editorial Notes

A CANADIAN carpet manufacturer has installed German and Austrian machinery. This is a wide-awake and encouraging step.

* * *

MERCHANTS ARE coming to realize that for a good many months to come, useful and medium-priced goods will draw the bulk of their sales.

OPPORTUNITY

By Walter Malone

They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake and rise to fight and win.
Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped,
To vanished joys be blind and deaf and dumb;
My judgments seal the dead past with its dead,
But never bind a moment yet to come.
Though deep in mire, wring not your hands and weep,
I lend my arm to all who say "I can";
No shamefaced outcast ever sank so deep
But he might rise and be again a man.

British Creditors

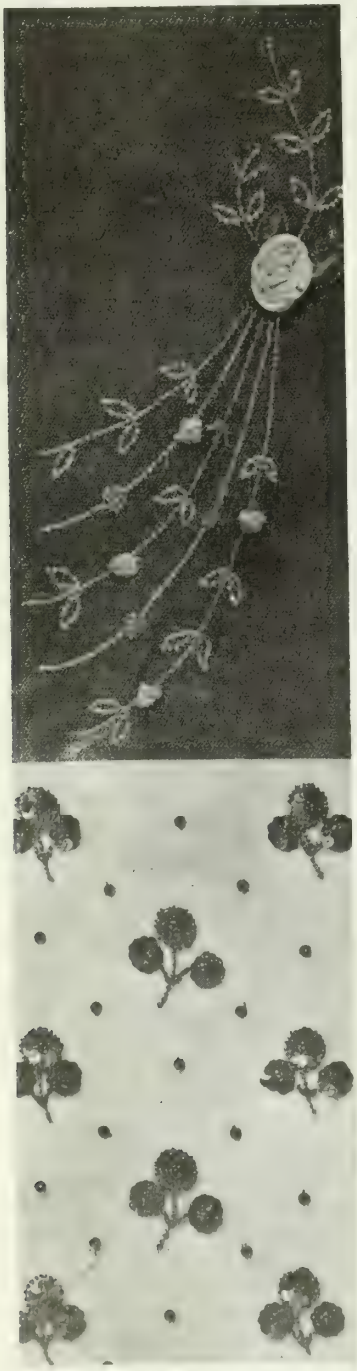
IN this issue The Review presents a letter embodying the point of view of a British creditor towards Canadian clients. The manufacturer takes the stand that as orders are given by Canadians at London par, they should be settled for at Sterling exchange, and that any extra expense should be passed on by the retailer to the public as the only legitimate means of settlement for the higher cost. To this the obvious reply has been made that the public will not consent, in all cases, to pay more for the goods: that prices, particularly on staples, cannot be advanced with impunity at this time; that where the rate of exchange has been excessive or if it should become so again, the retailer would be facing a serious loss for which he thinks the innocent responsibility should be divided up.

But, leaving aside the particular exchange rate at which the customer should feel called upon to settle as a moot question, there remains a very real cause for complaint on behalf of British creditors. It is a fact that some merchants have sent cheques on Canadian banks over to England, with the full knowledge that these would be subjected to heavy discount if accepted at all, or entail a serious delay in settlement if refused. Also it is just as true that many merchants have refused to settle accounts at any more than the old par of exchange, throwing the whole loss on British creditors, and it is just as certain that firms across the sea should not be compelled to pay 7½ per cent. on money borrowed to keep their wheels turning, while their Canadian customers pay into Canadian banks funds that will earn only 3 per cent. in the interval before exchange again falls to normal. The Review would urge on all who are refusing or neglecting to modify old-time methods of payment that there should be a give-and-take, not only because Canada's commercial reputation rests upon their handling of the present situation, but that any attempt at a repudiation of a just claim must react upon the whole position of Great Britain in the grim, bull-dog struggle upon the Continent, and that Canadian merchants in meeting these obligations half-way are performing almost as vital a part in furnishing the sinews of war as the men who are thronging to the Army of a Million for which Lord Kitchener has sent forth his call.

DRESS ACCESSORIES

Laces Coming in Freely from Lyons and Chantilly

Cup Spangled Laces and Jetted Laces the High Novelty—Laces Are of the Lightest and Sheerest Construction—Valenciennes Coming Into Greater Use.



TRIMMINGS FOR EVENING GOWNS

Flounce of French silk net in ivory white with festoons of crystal and iridescent beads and silk floral garniture. Allover patterned with small jet sequins. Jet is enjoying great vogue this season. Shown by Thompson Lace & Veiling Co.

NOW that shipments from some of the Continental lace producing centres are being resumed the novelty laces ordered before the war broke out are coming to hand. These laces are largely intended for combining with net, satin, velvet and other silken fabrics in the making of dancing and evening gowns and gowns for dressy occasions. The latest novelty comes in spangled laces. These laces are of the lightest, sheerest nets, and the pattern is in delicate effect forming as it were a tracery on the net. And this tracery is spangled over with nacre, cup-shaped spangles. These laces are sure to take as they are wonderfully effective, for as the light catches the spangles with each movement of the wearer the effect is dazzling.

With a big black and white season in progress it was inevitable that jet should increase its lead. Black jetted laces come both cup spangled, and with the pattern outlined with small beads. Very beautiful are the *lame* laces with the pattern either wholly formed of, or outlined with, darned-in round threads of metal in very bright gold or silver. These laces are closely akin to the margot laces in which the pattern is formed of a fine cord which is darned into the net to form the pattern.

Buyers are largely interested in Chantillys, both in black and white though black lead in the selling. These laces now come in the true Chantilly patterns instead of in the shadow effects that have been selling.

Shadow laces are selling to the popular priced trade and because of the limited supply in the better grades the position of these laces has improved during the past two weeks. There is a very large outlet for net tops and they continue to be the lace of the season.

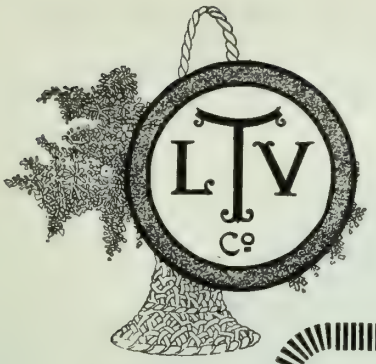
Valenciennes and Clunys are taking their place as the leading counter and trimming laces. The Valenciennes laces selling at present are largely popular priced, but indications point to the more extended use of the higher grade vals in the near future.

Neckwear Outlook Promising

Repeat Orders Good For Ladies' Neckwear — Stiff Collars and Military Effects Are the Latest —Compromises Between the Closed Stock and The V Effect Promise To Be Attractive and Numerous.

THE outlook continues to improve in ladies' neckwear, and while orders are not of great size, repeats are frequent. Not only are the working staffs fully employed but more hands have been taken on recently in many factories.

As the season of the year when neckwear always enjoys the largest sale is commencing, naturally the manufacturers feel that while no record is going to be made a season fully up to the average is before them. This is the way things seem to be working out—the woman who is getting along with a less extensive wardrobe and who is making a last season's dress or suit do duty, is bringing it up to date by wearing with it a dressy piece of neckwear. This neckwear is again making good its





GOOD —NEWS

Not only from the Front,
but at Home——

We have an excellent assortment
of "Quick Sellers"——
For Present Needs—

Smart Veilings—

Laces, newest patterns

Collars—

Organdie Edges—

Net Tops—

Frogs, etc.

Business as Usual

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

Ferguson introduces "Round Robin" Brand in original and exclusive designs



Twenty more styles from which to select, including several styles of the popular 4", 5", 6" and 7" wide cuffs.

BELVIDERA	A positive hit	$2.00	
ROSALIND		2.00	
CAMILLA		4.00	
BRENDA		2.00	
THERESA	With lace insertion	4.00	
ROMOLA	With lace insertion	$4.00	
ISABELLA	Embroidery effects	2.00	
LOUISA	Embroidery effects	2.00	
JESSICA	Embroidery effects	2.00	
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MINERVA—A different cuff	Coat or waist set	2.00	
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AMELIA Embroidery and hemstitched		$4.00	
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PORTIA Embroidery and lace		2.00	
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FLORA—Embroidery and coup edge		4.00	

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New York Office, 381 Fourth Ave. TROY, N.Y.



NOVELTIES IN NECKWEAR.

Top Figure. Shows combination of the stock and jabot idea, with the much liked V neck. This neckpiece is developed in organdie and lace.
Left side. One of the many new stiff collar styles. This collar is of linen with scalloped and embroidered revers.
Right side. Collar with vestee and side full of organdie.
Bottom Figure. Collar of net and lace in Robespierre effect with pleated and cascaded lace jabot attached to the collar with a bow of ribbon.
(Sketched by The Review artist.)

claim to the place of most prominence, right in front of the entrance, in the majority of stores.

There are new style developments in the air, and in process of evolution, which promise to develop attractively, and which manufacturers feel are encouraging, as in a very literal sense novelty is the life of the neckwear business. Two types of neckwear are being featured at the present time—both the more tailored styles, and styles that are developed in soft nets and lacy effects. The feeling is strong for the tailored styles, and promises to continue so, but as the season advances, the demand will become more marked for the neckwear that shows softer lines, and is made of lighter materials.

The growing influence of military fashions in a great measure accounts for the introduction of the stiff collar and the tendency towards closed stocks. The neck it is predicted, if it dies at all, will die hard, as women favor it because of its becomingness and comfort.

Compromises between the two styles will be numerous and one of the new ideas is a collar that is almost a stock, save for the fact that the upper edge is scalloped and while straight at the back, rolls over from the side of the neck to the front. This collar does not quite meet in front, but it is continued around the neck by a band of black ribbon, bowed in a flat bow in front. Attached to the back of the collar is a softly folded vestee effect which crosses over in front leaving a portion of the neck showing under the bow. Similar collars have a divided jabot showing this V finish in front and many new ideas along this line may be expected. Other new ideas are along the lines of the Robespierre collars worn a few seasons ago with the high stock open in front and with a turn over collar depending from the stock. Pleated effects are very strong. Some collars are side-pleated all round, while others are pleated only at the back. Side frills are very freely used on the new vestees, and are attractive when combined with the high military stock. The materials used in the development of ladies' neckwear are organdie, pique, repp, net and filet, Cluny and Valenciennes and net-top lace.

THE GLOVE SITUATION.

THERE is no section of supplies harder hit by the war situation than that of gloves. Leather gloves come from France, Germany, England and other centres in Continental Europe. Fine kid gloves come from France. The glove buyers who ordered their goods to be delivered early are decidedly in the best position as they have already received a fair proportion of their orders and are not guessing as to where they are going to get the stock for the main part of the season, for it is just a chance as to whether the later shipments will ever reach this side of the Atlantic.

The outlook for the Spring season is far from being re-assuring, and the future, look at it as you will, is serious. Gloves will come from England and perhaps from France but with the heavy demand from the rest of America to satisfy it will be difficult to make the supply available go round.

The question of prices is a complicated one as prices on orders that were shipped before the breaking out of hostilities remain at the original figure, but on those to be delivered later the higher rates of transportation and insurance, etc., will have to be added to the import price.

Perrin Gloves

On the 4th October we received 22 cases of kid gloves from our Grenoble factories—ex S.S. Hesperian.

We have several further shipments on the way and are expecting advice of them, daily.

After these arrive, we think that there will not be any more goods coming for some time.

We would suggest that customers place orders NOW and cover their needs for the holiday season.

The increased cost of transportation for these shipments; the heavy freights—inland charges—war insurance—rate of exchange, etc., etc., make it necessary for us to advance prices.

Therefore, all prices of imported gloves are now higher than formerly.

The retail trade must be prepared to pay these higher prices, as it is impossible for us to meet them all.

Not only has the cost of carriage been enormously increased, but the cost of manufacture has also increased—and future supplies of raw materials (if procurable at all) will be higher than before.

Therefore it is probable that future shipments (if any come) will be still higher than we are quoting for the stock already here—and arriving shortly.

PERRIN FRÈRES & CIE.

Fisher Building

28 Victoria Square Montreal

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OUR PATRONS and the trade are respectfully informed that, in conformity with our expressed policy of not increasing prices until absolutely compelled, we have completed arrangements which enable us to quote REGULAR PRICES FOR ALL GOODS IN STOCK and FOR ALL ORDERS PLACED UNTIL FURTHER NOTICE, for all regular stock lines of DENT'S GLOVES, both for IMMEDIATE AND SPRING DELIVERY, with the exception of GERMAN AND AUSTRIAN-made goods, of which we are showing no samples.

BRITISH-MADE goods bought for DEC. 1ST delivery, may be postponed till Feb. 1st, with regular Spring dating if desired.

NO special importation charges will be made and **NO** alteration will take place in our terms.

DELIVERIES are being received of BRITISH and FOREIGN-made gloves, not with the customary regularity, neither with so much dislocation as was expected.

Dent, Allcroft & Co.
Montreal



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143 University Ave. -:- Toronto, Ont.

MILLINERY

What for Spring? Larger Hats, Flower Trimmed

Black and White Combinations May be Unpopular Owing to German Connections — Small Models for Early Trade Along Military Lines—Paris Very Much Alive.

WHAT for Spring? Now the Fall season is so far advanced, the question of the Spring looms uppermost, and doubtless many milliners are wondering as to the sources from which they will receive not only the Spring materials, but, what is almost of as much importance, the Spring fashion inspiration. Paris is still Paris, however, and the majority of the leading modistes are still open and doing business, and importations of Parisian models are arriving on this side of the water. The war has certainly left its mark, and while many manufacturers have had to close, and others have been forced out of business altogether, a number of the factories, among which are many of the leading ones, are still working. Therefore, French flowers and millinery novelties will be well represented on the Canadian market, and orders can be placed with the full assurance that deliveries will be made—that is, if they are placed in time.

It must be remembered that Austria and Germany produced a large proportion of the world's supply of artificial flowers, and that with some of the factories out of commission there will be a large call for the output of the factories still working. At the present time they are more than busy with orders for the English and American market. Artificial flowers are also made in Canada, and the manufacturers are seizing the opportunity for putting their product more prominently before the trade.

No particular trouble is anticipated in obtaining the straws, as they come chiefly from countries that are shipping goods at the present time, or which are neutral. Hemps come from Japan, and China, Italy, France and Great Britain all produce straws.

Ban on Black and White.

Paris will certainly put a ban on the popularity of black and white combinations, as black and white are the colors of the Prussian flag. And the black, white and red are the German flag. This color combination has had marked favor since the Grand Prix, but for Spring the red, white and blue of the tri-color and the British flag will take its place. Yellow and black are the Russian colors, and yellow, blue and red stands for Belgium. Black, if only for the reason that so many people will be in mourning, will be prominent.

Some light is shed upon advance ideas by the millinery that would have been worn at Deauville. Though many models were large, small Russian toques were among the number. The majority of these toques are so made that they present a wide appearance. Flowers and aigrette are combined, the aigrette being used in large tufts, and these are fastened at an angle on either side, and give the effect of width.



NEW FALL MODEL.
Model Elaine. Chapeau of black satin with garniture of aigrette and roses.

Many hats are triangular, and a beautiful set was shown, consisting of hat, muff and bag, with the hat on this order. The hat was of rose pink velvet, for the Parisienne has been wearing the velvet hat since Midsummer, trimmed with flowers made of black tulle, spangled with crystal beads. These flowers were in every size, and were fastened here and there all over the hat and brim. The crown was soft, but the three-cornered brim was stiff, and was fringed all round with a fringe of ostrich flues. This ostrich fringe edged the muff and bag, and a bunch of the tulle flowers nestled in the folds of the velvet drapery forming the muff.

Large Cape Lines.

But, after all, it is the large hat that is the novelty. Large cape lines of velvet are the latest, and the portrait sailors are taking on the brim lines of the Gainsborough. Not only are the hats flat, but they are trimmed flat also. These hats are trimmed with ostrich fringe, or they are with quills of stripped ostrich, numidi, pheasant.

Military Types.

Martial styles are figuring largely, and it rests with the genius of the French modiste to make these types suitable for Spring wear. Cossack and Moujik styles, the shako of the French and English cavalry, the high hat of the French and Belgian infantry, and the forage cap of Tommy Atkins, as well as the Scotch bonnet of the Highlanders, are types that are sure to be taken up and adapted for feminine wear by the Parisian designers. The Montenegrin soldiers' toque, helmet models, and sailors with military trimmings, were put out by the leading model houses for the present Fall with military trimmings in the form of coque, clipped ostrich pom-poms and other feather effects, and also with festoons and bindings of metal cords and galloons and gold and silver braid ornaments.

Mid-Season Models of Fur, or Fur Trimmed

Kolinsky, Seal, Fitch, Raccoon, Fox and Ermine and Monkey the Leading Millinery Furs—Much Metal Lace Used—Fur and Velvet Crowns Combined with Gold and Silver Lace Brims.

MILLINERY sets were introduced by Evelyn Varon, and the first were worn at the Prix de Drags. This set was of black satin trimmed with monkey fur. The hat was a turban, and the muff was a large square with the front side draped with stole-like ends edged with monkey fur. The neckpiece took the form of a high stock with long ends bordered on either side with the fur.

Another set created by Lewis had a small round muff of monkey. The neck scarf was of the fur and was short with square ends one passing through a slit in the other and drawing up close to the neck. The small hat had a high cuffed brim with monkey fur laid below and just one silver rose at the side.

Far more novel was a Lauvin set of muskrat with a qaint little Empire bonnet made of the fur and decorated with a pink beaded rose. The under brim was faced with shirred pink satin and there was pink satin strings. The muff was small and round and lined with pink with a rose to match fashioned to one side in front. The neck piece was in the form of a small tippet.

Many sets will be formed of plush and fur as well as fur fabrics combined with real fur. A novel material for this purpose comes in the fur fabric imitating sable.

A set of this material had a helmet-shaped hat with the crown in quarter sections like a jockey's cap. It was strapped with velvet in dark brown around the crown ending with wing-like pointed ornaments of some imitation sable material. The barrel muff was made of a series of shirred puffs ending in a frill that received the hands at each end. The neck-piece was a flat little tie clasped with a carved ivory ornament matching the one on the hat.

Some of the hats one sees are trimmed with novelty ribbons and metal and velvet brocades. These rich fabrics are combined with velevet or plush. One of these hats was a rolled brim sailor of black plush. The crown was of the brocade, and around the base of the crown was a pleating of coral pink narrow velvet ribbon, while across the front and sides was an embroidered wing effect in brown and tan.

A pink felt—for felts are beginning to make their appearance in the more exclusive stores, has a high round crown, and a narrow straight brim of black velvet. Just below the crown is a band of French blue velvet and one of pink, each tied on a flat bow above mercury wings made of silver tinsel.

Another large black velvet hat has a machine stitched brim, and around the crown is a narrow black cord ribbon with long streamers at the back and on the band in front and on the ribbon ends are clusters of small pink roses.

Another sailor has the crown and the upper brim covered with turquoise and gold brocaded velvet with the lower brim faced with black velvet. There is a stiff tied turquoise velvet bow with the ends edged with monkey fur in front.

Large single flowers such as pansies, poppies, and other single petalled flowers are good, and there are models in black which are trimmed altogether with white roses or other white flowers. Metal roses are in the lead at present, and fruit and flowers formed of beads and spangles and often fur worked up with them are a late production. Jet is very much used in the production of high class millinery. Many hat crowns are covered with jetted sequins and paillettes, and there are numerous ornaments and bands. Some take the form of folded wings or tail effects made of jet plates, mercury wings, bird head and bird-like mounts; spear heads, and spear-like effects made of plates of gelatine.



A LEWIS MODEL.

The "Swallow" velvet shape, velvet trimmed.

Many of the beaded and metal trimmings are in tinsel materials, and with some of these both crystal and jet is combined. A good many feather bandeaux are used and hackle and ostrich are in the lead here. Little tufts of hackle and small ostrich tips are used to place around the crowns of small and medium sized hats.

Fur will play an important part in millinery later on in the season. The novelty this season is monkey fur. This fur is black and is long and is used like a fringe. This fur fringe is used laid flat on the brim or placed around the crown half or three-quarter high, according to its height and finished with a trimmings band of some kind. Bow and aigrette-like effect of this fur are placed in front or at the side. Fitch is another fur that is much used. Sometimes the whole crown is of this fur. In other models narrow bands are seen. Beaver is introduced into some of the French models as the Parisian milliner this year is very partial to the color of this fur.

Though we are using so much black on this side of the Atlantic, this color is not so prominent in the French models as it was earlier on. Black, however, has a very firm hold on Canadian and American trade and black and somber shades promise to last at any rate to the end of the season. Black, trimmed with a color, is very much in evidence and for dressy wear black and pale rose pink or some of the coral rose shades, and black and baby blue as well as white and black promises to be very popular. Other prominent colors are navy, military and sailor blues, French blue, king's blue, stone and shand shades, tete de negre, seal, Russian green, jasper, mole and wine and beet shades and deep rich purples.

MOROCCO COMB CASES.

There is a line of Morocco comb cases on the market which are decidedly new and novel. They are shown in a variety of colors, and are lined with white moire silk, and fitted with two pockets to hold the regulation dressing comb and a long handled fine-toothed Marcelle comb. This case is $2\frac{1}{2}$ inches wide, by $8\frac{1}{2}$ in. long when folded.

Children's Millinery for Mid Winter Season



No. 1 No. 2

1. *Rembrandt cap of velvet with brim of fur.*

2. *Bell-shape hat with large bowl crown of dark blue plush. The under brim is of silk to match and a thick roll of the plush finishes the brim. A satin ribbon passes around the crown and is bowed at the side towards the back under a beaded rose in natural colors.*

The Latest Ideas in Children's Millinery

Many Milliners Neglect Children's Goods—Styles Do Not Change so Readily as in the Hats Designed for Their Elders—Rembrandt Cap of Velvet—Plush Bell-Shaped Models.

MANY milliners neglect the children's hat department. Either they are little interested in children's models, or they do not care to compete with the prices obtained for factory-made hats. Mothers, however, are taking more pains with the dressing of the small girl and it is not difficult to obtain a fair price for a smart little hat. Styles do not change so frequently, and there is more stability in children's millinery than in that designed for grown-ups. Of course, it is brought up-to-date in its most salient features. In spite of the large use of the sailor and the fact that sailor styles are very becoming to youthful faces, the drooping, bell-shaped and bonnet models are still retained for children's wear. And there is good sound sense at the back of this, for models of this kind protect the head and shelter the back of the neck.

Models for the larger girl have bowl crowns of sufficient size for the head to fit well into. Many of the brims droop all round in bell shape, while others droop on one side and roll up at the other. One of the newest models has ear-like revers pointing in triangular fashion at the sides.

The newest model is a soft Rembrandt cap of velvet with a band of fur forming the brim. Bonnets are seen with full tam crowns. Often the crown is encircled with a band of fur and on one side on the brim is placed a cluster of silk flowers. Plush covered, bell shaped hats have wide girdles of silk or ribbon ending under a flat bow at the side. Many of these plush hats are bound with a roll of plush at the edge of the brim.

One model of ivory plush is bound with, and the under brim faced with, cadet blue plush. Around the crown is passed a heavy cord ribbon in ivory, white, ending in streamers at the back at a little to one side. Down the centre of this ribbon runs a floral garniture in pink, blue and green.

Another plush, bell-shaped hat is navy blue, and a soft satin ribbon goes around the crown, which finishes under a loop and ends, which are secured by a cut-out velvet rose and leaves which are appliqued on to the side of the crown of the hat.

Smart tailored models are made of cord velvet with a band of grosgrain ribbon ending in a flat bow into which is stuck a marabout fancy, either in white or dyed to match the color of the hat.

For the younger children are delightful Dutch and Granny bonnets with full mob crowns, and with the face framed with a line of fur. These bonnets are made in both dark and light shades of velvet and in Ottoman cord silks and duchesse satin.

Keeping the Millinery Trade in Home Town

People of Cobourg Will Buy Hats at McCallum's When They Will go out of Town for Nearly Everything Else, Says Head of the Firm — Worked up a Department Which Other Stores Neglected.

By a Staff Correspondent.

"WOMEN will buy their hats in Cobourg when they will go to the city for practically everything else in the line of wearables."

That a statement of this kind can be made by the head of the firm of P. McCallum & Sons, Cobourg, Ont., speaks with emphasis for the millinery department of that store, for Cobourg has good service to Toronto, and it has more than the usual number of discriminate dressers as the result of the style influence of the large number of wealthy Americans who cross the border to spend the Summer on the pleasant northern shores of the lake.

Mr. McCallum has built up the millinery department, he believes, largely because the other local merchants have not specialized in it. In towns of about the size of Cobourg there often are departments which can be made a success in connection with one store but which would mean poor business if the trade were divided between several. The live merchant can often open a paying department by noting what his competitors are passing over rather than by attempting to emulate what they are doing successfully. What may mean success for one might be failure if divided between two.

Success was not gained in a day, but by proving to the people that in their own town they can get style and materials just as well as by going to the city, and have a better opportunity to study the models at their leisure.

Not all the millinery in the town is sold by this firm. Mr. McCallum says that he makes allowance for those people who would not buy at home even if they could get better styles and materials, for they imagine that the further they go and the more they pay the better the effect.

In this Cobourg millinery department there are twelve to fourteen milliners employed in the busy season. There is a well lighted and well fitted millinery show room at the back of the store, and the work-rooms are upstairs. Close touch is maintained with the ever-changing styles through sending representatives to the openings and following trade journals and other literature—for it need not be emphasized that one of the important foundation stones of the business is style.

MID-WINTER STYLES.

FOR Mid-winter wear there is no doubt whatever about the position of furs. Broadly speaking, the small hat is the hat for street wear, and the large sailors and the capelines that are just introduced are the models chosen for teas and formal occasions. But there is no rule without an exception, and exceptions are often interesting in millinery. A lovely dress hat in one of the small shapes was seen recently. It was a small round shape with close drooping brim, which turned up about an inch all round. This shape was covered with black velvet. The distinctive feature was a kind of half coronet made of silver lace and edged with a narrow line of ermine, placed about three parts around the inner edge of the turned-up brim. This coronet goes around the back and sides, and just where it ends are placed tiny bunches of shaded velvet and silk flowers and foliage, and a larger bunch decorates the front of the crown. High-crowned very narrow brimmed toques come all of fur, and such furs as kolinsky, which is very like Russian sable, and Hudson seal are used for this kind of hat. The brim is plainly covered with the fur, but the crown is draped. One hat of this kind was of kolinsky fur, and was trimmed with a magnificent paradise mount, the long sweeping feathers of which were dyed to match the brown of the fur, and the head was in the natural shade.

A small sailor shape had a soft crown of kolinsky and th ebrim of dull gold cloth, with three ostrich tips in Prince of Wales effect, with the lower stems bound with dull gold cord. Fitch is usually combined with black velvet, and is used both for crowns and in lines. One of the new toques with slashed brim revers had a soft crown of black velvet and the brim smoothly covered with the same and edged around the top with a line of fitch fur.

Right in front was posed a high mount of numidi, at the base of which was an ornament of gold cord. The line of fur around the edge of the brim of the close-fitting toque promises to be very popular—one of deep brown plush had the brim edged with racoon fur, and toques of black velvet, with the brim edged with a line of tailless ermine, are numerous.



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Gainsborough Brims, Capelines or Military Shapes

No Doubt About the Lead of Velvet—Four Hats in Five Are Black — The Capeline the Latest Model — Numerous Military Styles Expected—Very Narrow Gros-Grain Ribbons the Latest —Ostrich Leads in Feathers—Flowers More Prominent as the Season Advances.

VELVET is the leading material and out of a dozen hats seen, only about three at the very outside will be colored. All the others are black, and, save where pink is used in combination with black, the other three will be in the darkest shades of the color chosen. Dark blue ranks next to black, and tete de negre, seal, Russian green, cannon grey and beet-root red or Bordeaux are the leading colors. Velvet in black and the colors most wanted is none too plentiful, and its place is being supplied by plushes and to some extent by fur fabrics. Some very good models are appearing made both of the plushes that look like moire and baby lamb, and also in the caracul like wool and mohair plushes.

The Two Main Types.

There is the usual diversity of styles but all the models, broadly speaking, may be divided into two types—namely the dressy sailors, which are taking on Gainsborough brim lines, and capelines, and the small military toques, caps, tricolor, pink, pearl grey and light blue doubt that the war will influence designers to produce new models that suggest all sorts of martial effects, and that the headgear of the soldiers of the allies, and also of the sailors, will be used to furnish millinery style inspiration.

Gold and Silver Trimmins.

Next to shapes and velvet, the note that is strongest is the universal use of gold and silver trimmings. The use of metallic laces is becoming very pronounced now that the season of the dress and the tea hat is approaching. Beautiful gold laces in exquisite patterns are used for trimmings and also for covering and forming the brims of many models. As a rule these brims are transparent and are kept in shape by wires wrapped with gold or silver net. With these lace brims the crown may be of velvet, fur, plush, satin or rich fancy silk, and metallic flowers may be used for the trimming of the hat. These rich laces are also overlaid on the velvet brim of many of the latest toques. Galloons, braids, trimming bands and cords, as well as metallic tissues are all used with excellent results for trimming purposes on both large and small hats. Sailors and toques have the edges bound with silver or gold braid, and often the wrapped with either braid or cord to match.

The new idea in ribbons is the use of narrow gros-grain ribbons with a heavy edge. These ribbons are used for binding brims and crowns and are also made into smart military cockades and rosettes as well as flat bows with innumerable sharply-cut forked ends.

Ostrich Most Prominent.

In feather effects the mode of the moment shows feather fringes in ostrich and stripped quills or motifs in ostrich, or pheasant used in three or more, laid flat on the brim around the crown. Straight ostrich is very much used and many of the hats present a somewhat straggling appearance. However, it is the fashion for the time being, and we all are wearing them. What is popularly known as "stickup," and all forms of high garnitures are still fashionable, and very tall sword-like Mephisto quills of dyed pheasant are smart. Ostrich however, stands away and above all other kinds of feather trimmings in popularity, and ostrich novelties appear in all forms and at almost all prices. Many of the new mounts are very large and haphazard in their arrangement, and they are used indifferently on both large and small hats. Short, full French plumes and tips both in two-tones and solid colors are laid flat on brims or used as bands around crowns, and high quills of straight ostrich tower high above small toques. All kinds of pom-pom effects are shown, made of clipped ostrich and of ostrich tied in all kinds of novel fashions, but the majority of them showing a more or less military character. Marabout novelties are appearing and many of the new flower mounts are mixed with marabout.

Wings have had a fairly good season and have been taken both in large and in small styles. Wings as a rule are used in pairs and they are long and slender or small, on the Mercury order. Hackle is also good in the form of bands and small touffes to place at the base of other feathers.

Flowers Stronger.

Flowers are decidedly in a stronger position now than when the season opened. The new flowers are of generous size, but during the past week or so there has been a reaction in this respect and vari-colored clusters of small roses and foliage have made their appearance; enormous pansies, poppies, irises, begonias and other large open flowers. These large flowers are used as mounts on small toques and are also placed around the crowns halfway up. The single rose in very deep, rich shades and with velvet foliage, is not new, but is always liked in combination with fur. The big selling in flowers, after all, comes in the metallic effects. Large poppies, roses and foliage are very much in evidence. Roses with the inner petals in color and the outer one of metallic tissues are shown.

French Felt Models.

Here and there a model of fine French felt is seen. Several of the Parisian milliners showed felt hats earlier on in the season and had the season been a normal one French felts might have improved their position. The hats seen have been in white and very light colors, and are all on the sailor order. Sand color, pink, pearl grey and light blue are some of the leading colors, and as a rule the brim has been covered with black velvet, and felt bands or wreath effects either in plumage or flowers have been used as trimming.



FAVORITES FOR THIS WINTER.

For the more severe weather the favorite fur this winter will be broadtail and caracul trimmed with fox or dyed fitch or what is called kit fox. Then the newest idea in fur trimming for borders, etc., is squirrel dyed to represent tabby kitten. Each succeeding year one finds squirrel worked upon and dyed to represent anything but what it is. Given a good thick skin squirrel is a fur that dyes successfully and looks well. Kolinsky will be much worn this year.

Many New Lines to Fill Vacancies in Imports

Military Atmosphere Has Brought in Braids — New Spangled Trimmings for Evening Wear — Leather Bags Fitted With "Party" Requisites—Handsome Cording Coming in Again.

BUYING in fancy goods is largely of the filling in type, and though as a whole the wholesale trade is in a fairly good position to handle the business that is coming in there is naturally much confusion in many lines resulting from the war abroad. One result that is beneficial is the very marked interest that is being taken in goods made in this country which will in many respects settle the problem of substitutes.

Braids Becoming Popular.

One naturally thinks of braids when military styles are to the fore. Not only is Paris adopting braids but the fashion has already caught on in New York. Braid is applied as a binding, and two or three rows of braid are used in military fashion across the front of jackets and of coat dresses. These garnitures fasten with olives, and braid loops and olives decorate the collar and cuffs. Loop and pendant braid ornaments to hang from the centre front to the left shoulder come with hanging loops and tassels. Frogs and braid ornaments also are used to help out the same fashion idea. There is a growing interest also in wide military braids and novelty and lacet braids, and soutache trimmings are again appearing. Braid is used in connection with caracul and other furs.

Revival of Cording.

Another new trimming idea is the revival of the cording so popular ten or twelve years ago, only it is flat cord that is used now instead of the round. This flat cord is sewn by a special machine on the underside and forms a design almost a welt on the surface of the cloth. A blue broadcloth had cords of this description run across the front like the braiding on the front of a Hussar's jacket, and a row of velvet buttons was placed in double row down the front. This dress had the collar and cuffs of caracul plush. Cord girdles are indicated. One seen was of black silk cord and braid, and a very handsome one was of dull tarnished silver braid, silk cord and jet, with heavy tasselled ends. This girdle was worn with a one-piece dress trimmed in military fashion all the way from throat to hem with braid frogs and olives.

Anything that is jet sells: jetted nets and allovers, laces, ornaments, bands, tassels, sequined and edges. The advent of jet was expected as it only serves to accentuate the vogue of black, and black combined with white.

Beads and Cup Sequins.

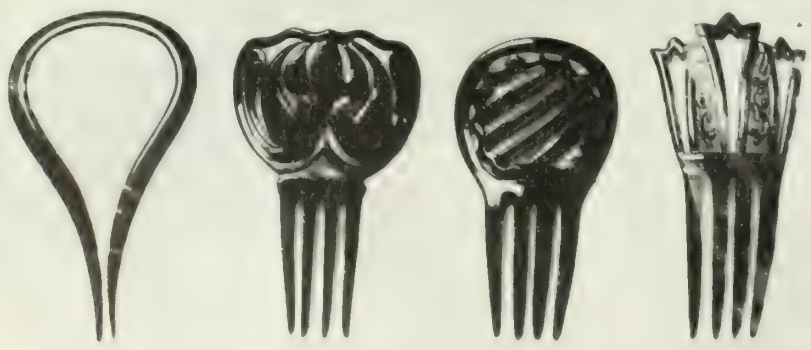
Iridescent and opalescent beads and cup sequins in nacre or mother o'pearl are used for motifs and embroideries on net and lace. Many net flouncings are shown in this class of trimmings. Beads and sequins are used to enrich floral garnitures in soft silk and chiffon, and silk and chiffon flowers are combined with bead and sequin motifs in the make up of flounces, bands and allovers for trimming evening gowns.

Fur Bands.

Fur bands running from lines one inch or so wide up to five or six inches are very much in evidence. Bands of marabout in natural, evening shades and in the leading colors are also strong in the more popular priced lines of trimmings. Newer than marabout and very effective are the fringes of ostrich flues. These fringes are formed of flues that are curled at the edges into an even length and are generally backed by a fold of tulle. This ostrich fringe and narrow bands of fur are often combined and they also come with sequin heading.

Handsome Bags.

Buyers early realized that their import orders for novelty bags stood no chance of being filled, therefore they are turning to the Canadian manufacturer for goods to take their place. This has given the home manufacturer a chance to show what he can do, and has led to the putting out of a line of unusually handsome bags showing many novel features for the holiday trade. The tendency is to small flat bags in novelty shapes, and one that shows elegance in its make-up and fittings. All bags now carry vanity fittings and the tendency is to multiply these fittings until the bag becomes a party as well as a hand bag. The very finest leathers such as



NOVELTIES IN HAIR ORNAMENTS.
1. Large sized Tango Pin; 2, 3, 4.—Carved high Spanish Combs. Shown by Ideal Hair Goods.



XMAS GOODS

TOYS, DOLLS, FANCY GOODS, GAMES, NOVELTIES,

Druggists' and Smokers' Sundries Smallwares, etc.

China, Glassware and Crockery

OUR CATALOGUE READY

Our catalogue just issued illustrates and describes by far the largest and most varied stock of Holiday Goods offered in Canada.

SHORTAGE OF HOLIDAY GOODS?

While our assortment of stock lines is still in splendid condition considering import conditions, we urge early buying, as all our sorting shipments being cut off will cause more than the usual number of "Sold Outs" late in the season.

WRITE FOR CATALOGUE TO-DAY.

NERLICH & CO.

146-148 Front St. West (Opposite Union Station) TORONTO

BAG NOVELTIES FOR HOLIDAY SELLING



No. 1. Bag of grey suede in new oblong envelope shape, with strap handle decorated with tassel; lined with silk to match and containing coin purse and vanity fittings.

No. 2. Bag of pin seal with bow shaped metal frame. The shape is graceful and so designed that the bag is very roomy for its size. This bag has coin purse and other fittings.

Shown by Julian Sale Leather Goods Co., Ltd.

suede Russian calf, Morocco and pin seal are used, and the colored bag in such shades as taupe, greenish grey, navy, dark brown and Russian green are most wanted. Frames and fittings come in highly polished silver gilt and gun metal and are plain and just a trifle massive for the size of the bags. Many ideas in safety catches are on the market and are well received. The strap handle because of its convenience is in high favor.

Belts and girdles are very much to the fore. Vestee belts are showing in patent leather and the newest are piped with red and have red buttons. Russian green is a new color in belt leathers. Crush belts and belts from three inches up continue to sell. Silk and ribbon girdles are very wide and many of them are so arranged that they simulate a sash at the back or the side. A girdle of this kind made of moire ribbon about 6 inches wide is about 8 inches high in the front. The girdle is formed of one piece of the ribbon and is shirred and boned in the back while the other piece forms a low sash knotted in the middle of the back.

Dupuis Freres, Montreal, held a special sale on Oct. 12, the net profits being devoted to the Belgian Relief Fund.

Hair Novelties

Combs and Pins in Harmony With Spreading Skirts and Sloping Shoulder Effects.

SIMPLICITY is the keynote of the new ways of arranging the hair. The casque or French roll is still the popular style, while the Carmen coil and the Geisha arrangements are new variations in high close hair dressing. All of these styles suggest the use of pins and combs, and braid pins, and curved combs that follow the curve of the head and hold the coils of hair in place are showing in great variety. High combs, square on the Spanish order, and fan-like and more spreading after the style of 1830, are to be well to the front when the social season opens. These combs and pins it should be pointed out, are in direct harmony with the spreading skirts and sloping shoulder effects in dress that some of the leading couturiers are now putting out. Plain shell, that is, unset with stones, is more in evidence than for some time past. The combs are of carved shell and Sevillian or demi-amber is prominent. Combs and pins set with rhinestones are by no means out of fashion, but they are better in the high priced than in shell goods for popular selling. Jet is very strong in the higher priced lines, and articles that have the appearance of being bead encrusted are prominent

Holiday Lines

THE war has not so far interfered very seriously with the art needle work department as the stamped centres, doileys and other art goods on German linens for the Fall season were already in the country when the war broke out. It is another season when their absence may be felt. As in other lines when the particular goods cannot be obtained others will be substituted and the difficulty be bridged over in this way.

Stamped or Tinted Pillows.

There is a never ceasing demand for pillows, and anything new in design or in the combining of materials is welcomed. Crewel, or worsted work, and the use of chenille is back again. There is a big gain in the using of fibre silks, as their finish is soft and they have more brilliance than the real article. Pillows stamped or tinted and worked in heavy rope silk for the blossoms and with the leaves and stems in worsted with silk used for the veining of the leaves are very attractive.

Baby Sets.

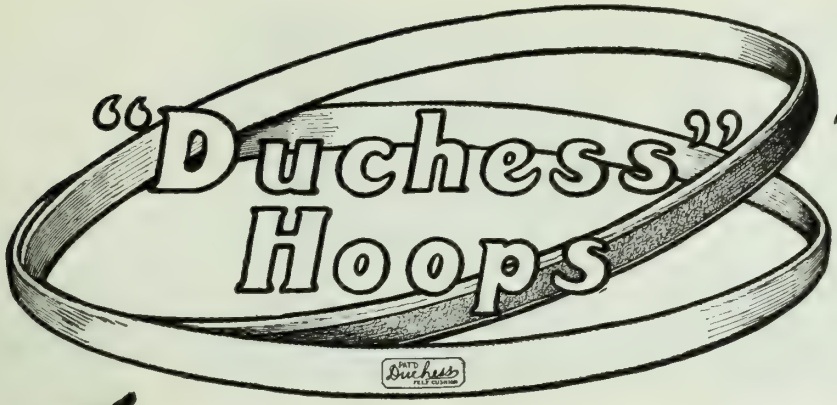
Anything for baby always sells, and the latest is a baby set. The pieces include a crib-cover, laundry bag, dresser cover, pincushion, pillow and towel, and all except the laundry bag are finished with a Cluny lace edging. The pattern is a new Kewpie and butterfly design. The Kewpies are shown in a variety of attitudes, and the butterflies are in various sizes.

Doll's Wardrobe.

Of intense interest to the small girl is the charming doll's wardrobe in white lawn. All the garments are cut to shape and made up and stamped, or can be had stamped only. A set of this kind will interest many a child in embroidery, and every new worker of course forms an additional customer in the art needlework department.

Fashion is reviving the interest in the embroidered collar and stamped collars on organdie pique, or linen form one of the smartest accessories that can be worn with the early Fall suit. Some of these collars have vestees attached and the patterns chosen are attractive and easily worked.

To the woman who does much embroidery the hoop she uses is of much importance. It must be rigid and it must be perfectly made so that the work will not slip. There is a very big demand for hoops also for the making up of the many kinds of bags and for other uses.



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.

Millions of Women use Duchess Hoops

for embroidering and would have no other, because—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.



The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.



MADE IN CANADA

SALISBURY
SILK, CHINTZ AND LACE
SHADES

In Colors to Match the Decorations of Each Room

The decorator of to-day is taking hold of lighting and is embodying it in his color schemes and effects. An extensive demand, therefore, has arisen for the charming, artistic Salisbury fabric shades to conform with the various decorations. Their beauty of outline and the exquisite blending of colors make them attractive and inexpensive fittings for the home.

Salisbury Shades are well made. Every detail in workmanship is given close attention and only the best materials are used.

Write for catalogue and prices.

E. F. W. Salisbury

MANUFACTURER OF SILK SHADES FOR ELECTRIC FIXTURES, ETC.

Gooderham Bldg., Toronto
49 Wellington Street East



DE LONG Press Button

World's Flattest Fastener

Made in America, of American Materials

Prompt Deliveries
Maintained Quality
No Advance in Prices

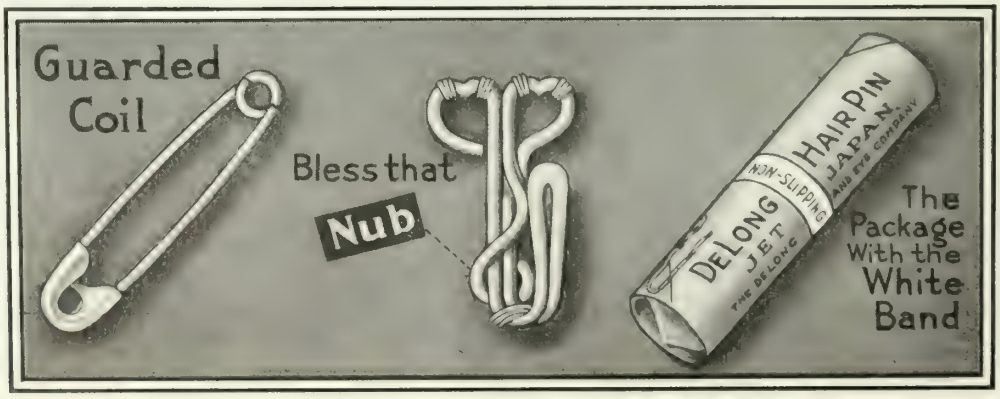
Notion buyers are glad to realize that they will have no difficulty in supplying their trade with this most satisfactory of dress fasteners. The De Long Press Button is not only the flattest and neatest of fasteners, but strong, secure, and very durable under continued wearing and laundering.

Show De Long Press Buttons attractively at your notion counter,—it's worth while.

The De Long Hook and Eye Company

of Canada, Ltd.

St. Marys, Ontario



READY-TO-WEAR

Types of Children's Dresses for Spring, 1915

Designers Have Excelled Themselves in the Production of the New Models — Military Styles the Latest — Middy Dresses a Strong and Attractive Line.

DESIGNERS of children's dresses have risen to the opportunity given them by the withdrawal of German lines and are showing a very large range of well designed and very smart little garments that should take the eye of the buyers in this section of the store.

Children's clothes must be serviceable and the designs must be planned so that they can be made in materials that will wear and wash and get up easily. They must also be loose and comfortable and give easy play and perfect freedom to the small bodies. All this the designers have put into factory-made children's garments, and, besides they have given to children's clothes a style and finish that mother and the average home dressmaker finds hard to achieve.

All dresses are in straight lines save where the little skirts following the styles prepared for mother's wear have a slight flare. This cut appears more in the little dresses of crepe and voile in the more dressy numbers. Pretty little dresses of this kind come in flower-printed crepes. One of these dresses showed the skirt formed of a double frill. The top one had a wide heading as a finish and was set on to the straight cut bloused waist, and the line was marked by a narow girdle of black ribbon velvet. The Oliver Twist dress of last season is too pretty and practical to relegate to the background after running just one season. The smartest Oliver Twists show skirts of plaid crepe or tartan ginghams, and waist of white with the collar and cuffs of the plaid. These form a change, but the models with the skirts of blue and white check and other checks, etc., are more practical because of the washing problem.

Middies are so firmly established that there will always be middy styles. Middy dresses are put out in crepe this year with the collar and trimmings of Roman stripes. This idea should take particularly when the crepe effect is in sand and buff shades, as just a little pressing out takes the place of ironing which is quite a consideration in the hot Summer days. Nothing can be prettier than the middy of soft finished pique all in white. These middies come with both flare and pleated skirts, and straight line and round collars take the place of the regulation sailor. Middy blouses come belted, plain and with the bottom finished with a cuff. These cuffs are broken by insets of trimming material at the back, side or front. Some middies take on the form of a Norfolk coat with a peplum below the belt.

The new tendency is toward's military styles. In the development of these styles khaki colored ducks and drills and linene suitings in natural color are combined with red drill, and red and white striped galatea. Linenes and cotton suitings in navy, medium and light shades of blue, pink and tan are well represented in colored dresses. Gingham is never absent from the children's line, but the ginghams used this year come in small line and block checks, and stripes. Crepes, pique, voile, rice and other cotton novelties are also used to complete the line.

MANY BASQUE IDEAS

Very little more development can come in the styles selling in ready-to-wear, as the season is so far advanced. The dresses showing come in many basque ideas in picturesque redingote fashions, and in cross-over effects, while the skirts show deep girdles, yokes, pleated and flare tunics in many widths and lengths. Collars, yokes and dainty cuffs of lace and embroidered crepe and organdy are seen. The materials include satin, crepe de chine and poplin, and these are sometimes combined with velvet.



Blouse dress of navy serge with girdle of satin and revers of the same. The collar and vest are of organdie hemstitched, and the long sleeves are set in Raglan fashion. — Sketch by Review artist.

Crepe Still Leading Fabric in the Blouse Line

The Collar and Vest in One Piece the Latest Idea—Satin Used in Combination with Crepe and Embroidered Net—Country Club Shirts of Habutai Featured in High-Class Blouses.

IN the blouse line the demand for color yet lingers. Crepe is as yet the leading material and Georgette crepes and crepe de chine blouses are by far the best sellers. The modern liking for the filmy and dainty reaches its culmination in the blouses prepared for this Fall, but there is also an air of simplicity about them that is both smart and dainty. A new idea is to have the sleeves and vestee different to the body of the blouse and when these are of the same color and material the idea is indicated by making the body of the blouse of pleated material.

A peach-colored Georgette crepe blouse of this kind had a narrow vestee effect made of white crepe with collar attached. This vestee and collar consisted simply of a straight piece going round the neck and dragged into folds like the band around the neck of a kimona. The lower edge of this vestee and collar was edged by a narrow band of black fur.

Another blouse had this new collar in a narrower form coming down and forming a cross-over or surplice fastening in front. This blouse was of either navy, black or flesh-colored crepe, and the trimming was a band of white crepe outlining one of the straight band collars described before. Many of the new blouses are in jumper effect with the sleeves, vest and collar in contrast. A model that comes in blue, black, flesh and brown has the pleated jumper made of the color, while the vest, sleeves and collar are of white. The roll collar is edged with fur and a close row of fancy buttons trims the vest. Fancy buttons, by the way, are in short supply, and the obtaining of suitable buttons is one of the problems the manufacturer has to solve.

Another new blouse has a rolling collar that is almost a cape, and long narrow revers in front finished with pleated and hemstitched jabot frills. Fancy neck streamers of narrow black moire ribbon ending with small jetted drops fastened in with the collar and crossing at the breast are new. There is a double breast effect fastening at one side with three buttons, and sleeves, yoke and pleated frills are trimmed with lines of hemstitching.

A very dressy blouse is completed by a fichu of net-top lace, and the vest and collar is made of a single piece of net flouncing passing straight around the neck. Many blouses come in net and satin with the net lined with chiffon to match the satin. When white satin is used the chiffon lining is flesh-colored.



BELL-SHAPED SILHOUETTE.
Costume Tailleur Consisting of Skirt of Taupe Colored Broadcloth Trimmed with Bias Folds of Suave- Jacket of Old Blue Velvet Having Collar and Cuffs of Silver Fox Fur—A Paris Model. Courtesy of Woman's Wear.

A pretty blouse of this kind had the panel so designed as to give a bolero effect to the waist. The sleeves and the upper part of the waist were of the net, and panel and collar and deep flare cuffs of the satin. A black velvet bow finished the neck, and gave the always becoming touch of black.

A very new blouse is made in soft satin slashed in front to show a vestee of white crepe or organdie which has a stock collar like a somewhat feminine version of a wing collar attached. This satin part is cut kimona-shape, and the edges of the slash and around the neck and sleeves is trimmed with a pleating stitched down at both edges. The sleeves are of chiffon to match the satin, and are full and finished with a deep frill of the same.

Country club shirts come in tailored styles with large turn-down collars and turn-back flare cuffs. Tailored blouses that are a little more elaborate have pleated fronts and collars of more fanciful cut. These shirts are selling best in Habutai silk of good quality, but they come also in linen, crepe de chine and washable satin. All blouses are less full and all the new models have long sleeves.

Separate Skirts Sell Freely

Orders Are Not Large, But They Are Coming in Well—Very Long Tunics and Basque and Yoke Effects the Big Features—Pleatings For Better Priced Models.

SEPARATE skirts are showing considerable activity at the present time, and manufacturers who specialize on this garment are fairly busy upon orders received. As in other lines, the main activity comes in the popular priced garments. Retailers are not placing large orders but are filling in stocks as they are depleted by actual sales, but orders coming in are numerous and manufacturers are well satisfied with the outlook. The majority of the selling models are on the long tunic order, and these models promise to run through the early season. The newest tunics are full and pleated and leave only a few inches of the foundation skirt exposed. Box pleating is very much used and the pleats come from the raised skirt band. Tunics cut in circular fashion as well as pleated tunics are attached to a fitted yoke at the hipline. Skirts of broadcloth and lightweight materials often have a shirred basque of satin covering the hip line and reaching from the top of the skirt. These girdles have a row of small covered buttons set so close that they almost touch, down the front. Some models have a panel at the back broken at the hip-line by some trimming and the basque or girdle starts from under this panel.

Big Demand for Lead Play Soldiers

Stocks Were Soon Exhausted and Heavy orders are Being Placed for These and Other War Toys for the Holiday Trade—Soldiers may be Manufactured in Montreal.

Montreal, Oct. 19 (Special).—The war will have an important influence in the toy business for the coming holiday season. Already that influence has been noted. In this city there was an almost instant demand for lead soldiers—a demand which could not be met. In a comparatively short time all the stocks in hand had been disposed of and toy dealers were searching about the city to replenish their supplies and this soon resulted in there being a famine of the little lead warriors with which the small fellows can give vent to their patriotic spirit.

Big orders are being placed for new stocks of soldiers. One retail toy establishment reports that instead of preparing for a shipment of about $75, the orders will be nearer $500—and there will also be miniature forts, mounted guns, etc., to go with the soldiers as well as warships, areoplanes, etc., which will appeal to the war play spirit.

The bulk of the lead soldiers come from London, and the toy-makers of that city make a specialty of the line. Particular attention is given to detail and the result is a much higher class article than is secured from continental countries. The British lead soldier is made to scale. If he is on foot he is well proportioned; his arms will be the proper size and his uniform the proper colors. Mounted, he sits astride a horse that is also properly proportioned and relatively of the proper size. German soldiers, on the other hand are likely to be several different sizes and may carry arms that look more like clubs or ride horses which do not seem big enough to carry them.

TO MANUFACTURE IN MONTREAL.

It is reported here that an effort is being made to manufacture lead soldiers locally. A retailer has been approached for a line of samples which he supplied, but he has not yet seen any of the finished article in which he is considerably interested. The men who got the samples from him were foreigners who stated that they were of Russian nationality—and this, state the retailers, is about the only reason that he would not put them down as Germans.

Lead soldiers imported will come about fifteen per cent. higher than usual under the war conditions, but from what can be learned here it is not likely that there will be any change in the usual prices to the retailer.

A British "Attack"

Board of Trade Bringing Manufacturers and Wholesalers and Other Importers Together to Get Former German and Austrian Goods Made — Toy Industry First.

WITH a view to making the exhibition of samples which is now being organized by the Commercial Intelligence Branch of the Board of Trade of the greatest practical value to British manufacturers, says the Drapers' Record, it has been decided to arrange a series of "exchange meetings" between importers and buyers desiring to obtain goods hitherto made in Germany or Austria-Hungary and British manufacturers who might be likely to produce similar goods in this country.

These "exchange meetings" are being arranged trade by trade, and will be held at Wakefield House. The Board of Trade are inviting the wholesale buyers and importers on the one hand, and manufacturers on the other, to advise the Commercial Intelligence Branch as soon as possible of their desire to be present or to be represented at any one or more of these meetings and to supply samples of German and Austrian goods.

The Board of Trade are particularly anxious that firms supplying samples should understand that every care will be taken to ensure the ordinary channels of trade now existing as between original manufacturer and final consumer are not interfered with as a result of this scheme, and any representations which firms may wish to make as to the arrangement or exhibition of their samples with this end in view will receive careful consideration.

The Board of Trade have selected the toy industry for their first essay in holding sample exchanges.

At the outset they were faced with considerable difficulty. They were told that British sources of supply of many of the essential parts did not exist. In particular it was urged that no cheap clockwork goods could be made in Britain, and that no firms could supply dolls' heads, eyes, hair and feet. Each of these items is a specialty produced by a different maker, while the fittings of an ordinary doll's house represent the output of perhaps a dozen important trades. The Board of Trade set to work to find British sources of supply. In a week British firms have been found ready and willing to undertake anything required.

This preliminary accomplished, there was no longer any obstacle to the opening of the first Sample Exchange of Toys and Games, and on Thursday last week 1,500 separate pieces, collected from wholesalers, each ticketed with the price at which it had been obtainable from Germany, were arranged at the new premises taken by the Board of Trade.

Admission was by ticket, and only manufacturers and wholesalers were asked to attend. For their convenience several small cubicles, each fitted with a telephone, had been put up, to which manufacturer and wholesaler could retire for the purpose of getting to actual business, while a larger room was set apart for meetings of sections of the trade, where points were discussed and plans laid. Throughout the day these rooms were constantly occupied.

HOUSEFURNISHINGS

If Embargo is Lifted Carpet Prices May Not Go Up

Big Supplies of Tops Held in England, and Canadians Have Been Forced to go to States at Higher Prices—Coarse Grades of Wool Not Used for Clothing, so Prices May Not be Advanced Much.

THERE was a rumor from Ottawa, though unconfirmed, as The Review went to press, that the efforts of the Canadian manufacturers to have the embargo on wool lifted had succeeded. The basis announced was that none of the manufactured product should find its way to any country except Great Britain. That this result will be secured is the expectation of Canadian manufacturers and the hope of all in the retail trade, as the continuance of the embargo would have a serious effect in this country not only on the industries affected directly, but would, of course, have a reflex influence on business generally.

As regards Canadian carpets, the embargo might lessen the production, and at least would result in a decided advance if the wool had to be brought in from the United States.

Hundreds of Tons Held Up.

The superintendent of one of the largest factories in Canada told The Review that since the embargo was declared they had been compelled to bring in tops from the United States at an advance of 7 or 8 cents a lb., or nearly 25 per cent. The firm had orders amounting to several hundred thousand pounds of tops at Bradford, but all cable inquiries had brought only the response that nothing could be shipped out.

May be Increase in Spring Prices.

"If we cannot get these there will undoubtedly be an advance in carpets for Spring. If the embargo is lifted, we intend to keep prices as they were so long as our stock lasts." This, by the way, has been the commendable attitude of most manufacturers and retailers throughout Canada.

The question of supply, if the embargo remained, would be a serious one, as the United States is in a rather serious position itself, and may find great difficulty in securing wool from other sources than England.

The wool, or tops as the form in which carpet men get the wool—what is sometimes described as a half-way course between wool and yarn—is of the coarser variety, and little of it is used even for the rougher cloths. On this account there will not be a scarcity, but the advance in the medium wool will tend, and has already tended, to create an advance. Domestic wool, as a rule, is too uneven to permit of any regular demand for carpet weaving.

LINOLEUMS ABOUT SAME PRICE.

A linoleum buyer reports that prices as submitted to him so far from Scotch firms are about the same as last year. All are ready to take orders for Spring, although there is a little uncertainty whether the mills will be able to keep running at sufficient capacity to supply the demand.

SINKING OF JUTE CARGOES.

The sinking of six British ships loaded with jute by a German cruiser near India is likely to have a serious effect on carpets, rugs, and linoleums. The jute is obtained only in India, and is shipped to Dundee, Scotland, to be spun into yarn. Some United States manufacturers already have announced advances in prices as a result.

RESTRICTED SHADES FOR RUGS.

The scarcity of dyestuffs is certain to have an effect in patterns for Spring. Many of the rich colors that were introduced for Fall will be lacking, and the range of the manufacturers will be much restricted. It is certain that general conditions, as well as necessity, will make black and white effects more popular.

New Scarfs for Centre Tables.

For the centre table the new scarfs are cut like a Maltese Cross. There is a cross stitch design all round as a border and a motif or a deeper added border goes across the ends. A circular centre from which springs four ends is another new form of the same idea and both cross stitch or Hecklen embroidery is used for ornamentation. Crochet lace is used with this embroidery around the edge. Motifs and sprays in Irish lace are often inserted into the body of the cloth.

GROWTH OF THE GIRDLE.

Belts are growing wider, in fact if belts and girdles grow much wider and more voluminous, there will be little need for women to wear anything else. They have become the dominant in practically all kinds of costumes and whatever little touches of color are used on the costume itself is generally matched with the girdle, which is the one important consideration around which the gown is built.

The growth of the popularity of belts and girdles is interesting to note. From a simple little belt a few inches wide, the girdle has grown into a thing of brilliancy and beauty, whose soft shimmering folds and often tasseled ends sweep gracefully to the bottom of the fashionable skirt.

MILLINERY STORE BURGLARIZED.

Burglars entered the millinery establishment of Misses Leamy, 313a Bleury street, Montreal, and stole a quantity of hats and other goods.

SPRING, 1915

CANADIAN-MADE

LINOLEUMS
FLOOR OIL CLOTHS
TABLE OIL CLOTHS

IMPORTANT ANNOUNCEMENT

NEW SAMPLES

of all lines are now in the hands of the

WHOLESALE DRY GOODS TRADE

We invite all dealers in house furnishings and floor coverings to inspect our complete range of all lines, which will be found to contain a great variety of patterns, suited to every need. The values being offered in Canadian-made goods are unequalled, and it is to the interest of every merchant handling floor coverings to carefully inspect our samples before placing any orders for Spring.

QUALITY DESIGNS PRICES

to suit the Canadian Trade

MANUFACTURED BY

THE DOMINION OIL CLOTH CO., LIMITED

MONTREAL

DRESS FABRICS AND SILKS

Voiles the Leading Cotton Fabric for Spring, 1915

Sheer Materials, With Organdie First from the Style Point of View, Indicated for Next Spring — Stripes in the Weave and Printed the High Novelty.

THE lines of cotton dress fabrics put out for the Spring season of 1915 are very attractive. The materials are sheer, but though organdie leads in this respect, and is shown in a wide variety of designs, both the manufacturers and buyers have more confidence in voiles for popular selling. Organdies, voiles, crepe-voiles, crepes, lace cloths, rice cloths, and other woven fancies, are also strong. These fabrics come in plain cloths, in solid color, and also in striped and embroidered effects, as well as in printed patterns. Voiles are in great favor, and a very large proportion of the new cloths are in the voile effect. Voile sold well, especially in white, last Summer, and this fabric is indicated as the leading seller during the coming Summer, though organdies may stand first from the fashion viewpoint.

Stripes are strongly represented both in printed and in woven-in stripes. Hair-line stripes, singly and in groups, satin stripes outlined with hair-line or alternating with hair-line groups; stripes formed of cord effects or of looped and heavy yarns, are all represented. Printed stripes in Pekin and pencil effects in various colors are very much favored. Voiles with the ground white and the stripe made up of colored threads, and cord stripes with a dotted pattern in color running through the stripe are among some of the latest effects. Embroidered voiles are showing, and the designs most favored are small set figures widely spaced.

Crepes promise to be a good second to voiles. Plain crepes in solid colors are very much favored, and crepes showing stripes or checks of knotted yarns are being taken by all buyers. Printed novelties are in soft colors and in small figures. Spots and small embroidery figures are to sell again in the coming season.

Among the novelties come the lace cloths and leno patterns.

Colored cotton fabrics in imitation of many of the woollen weaves now on the market are interesting, and every buyer has included cloths of this kind in the line he has ordered for Spring. The most striking of these imitations is voile-gabardine, which is an exact reproduction in cotton of the same weave effect in wool. This and Bedford voile are two new effects that will have a good representation. Many of the piece-dyed novelties are also reproduced in cotton, and tweed printed novelties are numerous. Crepes in tartan and novelty plaids and in Roman stripes are sure to sell.

In the more staple cloths come soft-finished piques, Bedfords, cords, repp, ducks, drills, galateas and cotton suitings.

A CHANCE FOR TAFFETAS.

Thought taffeta is very little shown and is not selling well, should the new tendency towards circular and fuller skirts develop, taffetas and cord silks, such as faille and grosgrain, will be wanted. Some of the model houses have adopted peau de soie, and many of the later models from the Paris houses are made up in this silk.

Velvets In Much Better Position Than Was Expected

FASHION is still favoring pile fabrics. In millinery black velvet has almost the field to itself, and for dresses, suits and trimming purposes velvet of some description is the first choice. The situation as far as deliveries is not so bad as was expected, and goods on order are coming to hand. Should the French mills be able to keep up deliveries they should benefit by the war, as Germany has done a very large business in velvets. Germany had a large trade in velvets, not only from America, but also with South America, and the countries of the near East such as Egypt, Turkey and Persia. French manufacturers should benefit because Germany can no longer supply these countries and Lyons is the only other manufacturing centre to which they can turn.

Though velvets have been worn so many seasons, they were never in a stronger position than at present, as all the great modistes and couturiers are using them lavishly. Not only are erect pile velvets good, but panne is coming back into fashion.

The prevailing scarcity of velvets has improved the position of velveteens and velveteens, particularly in the better qualities in chiffon effects, are selling freely. Plain velveteens are selling better than cords, but new ideas in cords are meeting with a good reception.

Fancies are only wanted for trimming purposes and come in Roman stripes and in checks and plaids as well as a few new art and floral patterns. Plushes and pile fabrics that closely imitate furs are very much in evidence, both for trimmings and for costumes.

THE "RISING SUN" TICKET



THE BEST SELLING

Prints in Canada to-day are good honest value for money. They are manufactured of the best cotton, printed with fast colors, and will bring your customers back for more.

CRUM'S STANDARD PRINTS

is the name in full.

Every genuine piece bears the above "Rising Sun" ticket and the stamp reproduced below on the outside fold.

The name "Crum's Standard" is also stamped along the selvedge.

A showcard and leaflets for the counter will be supplied by your Jobber with your order.



THE STAMP

Plain Fabrics and Piece-Dyes are Leading

Foule and French Serges Good for Spring—Checks in Black and White and Two Shades of Grey, and Scintillas Among the Fancies Indicated — Providing Helps to Induce More Buying of Piece Goods.

BUYING is going strongly on to plain fabrics, and serges are in strong favor. This applies to both rough and to smooth finishes. Smooth finishes and French serges are gaining, as the tendency certainly is towards cloths of this class. Gabardine is a leader, as it comes very close to serge, and poplin is more popular than it has been for some time. If broadcloths were more easily obtainable, and at prices that could be termed popular, there would be something like a boom on in this fabric, but now the possibilities are that it will be next Fall before broadcloths assume the leading position.

For the popular-priced trade piece dyes in numerous fancy weaves are well represented. Wool bengalines and taffetas are showing, and there are indications that hair-line stripes may be revived, and that white serge with hairlines of black or color may be worn in the coming Spring.

Though plain fabrics outnumber fancies there is a feeling for checks, particularly in black and white novelty effects and in small checks in two shades of grey or grey and black. Another idea that is growing is for changeable scintilla effects. These cloths are attractive, showing as they do a minute sparkle of the second color. Shadow stripes as well as shadow checks come in piece-dyes. Lightweight materials, such as voile, gabardine and voile Bedford will undoubtedly have a high place.

A Bigger Yardage.

Even though the extremely full circular skirts should not take, there is every evidence that more material will be wanted for the Spring gown or suit, and this will mean that a bigger yardage will be sold next Spring in spite of the fact that the majority of women will strive to be as economical as possible.

This tendency to economy gives the merchant a lever with which to increase his sales and his profits in both dress goods and many other departments. This can be done by catering in every possible way to the needs of the growing army of women who are buying piece goods and making up their own garments. Just how this can be done is a problem for each merchant to work out and apply in his own way, as he alone knows how to fit it to the needs of his clientele and his own store conditions.

Cutting Out Garments for Customers.

In the larger cities stores are holding dressmaking classes, with instruction in cutting and making free, and in some cases the use of a machine is also provided. Other stores are cutting out the garment for a nominal charge. Many merchants cannot follow out these ideas, but every merchant can look well after his pattern department, and see that the stock is kept up-to-date. Also he can provide seats for customers who wish to look over the style books. Merchants are reminded that it pays to back up the piece goods department. When a woman buys a length of material for a garment she has to buy also the linings, findings, buttons and other trimmings; and on every article she buys the merchant gets his profit. In the ready-made department, profitable as it is, he gets only the profit on the one sale to offset the profit he makes on the twenty-and-seven articles that are bought in the several departments.

Jap Silks for Next Spring?

Orders Are Being Placed for Spring, 1915, but Buyers Are Not Optimistic About Deliveries—Jap Silks May Take the Place of European Weaves for Summer Selling—Swiss and French Silks Still Arriving.

FURTHER shipments of silks are coming to hand from French and Swiss manufacturing centres, and therefore the importing houses are in a fair condition to meet the demand for the present for staple and novelty silks. Just to what extent manufacturing has been resumed, and to what extent it can be maintained is the problem, and fears are expressed as to the possibilities of obtaining the necessary silks for the coming Spring season. Orders are already being placed by the cutting-up trade, and large buyers for staple silks for the Spring of 1915, but no secret is made of the fact that they are decidedly anxious about the delivery of these goods. Lyons is shipping goods via Marseilles and Liverpool, and Switzerland is shipping through Germany and Rotterdam.

Owing to this uncertainty the trade is speculating as to the possibilities as presented by other materials that can be used in the place of the silks ordered from Europe. It is altogether likely that the shortage in other lines will bring Japanese silks into greater prominence. Habutai silks have been increasing their lead during the latter part of the past Summer, and the increasing vogue of white will help it into favor. Once established, doubtless habutai should help to introduce other silks of Oriental weave. It is also in their favor that Japan is now able to dye these silks, and is in this respect independent of Lyons. There is a new Jap crepe on the market in evening colors that should develop well for many purposes, as it both wears and washes well.

Though the fashion tendency is in favor of silks that have a stiffer finish, satins come first in the selling list. Rich heavy satins such as charmeuse and duchesse are high style, but all satin-finished silks are selling, and paillettes, liberties, messalines, satin de chines and kindred weaves are now selling and will continue to sell during the coming season.

COTTON CROP SECOND IN SIZE.

A forecast of 15,300,000 bales of cotton, each of 500 lbs. was named by the United States Department of Agriculture as the crop for 1914. This quantity of cotton brings this year's crop second in point of size to any grown in the States. The record was 15,690,000 bales in 1911, while last year there were 14,156,000 bales grown.

TWO DAYS IN SMITH'S FALLS.

The store of A. B. Scott, Smith's Falls, with the exception of the grocery department, was turned over for two days to the Patriotic League of the town and a percentage of all the business done went to the credit of the fund. Members of the league acted as managers, clerks and floor walkers and the novel arrangement drew a large crowd, and incidentally contributed a considerable sum to the worthy object of the league.

Swiss Ribbons Still Coming

These Shipped by Rotterdam, While St. Etienne is Still Sending Out Stocks—Ribbons for Fancy Work Now a Big Item.

THERE is always a heavy demand for ribbons for late Fall and holiday selling, and while a scarcity is felt in some lines and colors there is no general shortage, as Swiss goods are coming in by way of Rotterdam and St. Etienne is shipping by way of Marseilles. Fashion is very favorable to ribbons for nearly every gown has a sash, and ribbons are being used extensively for millinery purposes. Almost all widths are asked for, for hat trimmings range from 1½ inches up to very wide ribbons. Very large bows are not so much used, but ribbon crowns and drapes are very popular. Metallic ribbons in gold and silver in all widths are in heavy demand, and ribbons edged with metal or which show the gleam of metal threads are selling. Metal bars also enrich some of the stripes and cross-bar plaids now so fashionable, and metal ribbons are moired, brocaded and printed.

Besides plaids and Roman stripes, shaded ribbons are to the fore. There are beautiful effects in ombre velvets and both velvets and moires pale towards the edges, while the centre is of deep rich color. Printed velvet ribbons come in deep, rich-colored patterns, and the warp printed, and printed ribbons that sell so freely for fancy work purposes, are all deep and rich in tone.

Business can always be improved in the ribbon department by attending carefully to the displaying of the novelties both in cases and on the counter, and by the featuring of new ideas in girdles, fancy bags, etc., that are made wholly or in great part of ribbon. The ribbons shown this Fall are particularly well adapted for the making of handsome bags, as they are both dark and rich in coloring. Handsome vestee belts are made of ribbon, and there are many new ideas in girdles that can be shown with advantage.

PARIS MIGHT OBJECT.

Lady Duff-Gordon, who is a fashionable Paris designer working under the name of "Lucile," stated, after her arrival at New York recently, that in Paris and in London this year there was no such thing as a modish woman. She suggested that now was the time to make New York the fashion centre of the world. Her favorite color, she stated was yellow apple green.

ENGLAND WANTS HOSIERY.

A Manchester jobbing house has made enquiries in the United States and Canada for some lines of hosiery, for which Germany was depended on to a great extent before. Those wanted in different prices are as follows: Plain cotton, 64c to $1.50 per dozen; plain lisle, $1.50 to $2.50 per dozen; cotton legs, $1 to $1.50; lisle legs, $1.50 to $3.75; embroidered cotton and lisle, 92c to $2.50, and silk, $2.50 to $5. The representative of the firm in New York stated that goods made in Germany would be unpopular in England for a long time.

COTTON EVENING GOWNS FOR ALL.

The effort to assist the cotton trade in the South in the United States has taken the form in Chicago of a slogan adopted by the Southern Club, "A cotton evening gown for every woman in Chicago." A crusade to put lovely cotton materials for evening wear before the women in that city, will be started at once by that society.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Latest Reports from the Jobbers

Ribbons Being Manufactured Again in Switzerland—Linoleums Up 2½ Cents a Yard—Bad Outlook for Black Velvet.

VELVETS.—The price of velvets has advanced 10 per cent., plus extra freight rates and insurance charges. They are manufactured in England, in Germany, and in Lyons. The last two are practically cut off, so that supplies must come from England. Orders placed from here in August will not be attended to until October, and will be spread over the remainder of the year.

Every lady is in need of a black silk velvet hat. English manufacturers are short of silk, which comes from Italy. After receiving supplies, it takes six months to prepare the silk for weaving. Most houses have good supplies of colored velvets, but the demand is for black velvet, and the supply is very small. They are not obtainable in London, and prices in the United States are high. One English firm state that they could have disposed of 10,000 boxes of black velvet the morning war was declared, if they had had them.

Silks.—Some Lyons goods are coming. In Switzerland, men have been taken from their work for defence purposes, but a traveller well known in this country, writing a large Montreal house, states that he is in a position now to accept orders for delivery in November, December and January. He was called to arms on August 1, and for several weeks not a piece of stuff left their factory. Thus, he states, they found it difficult to live up to agreements made. Dyers in Zurich were compelled to close down, but are now running again. These silk manufacturers expected this to be their banner year, but their hopes are now destroyed. They are unanimous in stating that dyed goods will be much higher in price from now on.

Ribbons.—It is rather difficult to say what will be worn next Spring, but stocks now are quite up to average, factories in Switzerland having got to work shortly after the beginning of the war. Shipments are being sent through on neutral bottoms. From now on the demand will be mainly for narrow goods, stocks of which are good. Earlier in the year it was understood that wide goods in failles, moires, and faille moires would be in demand, but about the time these were wanted, the war interrupted the supply. They are arriving now in large quantities but the demand is not so heavy. The ribbon business, except for two or three weeks, has been exceptionally good, and does not seem to have been hit as heavily as was expected.

MORE ABOUT SIR GEORGE AND THE KAISER.

From the Financial Post.

Thomas Bengough, secretary of the Ontario Association for Technical Education, delivered an address this week before an organization of business men and supported the views expressed by the Financial Post last week on the need of better work in our Trade and Commerce Department. He said that with technical education and proper direction of effort Canada could produce hundreds of millions of dollars a year more, with a less expenditure of labor and money than we have to-day and added, "What we need in Canada to-day is a kaiser who would insist on technical education and that the efforts of the people be intelligently inspired and directed."

Sir George Foster must not think that we are criticizing him. He is an able and brilliant man, but he is not making good in his department. He has never been in business himself and nobody has ever told him how. He has never sold goods. He has never had to open up new markets for a product. He has never sent salesmen out. He does not know what it is to have his salesmen come again and again to him utterly defeated in their efforts to secure orders and have them go back with new ideas and inspirations and renewed courage which finally led to closing the business. This is an everyday occurrence in successful Canadian concerns. We will have more to say on this point next week.

Sir George is an able man. He is not too old to learn and the country is looking to him more than to any other member of the Government at the present time. He can learn from men who have built up Canadian industries from small beginnings until some of them are world-wide.

CONFIDENCE GROWING.

Merchants generally in Toronto report some improvement in conditions with a much better feeling with regard to the future, says a report of Dun's. Orders for dry goods are a little more numerous and the retail trade is more satisfactory. Quite a lot of goods are being shipped to the West. Prices of the standard staples are firm. The feeling of confidence is steadily growing. .Remittances are fairly satisfactory; there being some improvement as compared with last month. Loans are more easily effected at the banks."

A PATRIOTIC OFFER.

A patriotic offer was made by J. H. Blue, of Walter Blue & Co., clothing manufacturers, Sherbrooke, Que., to the Red Cross Society of that city. He placed his workrooms at their disposal on Sunday, Oct. 4, and eighty members took advantage of it to make garments for the troops. Over two hundred garments were turned out finished in one day, and a number of others, which were unfinished, will be handed to those who will undertake the work. The members were assisted by fifteen of the firms experts, including overseers, cutters and machinists, who gave their services free.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

ARE YOU AMONG THESE?

Many stores throughout the country are apparently content with some novel background or setting of the window display, overlooking the fact that their wax figures richly costumed have soiled or dustladen figures. In many cases handsome costumes are displayed on figures having scratched cheeks, dented noses, broken and missing fingers, all of which greatly detract from an otherwise beautiful window.

The writer upon a recent trip through some of the largest cities noted that only three out of every ten stores appeared to take especial care of their wax figures. The reason of this neglect is apparent; the large charges made by many so-called wax artists, appear to discourage the average merchant having his wax figures renovated when they require it.

These wax artists charge anywhere from $2.00 to $3.30 to clean and retint each head with extra charge for broken heads and repairs to hands. Merchants are realizing the need of some method by which this expense item can be reduced to a minimum.

A concern that seems to have solved this problem is the Harrisburg Wax Figure Renovating Co., Harrisburg, Pa. This concern is marketing a successful outfit including the formula of all materials with which any merchant, window trimmer or card-writer can clean and refinish wax figures, producing the same high-class finish to the figures as executed at the factory.

SHIRTS

You will like the range for 1915.

At all prices, but most particularly in the $9.00 garments, it's a winner.

It's on the road now. Let's show you. A card will bring our traveller.

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W, Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto.
E. G. Hachborn Co., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Livingston & Scott, Toronto, Ont.
Louis Stecher, 33 W 34th St., New York
Federal Costume Co., 53 W 36th St., New York, N.Y.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Dominion Ostrich & Feather Co., Toronto, Ont
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Flowers for Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que
Laberge Chevalier & Co., Ltd., Montreal Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.
J. H. Bishop Co., Sandwich, Ont.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que
J. & N. Phillips & Co., Manchester, Eng
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.

Gloves (Working).
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.
Big Four Glove Co., 73½ Bay St., Toronto.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Mercury Mills, Limited, Hamilton, Ont.
"Craftana."
Perrin Frere & Cie., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont
McIntyre, Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
Wallaceburg Knitting Co., Wallaceburg Ont.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.
Victor Goldberg, 87-89 Notre Dame W., Montreal, Que.

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Crown Hat Co., Galt.

Hooks and Eyes.
De Long Hook & Eye Co., St. Marys, Ont.

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Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

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Infants Novelties.
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Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
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F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.
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Kassab Kimona Co., St. Helen St., Montreal.

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Jno. M. Garland, Son & Co., Ottawa, Ont.

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Harvey Knitting Co., Woodstock, Ont.
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DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, OCTOBER 21, 1914 No. 20

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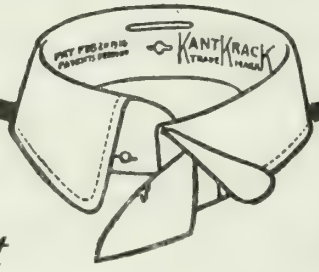
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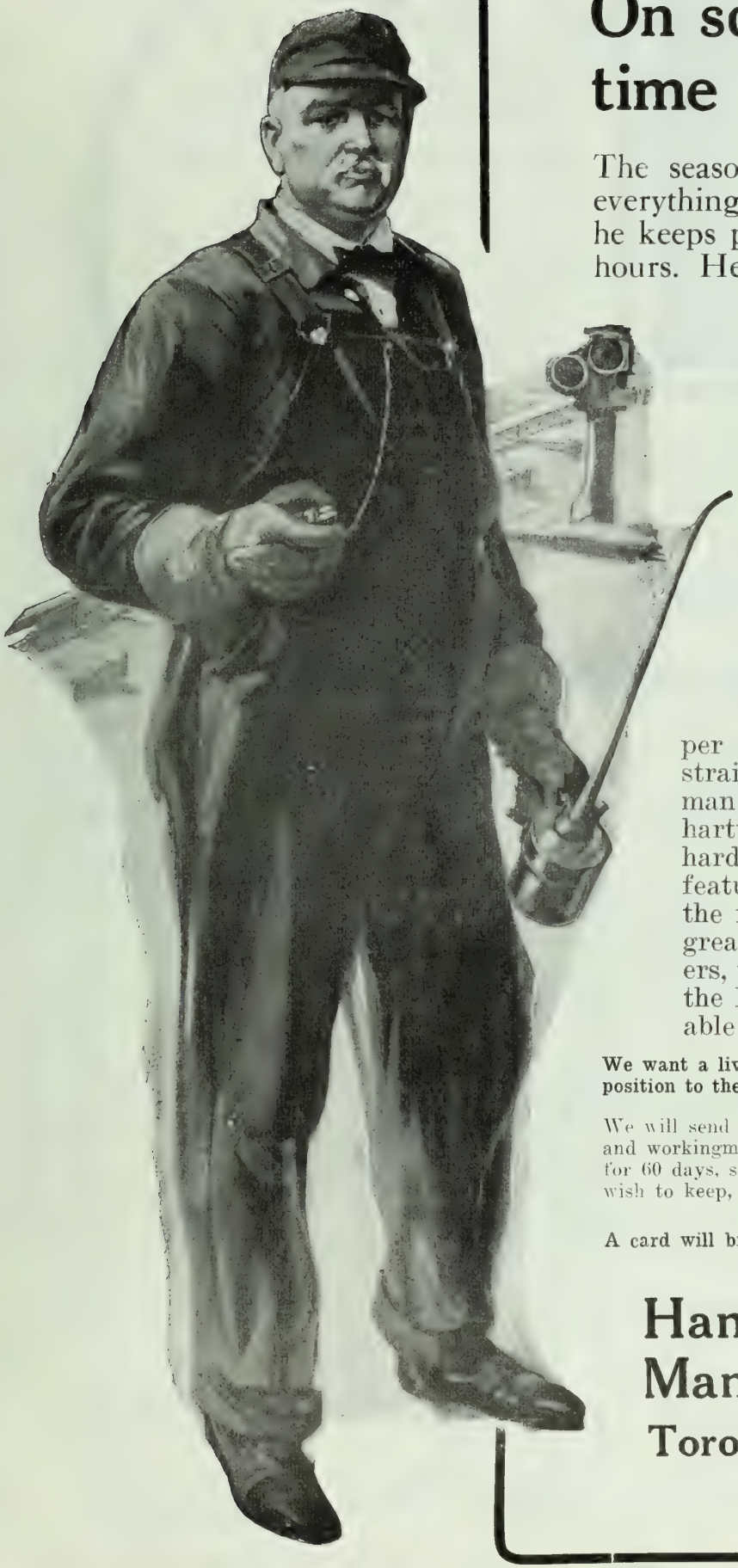
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MEN'S WEAR SECTION

Some Low Grade Cloths Will Be Wiped Out

Huge Demand For Army Supplies For France and Russia as Well as England Will Exhaust Wools and Capacity of Mills—Advance in Price of Coarser Lines—Embargo on Khaki Serge—Efforts to Have Canada Excepted.

QUITE a flurry was created among those interested in men's wear lines by the announcement some days ago that an embargo had been placed on all wools by the British Government. At first it was felt that possibly an exception had been made in favor of the Colonies, but a further cable made it clear that all outside countries were included. At once there were visions of suitings that could not be made in Canada; of the sweater coats business languishing for want of the raw material; of lines of the coarser hosiery and underwear being cut off entirely. For what could Canada do without wool?

In spite, however, of the cabled announcement, there were strong hopes that supplies of wool must be allowed to reach this country, if for no other reason than that war materials were being manufactured here, not only for 50,000 Canadian troops, but for a large section of the British army as well. The net result to date has been that strong representations have been made to the Government at Ottawa, to appeal to the Imperial authorities to allow wools to come over to this country. Some feel that a condition may be made that the use of the wool be limited to army contracts, but this is generally considered to be an impracticable condition. The general opinion is that, in a short time, Canada will not find herself included in the embargo.

For French and Russian Also.

The pressing demands for clothing for the troops, however, will force some changes not only in supplies of cloths but in prices. An agent for a number of British woolen mills, as well as Canadian, pointed out, in an interview with The Review, that not only British, but French and Russian troops depended on English manufacturers as the mills in these countries were not running. What wonder then, that most of the mills where the heavier fabrics are made up are running night and day on Government orders, and in many cases acting under a stipulation that precedence must be given to these. Some are allowed a few looms for outside orders.

"The present situation means that in many instances low priced tweeds will be cut off entirely," said a manufacturers' agent. "The mills that are handling these cannot touch anything but Government orders, and no shoddy is coming from the Continent. Where they are made the price is sure to be advanced. The 49 or 50 cent tweeds undoubtedly will go up to 60 cents, for they cannot get enough yarn, while many lines will not be produced at all.

"Goods up to three shillings as a rule will see an advance of three pence, while for all above this figure, it will be an increase of 4d, 5d and even 6d. In addition there is sure to be a delay in delivery.

"It is likely that the Spring stuff will come out all right and with little increase in price, except perhaps in the cheaper lines. Anything on order now I would say is sure of being delivered.

Embargo on Khaki Serge.

"Of course khaki, which is really a serge, is in the worst shape of all. Many of the cheaper grades are made in Canada, but most of the better, used for officers' uniforms, are made in England. Just now there is an embargo on this also. We have a letter just received from the other side, reading as follows, in reference to two samples we ordered:

"'We are sorry we shall be unable to accept orders on these for early delivery as we are already booked up with Government orders. Further, we might say that khaki serge is at present on the exportation prohibition list and until this is removed it will be impossible for us to ship any goods to these patterns.'

Wipe Out Cheap Serges.

"Cheap serges will be wiped out entirely," added the importer, "and there will be a better chance getting serges of the higher quality, for there is less demand for the grade of wool used in these."

A manufacturer of ready-to-wear clothing stated that already advances had been made in England for the coarser suitings, and that an advance in these to the trade must go into effect shortly.

This would not affect suits selling for $22 and up, as there was less demand for the finer goods. The advance in prices in England on the coarser goods was about 5 per cent.

In discussing the wool embargo with The Review, a wholesale dealer in wool, John Hallam, made the following statement on the situation:

"The embargo, if it holds, will affect very materially the large mills that do their own importing, and the smaller mills that are dependent on Canadian dealers.

"I would say, roughly, that 75 per cent. of the wool used in Canada is imported, and a very large proportion of this comes from London. Nearly all Australian and New Zealand wool, and a good portion of the South American also is marketed through London.

More Wool From U.S.

"Since the U.S. tariff was lowered a year ago and wool put on the free list, the exports from the States to Canada have increased, and there will be some relief there now. However, as their domestic production falls far short of their needs, an enormous quantity is imported from London also, and this is cut off now.

(Continued on page 50.)



Portion of a crowd that has been looking in one of the windows at a demonstration by a young woman of the making up of overalls.

Winnipeg Stunts That Brought Business

Women Made Overalls in Window of Men's Store During Trade-in-Canada Week—Baseball Souvenir, in Series of a Dozen, Meant Twelve Trips to Store—A Theatre Program.

By a Staff Correspondent

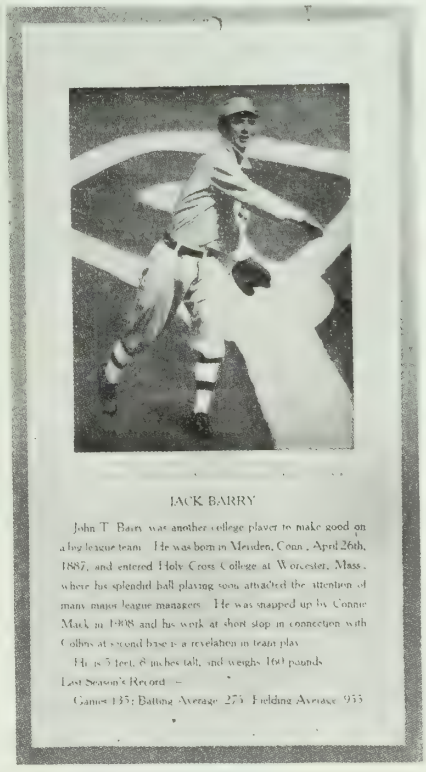
WHEN it comes to advertising, the firm of McNeil, McLean & Garland, Winnipeg, is irresistible and in some ways seems unapproached. They get the business every time. Their little stunts for drawing attention are unending. Like a Maxim gun's shorts, they come one after another, and each hits the market. Altogether they bring down a lot of business.

Some time ago The Review illustrated one or two methods used by this concern, and thought they had been exhausted, but here are several new ones.

The Manitoba metropolis had what they called a made-in-Winnipeg week. Prizes were offered to the stores making the most attractve display of Winnipeg goods. The opportunity was a good one for McNeil & Garland. They carry lines of overalls and working shirts, made in Winnipeg, and the manufacturer being approached, it was found feasible to put a woman and a sewing machine into one of the Main street windows. And there she made overalls all that week.

In another window was a good specimen of manhood demonstrating how to wear Winnipeg overalls. It tickled the fancy of everybody, especially that overalls should be made in Winnipeg. Winnipeggers don't know how much they do make in that city.

The accompanying picture shows one of the attentive crowds that stopped to watch this sewing machine, this woman and this man. Of course, the rest of the windows were trimmed with other Winnipeg makes. Tweniy-five different cards were run off for the demonstrator to show the good points of the overalls. If they had double knees, he had to point to them, and then to the card.



BASEBALL SOUVENIR SERIES.
This was one of a series of cards presented by this firm during the past season. On the back was a cut of the store, called "The Busy Corner—Head-to-Toe Outfitters." The terms of presentation are explained in the story.

Sold 150 Extra That Week.

The test of course was in the amount of actual business done. They sold 150 extra overalls that week, and won the second prize into the bargain.

This was such a success, it is the intention of the firm to have another demonstration at a future date. People have been coming in for "those overalls shown in the window," ever since.

Another advertising scheme that was successful was the distribution of baseball pictures. These were colored, and handsome—something people would go into the store and ask for. There was a series of twelve, and the firm's conditions were that only one of the series was to be given away each week. Men who registered the first Saturday had pictures saved for them the next week. The number of people brought into the store by this method was astounding.

The firm also gives away neat baseball schedules of the Northern League, each being framed suitable for carrying

(Continued on page 51.)



View of left side of Omberg & Co.'s store, taken from the entrance.

Niagara Falls Store That Drew Buffalo's Envy

Unique Methods of Display in Amberg's Men's Store — Raised Show Case Full Width of Store at Rear — Boy's Department Behind—Keeping a Detailed Record of Clothing Customers.

Seasonable observations by a Canadian fashion expert.

THE series of illustrations of Amberg's men's wear store in Niagara Falls, N.Y., almost tells the story itself. The equipment and lay-out are so attractive and practical that most of the features have been adopted in more than one other large store in New York State.

Triangular Show Case at Entrance.

Glance first at the diagram of the store and some conception of the skill in utilizing every chance for the display of goods will be secured. There is a triangular figure in the centre of the entrance: that is, a big show case, larger indeed than is indicated in the drawing; looked after carefully and kept trimmed with goods that cause hundreds to stop and study them every day. Yet enough room is left on either side so as not to obscure the double windows, each with its special message to men: be it clothing, ties, shirts, gloves, hats, underwear, and so forth.

Furnishings in Central Department.

On entering, the store looks different from most men's wear quarters. It is wider, and this width is utilized for a double aisle and a centre that is one of the features of the whole lay-out: the department of ties, collars, shirts, underwear, etc., grouped around a row of pillars and stretching in a double row of show cases to near the rear. Facing these on the left is another row of these display cases, and all the brighter that the beveled glass has no wooden side or top prices. This centre arrangement doubles, the frontage usually given to men's furnishings and is a most impressive and systematic showing. These are all lighted with electricity on dull days, and trimmed regularly. On the left side near the front, beyond the shoes, are glass cabinets for hats, which make a fine showing. On the right side are a series of uniform cabinets for holding clothing. Two rows of semi-indirect lights provide a bright light.

One scheme that The Review has not seen duplicated is a substitute for the ordinary railing across the back of the store along the edge of the office. A show case, brightly lighted, running the whole width, and clearly visible from the front of the store.

Glass, glass, and more glass!

This line of displays can be used for special goods, and has been found a sure seller of stocks shown inside.

Secluded Section for Boys.

Just behind this is the boys' department, also running almost the width of the premises. It is to a certain extent secluded, and mothers go in there away from the men's sections, to buy clothing and other lines for their boys.

Using Ledges for Displays.

But the display of goods does not rest with the means already noted. The ledges at both sides, from front to rear, and the centre ones around the pillars, are called in to do their share. Trunks,



View of right half of store, looking towards the rear.

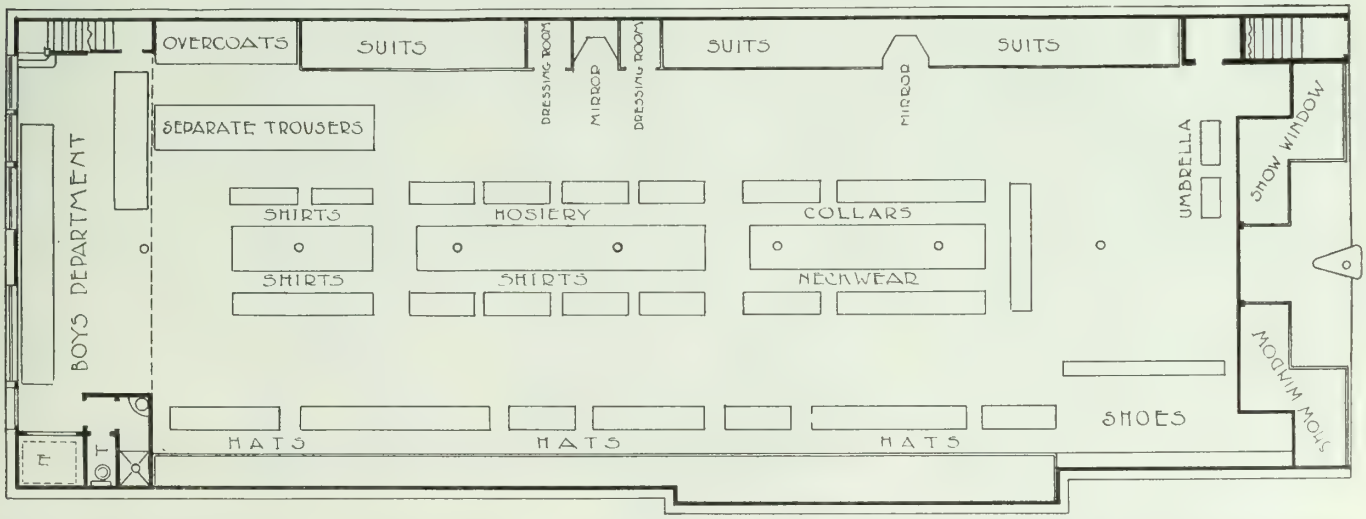
valises, and suit cases get a good chance on the high position, and even shirts are sometimes shown. On the right side the ledges are kept for clothing, such as is contained in the cabinets below. Where there are special sales these ledge trims are divided off and big price tickets used, corresponding to the figures in the advertisements. Sometimes various accessories are used to complete the clothing units.

Putting on Evening Dress.

Following the diagram on the right side may be noticed two dressing rooms, between the cabinets. These are used for trying on new suits, and particularly for allowing a customer to change from business to evening wear without the trouble of going home. This privilege the firm have reason to know is much appreciated.

Under the able management of Mr. Hauser, the clerks have developed a considerable facility in securing data for a most useful mailing list. A copy of the card that is filled in by the clerk is reproduced here, and contains detailed information about the customer that comes in useful later. These lists are used, for instance, when special sales are on, or when the firm have special sizes at reduced prices that their records show will fit these particular customers. The information applies especially to clothing customers, but is often noted after sales in other lines. A dozen expedients are used for ascertaining the name when goods are not sent out by the store.

(Continued on next page.)



Ground plan of Amberg's store, handsomely fitted out, and of unusual plan. Note men's furnishings in center surrounded by attractive show cases, all electric lighted; triangular show case at entrance, and boys' department across rear end.

PARTICULARS KEPT OF CUSTOMERS AND SALES

Prospective	CASH / CREDIT — CUSTOMER	High	Medium	Low	Men's / Y. M. / Boys' — Clothing	Furn	Shoes	Full Dress

Name

Street

Town

Business

Address

Line — Age — Married / Single

Position — Boys — By Self / By Wife

Special Remarks

Special Clerks — Date Stated

Purchases

This form is filled out wherever possible by the clerks, and has proved to be a valuable record for future canvassing. It is a very complete index, showing what was bought, something of a man's measure, his business, etc. If he has boys these are likely to become customers if approached by circulars, etc. Special announcements are sent out to all on this mailing list by the firm. Often it takes two or three visits to the store before the information is secured, but the record on this card is being added to continually. As a nucleus for a classified mailing list it is very serviceable.

WALT MASON ON TRADE PAPERS.

I asked Jim Quackenbush a question printing things are sure his line: "Say, don't you have the indigestion? You read trade papers all the time."

Old Jim laid down his monthly paper, and wound his whiskers round his neck, and said: "It is the proper caper to read up on your trade, by heck. The lawyer, if he'd make a killing, must read his law-books, day by day; the clergyman, however willing, without research can't make it pay: the doctor, if he'd be a winner, must read the books by experts made; and so it is with wheelwright, tinner, and every man who has a trade. If this is true of lawyer, healer, that each must cultivate his mind, it's just as true of every dealer—none can afford to go it blind.

"This journal here, in every number, contains some fact, or hint, or phrase, to guide the man who deals in lumber, and help him forty-seven ways. And so it is with Griggs, the printer; he takes trade papers three or four: they bring his world of commerce closer, and help his business all the more. Now there's the other fellow, Harkness; for printed stuff he spends no dimes; he gropes along in doubt and darkness, a hundred years behind the times.

"Oh, these be times of stress and hustle, and giants wrestle for the tin, and man, so help me Lillian Russell, must know his business, if he'd win. That's why I take this useful paper, and through its helpful columns wade; and every printer, butcher, draper, should take the one that fits his trade. Now, run along and leave me, sonny; I have to earn my daily bread; and while I'm taking in the money you might sit down and soak your head."

CLOTHING OR DRY GOODS

There has been an evolution in the business at Fowkes Brothers, Oshawa, Ont. This store, which for many years carried dry goods has changed over to men's wear. Mr. Fowke bluntly states that his reason is that he can sell a suit of clothes to a man in the same time that he could sell a pair of stockings to a woman. In the one case he makes three or four dollars; in the other the profit would be about ten cents.

KEEPING TRACK OF STOCKS.

In connection with the men's wear department of the store of Field & Bros., Cobourg, Ont., there is a single method employed by the head salesman for keeping track of such lines as suits, trousers, overalls, shirts, sweaters, etc. A book record is kept of the numbers in stock, size and price. This book is revised from time to time, and on short notice a report can be made of the position of those lines which are rapid sellers and with which the buyer wants to be closely in touch.

AMBERG & CO. No. 2802

CALL OR DELIVERY

Date _____ *Finish* _____

Name _____

Address _____

Coat _____

Pants _____

Vest _____

Am't Due _____

Salesman _____

BRING THIS COUPON WITH YOU

ALTERATION COUPON No. 2802

AMBERG & CO.

NIAGARA FALLS, N. Y.

Items _____

When promised _____ *Am't Due* _____

Alteration Slip.

GLOVES 600 MILES BY MOTOR.

The glove manufacturers seem to have been particularly enterprising, or at any rate, fortunate, in getting through their shipments in spite of the war. In a September issue of The Review we recorded the steamer Ida having run the gauntlet and reached Canada with a consignment of gloves for an English firm with a Canadian establishment. The steamer Hesperian brought into the port of Montreal recently a shipment of gloves for the Canadian branch of a French firm, that had been sent 600 miles by motor transports to the port of Havre, the railway being entirely occupied with the transfer of troops.

VALUABLE DOCUMENT IN WASTE PAPER.

After lying for years on an open desk with a lot of worthless scrap paper, a discolored sheet of foolscap fluttered to the floor of the office of J. Meyer & Co., knit goods manufacturers, Chicago, and settled a threatened suit over an estate valued at $125,000. The document was a will written in long hand twenty-five years ago by Jacob Meyer, who died August 27th, apparently without disposing of his estate.

SOME LOW-GRADE CLOTHS WILL BE WIPED OUT.

(Continued from page 46.)

"The mills in Canada that will be affected by the embargo chiefly are those making tweeds, worsteds (more or less), blankets, sweaters, and the coarser grades of underwear.

"In the small and medium mills the supply of wool is based on a 30 or 60-day production, and lately has been closer than that. The larger mills usually are provided for four to six months in advance, though this depends on the market conditions.

"Wool to-day is five to ten per cent. higher than it was one month ago. The medium to coarse has felt the advance, the finer grades showing a much smaller per cent. increase.

Domestic Wool Up Also.

"Domestic wool is used for socks and all but the finer grades of sweater coats. This is up also, of course; what sold for 24 cents last year is 30 to 32 cents now.

Even if wools, of course, are allowed to be exported to Canada the price will be much higher. A prominent Canadian agent has received a cable that no quotations can be given on wool at present.

Isolating Men's Wear from Dry Goods--30% Gain

Trenton Firm Found That Receipts of General Establishment Did Not Fall Off and Now Business in Men's Store Represents One-Third of the Whole Turnover.

By a Staff Correspondent After Visit to Trenton

MEN do not like to buy their clothes or their furnishings in a dry goods store "mixed up" with regular women's departments. There are so many ways in which this can be shown that the truth of the statement is obvious. The number of successful establishments which specialize in men's wear is proof of this. The experience of dry goods merchants who have isolated their men's wear department is another proof.

The dry goods merchant who may be considering the advisability of catering specially to men in a special department should profit by the experience of J. Sutcliffe & Sons in their new store at Trenton, Ont.

Opening just a year ago in Trenton, business developed very rapidly and in order to give the extra accommodation required it was decided to move the men's department to an adjoining store, which was also controlled by the company. These new premises were entirely separated from the main store, in fact there is a lane running between them.

Result—The business of the dry goods store showed no falling off in receipts. From the day the men's store was opened the records of the establishment indicated that the receipts here were an entire gain, and to-day about one-third of the business of the whole concern is being done in this men's store.

Give the Men a Store

J. A. Sutcliffe, the head of the Sutcliffe store in Trenton, is firmly of the opinion that men desire to shop in a store of their own; they show a reluctance to enter a dry goods emporium if they can find a convenient place where they can make their purchases in surroundings more appealing to the male spirit.

In a circular addressed to the patrons of the store, it was stated with regard to the new men's wear department: "Opened to give men's goods the deserving place our men's stocks deserve; a men's store for men's goods separate, but sharing in the affiliations and strength of our general business."

Watching for Prospects.

Entering the men's department of Sutcliffe's is to be surprised by the sound of the tick of a telegraph instrument. This requires an explanation. The store is a large one, and for the time being at least, the office of the C.P.R. telegraph and the ticket office of the C. P.R. have been installed here. This course might not be generally advisable and could not be recommended as a rule, but Mr. Sutcliffe says that it works out all right in this case.

In the first place he saves about half his rent expenses, he figures. In the second, all the employees of the C.P.R. at this point have to come to the store for their pay checks and a special effort is made to secure this business—with success, too. A specialty is made of overalls and other lines which railroad men are interested in.

Again, there is the feature that the ticket counter brings a lot of people into the store who would not come in otherwise, and "at least two overcoat sales last week were made as the result," states Mr. Sutcliffe.

Then the railroad office occupies little space, and there is nothing about it which interferes with the men's wear business.

THE WORLD'S GREATEST BALL PLAYERS.

One of each of this series of pictures will be distributed free every Saturday from May 2 to July 18 inclusive. The names of players and dates of distribution are given below:—

	Saturday
Christy Matheson	May 2nd
Chief Bender	May 9th
Eddie Collins	May 16th
Jack Barry	May 23rd
Frank Baker	May 30th
Wallie Schang	June 6th
John McInnes	June 13th
Walter Johnson	June 20th
Joe Jackson	June 27th
Ty Cobb	July 4th
Tris Speaker	July 11th
Jimmy Archer	July 18th

If you wish the complete series call and leave your name, and we will save you one on each Saturday. None mailed and none given to boys under fifteen.

There is no advertising on the front of these pictures.

McNEIL, McLEAN & GARLAND,

Commonwealth Block, City Hall Square.

Winnipeg, Man.

WINNIPEG STUNTS THAT BROUGHT BUSINESS.

(Continued from page 47.)

in the pocket. These are taken on to the field and distributed to the crowds in thousands.

This firm prints programs for one of the big Winnipeg vaudeville houses —"pantages"—one of which is put in every parcel leaving the store. The theatre returns the compliment by using these programs in the gallery. The only cost of this publicity is the cost of printing.

This firm will shortly open a high class men's clothing store on Portage avenue near Smith street.

KICKED STONE THROUGH WINDOW.

One of the plate glass windows in the front of the store of Messrs. Field & Bro., at Cobourg, Ont., was recently broken in a very peculiar manner. A horse was being driven down the street and was evidently handling its feet in a careless manner for it kicked a stone off the middle of the roadway across the sidewalk and into the middle of one of the big lights in the glass front. Insurance companies might consider the advisability of opening a school of instruction for horses as to handling their feet while on business streets.

RED LIGHT FOR TRIMS.

In the Yonge street store of the Semi-Ready Co., Toronto, is a display cabinet in which trims are shown under a shaded red light. The effect is a pleasing one and takes off the bareness and glare of the usual white electric lamp. Of course there is taste required in the selection of the colors to be shown under the red light. The lamp used is an ordinary colored one such as used for signs or decorative purposes.

Do Too Many Models Spoil Hat Business?

So Many Styles That the Fashion of Last Season Does Not Look Out of Date--Stiff Hats Not in Demand, and Are Not Favored For Spring, Either—More Conservative Shapes in Rough Materials for 1915 Straws.

THE FEMININE problem of the selection of the new Spring hat can be understood to some extent by the male who endeavors this season to select his fall chapeau. There is offered for his selection almost everything that his imagination could cover in shape and color—and several others which would better be credited to a nightmare than an ordinary healthy imagination.

Although there has been developed some favoritism for certain colors and color combinations—principally combinations—there is at the same time such a big range that almost anything goes. In fact there are complaints in the trade that the range is so extensive that there are many men who are brushing up the hat of last season and putting it through for another heat—and the point is that no one can tell the difference.

Must Keep Open for Last Minute.

It looks as though there would have to be some changes made in the soft hat business if the fashion is to continue. Not only are there so many novelties now that there is nothing distinct to a season, and people need hardly make a change, but the competition between the manufacturers is so keen that retailers are not able to put any faith in the future market, with the result that they have to leave themselves open for last minute supplies and orders which would have been placed months ahead are now held down to so many weeks.

Two-color effects are having a good sale and there appears to be a call more for the blues and the grays than other shades—with the greens getting weak and the browns coming into the range to a limited degree. But there are so many shades which are permissible and evidently correct, so many shapes, so many different bands and knots that almost anything goes. Blue and pearl have had a good run as a combination but this is too loud to last for any length of time, and the blue and slate appears to be a better effect.

Yet Stiff Hat is Not Gaining.

And yet there can be little doubt but that the Spring of 1915 is going to see another soft hat season. There are few contrary opinions in the trade. There had been predictions that this Fall would see more of the stiff hats but the increase has been no more than the natural development of the Fall season; there is nothing to indicate that the stiff hat is gaining popularity at the moment—but what may be the result if the freaks continue in the soft models would be impossible to foretell. The bell shaped in the stiff has gone out as it was almost certain to do after a very short run, and the taper crown has more to recommend it from the standpoint of appearance.

There are evidences that the stiff hat manufacturers are making an attempt to get in on the soft hat trade. This is to be seen in the introduction of two-color effects after the fashion of the soft hats. A combination of black with gray binding is seen and an extreme model is a dark blue and pearl combination—which is anything but a thing of beauty.

English Makers Slow?

There is a complaint in some branches of the trade of the reluctance with which the British manufacturers follow the changing styles with the result that it is difficult to handle the British felts in Canada. The manufacturers over there are turning out high-class material but the styles are too conservative to meet the demand here. Models can be duplicated when they are sent over but the changing conditions are such in the hat trade at the present time that it is not a business proposition to do so and get a share of the demand before something new is flashed on the public.

A Two-Color Binding.

In some of the Spring models which have been shown to the trade there is still a higher crown than the high crown of fall, a new idea being the elimination of the telescope effect, there being just a slight dint in an otherwise flat top.

A novelty which has been shown is a hat with an emphatically rolled brim and with a two-color binding. There is a broad binding of about half an inch round the brim of a color matching the body material and this is edged again with a contrasting color.

Fedora Crowns More Popular.

It is predicted that the Spring will see a return to more of the solid colors although the contrasts will continue undoubtedly strong. There is also an indication that the telescope and other forms of round crowns will be changed for the dented fedora shape which is merely a different method of shaping the same crown. The fedora crown is the strong feature of the hats which are now being shown on the continent.

Ridiculing Hat Fashions.

The extremities to which the hat designs have been carried in the past couple of seasons and more particularly in the present is leading to a certain amount of ridicule. The Washington Times remarks: "The straw hat of this year has been an artistic failure, sometimes in color, frequently in altitude, always in shape. Of course, once on the market it had to be worn. There was no way of sending the crop abroad to be eaten by the horses of the Cossacks or the Uhlans—which would have been the proper fate for most of the patterns. Now comes the felt hat of 1914-15 with all the possibilities for shapes and names afforded by the war idea. We shall have the Kitchener, the Kaiser, the Pau, the Grand Duke, the Liege (badly dented) the Volga, the Lemberg. The colors will emulate the autumn foliage of all Europe, with dashes of London purple, Parisian blue, Paris green and magenta. The derby hat is a sad thing, hard to the head and a mark for wind and dust. But if the makers do not become more safe, sane and conservative in their future products it may be necessary to go back to the stiff and gloomy derby. Nobody looks happy in it, but few look ridiculous."

Saner Straw Shapes.

Although there are some freaks shown in the straw hat shapes for 1915 the general tendency is for saner shapes than prevailed during the season which has just closed. There will be some high crowns but not many and the popular hat promises to be something conservative both in crown and brim. Materials will usually be in the rough rather than the smooth effect and there will be few split straws worn; for the extremists there will be hats which will resemble woven rope rather than straw.

Odd Twists and Fancies in Men's Fashions

A NEW YORK shirt manufacturing concern reports that there is a big demand this Fall for flannel as a material for fancy waistcoats.

* * *

TIES OF KHAKI of different shades in plain tones are being made for the trade in England, and samples have been received by Canadian haberdashers.

* * *

SOMETHING NEW IN SUMMER shirts brought out by a St. Louis company is a detached and adjustable sleeve constructed with a tab by which the length of the sleeves can be regulated to suit each man's needs.

* * *

A NEW COMBINATION IN SUMMER UNDERWEAR has no opening at the crotch but has a split in the leg down the outside extending from the waist to the bottom of the garment.

* * *

A "HIGH SHOE DAY" is advocated by some of the Chicago newspapers, a fixed date when the low shoes will be discarded in the same manner as the straw hat has been outlawed after a certain time.

* * *

ONE OF THE BIG STORES IN CLEVELAND tried the experiment this season of having their new men's suits exhibited on living models at the same time as the new gowns and cloaks were being shown for the lady patrons.

* * *

WASH TIES WILL be strong in the trade next Summer in the opinion of a prominent neckwear buyer in Chicago on account of the dyestuffs situation, which, if unrelieved, promises to interfere with the production of colored silks.

* * *

THE BUYER OF A Philadelphia department store reports that there is already a change of sentiment in regard to the two-colored hats for men. Soft felt is in demand and few cloth hats are being sold; some velours have been disposed of to women.

* * *

CUSTOM-MADE COLLARS are now being turned out to the order of the patrons of some of the high-class furnishing stores. These are made of the same material of the skirt and in endless variety of pattern and color, with Madras effects becoming popular. The colored color influence comes direct from England.

* * *

THE "EMERY NORFOLK" shirt is the latest model which has been brought out by the big Philadelphia firm. It is, as the name implies, after the Norfolk jacket, with box pleats front and back, invisible pocket at the pleat gathered in at the yoke and with a belted back. The collar is attached and the garment is specially designed for outdoor wear.

* * *

FIREPROOF CLOTHING is advocated by a Brooklyn, N. Y., physician, for girls and boys in view of the fact that within sixteen days there were eighteen children who lost their lives through burns in that city alone, the average age being between two and five years. A pound of ammonium phosphate, costing 25c, dissolved in a gallon of water will make a child's clothing immune to fire. This fluid will not injure the fabric and the effect will remain until the garment is washed.

* * *

PLAIDS ARE VERY strong for the cape of the Fall and Winter season; in fact practically nothing else is being shown by the makers.

* * *

THE WHITE DOVE scarfpin is a novelty which has been brought out by Lewald & Co., Chicago. It is particularly timely in view of the European war.

* * *

THE LATEST DEVELOPMENT in the colored collar idea has been seen in England where the wing model is being made in the same material as the shirt.

* * *

AN ELASTIC RIBBED UNION SUIT for Summer wear not only has an expanding insertion at the waist but there are also bands running down the sides from the armhole to the bottom of the garment.

* * *

A NEW DERBY has a medium, high-tapered crown, a sharp curve and nearly flat top with a narrow, nearly flat brim and wide puggaree band. This band is of soft green and black silk and forms a contrast to the hat proper.

* * *

A STIFF HAT IS NOW BEING MANUFACTURED in the derby style which follows the style of the soft hats in the two color combination. This is distinctly odd and it is not expected that it will command more than a limited demand.

* * *

AMONG THE LATEST fads in neckwear is the black and white fashion. There is a big variety of designs in stripes, checks and figures. The black and white fashion may be expected to hold if the shortage of dyes should continue.

* * *

A BIG CLOTHING HOUSE recently made a showing of ready made clothing of which it was announced that the materials were directly imported and that there was only one size in each line and only one garment of that size; in other words each was an individual model.

* * *

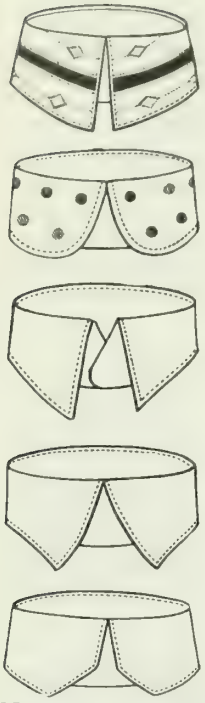
A NEW DANCING WAISTCOAT which has been brought out by a New York designer and manufacturer follows the new idea of an open back, there being only a band at the waist. In this waistcoat, however, silk covered elastic is used which adds to the flexibility of the garment and prevents uncomfortable binding with rapid movement.

* * *

DESPITE THE EVIDENT effort which has been made by neckwear manufacturers to supplant the knitted tie with the wide silk cravat, a prominent Boston men's furnisher advertises: "The knitted scarfs are great favorites this year and good style. Both the self-ribbed and the club stripes are shown. Some with tiny embroidered figures on the dark bars. All shapes are much more liberal in shape to fill the collar space."

Even Wing Collars Now Made in Colors

Demand for Novelty Goes to the Extreme—England Sends Many Shapes in the Same Material as the Shirts—Collars at the Moment Cover a Big Range of Shapes in Plain and Fancy Materials—Soft Collars May be the Means to Supply the Demand for Something Different Next Summer.



AFTER RUNNING the whole gamut of possibilities in collar design—and the past several seasons have been noted for the number of novelties in shapes, in stiff and also soft models, which have been brought out by the trade—the manufacturers are filling the demand for something different by changing the materials.

The first relief from the pressure for new shapes was found in the use of the Madras. For a time the medium stripes sufficed—but only a short time. Soon there was a variety of the stripes in different widths, running both vertically and horizontally. These were best suited to the straight line collars, and then came the introduction of madras in the collars with the circular openings, and with these water-mark and clouded effects were used. New patterns followed from time to time, and different polka dots and other small figured designs came to the front.

Introduction of Colors.

But the demand for novelty did not stop here. It remained for the introduction of colors to fill out the cycle. The extremes which are now being shown by some of the advanced style shops, and which find their origin in England, seem likely to represent the extremity to which the makers can go, and it is doubtful if they will have a very strong run in this country. First the color was introduced in a stripe running round the collar at the centre and small colored spots were used with the Madras patterns, and then came the stiff collars in the same materials as the shirtings. And in England this color idea has been taken so far as the wing collars, which in patterns similar to the shirts with which they are worn represent a combination of popular style and conventionalism which it is hard to imagine as having anything but a narrow demand in the general trade. The wing collar represents the extreme, but the same idea is also worked out in the shape fastened with a long pin; it is starched, but gives the impression at the same time of being less rigid than the usual stiff design.

In the general trade at the moment there is a big range of collar shapes, and the Madras materials are having a good showing, although they will be as strong for the Fall and Winter business as for the Summer, where they to some extent supplied the place usually taken by the soft neck band. Outstanding appears to be the long-pointed style, which comes in a large number of shapes, with varying widths of vent and length of point, but it cannot be said that there is any distinct style, and makers are still making a strong showing of the round-cornered shapes, with varying height and curve, the wide vent and the model with the opening of the fold extending to the top of the outer band and the V-shaped opening on the inner wall. Wing collars have a very limited demand, but may be stronger for the Winter season, with the Ascot-shaped tie coming in again with some wearers.

Soft Collars Returning.

An outstanding feature of the past season in the collar business has been the weakness of the demand for soft collars, either with the shirts or in the white—in fact, it might be said that there has been no demand at all. For next Summer, however, there is a tendency on the part of manufacturers to try and revive the soft collar, and this may solve the problem of supplying the demand for something different. A new soft collar which will be strong comes with the shirt, but makes no attempt at standing up—an effect which has been obtained in the past by the use of a cross pin or a short band with buttons to pull the bottom ends together. With the new collar the ends will be loose, and will lie flat on the shirt, somewhat after the fashion of the old attached collar on negligee shirts. However, there is a difference of opinion in the trade regarding the soft collar, and some opinions are that it is out for more than one season.

Hats for Spring in the States

THE style tendency for 1915 is at this time well defined and buyers whose judgment is reliable can place their orders with confidence, says The American Hatter.

For the fine trade sennits in fancy patterns and fancy rough braids will be correct. Crowns will be full and the prevailing dimensions will be $3^3/_4$, $3^1/_2$ and 3¾ inch crowns, and brims from 2 to 2½ inches. A moderate shape for the well-dressed man will be 3½ by 2-2⅛; for the fine trade that is a bit more dressy, best dimensions will be 3½ by 2¼-2⅜, while the real extreme novelty will be $3^1/_2$ by 2½, which provides a very large hat.

For the popular trade the slightly taper crown, $3^3/_4$ and 4 inches by 2 and 2⅛ inch brims will be the exact dimensions, with some play on $4^1/_4$ inch crowns for an extreme style.

The extreme taper crown will probably have some favor in the smaller towns where the vogue did not reach this year.

There will be few, if any, three-inch crowns, and none under three inches.

Split braids will be staple as in recent years, $3^3/_4$ and $3^1/_2$ by $2^1/_8$-$2^1/_4$.

Soft braids will be more favored than in recent years. Leghorns will revive a strong vogue for the better class, although it is questionable if the very finest trade will favor this variety as Leghorns were quite the fashion this year with the real society men in the large cities, and next season will not be so exclusive.

Bangkoks will be quite as popular as ever, as will panamas, both duplicating the new novelty in soft felt styles.

Bows will be side or three-quarter and medium width bands will be correct. With the decadence of sash bands in felt hats there will be a general disfavor of puggarees on soft hats. Attachable puggarees will be left in stock for those who prefer them.

To Importers of

AUSTRIAN and GERMAN COLLARS

Your Supply Is Cut Off

So Send Your Adopted Shapes and Quote Price You Can Pay to

R. M. MOODY,

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Absolutely Seamless.
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THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

REGULAR STYLES



ALL PRICES

LINCOLN

SUSPENDERS

Garters, Arm Bands, Belts

NOTEWORTHY VALUES

Lincoln quality is unsurpassed. Lincoln values are noteworthy. From regular styles at $2, $2.25, $4.25, and $4.50 to our $7.50 lines, as well as our individual holiday boxed lines at $4.25 upwards, you will find Lincoln values right. We also make combination sets (suspenders, arm bands, and garters) at $4.25 and $7.50, and belts and garters at the same prices. Terms 2% 10 days with 60 days dating. Express charge paid on all orders $25 and over.

Write for trial order or samples.

Lockhart Suspender Co.

1307 Market St. Philadelphia, Pa.

The Effect of the War on Styles for Men

Speculation as to Whether Americans Will Diverge From London Standards on Account of War Influence or Whether Returning Tourists Will Demand That New York Tailors Follow English Styles—Advanced Styles Show Cape Coat and Form Fitting Lounge Models—Loose Coats For Rough Wear Only.

ALTHOUGH it is generally recognized that London is the centre of men's styles just as Paris is the great centre of creation for fashions of women, Canada sees the English influence only in a modified degree, particularly in men's furnishings. But for the principles of style we get back to the same original source, for the reason that New York, the fashion centre on this side of the Atlantic, follows the lead of London. Well-dressed men in New York will not only follow the London styles, but will have their clothes made by Bond street tailors; for the popular trade there is an American modification of the English models and it is this American modification that is much accepted in Canada.

There is considerable speculation at the present time by those who keep in touch with the fashions as to the effect of the war and the extent to which London and New York may be affected; also whether Canada will continue to follow the lead of New York in the event of a greater individualism in style developing in that city.

Somberness of dress will undoubtedly be noted in London as the effect of the war, with a tendency towards military influences in styles and colors. This will be noted first in the apparel of the women and then in the clothing of the men, and it may be expected that the Fall and Winter will see quieter colors than had been anticipated.

Which Would Canada Follow?

New York will follow this lead for the time being at least, but there is some question in the minds of authorities on the subject in the United States as to whether a continuance of the war will not lead to a wider divergence in style opinions between the Englishmen and Americans. To-day New York tailors are catering to men who have previously had their clothes made in London, and this may be the start of a more pronounced American tendency. Then there would be the question as to whether Canada would continue to follow the lead of the American designers, or whether direct connections might be established with London by Canadian tailors.

But while it may be that New York will not follow London in some of the style influences that may result from the war, it is not to be supposed that the standing of London as the style centre for men's clothing is to be seriously impaired. There have been so-called style leaders who have set themselves up in New York before this and endeavored to change the trend of the fashions, but they have been soon proven to be impostors so far as style standards are concerned. Fashion creators are among that class of men who have a full knowledge of the luxuries and the arts of the world indulge in appropriate changes of dress and who have the time and the money to harmonize with the surroundings and the changing influences of world events.

Contrary to the views which have been expressed are the contentions of some of those who are students of style influences and who take the view that the war may result in a more pronounced Old Country influence in styles than before on account of the large number of Americans who have been abroad and who are returning now—many of them without baggage—with definite ideas of what they want the American tailors to make for them.

Cape Overcoat.

A tendency in overcoat styles which was slated to return to favor this season to some extent and which will be made more popular on account of the military tendency, is the cape overcoat, which is somewhat similar to the coat which was worn fifteen or twenty years ago. However, the military idea is not altogether responsible for this style, as there is also the influence of the cape coats which have been worn by the women and there are some particulars in which it will be noted that the styles of men follow those in vogue with the other sex. One of these coats is shown here as illustrated by "Men's Wear," New York, and in addition to this model there are other effects including a double style which comes around under the neck and is rounded off to the shoulders after the fashion of some of the coats of the picturesque Irish gentlemen of a couple of centuries ago. The extent of popularity of the cape coat is very questionable.

Another revival is the paddock or old-fashioned racing coat with the form fitting back and skirt effect. There are other plainer designs also of body formed coats with full skirts.

Advanced styles indicate that except for storm or motor use the voluminous coat is going out. Anything approaching the Balmacaan for lounge wear is not favored.

HOW UPSTAIRS GOT DOWNSTAIRS

In view of the article which was printed in the last issue of The Review regarding the policy of Robinson's upstair clothes shop in Montreal, the methods adopted by a similar establishment in Chicago to attract business upstairs is very interesting.

The Monroe Clothes Shop in Chicago is situated on the third floor of a State street shop building. It is the only establishment of its kind in the Windy City and during the past couple of years has built up a reputation on its motto, "Take the Elevator and Save Ten"—fifteen-dollar suits and overcoats are sold.

Chicago's style parade is on Michigan boulevard. Here are the high-class stores where stylish apparel for women is sold. Monroe's establishment is on the third floor half a dozen blocks away. One day recently a display of clothing appeared in two Michigan boulevard windows. There is not a men's clothing establishment within several blocks. In connection with the display was the address of the Monroe clothing shop—and the fifteen-dollar figure was emphasized.

The result was that sales were made to some of the best people in Chicago who were attracted by the display in the center of the fashionable establishments of the city. In fact the management of the store report that through special numbering of the suits displayed they have traced sales of thirty-five to forty suits a day to the Michigan boulevard display since the windows were secured.

The display was made in the windows of a store which was vacant at the time.

Garside & White, Toronto, shoes, have changed the firm name to The White Shoe Co.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros, ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Formal Dress Wear and Some of its Tendencies

Evening Suit Has Higher Fashioned Waist with Descending Curve to the Front—Shoulders Are More Roomy and Braid and Other Fads Going Out — Same Tendencies Apply to Morning Coat—Frock is Not Favored.

By a Staff Correspondent.

THE braid fad and some of the other fads in connection with the evening dress which have developed to some extent during the past few seasons, and which appeared to move in with the dancing vogue, will find a weakening influence this Fall and Winter. Not that the fads gained any wide popularity, for the man who considers himself dressed in strictly good taste does not follow the extremes—particularly in regard to formal dress—but such popularity as these little eccentricities did gain is on the wane.

Changes in formal dress from season to season are not radical, but there are certain new influences which are followed by discriminating dressers. For the 1914-15 season this new influence is seen in a shorter fashioned waist, with a descending line from the back to the front to give the length in front of the waistcoat. This waist-line coming down to a peak in a curve adds considerably to the graceful effect of the garment.

The coat is also distinguished by a concession in shoulder width, which has changed from the extremely narrow effect, by which the English fashion was accentuated on this side of the water, to a natural width.

In the lapels, outside of some general tendencies, considerable latitude is left to the individuality of the wearer and the maker. Generally the lapel descends in a curve outward rather than in a straight line, and the front is rolled gracefully, but the shape and angle of the points are a matter of discrimination. The facing may be of corded silk, which has been strong for some seasons, or of satin which is coming back in some strength. The collar proper is of self-material. Three buttons on either side set at a slight angle are favored, but two are also correct. The cord fastening is seldom worn by the better dressed men.

There is practically no change in the shape of the trousers, although there is a slight tendency towards more roominess with the more "comfortable" shoulder. Braid on the side seams is correct.

The white silk waistcoat with four or three buttons is strictly correct for evening wear, but white pique is also fashionable, and for some events the grey silk is in good taste. The white starched bosom shirt is worn with a wing or band collar, and the former seems likely to have the preference. White bows are worn in a variety of shapes, but not to such an extent as the past few seasons have seen. Pearl studs are correct, and jewelry is not favored. Patent leather shoes are correct, with the button given the preference.

Morning Coats in Dark Grey.

For the morning coat also there will be less of the braid binding than in the past few seasons. Braid will still be worn by some, but this effect, which is more of less of a fad is passing with dressers of better taste. Here also we find a more roomy shoulder; nothing like wide, but natural and without wadding. The waist is form-fitting and somewhat higher. The favorite material will be dark grey, which has generally supplanted black for this garment.

As for the frock, there is little to be said, and that little is scarcely necessary. The same general tendencies will apply as to other formal apparel, but for several seasons the frock coat has been frowned on by fashion, and it is very, very seldom that there is a call for this garment.

KNOWS WAY TO BERLIN.

The war contingent has claimed a number of the staff of Tooke Brothers, Limited, Montreal, including Capt. Whitehead, who has had charge of the neckwear department. "Tooke Talks" says:

"Capt. L. W. Whitehead—'Officer Commanding" the Tooke Neckwear Department—is spending most of his time in Europe. He had hardly returned from his spring buying trip, picking up colors for winter cravats, when has was called back to Europe to 'pick up a few German colors' as captain in the famous 5th Highlanders. With the same regiment goes C. B. Muir, of our office staff, and in one of the other regiments goes H. Thom of the Shipping Department.

"Captain Whitehead is familiar with the battleground of Europe, having visited nearly all the places now being mentioned in despatches. He is no stranger to Germany, where the forthcoming battles will be fought and will know 'the way to Berlin' from previous trips. Not the least of his recommendations as a soldier is his foresight and power of quick decision."

HANDY UMBRELLA STANDS.

The early bird gets the worm: so also does the bird which gets busy after a shower. The addition to the old adage is made to apply to the men's wear dealers who handle umbrellas. When the rain is falling is a good time for umbrella sales. Then is the time to make use of the umbrella stand. During a fall shower there were five of these stands made their appearance on the street line in the retail section of one of the large Canadian cities in the space of two blocks. They were of a variety of shapes, four being made of plate glass with wooden frames, while the fifth was merely a stand with brackets and not enclosed. These stands can be brought to the door way when there is a shower and can be instantly removed after the rain is over. They prove a big factor in making sales for the man who is caught in a shower is likely to act quickly on the power of suggestion.

DOUBLING WINDOW DISPLAY.

The men's wear store of Clarence Trull at Oshawa, Ont., has a narrow front and single window. To make the most of this display front, the idea has been used of a two deck arrangement for showing goods. The window has been divided into two stories by a large shelf which fits tight against the glass and lights are arranged so as to make a good showing both above and below.

AN OTTAWA CHANGE.

Sydney Smith, manager of the gents' furnishing department, The 2 Macs, Ottawa, has left to go into business with the Whitney Pye Co., Banks Street, Ottawa. The latter are opening a new store at the corner of Bank and Albert Sts.

NEW YORK MODELS OF EVENING DRESS



No. 1—For formal occasions.



No. 2—The Tuxedo.

Chinchilla Overcoat Strong for Winter Wear

Early Sales Indicate Second Season for Last Year's Favorite— More Close-Fitting Backs, with Belt Higher Up — Balmacaan Only for Early Fall.



A boy's double-breasted ulster, which buttons close to the neck, having a belt, and, in some cases, stitched-down cuffs. It also has a center back vent.

EARLY sales in the large city stores are of an encouraging character for those who have carried over a large stock of overcoats from last season, for the bulk of these goods in many stores have been chinchillas. The early indications of a popular demand for this soft cloth with the pronounced nap caused dealers to buy pretty heavily and the subsequent mild weather and light buying left heavy stocks on hand. The problem with most was whether the chinchilla idea would prove a fad or whether the fancy of the public would come back again.

There was some justification for the anxiety over the "come-back" for in probably far more than half the coats sold the wearing qualities were not of the best, and many dissatisfied customers was the result of a chinchilla sale, and probably the livest problem of the retail seller of clothing for weeks and months after, was that of allowing a refund or not on a chinchilla with the nap worn. The fortunate ones were able to take the stand that they did not guarantee the wearing qualities of the coat, any more than they would give a bond that patent leather would not crack.

But here it is again, and quite as favorable a guest of the store as one year ago. Once again the chinchilla would seem to be a one-two-three proposition. It is one of the most attractive cloths, soft, and dressy looking, and outside of the frailty of all naps, it is logically one of the most likely of coat cloths.

Outside of chinchillas there is a modification of the old coarse frieze that is going well, somewhat after a melton texture. The camel's hair cloth of last winter is not coming strong.

The word "chinchilla," of course, is now applied to anything that has even a faint resemblance to it, and the cloth that was known familiarly as "the one with the blue nap" before chinchilla was a recognized term in the clothing dictionary, is selling well this year. Many stores, in fact, set this and the more legitimate blue chinchilla as the best sellers, with greys and browns following in order.

For boys the chinchilla promises to be just as popular as for young men. For a few of the more staid, elderly men, the black melton with the velvevt collar will be the usual standby.

In style the half belt for men is the "only thing in sight." The full belt is seldom seen except in boys' coats. The vogue of the belt has been one of the phenomenal features of the overcoat trade the last two or three years: coming from a one-to-ten position, to one almost universal now.

The strength of the half-belt is ordinarily explained as due to the tendency to semi-fitting styles. What for years has distinguished English clothing has, in overcoats, crossed to the States, and some extreme styles in fitted directions are seen. Canada has not yet adopted these to any extent, but the more fitted overcoat undoubtedly is replacing the long, looser ulster. The change is seen also in the belt being placed in a slightly higher position, and in a shortening of the skirt of the coat, but not to the extent yet, at least, of the extreme American styles.

The place of the Balmacaan is, as indicated before, not strong for winter coats. It is in its looseness essentially a fall coat and, with its modifications, has sold well for Fall. But the public has considered it as too loose for cold weather, as it has a suggestion of a chilliness in the outward sweep of the skirt.

Cuffs, it is reported, do not matter much. Of course, few would look at the old wide cuffs, but given the narrower ones, with the centre cut, little is said about them.

Little is seen yet of a military tendency in Winter coats except in a young boy's, which is made in a cloth like khaki, with half belt, brass buttons, epaulets with crest and crossed flags, etc.

Spring may see more of this for everybody.



Advanced style model of cape coat, which may be popularized with present military influence. Courtesy Men's Wear, New York.

Special Announcement

TRADE MARK REGISTERED

Having purchased the business of

The Durham Glove Co., Ltd., Bowmanville

we beg to announce that we have moved our office and sample rooms to

73½ BAY STREET, TORONTO

where we will be in a much better position to cater to the requirements of our customers.

We shall also carry at this address a completely assorted stock of all lines we manufacture and orders entrusted to us will be shipped promptly.

We invite you to call and inspect our range, or write for catalogue.

A continuance of your esteemed patronage is solicited.

The "Big Four" Glove Company

73½ BAY STREET TORONTO

TRADE MARK REGISTERED

Deacon Shirts *for* Spring

Distinctive, Stylish, Reasonable

Our travellers are now on the road showing the most extensive Spring range of

Outing *and* Working Shirts
Boys' Shirt Waists
Pyjamas, Night Robes

that we have ever shown—perfectly made and finished in every detail. Our line of shirts completely covers the wants of the outing and business man as well as the laborer.

Be sure to look over our samples when one of our representatives calls on you. Samples sent on request.

THE DEACON SHIRT COMPANY

BELLEVILLE ONTARIO

What Is Being Sold in Better Class Stores

Demand Almost Exclusively for Soft Hats — Green Shades Appear to Lead—Demand for Round Crowns Falling Off—Dark Bands Better Now Than Light—Knitted Ties Strong.

Written for The Review by Staff Correspondent in Montreal.

IN high-class stores like that of Max Beauvais, Ltd., several cases of knitted ties are being shown, prices ranging from $1.50 to $3, of very fancy shades. These are meeting with ready sale, indicating that knitted goods are coming back this season. They are made in four-in-hand shape. Last year plain shades were being worn in neckwear, but this year they are inclined to be gaudy. A few club stripes are selling, but the demand is not nearly as heavy as was expected. Prices range from 75c to $1.50. One of the best sellers is a tie made of grenadine silk, of English manufacture, a tie which can be worn for six months, every day, and still give good service. Stickpins do not leave a mark in it. It is enjoying a splendid sale, probably because of its durability.

A four-in-hand Irish poplin, reversible and double, is selling well at $1, but the average poplin is only in fair demand. Effects of the depression are being felt in this business. Brokers, real estate men, and other business men who formerly spent $2.50 on their neckwear, are now content with articles worth 75c and $1.

The English colored collar, which has met with some favor in the United States, and was recently introduced into this country, has not yet found its way into the retail store. For afternoon or dress, a turn-down collar, with round corners, is being worn. For everyday wear, a collar opening in a V-shape from the button up, is being worn. Another style is a complete close over, with considerable cut-away. The latter are now the rage, nothing of a close-fitting nature being worn.

The demand in hats is almost exclusively for softs. Sixteen soft hats are being sold for every single Derby. More green shades are being worn than anything—moss and resida green, with a thick roll. Fedora or diamond shapes are best sellers, the demand for round crowns falling off. Greyish blue and a few browns are other colors in smaller demand. Until recently green hats with light bands were worn, but now all bands are dark, the same shade as the hat. Quite a number of velvet hats are being sold, and a bigger demand is expected as soon as the weather is colder. Tweed hats are not expected to be in vogue much this Winter.

The latest caps are of shepherd's plaid, and grey, black and brown checks. They are rather loud, having no seams on top, and of large shape. These retail from $1 to $2. Cheaper caps are of the same cloth, but smaller shapes.

Winter goods have arrived, and consist of plain Chesterfields and Ulsters. The latter cannot be beaten for cold weather, and about the same demand is expected as last year. Fall coats have been selling freely, the demand not being much below that of previous years.

Economy is noticed, particularly in suits. Two or three years ago it was customary for a man choosing a $30 suit if he saw another in the same row that took his fancy, to take them both. With brokers and real estate men missing from the financial district, business has dropped off considerably. Some of the better class stores are putting on special sales of $18 suits, something they have never done before.

The latest in neck scarfs this season is the bandana silk. Knitted goods, which enjoyed a big sale last year, have entirely given place to this new scarf. Already before the season has begun they are being bought eagerly. They retail from $1.50 to $5.

Canes are in fair demand, although not being carried as much as a year ago. The newest is light in weight and color, resembling bamboo in appearance. These are made plain and mounted with silver. Partridge wood and ash in rough finish are having a fair sale.

ORDER FORM AT BEAUVAIS'.

If it is not convenient for you to come to our store, we will be pleased to give our careful and prompt attention to your order by mail. You will find this order form useful.

Send to ....
Street address..... .....
City ....
State ....
Express ....
Derby or Soft.....
Color ....
Style Plate No. .....
My weight is.....lbs.
My height is.....feet.....inches.
Size of hat .....
I am enclosing $.....
N. Y. draft, money order, cash.....
Remarks: ....
....
....

War Interferes With Expensive Cravat Program

Demand is More Than Ever for the Cheaper Lines—Anything Goes in Style—Expensive Ties Should Find Sale in the Holiday Trade—Costly Imported Silks Being Copied in Cheaper Grades.

WAR has changed the trend of the tie business. Not that the effect will be very noticeable in the usual trade but rather is the matter one for consideration of the manufacturers. It is not so much that there is an actual change, but that certain developments which have been expected are not likely to take place and programs must be changed accordingly.

At the moment there is no particular alteration in the style outlook except in some minor particulars; it is rather in the matter of price that the war has made a change, or rather has acted as preventing a change which had been expected.

Tie makers and dealers had been looking forward this Fall and Winter to a more than usual demand for high-priced lines. The expectation of this found ground in the style tendency in favor of large all-over patterns, in scrolls and floral designs as following the stripes and other more formal materials. These patterns find best expression in high-priced heavy silks to retail as high as $2.50.

A worse season could hardly have

(Continued on page 66.)

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee



75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark STIFEL (Registered) **on the back of the goods inside the garments.**

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street



They're Made to Wear

Where ordinary boys' suits are showing the worse for wear, Lion Brand Clothes are practically as intact as when new. This is a strong statement, but the fact that every suit of Lion Brand Clothing is reinforced with double knees, elbows and seat, will convince you of its truth.

Get in a few samples and see how readily they will appeal to both the boys of your town and their parents.

Write for catalogue to-day.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich



Suppose you lose your job to-morrow

have you a side-line that will help out? If only as a side-line, cardwriting, as taught by the Edwards Short-Cut System, makes you practically independent of your present position. Our instruction is worth many times the price we charge.

Write for handsome two-color prospectus. Write to-day.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO. Mention this paper

Silver Cup Winner's Message to Trimmers

Must Command the Confidence of Employers and Department Managers — Should Choose His Own Merchandise — Overtime Work Often Necessary.

Written for The Review by A. W. Murdison, Regina.

IT gave me extreme gratification to learn through your columns that I had won the annual grand prize donated by The Review for the six best displays of the year.

Show windows, in my estimation, are decidedly difficult to judge (I mean photographs of them are). as the feature of color harmony is lacking. Very often a show window which would appear attractive in its natural garb does not readily appeal to the eye because the color combination is absent in the photo. So I think the duty of a judge in this capacity is a very difficult one to perform.

At this point I would like to express, on behalf of R. H. Williams & Sons, my sincere thanks to the judges and the staff of The Review.

Generous Appreciation.

Window display in the last three years has undergone some wonderful changes. It has advanced with all the other branches of up-to-date merchandise methods and the cheesecloth artist with hammer and tacks is no longer to be seen. Simplicity is now the motto of every successful display man, and he must adhere to that motto in order to hold a position to-day. The Western firms generously appreciate their windows. Every up-to-date store seems to demand a large window frontage, thereby giving the display man ample scope to carry out his ideas.

I find it very difficult indeed to manage 26 sections averaging 9 feet, usually twice a week, and also attend to all the card writing. Sometimes a nine-hour day looks pretty short, and at Christmas or Openings, thirty-six hours is a short period to finish a big stretch.

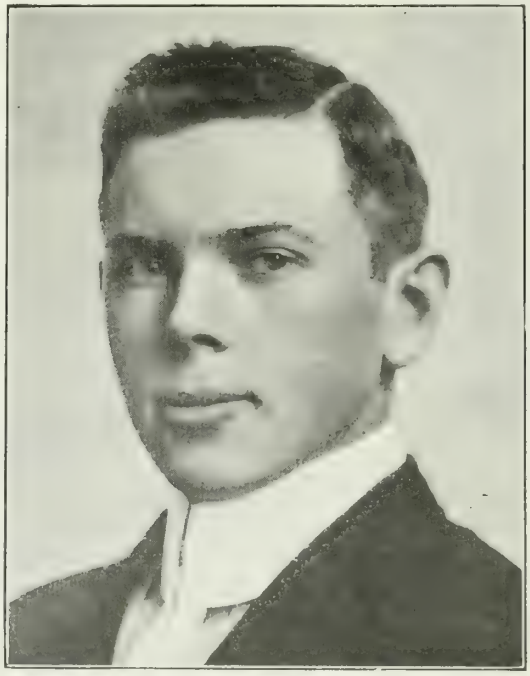
Getting down to brass tacks, I can only give a few suggestions which greatly helped me in overcoming obstacles in this all-important branch of the advertising world.

A vital asset to the window man is that he must command the confidence of his employer: without it he is like a fish out of water, and it is his own fault if he cannot have it. He is directly responsible for the thousands of dollars' worth of merchandise that enter his windows every week. (Hence keep your windows locked.)

If his work necessitates overtime, he has every stock at his command; unless in some stores the system prevails whereby the goods are chosen by the departments, which, too often, is unsatisfactory.

A display man should choose his own merchandise, especially yard goods. He knows or ought to know what he wants as regards color and accessories to match.

He should have the undivided co-operation of the department manager, advertising manager and merchandise manager, thereby giving him every opportunity to carry out his ideas and plans. Each department manager, of course, is of different temperament, of different ideas, and thinks he is absolutely correct in his view of the store's campaign for business. These things the display man all over the continent must contend with. He must be impartial with every one by being able through his almost magic power to give each and every department manager the front windows all at the same time.



A. W. Murdison, of R. H. Williams & Sons, Regina, winner of The Review's silver cup.

And now let me state here that the system of allotting and charging windows now in use in the Robt. Simpson Co.'s store, Toronto, is the best in the country, and any display manager or merchant would find it a great asset if they adopted it or one similar.

Another point which is to my mind an extremely important one and one over which there has been a good deal of difference of opinion:

It is concerning overtime work. I maintain that a display man cannot possibly get out of it. With a big expanse of windows one must do a great deal of work after hours, especially at the openings of Xmas. Never ask your employer for overtime—for you'll be further ahead in the long run if you don't, and you're not liable to get it if you do. It is really not a part of your work, but nevertheless it must be done, and don't forget, they appreciate it.

I might quote here a good motto which should be in every window trimmer's room:

> "Hard work never killed a man nor gave him nervous prostration, but improper care of yourself while not working is what rots the rivets of your boiler."

* * *

As second vice-president of the C. A. D. M., I hope that every member in Canada will make an effort to attend the N. Y. convention in 1915. Give President McNabb and Secretary Thompson all the co-operation you can. It will benefit you and make you worth while to yourselves and employers.

Here's hoping for a banner year for Canada display men.

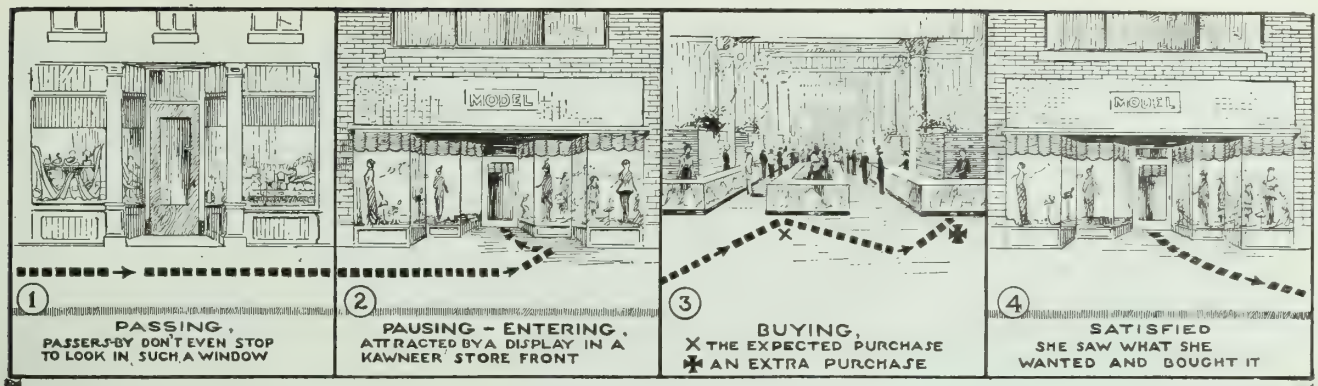
* * *

STARTED IN BUFFALO.

As to my personal experiences, I started my window trimming career in Buffalo under Mr. Joe. Hensinger, of the H. A. Meldrum Co. I worked through the day painting cards and three nights a week in the windows. I might say here that a young man learning the trade can never repay his display manager because the assistant is in a position to secure ideas, layouts and plans of windows which are the result of years of hard work. At the same time he demands to-day a reasonable salary, although I started on $3 a week, and I think that I was paid well considering the amount of knowledge and experience I gained in that department.

After being able to write price tickets

(Continued on Page 70.)



It Happens on Every Street Every Day.

Here's a picture story of an every-day occurrence. It tells the truth about good Store Fronts.

It tells what is happening in Front of your Store every time a person passes.

To *sell* you must *attract* and *interest.* You must get the people *into* your Store, and you realize the great number of *extra* sales (see Figure 3) made *after* the customer has entered. As the result of interior sales helps most people make *extra* purchases after they have entered the Store.



One Merchant says, "Our old Front was fair but it takes a modern KAWEEER FRONT to get the business. One of the best arguments for good show windows is the fact that one can sell the people what he wants to sell rather than what *they* want to buy." Think what a stock free of over-stock would mean to you—think of the money you have tied up in over-stock. A KAWNEER STORE FRONT will not only clean up your old stock, but it will increase the sales of the new lines.

30,000 Proofs

Do 30,000 proofs of one thing mean anything to you? If you had 30,000 customers wouldn't you have the same faith in your Store that we have in KAWNEER STORE FRONTS?

You may go from coast to coast—stop off at big cities and little hamlets and you will find KAWNEER STORE FRONTS making money for the Merchants behind them. Many of the keenest and most conservative Merchants have manifested their faith in KAWNEER STORE FRONTS by adopting them. During the past sixty days more than 1,000 Merchants have written to us asking for more information about KAWNEER STORE FRONTS and for suggestions for their businesses.

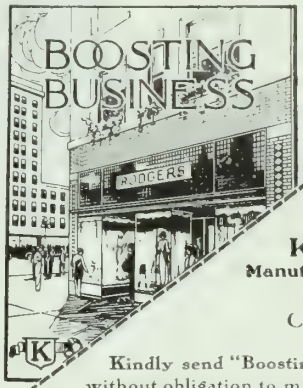
These Merchants have investigated thoroughly enough to know that their businesses *need* KAWNEER FRONTS—their initial steps (seeking information) are business-like and that's just what we want you to do.

Send this coupon for "Boosting Business No. 21" and see the actual photographs of many of the best-paying Store Fronts in the country. See the photographs of the Fronts before alteration— the changes are truly wonderful.

Your only business reason for putting in a new Front is to increase your sales—be sure you adopt a Front that will do that. In making your decision let the experience of 30,000 other Merchants help you.

First get "Boosting Business No. 21"—it's free for this coupon, and it will not obligate you in the least.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.



COUPON
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....
Street and No. .....
City or Town .....
Business .....

Special Merchants' Day for Window Trimmer's Convention

Talks to Display Men by Live Retailers—Reduced Rates From Best of New York Hotels—First Report of Program Committee.

The Review has received the following initial report from A. E. Hurst, chairman of the Arrangement Committee of the Canadian Association of Display Men for the 1915 convention:

While the next convention of the C.A.D.M. in New York City is many months away, yet the Programme Committee for the C.A.D.M. have already begun their work by securing most desirable accommodations for the next meeting in August, 1915, at the Waldorf-Astoria Hotel, for both the Canadian Association of Display Men and the International Association of Display Men. The magnificent Grand Ballroom in this building will be used for the convention meeting and banquet.

The size of this room is one hundred feet square and forty feet high, has twenty-five first tier and eighteen second tier boxes.

Directly adjoining the Grand Ballroom is the West Foyer which will be used for reception and registration rooms for both Associations. Leading from this is the Astor Hall, Myrtle Room and other rooms which can be thrown into one large exhibition palace and will give us ample space for about eighty booths. A large room has also been secured on the floor for the special use of the Canadian Association for calling any meetings they may desire to hold.

One great advantage that this location will have is the fact that the convention rooms are on the second floor and within easy access of the street.

Special rates have been secured for the convention dates to all of those in attendance. Six hundred rooms can be secured at the following rates: $2 per day for room; with bath, $3 per day.

These rooms are elegant in their appointment and the charges during the winter season run from $4 to $10 per day.

These accommodations were secured with the understanding that the Association will be put at no expense for the exhibition and convention halls. It is understood, however, that the banquet on Wednesday night is to be held at the Waldorf-Astoria. The object of the Programme Committee is to make this convention of unusual entertainment and educational value.

One feature which has already been decided upon is that of a Merchants' Day, which will probably be held on Tuesday. At this time all the demonstrations, talks, etc., will be equally as interesting to merchants and buyers who may be in the market and it will give the display man an opportunity to invite his proprietor to the convention so that he may form a better idea of the calibre of men who make up these organizations.

Arrangements are now under way to secure prominent retail merchants of Canada and the States to address the display men on this day. By such an arrangement we believe that the retailer generally will more fully appreciate the value of the convention meetings and that he will be more apt to consider the expense of sending his display man to the convention, as a profitable investment.

At the last meeting of the Greater New York Display Men's Association, it was decided to have the entire New York local act as reception committee to welcome all visiting display men and merchants during the convention dates. Taking all of these points into consideration, the Programme Committee for the C.A.D.M. can report much progress towards making the next convention a great success.

WAR INTERFERES.

(Continued from page 62.)

been chosen for extending the business in high-priced cravats. Rather, on the contrary, the trade is preparing for a stronger than usual demand for the 50c and the 75c lines and particularly the former. Look in the windows of the stores where haberdashery is sold and it will be found that practically all the price tickets bear the figures 50c. There are some 75c cards and a few $1 ones, but for the most part it is recognized that the 50c is the trade bringer to-day and that it is advisable when the price runs to $1 and above to leave the price out of the display and rather depend on salesmanship after the customer gets into the store.

In one of the high class stores in a leading Ontario city the manager states that recently he put on a tie sale offering English silks which were worth as high as $2.50 for $1.25, and the window display did not even draw a "bite." He now shows nothing but 50c lines in his windows.

May Take for Christmas.

There is an opinion more or less general that there will be a demand for the high-priced cravats for the holiday trade, and that there will be no falling off here from the usual business. The opinion is based upon the idea that in a gift there is not the same consideration of the matter of price and that it is usually the best ties that are sold. War conditions may mean that the prices paid for some gifts are reduced, but the shading down should not materially interfere with the range of possibilities of the tie as a gift. The high priced cravats may be found to appeal to some people who formerly bought jewelry or other more expensive articles.

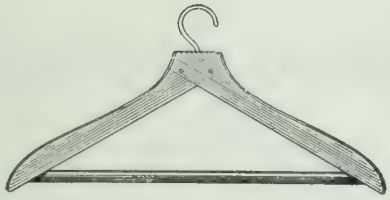
Anything Goes in Style.

It would be difficult if not impossible at the present time to say that there is any one style of tie in either shape, pattern or color which might be said to be the hit of the season. The range of possibilities has been so thoroughly and so rapidly covered during the past few seasons that there is to-day being shown practically everything that the imagination could call for. There are bows,

(Continued on page 73.)



This Store Equipped with Taylor-made Rack System

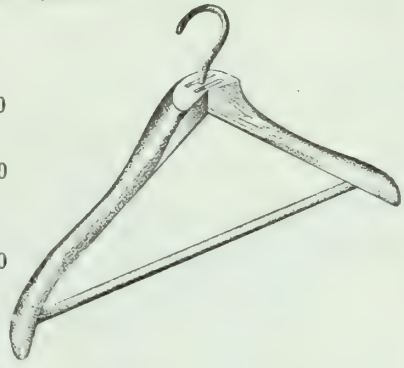


No. 33 I.B.—Combination Suit Hanger, per 100 ..... $7.50

No. 33B—Boys', 15 inches wide, per 100 ..... $7.50

No. 74B—Combination Suit Hanger, with inserted Trouser Bar, per 100 ..... $15.00

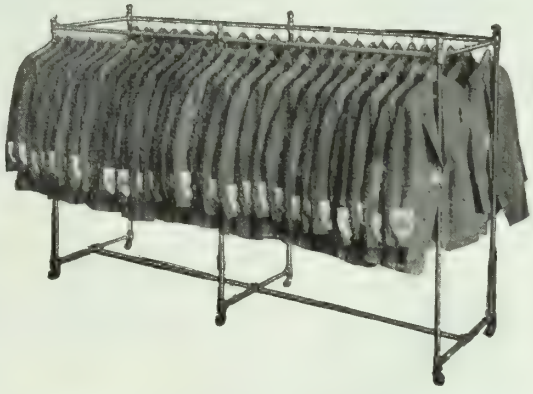
A Perfect Hanger.



Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

6 feet long,
6 post $10.00
8 feet long,
6 post 11.50
10 feet long,
6 post 12.50



Made of Oxidized Steel Tubing

6 feet long,
6 post $13.00
8 feet long,
6 post 14.00
10 feet long,
6 post 15.00

Suit Racks, 5 ft. high, 26 ins. wide. Overcoat and Ladies' Garments 6 feet high.

Our Complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

The Taylor Manufacturing Co.,

82 Queen Street North
Hamilton, Ont.

Clothing Methods that Won Success from Failure

Practical Points Applicable to Any Business, Large or Small—Keeping Departments Separate—Clerks' Sales Records—Governing Buying by Actual Sales—Paper by Alfred Decker.

IT is seldom that a convention of business men produces as pointed and practical an address as was the one given by Alfred Decker before the Wisconsin Retail Clothiers' Association at their first annual convention. Canada has not reached the point of population probably yet when clothing merchants can be organized to any extent and draw sufficient attendance to make a national convention feasible, and even provincial meetings might be found difficult to keep going, but whenever possible it should be attempted. Across the border the various states are being organized and among the most successful have been the gatherings of retail clothiers.

The address of Mr. Decker which The Review reproduces in substance and partly verbatim below was not only valuable in presenting principles that control success, but in having a conspicuous example of the application of these principles in actual dollars and cents.

In a word Mr. Decker gave an instance of where a deficit was turned into a surplus by a young, newly appointed manager, who made it a point to know what was going on in his store.

And what did he insist on knowing?

1. *Actual value of stock on hand, and a knowledge of this from day to day.*

2. *Profits of each department; suits, overcoats, pants, furnishings, hats, shoes.*

3. *Daily record of the day's business, compared with corresponding day of previous year.*

4. *Daily record of sales by each clerk, with percentage of salary to sales figured out.*

6. *No goods put into store until the selling price conformed to the mark-up decided on before as a safe margin.*

7. *Refunds and exchanges handled to prevent any gains to clerks.*

8. *Records of sales of each line as guide for next season's buying.*

The net result was that the Spring turnover increased from 1.45 to 2.4 in two years.

One of the most valuable of the maxims of Mr. Decker was this: "No merchant should buy any more than he knows from previous years' experience he will be able to sell the first four months of each season."

THE retail clothing business, I am told (began Mr. Decker)—and I am convinced—ranks among the most profitable and best-paying trades. I believe I am not exaggerating when I say more substantial fortunes have been built in your line than any other. I know you will allow me to start off from that basis on my discourse this evening.

We find great merchants with successful careers and large establishments that started so to say with a shoestring. This not only applies to the one who was favored with extraordinary conditions, but also to cases where the most primitive environment prevailed. Of course, as in everything else, there is that variety of ability that shapes all out destinies; but, gentlemen, the point I wish to bring out, the point that swings the great pendulum of the successes in your trade, is that besides ability and good location and surroundings, the success or failure of the retail clothing business is due to strict adherence to or due to the lack of the very first principles required in the running of any business—even a peanut stand.

Half-cocked Attention to Business.

We who are on the other side of the fence see these cases exposed so often that it makes one wonder how these very conditions can exist. Now, I don't want you to think of me as a pessimist or calamity howler, for my friends know of my optimism but when you would see, as we do, the thousands of financial statements of evidently good clothiers, who started with, say, $5,000 or $10,000 capital, and after 15 to 25 years of toil show a statement of, say, $18,000 stock, $3,000 fixtures, $5,000 outstanding, a homestead worth $6,000, encumbered for $2,000, making a total of $30,000 assets, and owing (at the end of a season) $5,000 to the bank and $10,000 for merchandise, $5,000 of which is past due on an annual business of $40,000. One frequently finds examples like this—while, on the other hand, you will see statements of $30,000 assets and $2,000 or $3,000 bills payable from merchants who lived and worked under the same conditions.

My point is that while the latter condition can be accomplished, the former is, unfortunately, too common. The causes of these mediocre successes are not drink, sickness or extravagance, but a combination of fair ability, half-cocked attention to business and an utter disregard of one's best interests.

Now, gentlemen, I don't want to dwell on generalities alone, but here give you a concrete example of a case that was as I here describe, and which was turned into a successful issue. This occurred in a larger city than that in which the average merchant resides, but there is no question but what it can be duplicated anywhere. My reason for quoting it is that the man who did the trick wrote the story for me, and thus supplied me with the necessary information.

There is no need of entering into details as to how this concern got into this condition. They were good, honest men, possessing the qualifications of first-class salesmen, but with no ability or patience to bother with the essential details of a business.

Due to Lack of System.

The man who finally made their business a success had received his training in a first-class, money-making retail clothing house. He had heard the concern I am describing were in need of someone who could show them how to run their business intelligently. He asked for an appointment, which was granted.

RECORD FOR SPRING, 1912.

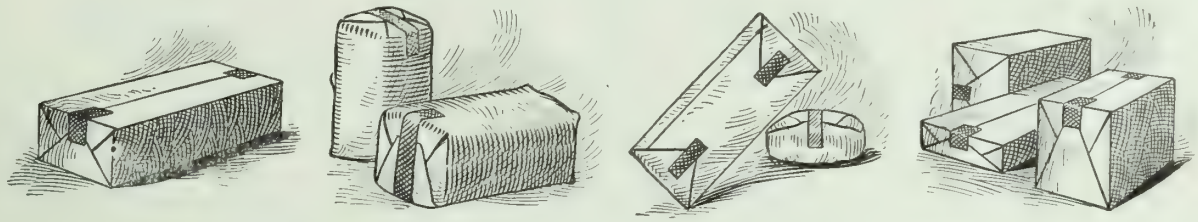
Dep't.	Turnover.
Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9
Average turnover	1.45

RECORD FOR SPRING, 1914.

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6
Average turnover	2.4

Seal Parcels—Don't Tie Them

PRINT-O-GRAPH SEALED PACKAGES LOOK BETTER THAN THOSE TIED WITH STRING



THE PRINT-O-GRAPH ADVERTISES AND SAVES MONEY BESIDES

With the use of the Print-o-graph every parcel you send out is securely sealed with a strong fibre tape printed with your advertisement.

Its use means a big saving over the old string way of parcelling when you consider the economizing of time, and the elimination of the necessity of having your name and ad. printed on bags and wrapping paper.

No matter what size parcel, the Print-o-graph seal is strong and your ad. stands out distinctly. Easy to operate—simply pull the tape and your ad. appears neatly, clearly printed, and the gummed side of the tape moistened ready to stick on.

The price is remarkably low for the benefit derived from the use of the Print-o-graph. **Write for full particulars.**

Full line of gummed tapes, all weights, widths and colors always in stock. Lowest prices, consistent with quality.

FREER, COLONEY & COMPANY, LIMITED

Sole Canadian Distributors, 801 Read Bldg., Montreal

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

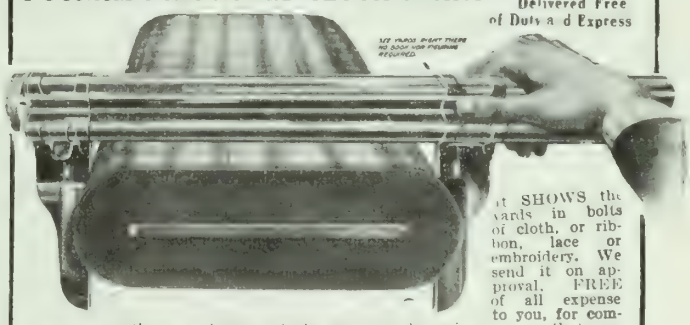
H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

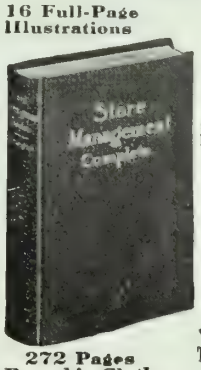
TO MANUFACTURERS AND WHOLESALERS

Do you want to be represented in Quebec or Quebec and District?

Apply to Box 104, St. Roch, Quebec

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

displayed his wares and sold his ability for a nominal sum. It took a couple of weeks of arguments back and forth to convince the firm that it was their lack of system which had caused their poor showing, and that a business could be run by statistical records handled by someone who knew from practical experience, and who could suggest remedies by reading the figures. These men were like a great many retailers of today, who look at a store's success from the standpoint of the volume of sales instead of what is left on the credit side of the profit and loss account at the end of the season.

What They Did Not Know.

The first thing the young man did after entering the store was to take an actual inventory, and the result was that he found them head over heels in debt, and owners of about $15,000 worth of merchandise from several years back that could not be sold except at a great sacrifice; a large number of accounts receivable, of which about 60 per cent. could not be collected, and other worthless assets, altogether an amount of $45,000, which had to be written off. He also found that the store had lost about $2,000 during the two months of that season prior to his entering the business. Getting all these facts together, he called a meeting of the owners, laid the facts before them, and suggested remedies to improve the conditions.

Except at inventory time they had never known how much they had made, and at that time they only knew the net profit on the whole store, not how much they had made gross or net on each department. They did not know which department made money according to the stock and the expenses it carried, or if stock was too large for doing the business they did. They might have heard of turning of stock, but did not know what it was. Now, if these men had prepared themselves before they started out as merchants, it would have saved them the $45,000 which had to be written off the books and much more than that in other ways.

The new man started out by cutting expenses in every department where it would not jeopardize the business, and suggested judicious newspaper advertising and better displays in the windows. He showed them from day to day by a simple daily report a complete history of the day's business, compared with the previous year. The marking of the merchandise was systematically done. The new man demonstrated to them the correct way to buy. On account of few records having been kept, he had to find out for himself how far to go in buying merchandise for the first season. No merchant should buy any more than he knows from previous years' experience he will be able to sell the first four months of each season. You must know what you bought from the different concerns last year, and at what prices you sold these suits and overcoats. Never have suits and overcoats in one department on your books. Separating them is the only way you will be able to determine what you have sold intelligently. Do not have pants in with the suits, but have a separate department for them. These different records were kept from day to day, and he knew exactly how many suits were sold, and at what price. More merchandise was added according to the showing of his figures.

Change in Turnover.

The turning of the stock the first six months this new man operated the store was as follows for Spring season, 1912:

Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9
Average turnover	1.45

But for the Spring season of 1914, two years afterward, it was:

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6
Average turnover	2.4

The turning for Spring season, 1911, totaled about 1.25. This is figured on average stock during the season, not, as erroneously done by many, on the merchandise at the end of the season, when the stock is lowest.

Weeding Out Old Stocks.

These figures show what can be done by systematic buying. The hat and shoe stocks in 1912 were practically worthless, but, by weeding out the odds and ends, little by little, during the two years, without serious consequences, he demonstrated an improvement in stock turning which is surprising. This man uses the turnover as a guide in determining the condition of a stock. It is his barometer, which is guiding him to successful merchandising.

What Each Clerk Cost.

Then the efficiency of the sales force was looked into. Their sales appeared on the daily report, and each week their salary was applied to the total sales to find their selling per cent. The mark-up on each invoice was figured, and no goods were put in stock until the selling price was right according to the per cent. mark-up shown on the invoice, which had to be large enough to leave a profit.

Refunds and exchanges were handled in a different manner, eliminating any opportunity for clerks to become rich through these mediums. Actual cost of merchandise sold was figured from day to day.

Through his records he was always posted on his stock on hand. He knew exactly how far they could go in price cutting, as he knew how much had been made in each department, and knew a fixed per cent. had to be made to pay expenses and leave a profit.

Four months after this new man entered the store the inventory showed a profit for the six months of about $6,500, or for the four months of his leadership a profit of $8,500, as the books showed a loss of $2,000 when he took the store over. At the present time—two years afterwards the concern stands as follows:

Stock	$27,000
Other assets	38,000
Total	$65,000
Liabilities	18,000
	$47,000

Net Profits of 10.3 Per Cent.

Two years ago their standing was:

Stock	$33,000
Other Asets	23,000
	$56,000
Liabilities	40,000
	$16,000

Their sales last year were $184,000.

		Per Cent.
Gross profits	$61,000	33.5
Expenses	42,000	23.2
Net profits	19,000	10.3

They have their business so well in hand that they cannot miss the ultimate goal which every merchant is aiming at real success in exchange for their earnest efforts.

STARTED IN BUFFALO.

(Continued from Page 64.)

and with a fair knowledge of window dressing, I became connected with one of Buffalo's progressive stores, J. M. Brecker & Co., and under the schooling of an experienced man with modern ideas and a tendency to keep down expenses—which is a mighty good thing nowadays. I soon became confident that I could manage a set of windows. My chance came with the same firm which I was connected with for over two years. The North-west appealed to me, and I started for Regina. I have made several trips to conventions, etc., which I find greatly add to one's knowledge.



Designs of Fall cards for men's wear stores by R. C. MacDonald

Types of Cards for Staple and Special Occasions

Narrow Panel Shapes with Lots of White Space Becoming Popular—Attractive Ink Sketches to Represent Styles—Prominent Price Mark—Stripes on Top and Bottom—Combination of Roman and Italic Lettering.

THE cards reproduced on this page are seasonable Fall and Winter announcements and illustrate the prevailing tendency towards black lettering on white cards for men's wear windows. There is also noticeable the feeling in favor of pen lettering, with lots of white space around it, and the panel style, up-and-down in preference to the "landscape." Short, terse wording is another admirable point about these cards, the work of R. C. MacDonald, who, it will be remembered, was one of the judges in the annual competition of the Canadian Association of Display Men.

Drawing is a Good Suggestion.

The upper illustration contains on the extreme left and right two announcement cards for Fall and Winter. On each is a neatly designed pen sketch as a decoration, the one of an overcoat, the other of a suit. This device was one of the features in the prize-winning card of Gordon Munroe, of Portage la Prairie, and for variety, adds greatly to the effectiveness of a card. There is a suggestiveness about the drawing that links it up profitably with the made-up goods or the piece. Here the drawing does not dominate the card to the dwarfing of the reading matter.

Free Wrist Movement.

The lettering in all these cards is a pen stroke with a free wrist movement. One of the advantages is that it is done very rapidly, as Mr. MacDonald has completed one card in five minutes or even less. This is a big consideration in the busy card man's choice of a style of lettering. The letters themselves combine a somewhat eccentric Roman style with Italic.

Prominent Price Card.

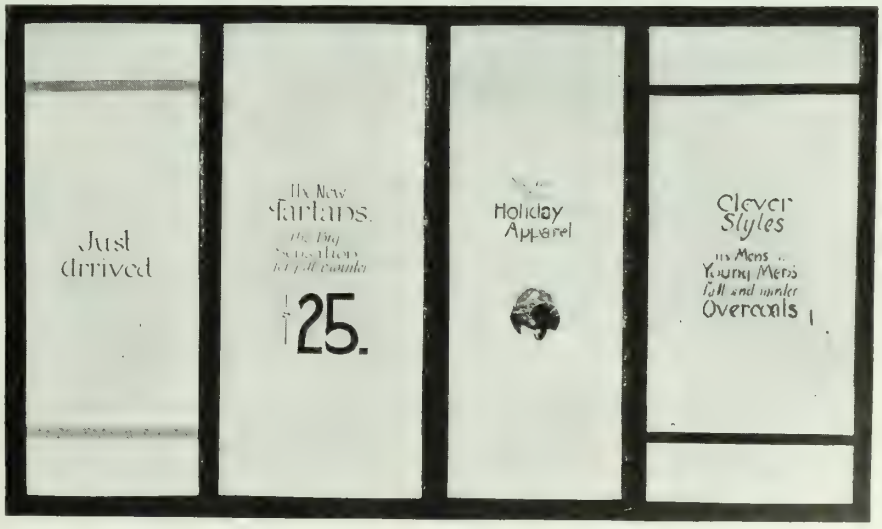
The left centre sample takes the form of a very prominent price card, unusually prominent compared with the work of most card writers, but the figures,—the only brush work on any of the cards and done with a wide flat instrument—are not too obtrusive for all their size. There is a neatness that tones down any feeling of over largeness, and the condensed form so far as width is concerned, serves to keep them practically inside the width allotted to the lettering. The dollar mark is an odd one, but simple, effective and rapidly executed.

The whole inscription including the price, is kept in a small panel space in the centre leaving abundance of white ground—one of the best features of all such cards.

The right centre card contains a unique layout, with a small, pen line panel, as a relief to the inscription which is itself of the type of a regulation formal announcement.

The cards at the lower end of the page are also the work of Mr. MacDon-

(Continued on page 73.)



Urging Britain to Allow Export of Wool

Knit Goods Firms in Replies to Query of The Review, State That Conditions Would Soon be Serious—Supply from U. S. Would Increase Prices—Much Needed for Government Orders.

The following letters have been received by The Review from knit goods manufacturers indicating the urgent need for rescinding the recent embargo on the export of wool into Canada:

MATTER FOR GOVERNMENT ATTENTION.

WE have your favor of the 13th inst., asking our opinion on the effect of the English Embargo on Wools, and in reply wish to say in regard to the raw wool stuation, this embargo if maintained for any length of time, will have a very serious effect on Canadian business. It is quite true that we can go to Australia, New Zealand, or South America for certain of our wools, but at the same time this cannot be done in a week or a month, as connections must be formed in these countries and it is doubtful if any could be got from New Zealand or Australia short of four or five months. In the meantime the Canadian supply of wool would undoubtedly be used up in about two months and in fact Canadian wools at the present time are very scarce; after which time, we would be obliged to go to the United States for our supplies, and recent quotations had from that source on Crossbreds have been anywhere from 3c to 6c per pound advance, while on Woollen Tops they are asking an advance of anywhere from 5c to 8c per pound. This being the case, of course those concerns who are tendering for contracts for Government work, would be obliged to put the extra price on these goods and eventually this extra price must be paid by the Canadian or British Government for their supplies.

We think this matter should be brought very seriously to the attention of the Canadian Government with a view of having matters adjusted in some way with the British Government, so that supplies could come into the country and we in turn would not be allowed to export in the raw state. This we think would overcome the difficulty.

PENMANS LIMITED, J. Bonner,
General Manager.

Paris, Canada, Oct. 16, 1914.

* * *

NEGOTIATING WITH BRITISH GOVERNMENT.

REPLYING to your favor of the 13th would say the embargo placed upon wool by the British Government will certainly be a very serious matter to all Canadian Textile Manufacturers. We had very large quantities of Wool specified for immediate shipment just at the time the embargo was placed, and we have been unable to secure shipment. We should think this would work out very unfortunately for all Canadian manufacturers. Our representative in England is negotiating with the British Government to see if we cannot secure a license to have these shipments come forward, as they are required for manufacturing government orders. The matter is also being dealt with from Ottawa. We were advised by cable a few days ago that last week there was an advance of 14c per lb. on crossbred yarns in England, so the situation looks pretty serious at the present time. This year, particularly, all manufacturers have been running with as light stocks as possible and if importations of wool are stopped for any considerable length of time present stocks would very quickly become exhausted.

Dunnville, Canada, Oct. 17, 1914. THE MONARCH KNITTING CO. LTD.

* * *

A REPORT from Bradford manufacturers to Messrs. Wilson & Angus, Toronto, deals thus with what they designate as the extraordinary position prevailing at the present time:

Practically all quotations for merinos and crossbreds have been withdrawn, and all we can do with regard to values is to give the price last made. For example, 17½d. has been made for 40s., but to-day it is practically impossible to buy any sort of crossbred tops or even merino tops at any price.

Topmakers have had to buy back tops previously sold to merchants, and the latter have made good profits on the transaction.

The trade has been fairly overwhelmed by the enormous demand for all kinds of Army material; indeed, the demand is greater than the trade here can supply, and big contracts for the French Army are going to America and Canada. There has been a particularly large demand during the past few days for material for horse rugs and all sorts of low wools and low noils have been practically swept up.

All spinners who have adapted themselves to the altered conditions are working at high pressure; indeed many mills in Bradford and district are working night and day.

Even merinos are dearer than they were a week ago to the extent of a half penny or three farthings; but it is hardly possible to say really what merino values are until some wool has been offered in London.

All sorts of English wools are also in great demand, especially the stronger sorts, and prices are on the up grade. The conditions prevailing during the war of 1870 have not only been reproduced but the demand is proportionately greater than it was then."

See also next page.

Harvey Knitting Co., Limited, Woodstock, Ont.



Ladies' Fine Swiss Ribbed Lisle Vests.

MAKERS OF

Ladies', children's, men's and boys' Vests, Drawers and Combinations in Cotton, Lisle and Mercerized Yarns. Combinations a specialty.

Also

sole makers of the AIRYWEAR knit fabric. Most perfectly ventilated garment ever made.

Sold to the Retail Trade.

Wait for our Representatives with the

HARVEY BRAND OF KNIT GOODS

The range for 1915 is the finest ever shown in Canada.

AGENTS: British Columbia and Alberta—H. P. Laing, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.



Boys' Porous ILET Combination

STOCKS SOON EXHAUSTED.

WE are in receipt of yours of Oct. 13th, and we may say that the prohibition of the export from England of wool and yarns will be a very serious matter for the knitting concerns in Canada if this prohibition is continued for even a short time. We think that your statement to the effect that the stock of yarn in the factories and mills will be largely exhausted by Christmas is, in all probability, correct. Something, of course, will depend on the condition of business between now and Christmas, but we are inclined to think that stocks in the hands of the retailer are very low, and that there is apt to be a very considerable demand between now and the close of the year. This, of course, will tend to use up the available supply of raw material. Our advices are to the effect that an exception is likely to be made in the case of Canada. We understand that the Ottawa Government are negotiating with a view to having the embargo removed, so far as Canada is concerned, and we think that, in view of the fact that the Imperial Government are asking the Canadian mills to supply goods for the Imperial troops, in all probability, the embargo will be removed, but, as yet, we have no definite information.

In reply to your question regarding the advance in cost of manufacture, we do not anticipate any advance in the cost of labor. The labor supply at present is very plentiful, but there will, no doubt, be an advance in the cost of raw material, even if the embargo is removed. Prices have advanced very materially during the last month. This, of course, will increase the cost of manufactured goods, and, on the margin on which knitted goods have been sold in the past, corresponding advances in the price of the manufactured article will become necessary.

We are not prepared, just at present, to answer your question regarding other sources of supply. We are looking into the matter and preparing to meet the situation in case the embargo is not removed.

R. M. BALLANTYNE, LIMITED.
(K. C Turnbull.)

Stratford, October 17.

TYPES OF CARDS.

(Continued from Page 71.)

ald, and three of them show a variety in treatment from the simpler ones appearing above. Note the one on the left, with the two words, "Just Arrived." The stripes on top and bottom are in grey. This is a very terse catchy phrase, and the firm for whom it was executed, Messrs. Fitzpatrick and O'Connell found that it not only drew attention to the goods but resulted in a number of inquiries being made.

The second card follows the line of the one shown above with a prominent price mark.

The third is a novel and taking card for a special occasion, Thanksgiving, with the turkey itself a cutout in colors, and the section of the circle on the top also in two bright colors.

The fourth has the lettering like the rest in a narrow panel space, with the stripes of vivid green on top and bottom.

Mr. MacDonald's work has attracted considerable attention and The Review is glad to be able to reproduce some of his typical products in this issue.

WAR INTERFERES.

(Continued from Page 66.)

four-in-hands, large scarfs and knitted shapes; there are club stripes, all-over designs, checks, polka dots, plain colors, and in fact almost anything that could be asked for—and they are all in good taste. All-over designs are getting a fair share of attention, despite the fact that the higher-priced lines do not appear to be big sellers and the manufacturers have risen to the occasion by bringing out similar designs in cheaper grades.

Sold Eighteen Dozen Tipperary Ties in One Day

Semi-Ready Store, Toronto, Puts on a Special Line to Meet the Spirit of the New War Song—A Popular Response—Saturday Sales Made the Event the Most Successful of the Kind Ever Held in the Store.

IF everybody is singing "It's a Long Way to Tipperary," why shouldn't they wear a Tipperary tie? This was the question which appealed to Manager Hay, of the Semi-Ready Store, Yonge Street, Toronto.

There is no connection between the particular song and the war, and yet it has become the British marching air of the campaign, and, it is said, is being taken up by the French. The sentiment of the lines has nothing to do with fighting; it is the air that has caught the spirit, just as the Americans in the war with Spain took up "There'll Be a Hot Time in the Old Town To-night." But there is a connection between the song and the cravat which Mr. Hay has brought out; it is an Irish tie, which typifies the Irish air.

With everybody singing, humming or whistling the war air; with the orchestras in every theatre playing it, and with the echoes carried up and down the streets by gramaphones, Mr. Hay conceived the idea that it was time to take advantage of the fighting spirit to help business. He went to a tie manufacturer and bought up a line of shamrock-colored goods, which he had made up for his store to sell at the popular figure—50c. The material was a green mixture in one of the new floral patterns, which at first glance could very well pass for a shamrock design.

That Mr. Hay had correctly gauged public sentiment in this matter—that he was correct in his opinion that the popularity of the song would work out in neckwear—has been proven by the sales. He reports that on one Saturday alone there were over eighteen dozen went over the counters, and this is a remarkable showing at a time when there is not a very strong demand for haberdashery.



This window dressed by Reid Pepper had a good share in selling 18 dozen ties in a day. These are shown prominent in the foreground, while the card proved a "Hit," as well as a "Tip." In the background is a drawing of an Irishman with a pipe. The whole window has the natty appearance characteristic of Mr. Pepper's trims.

The big selling feature was the window which is illustrated here. The display was one which was designed with marked care, and was bound to attract attention. There were few men who passed who did not hesitate for a moment and look it over, and many went inside, as the sales show. Altogether it was one of the most successful efforts of the kind which has ever been organized in this store.

A companion window was filled with an appropriate display of Irish homespuns in suits and coats.

Since the outbreak of the war there have been a large number of patriotic neckties placed on the market. There have been tri-color effects, both in the flat silk and knitted cravats, and there have been a large number of emblems worked into the scarf ends of various shaped ties. However, the demand for these has not been very strong. The Tipperary tie idea seems to appeal more to the taste—just the same as people would whistle the tune when they would not find occasion to stop and give three cheers for the flag.

Official Statement from Customs Department to The Review

IN order to settle a point in dispute as to what goods ordered before the war are eligible to enter Canada now, the Editor of The Review wrote the Commissioner of Customs at Ottawa and received the following reply, settling also the point as to the manner of proof required of export before the war:

Department of Customs,
20th October, 1914.

Sir:

I have the honor to acknowledge receipt of your letter of the 13th instant asking for a statement from this Department as to whether it considers that German goods which left Germany after the declaration of war, August 4th, or Austrian goods which left Austria after the declaration of war with that country, on August 12th, may enter Canada.

In reply I am to state that this Department holds that goods the product of Austria or Germany in order to be entitled to entry into Canada must have been exported from these countries previous to the outbreak of war with each country, respectively. When goods are shipped from these countries the date of the foreign bill of lading is considered sufficient proof; and when goods, the product of Austria or Germany, are imported through a neutral country, the affidavit of the exporter in the neutral country, containing the above facts, is required.

I have the honor to be, Sir,
Your obedient servant,
JOHN McDOUGALD,
Commissioner of Customs.



"ROCKWOOD"

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR THEM

The Canadian Converters' Co. Limited
Montreal

The Cooper "Windless"



—a smart young man's cap that protects the forehead, never blows off, adjusts to three distinct sizes

Altogether this makes a profitable line to handle, the selling points are many, the styles are unapproachable and the values right. Each cap gives three distinct sizes which means three times the assortment with no more stock, or one-third the stock for the same range. It's a real, live money-maker. Look into the Cooper Cap proposition.

THE COOPER CAP COMPANY

260 SPADINA AVE. **TORONTO**

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Worth While!

At the present time it would be worth while for merchants to see our stock or our travellers' samples of

Ladies' Cloakings

and be liberal in anticipating their requirements, as there is every possibility of a big shortage in the better selling cloths.

Linens For the Christmas Trade

We are giving particular attention to Christmas Linens and invite an inspection of our stock before the lines get broken up—

Luncheon Sets, Plain and Damask

Initialled—Hemstiched—Scalloped

Embroidered Pillow Cases

One Pair in a Box

Fancy Towels—Guest Towels

All sizes and qualities

Nisbet & Auld, Limited

Montreal **Toronto** **Quebec**

DRY GOODS REVIEW



Published
Semi-monthly

November 4, 1914
Vol. XXVI. No. 21

TRADE The Sun Bleaches MARK
"OLD BLEACH"

What more appropriate gift can you suggest for the good housewife than beautiful, sun-bleached, snowy-white "Old Bleach" Linens?

Make "Old Bleach" Damasks and Towels the central display for the Christmas trade.

Sorting stock in Toronto office.

R. H. COSBIE

IRISH LINEN AGENCY

30 WELLINGTON ST. WEST - - TORONTO



"Rooster Brand"

CANADA AND BRITAIN

Produce About Everything We Require

Purchase all you can in Canada and our factories will run full time and much hardship be averted.

Be British

Our Travellers are now on active service with a splendid equipment and ready for any emergency for assorting and Spring.

White Coats, Shirts, Overalls, Pants
Mackinaws, Khakis, White Ducks

Robert C. Wilkins Co., Limited
FARNHAM, QUE.
MONTREAL: 501 New Birks Building
MAGOG, QUE.: Branch Factory

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

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We Specialize in Fine Dress Goods

YOU might look through the finest shops in Paris, or London or New York, for dress goods of finest quality and most fashionable shades and fabrics—and in every case you would find

Priestleys' DRESS GOODS

most prominently displayed and called for by the most select trade just as they are in our store here. For many years Priestleys' goods have been recognized as the best in all parts of the world.

Our very reasonable prices for these beautiful Priestleys' fabrics are due to the low Canadian tariff on British goods. In a wide variety of the newest weaves and colors. Be sure to see them.

YOUR NAME HERE

Newspaper Ads like this sent

Free

to merchants handling

Priestleys' DRESS GOODS

AS part of our advertising campaign for Priestleys' Dress Goods, we have had a series of handsome newspaper advertisements made up in plate form for use by our customers in their local papers. We supply these electrotypes free of charge. They are sure to increase the dress goods sales of every merchant who uses them.

If you have not received the proof-sheet, write for it at once.

Address Advertising Department

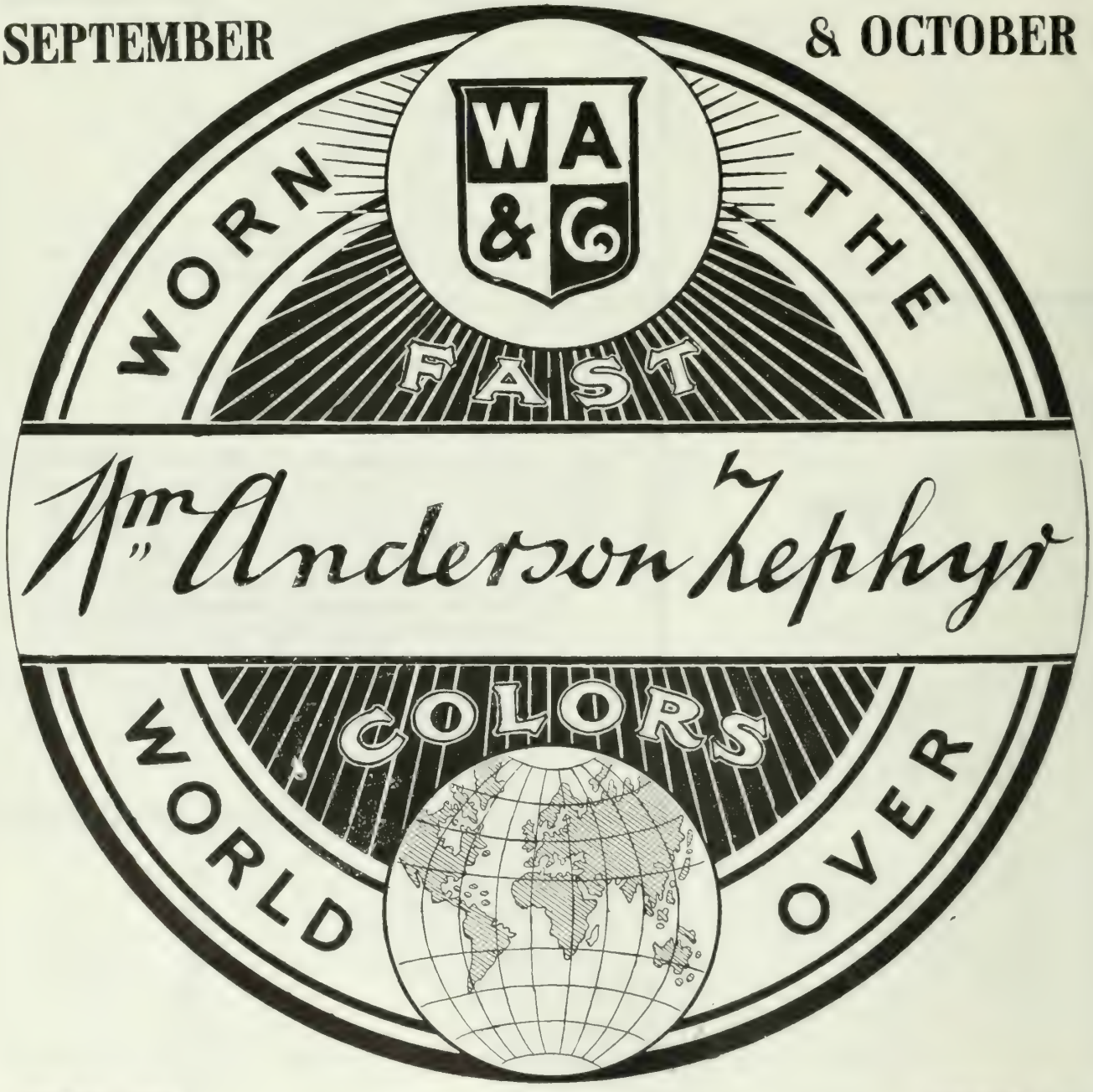
Greenshields Limited, Montreal

"Everything in Dry Goods."

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND.**

The Range of "ANDERSON'S" is finer than ever
and will be shown by ALL WHOLESALE HOUSES in

SEPTEMBER & OCTOBER



WA & G

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

WA & G

About Your Xmas Trade!

LET US SHOW YOU AN ATTRACTIVE RANGE OF CHRISTMAS SELLERS. GOODS, INTERESTINGLY PUT UP, IN APPROPRIATELY DECORATED WRAPPINGS AND BOXES.

THESE LINES WILL BRIGHTEN AND DECORATE YOUR STORE THEMSELVES AND, AS THEY ARE AMONG THE MOST USEFUL OF WEARING APPAREL AND HOUSEHOLD NECESSITIES, ARE BOUND TO INTEREST YOUR CUSTOMERS MIGHTILY.

THEN——YOU NEED HAVE NO FEAR OF THE BUGBEAR, "CARRYING OVER TILL NEXT YEAR." YOU DON'T! THEY WILL SELL DURING ALL THE WINTER SEASON.

DUE, IN PART, TO THE CONDITIONS SURROUNDING TRADE AT PRESENT AND TO THE STATE OF THE MARKET, WE HAVE THIS YEAR SPECIALIZED IN ARTICLES OF GENERAL MERCHANDISE, THAT SELL FREELY DURING THE HOLIDAY SEASON. THESE, PACKED SINGLY OR IN SUITABLE SETS IN REAL "CHRISTMASY" WRAPPERS, MAKE MOST ATTRACTIVE AND *USEFUL GIFTS.*



John M. Garland, Son & Co., Limited

Wholesale Dry Goods

Ottawa **Canada**

If through the War

your supplies are stopped of Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces or Wood Lasts.

. . WE CAN HELP YOU . .

We are Large Manufacturers of the above-mentioned goods, having seven factories in different parts of England. Send us samples and particulars of your requirements, and the same shall have our immediate attention.

FAIRE BROS. & CO. LTD. Leicester, Eng.

and 19 FORE STREET, LONDON, E.C.



When buying Hosiery ask for

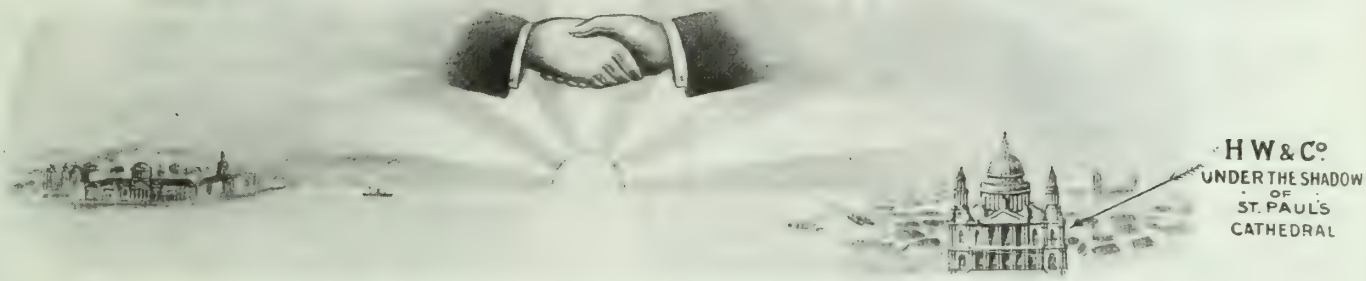
HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Hitchcock, Williams & Co.



Manufacturers of

Gowns, Coats and Skirts, Capes, Millinery

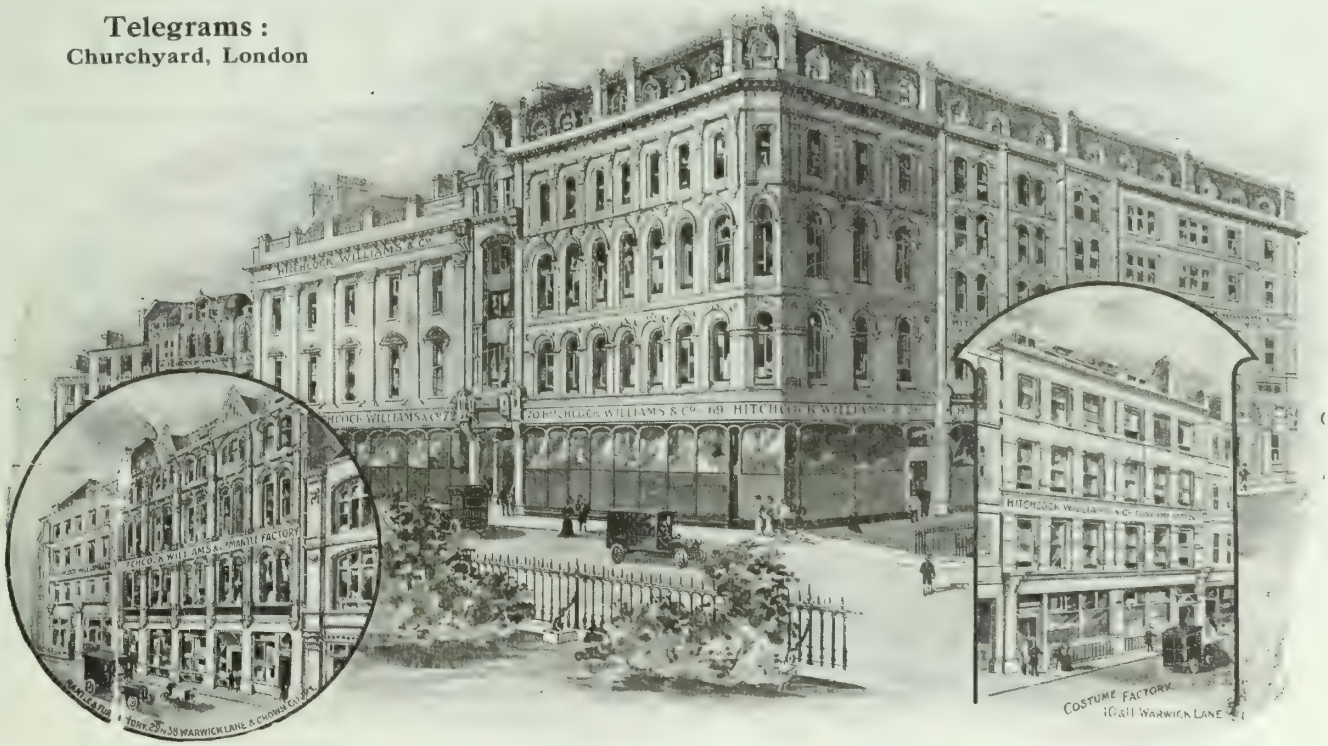
Specialists in **Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks**

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

TRADE MARK

"Noesting"

has made a good name for itself in the stores of Canada.

When Noesting entered the pin ticket field less than two years ago there were numerous other makes on the market. That at the present time Noesting is used exclusively by many of the largest, progressive merchants from coast to coast must mean that they are giving better results than the ordinary ticket.

Some points of their superiority — reasons why they are making new friends every day are: They have rounded points which do not jab the operatives' or customers' fingers. Noesting Pin Tickets do not tear the goods, their rounded points safeguarding against this. Let us send you a free sample box. Write for it to-day.

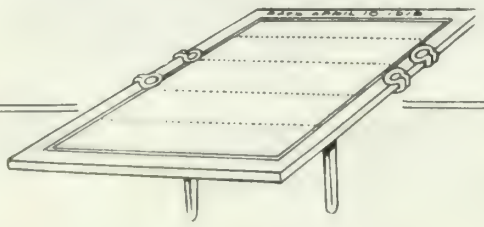
The Copp, Clark Co. Limited

495-517 Wellington St. West Toronto

British Columbia Agents:

Smith, Davidson & Wright

Vancouver



Liddell's Linens

(GOLD MEDAL)

The Christmas Linens

Liddell's Gold Medal Linens with their beautiful snowy, grass-bleached whiteness, their soft texture, make excellent Christmas gifts.

Let us suggest that you sort your stock now.

IRISH LINEN AGENCY

R. H. COSBIE

LIMITED

30 West Wellington St., TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

English Mohairs



Guaranteed by the B.D.A.,

and sold by representative dry goods establishments the world over

Canadian merchants will do well to feature British-made goods—not simply from the patriotic standpoint, but because of the quality, reliability and value The world's best Mohairs are made in Bradford

The symbol of The Bradford Dyers' Association was created for your guidance in selecting Mohair Dress Fabrics that are absolutely dependable in every way The B.D.A. guarantee means style assurance, selling assurance satisfaction assurance The woman who makes a gown or dress or coat of English Mohair guaranteed by the B.D.A. will forever remember the store that sold the goods as a place to depend upon See that your dress goods department is well supplied with these ever-selling and ever-satisfying fabrics of British manufacture — English Mohair guaranteed by the B.D.A.

THE BRADFORD DYERS' ASSOCIATION, LTD., OF BRADFORD, ENGLAND

American Bureau - - - - - 235 West 39th Street, New York City

A WORD REGARDING
LINENS

HOUSEHOLD LINENS have always been an important feature for the CHRISTMAS TRADE, and as long as prices remain within bounds, they will continue to be so.

There are indications that before long Linens will be such an *expensive Luxury* that they will give place to something else.

There has been scarcely any line pertaining to the Dry Goods business that has been more affected by the war than Linens.

We have a Splendid Stock, so far very little affected by the general advance.

Table Cloths—Unhemmed and Hemstitched
Napkins, Tray Cloths, Runners
Huck Towels, Bath Towels
Towellings—Plain and Fancy Huck

STOCK UP FOR CHRISTMAS.

THE W. R. BROCK COMPANY (LIMITED)
TORONTO

Dry Goods Review

VOL. XXVI. NOVEMBER 4, 1914 No. 21

When a Princess Bought Sweaters for the Soldiers

Remarkable Success in Ottawa and Montreal of "Red Cross" Sales—Lady Borden Sat in Store Office Opening Letters and Was Delighted at Cheque—Big Turnover For the Day.

By a Staff Correspondent.

WITHIN the past month, two of Canada's big department stores have been managed for one day by some of the highest ladies of the land. As announced in last issue Lady Borden took over the management of A. E. Rea Co., Ltd., Ottawa, aided by cabinet ministers' wives, and other prominent ladies of the Capital, the profits for the day going to the Red Cross Society. Then shortly afterwards, the store of Dupuis Freres, Limited, 447 St. Catherine street east, Montreal, was taken in hand by Lady Gouin, wife of the Quebec Premier, assisted by leaders in Montreal society. The proceeds on this day went to the Belgian Relief Fund.

In the case of the Ottawa store the profits amounted to $1,759, and in the second case the fund benefited to the extent of $1,000, the proprietors of the store making it a round figure. In both cases it was a huge success, the stores being crowded, even uncomfortably, from the time they opened until closing time.

While these are instances of generosity displayed by merchants, it is interesting to observe that the events proved splendid advertisements to the store. Mr. Dupuis, speaking to Dry Goods Review, was very frank in admitting this, and expressed the opinion that the east end of the city, in which his store is situated, had benefited by the event. Mr. Brownlee, manager of Rea's, Ltd., when asked if he thought it was a good ad. for his store, replied: "I'm not thinking," meaning that he knew it was. However, requests were made for help, and this is how these stores replied. The societies received a good subscription, and the stores received plenty of advertising.

Emblazoned With Red Crosses.

It was a Red Cross Day for Rea's. The ad. came out in the local papers headed by a red cross; the store was emblazoned with red crosses; a red cross banner flew from the flag pole, and soldiers and nurses were worked into the window displays. The red cross figured in every department; every pillar bore one, and at the entrance stood an eighteen-pound gun and a Maxim, both draped in flags and bunting.

* * *

Never Such Floor Walkers.

Never were there such floor walkers as upon this day. There were four, one a cabinet minister's wife—Lady Foster—two others wives of ex-cabinet ministers—Mrs. Frank Oliver, and Mme. Rodolphe Lemieux — and the fourth, wife of the moderator of the Presbyterian Church—Mrs. W. T. Herridge.

The managers of departments were no less important. The finance minister's wife handled the silks and velvets, Hon. Louis Coderre's wife sold the silverware, Mrs. Frank Cochrane was in charge of corsets, the labor minister's wife handled the fur department, Madame Pelletier took charge of the meat shop and so on, almost two score of them, each in charge of some department, or performing some particular task.

* * *

Lady Borden as Manager.

Lady Borden sat in the manager's chair, opening letters and issuing orders as though she had been manager of a store all her life. Mr. Brownlee, the real general manager, speaking of the manager pro tem said:

"The whole store was run in fine shape. Lady Borden turned out to be a thorough "businessman." It was ings were beyond the average. It was difficult to get inside the store. People came in merely out of curiosity, and once they were in they had to buy. I feel proud of the way it was carried out, for it was a big proposition, but it went through without a hitch, which reflects great credit on the institution because without perfect organization it would have been impossible."

* * *

One Order for $2,800.

The ladies were in their places sharp on nine o'clock, and at once commenced the day's activities. People came to buy who had probably never been in Rea's before, simply to assist the Red Cross Society. The largest order for the day was for $2,800. Two others amounted to $1,800 and $1,700 respectively, while there were many orders of several hundreds each. One department had taken in $3,000 before 10 a.m. Ottawa men, who never go on shopping expeditions, visited the store and made generous purchases.

* * *

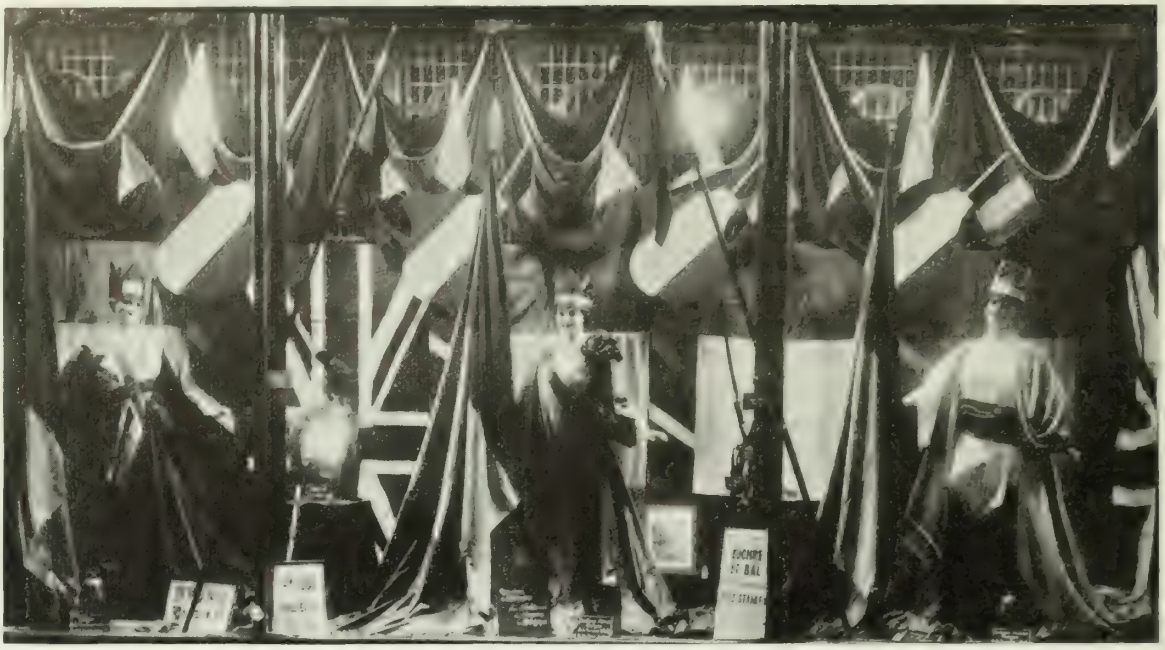
Princess Purchased for Soldiers.

During the afternoon, Her Royal Highness Princess Patricia, accompanied by Hon. Katharine Villiers, called at the store, visiting many of the departments, and making numerous purchases, including a large number of sweaters and socks for the troops at Valcartier.

There was one proceeding which differed considerably from the ordinary way of doing things: the managers of each department were chosen by casting lots, so that none had any choice or preference.

When the cheque for the day's profits was handed to Lady Borden, she expressed her delight with the result, and attributed much of the credit to the A. E. Rea Company, and their employees, as well as to the newspapers, who published lengthy articles to acquaint the public of what was taking place.

Window of Allied Nations in Help of Brave Belgians



All the windows of Dupuis Freres, Montreal, on the day when profits were given to the Belgian Relief Fund, were specially decorated with flags of the three nations, the Belgian flag predominating. The background in this window was composed of British, French and Belgian flags, with a model in the centre representing Belgium, one to the left representing Britain, and one on the right representing France, each dressed in silk. In addition to these was a collection of Belgian arms, including helmets, guns, lances, shells, swords, while suitable cards drew attention to the object of the sale. The window was dressed by J. A. Mongeon, who has charge of this work for Dupuis Freres, Limited.

Department Managers.

The department managers were as follows:—

Stationery—Mrs. Monk.
Dressmaking—Mrs. G. Read.
Infants' Wear—Mrs. A. D. Cartwright.
Blouses—Mrs. Wm. Scott.
Lace—Mrs. Dewar.
Fancy Work and Patterns—Mrs. J. W. Robertson.
Linens, Staples—Lady Egan.
Groceries—Mrs. H. Thompson.
Underwear—Mrs. C. Schreiber.
Gloves—Mrs. Alder Bliss.
Boots and Shoes—Mrs. Anglin.
Leather Goods—Mrs. W. H. Rowley.
Restaurant—Mrs. D'Arcy Scott.
Drugs and Optical—Mrs. McVeity.
Dress Goods—Mrs. J. W. Woods.
Wash Goods—Mrs. MacLachlin.
Rugs—Mrs. Arthur Sladen.
Corsets—Mrs. Frank Cochrane.
Furs—Mrs. T. W. Crothers.
Silverware—Mme. L. Coderre.
Silks and Velvets—Mrs. W. T. White.
Whitewear—Mrs. Fred White.
Floral Dept.—Mrs. D. C. Scott.
Soda Fountain—Mrs. Geo. Desbarats.
Carpets—Mrs. G. F. O'Halloran.
Men's Dept.—Mrs. A. J. Freiman.
Furniture—Mrs. Fred Booth.
Decorations—Mrs. E. R. McNeill.
Hosiery—Mrs. Adam Shortt.
Smallwares — Nursing Sister MacDonald; Ribbons—Lady Evelyn Farquhar; Coats and Suits—Mrs. Cromble; Embroidery—Mrs. Lyons Biggar; Butcher Shop—Mme. L. P. Pelletier; Millinery—Miss E. MacPherson; Trimmings and Veilings—Mrs. C. J. Burritt; Neckwear—Mrs. H. M. Ami.

* * *

Wife of Premier Gouin Was Manager.

The special day held by Dupuis Freres, Montreal, was conducted on similar lines, the department managers being chosen from the best known society ladies of Montreal. Lady Gouin proved herself a very able general manager.

CONDITIONS AT LYONS.

Reports from Lyons are not so favorable for future supplies. While many of the mills are getting out goods to fill contracts, work has been greatly reduced, and during the month of October deliveries in most cases stopped entirely owing to the fact that horses and vehicles were all required by the military authorities. Some firms have turned over their mills for hospitals, more for the purpose of keeping up payment to their employees than making a profit. The cocoon market is, of course, practically at a standstill, as few lots have been received from Persia and Turkestan. A new transport service is being organized, however, in order that the commerce of the city shall not long suffer from the requirements of the military authorities.

TORONTO TO FORT WILLIAM.

A change of considerable interest in the dry goods trade took place late in October when R. E. Walker, of Spadina avenue, Toronto, bought out the well-known firm of R. H. Knight, Fort William, and opened up at the head of the lakes, announcing the event in a full page advertisement.

THE LATE T. M. McINTYRE...

Thomas M. McIntyre died suddenly in St. Thomas on Oct. 19, aged 59. For several years he conducted a dry goods business in Aylmer, and afterwards was connected with the Mickleborough firm in St. Thomas for 20 years.

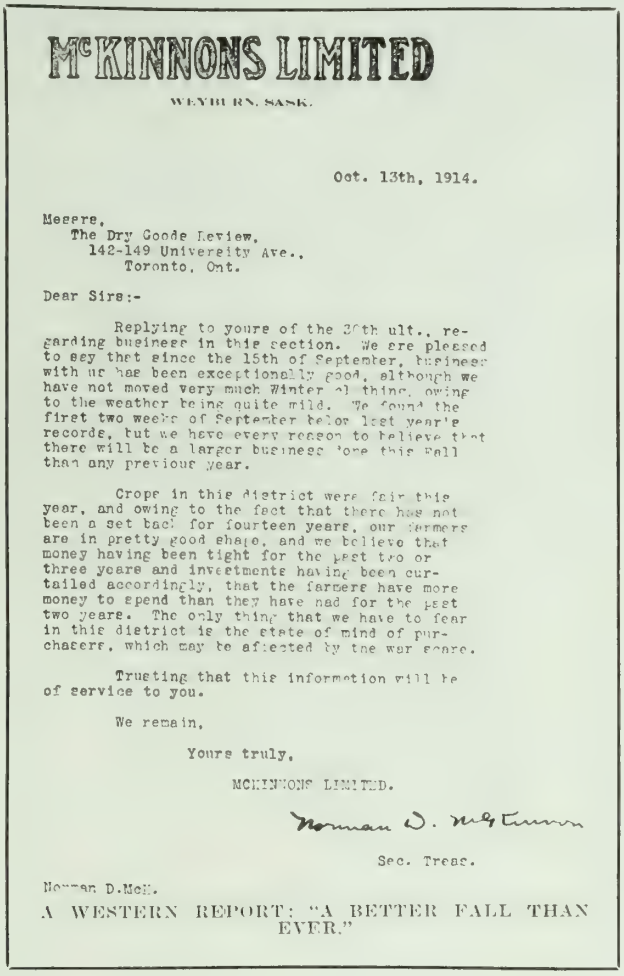
Permanent Business Improvement in the West

All Reports Show Growth of Mixed Farming That Will Keep Up Average of Prosperity—Paying off Mortgages Instead of Speculating—Preparing for Permanent Occupancy of the Land—Where Trade Stands to Benefit.

IN the last two issues The Review has published letters from the West as well as the East, and, with a few exceptions, the outlook has been good beyond expectations. In this issue there appears another, quite up to any that have been quoted before, and diffusing that healthy spirit of a vigorous hope that makes things "go" in the Western land, where else pioneer conditions would have impeded progress year by year until civilization had taken on most of the frills of the older East. Weyburn, down in Southern Saskatchewan, is in the centre of one of the most prosperous farming communities in the West, where crops are uniformly of a high average.

But the Weyburn district is not the only one in the West where the heart of business beats high in confidence for the future, and in recognition of fast bettering conditions of the present. Reports from Winnipeg indicate a definite improvement in immediate conditions of trade, and prospective ones. The reports of the wholesale houses as to Spring ordering are quite promising, and conditions make it clear that generous sorting business waits only on a colder turn to the weather. The fight during the past year has been a stiff one for many but rigid scrutiny in buying and in selling, in the lopping off of extravagances, in the stopping of leaks, in ingenious expansions along new lines, have made the vast majority of merchants weather the period of stress. Now they are down to a rock bottom basis: loading up with stocks has ceased, their shelves have a fresher look, their credits are more closely scanned, and their whole scheme of operation has been adjusted to the new conditions. The testing time has been severe, but from it they have emerged relatively stronger.

It is true that in spots crops have fallen far below the average: in a few districts almost total failure is reported. But the total revenue from crops for the prairie provinces will far exceed last year's when the higher prices ruling are taken into account. While quotations were high live stock brought generous returns and all over reports come that the gradual development of mixed farming already is producing results in more normal conditions year after year, with less of the hazardous Win-all, Lose-all element that was fast becoming the curse of stable business conditions in Western Canada, where a man staked all on a section or two, and was "made" or "broke" in a couple of years.



McKINNONS LIMITED

WEYBURN, SASK.

Oct. 13th, 1914.

Messrs,
The Dry Goods Review,
142-149 University Ave.,
Toronto, Ont.

Dear Sirs:-

Replying to yours of the 30th ult., regarding business in this section. We are pleased to say that since the 15th of September, business with us has been exceptionally good, although we have not moved very much Winter clothing, owing to the weather being quite mild. We found the first two weeks of September below last year's records, but we have every reason to believe that there will be a larger business done this Fall than any previous year.

Crops in this district were fair this year, and owing to the fact that there has not been a set back for fourteen years, our farmers are in pretty good shape, and we believe that money having been tight for the past two or three years and investments having been curtailed accordingly, that the farmers have more money to spend than they have had for the past two years. The only thing that we have to fear in this district is the state of mind of purchasers, which may be affected by the war scare.

Trusting that this information will be of service to you.

We remain,

Yours truly,

MCKINNONS LIMITED.

Norman D. McKinnon

Sec. Treas.

Norman D.McK.

A WESTERN REPORT: "A BETTER FALL THAN EVER."

The Review has received a number of reports from various sections that throw gratifying sidelights on improvements that are making themselves felt in section after section: not yet universal even as a possibility but experiences that will exert a powerfully leavening influence as the results become known. A communication from Red Deer, Alberta, states that up to date taxes amounting to $42,500 had been paid compared with $34,286.69 to a corresponding date last year. Here is the solid explanation given: "**People do not feel like speculating, but prefer to make a saving by taking advantage of the discount.**" This in itself indicates one of the most hopeful signs in Western life: the crushing blow that has been delivered against unintelligent speculation—and we say this in spite of the late Calgary oil frenzy, and a capitalization of "prospects" that promises to exceed $500,000,000.

But more good news from Red Deed. Our correspondent writes: "Red Deer is essentially a mixed farming district and the farmers are well off. The crops were better this year than ever before, and the money circulated in Red Deer." There are no large areas of subdivided farm lands in the town that do not pay taxes, it is added.

A member of the staff of the MacLean Publishing Co., who has recently returned from the West reports that in the vicinity of Alameda, in Southern Saskatchewan, some wheat averaged 45 bushels to the acre, a pretty good proposition at $1 a bushel. In one section not a poor crop could be found within ten miles.

One man received $2.200 for a single shipment of hogs, and the reports from the show ring showed a great increase in the production of live stock

Paying Off Mortgages.

The manager of a trust company in Regina reported that this year money was being utilized in paying off mortgages "instead of being sunk in real estate."

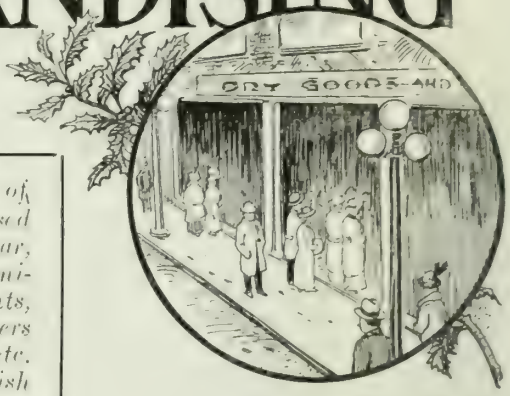
Reports from Southern Alberta have not been good in the main owing to the early drought, but in the northern part, and particularly the Peace River district, crops were in excellent shape and no frost came until quite late.

From Manitoba come assurances of better crops and better prices. Here the movement to mixed farming has been accelerated, and carloads of wire fenc-

(Continued on page 51.)

METHODS IN CHRISTMAS MERCHANDISING





IN THIS article, the first of four, questions are discussed such as a Christmas Bazaar, Toyland, Santa Claus, prominence to special departments, holding goods for customers until just before Christmas, etc. Readers are invited to furnish suggestions or forward questions

ELSEWHERE in this issue is taken up the subject of Christmas advertising. Important as this will prove in the development of buying in the five or six weeks before the holiday, the treatment of your store,—externals and stock,—will bring returns far greater than the printed page.

What you do in your store is your Christmas Campaign: the ad is only the announcement thereof, the shadow of the original.

Christmas buying stands by itself. Probably no other merchandising at any other period of the year resembles it. It is buying preceded by a big Question Mark. The public get the Gift Fever but do not know in what form it will develop itself.

"What shall I get for Christmas? Please somebody tell me!"

The universal plea: question, question, question, and the merchant who answers best for the most people is the merchant who ——. But why finish? The rest is obvious.

Get Christmas Idea Working.

Something to draw the attention of the public; to get the Christmas Idea working in the direction of your store. Something to make people feel that they can best fill out their list in your store. To what lengths have merchants not gone to focus people's minds on their places of business at the holiday season.

This is the explanation of the Christmas Bazaar which is being tried out so successfully in a number of stores, one or two of which were described at some length in The Review one year ago. The secret of the successful working out of this is the idea of concentration. Goods, suitable for gifts, are gathered together from all departments into one section of the store; subdivided then into half a dozen or more different counters or circles, ticketed, and presented to the public as "Here you are: Choose something here. Anything you need for Christmas gifts you can get just here; no traveling around from section to section, picking out from a lot of non-Christmas stuff, what is a useful idea for a friend."

Then there are the fancy touches added: one calls it a Chinese Bazaar; another a Japanese: and so on; and fantastic paper decorations with shaded lights, Christmas trees, poinsettias, flimsy adornments of various kinds, arranged as you will. It all helps to create the atmosphere of the Special Christmas Idea. It all helps to induce buying.

* * *

THE CHRISTMAS BAZAAR.

WHERE SHALL THIS BAZAAR be situated? It takes up some room to be sure, and few would like to have it on the main floor on this account, as there are department showings that would claim attention there, and after all, the Bazaar is mainly for the miscellaneous, the smaller things, of medium price; a popular centre. Locate it on the second floor and people will go up to it. Many stores have it on the third, fourth, fifth and even sixth, with a special elevator service directed to it.

Space for it? Lots at Christmas time. Crowd up the departments where trade must be light no matter how strongly you push it. Your ready-to-wear is one of these, women's and men's as well. Your carpet, rug, upholstery, curtain departments; your staples; your dress fabrics. Squeeze these up to make room for the Real Live Department for the moment.

Show the goods. Don't stack them under the counters to allow room for your customers to rest their elbows. Nor behind the clerks, unless they show up clearly there. Stack them up on the counters: the more there are, the more likely a person is to catch sight of something she wants.

Put the price on every one: not necessarily in big letters, but plain enough for any one who is interested enough to pick it up, and where you know the values are special, put a good big price mark, to draw attention.

Change your goods around. Don't let this section look the same three days running. People want novelty; don't let them think they have seen all there is to see in your bazaar in one visit. If you can't change the goods enough, change the position of the circles, or the grouping of the departments in each. Anything for variety.

Advertise your bazaar. Put up signs all over the store: "See our Christmas Bazaar on the Second Floor." And so on. Take a good-sized panel for your Bazaar "bargains." Some day use the whole ad for it. Or make it a 50 cent day in the bazaar, or have a 25 cent booth in your bazaar. Or, . ring in the changes every day or so about that bazaar. You will find it will draw trade, that the sales will be large, and that you will clean out countless odds and ends that might lie on your hands a year in the regular department.

* * *

TWO CHANGES IN BAZAAR.

"ARE YOU GOING to hold your bazaar again this year?" asked The Review of Mr. Robert Brown, Bargain Manager of The Robert Simpson Co., who last year drew large crowds and

Clever Display of Wools that Will be Good Christmas Sellers



THE Christmas note is being sounded with greater frequency as the time goes by and is strong in the window illustrated, early as it is. This display is devoted to showing various kinds of wools for knitting and crocheting, as well as a numerous collection of useful and fancy articles made from the wools in the display. Even the main feature of the background consists of wools, for opened out hanks are used against panels of plush and pleated white silk, and the different kinds of wools are shown most decoratively in groupings of boxes, balls and cartons, variety being given by the colors of the wools.

Knitting and crocheting have received a big revival since knitting for the soldiers commenced to be a patriotic duty. Women everywhere are busy on socks, sleeping caps, mittens and other useful articles, and in consequence Scotch fingering in grey and lately in khaki is having an immense sale.

Home-made Christmas gifts will be universal this year, and what is more natural than to expect the woman who has been busily knitting for the last two months to use the skill she has acquired in making her Christmas gifts. To turn her thoughts in this direction, and to show her how numerous and how varied these gifts can be is the mission of this window. To judge by the crowd around, and the interest created, this window will bring business into the department not just at the present time alone, but also on many a future day. Note the great variety of useful articles shown for people of all ages. This window was designed by Mr. Apted, of the T. Eaton Co., and one built on these lines should prove a good seller.

---

made big sales, at their Chinese Bazaar.

Mr. Brown's reply was convincing.

This bazaar will open up early in the second week of November and go right on to Christmas.

"Will there be any changes in the way you run it this year?"

There will be two, in the main. The toys that were given one side last year for several weeks will be absent. They will have a place for themselves on the fourth floor (the bazaar being on the third). It was found that toys did not work in very well with the other goods as on busy days children were apt to be in the way.

This will apply well to the larger stores where arrangements are made, usually, to devote a special section of considerable size to toys. In the smaller stores there is little reason why a couple of sections at one end could not be given to toys, as they are a good drawing card for the mothers. But keep them at one end, not the centre.

Change number two—sales clerks will be transferable, going from one circle to another whenever the clerks on one are too busy to attend to all who are waiting.

"We found we lost a good many sales last year, by limiting the girls to their own circle," Mr. Brown explained. "Sometimes one would be very busy, and there would be a slack time at another. This year a girl will be transferred as a relief whenever it is thought best."

To obviate any trouble about sales slips, these will be provided with the department left blank, so that the clerks can fill it in, C. K. D. R., and so on, depending on what circle they happen to be in at the time.

* * *

USING SPECIAL CLERKS.

ONE MORE POINT HERE, at the risk of crowding out some others through lack of space in this issue. Shall special clerks be used in these cases, or ones from each department?

The answer in the Simpson store this year will be "special" clerks. It has been found, sometimes, that managers of departments object to loaning clerks for these "extras," as they feel it might lessen the efficiency of their regular selling staff. Of course, this would not apply to the smaller stores where the sales force, with few exceptions, such as millinery and ready-to-wear, has the privilege of selling in any department.

* * *

SANTA CLAUS AS DRAWING CARD.

AND NOW TO THE SPECIALTY of toys. How do you propose to concentrate attention on your store as the Toy-

(Continued on page 33.)

Points to Follow or Avoid in Xmas Advertising

Should Begin in November and Be Rushed From First Day of December—Early Lists of Gifts Without Prices "Pure Waste"—Special Lists at 50c, 75c, $1 Good—Taking Descriptions With Each Item.

First of a series of articles.

BY the time this article is being read it will not be too early to plan for Christmas advertising. The majority of merchants leave this off until December, and many do not even give it a thought during the month of November, relegating it to the three weeks before Christmas as if nothing could be done even in planning in the month of November when more time is given to the merchant to make preparation for his future work.

The month of November so far from being too early for planning is considered by many successful merchants as the best time for actually commencing their Christmas publicity work. One large store in Canada, as a look over newspaper files by a member of The Review staff showed, started in on Monday, November 3rd, to announce goods for Christmas. On that day they opened their bazaar, and from that time until the 24th of December set it in a prominent place in all their ads. on Christmas goods. Another large store, while not giving up any portion of their daily advertising space to regular Christmas announcements in November, yet featured a bazaar in the latter part of that month, and on the last day of November started in vigorously to push their Christmas goods. The advertisements on Monday, December 1st, announced in a line running the full width of the page "Christmas Specials for nine o'clock; rush selling Tuesday," and in another portion of the advertisement was the prominent announcement "Attractions in Toyland Tuesday." But even before this, for instance on Saturday, November the 29th, was an announcement in their advertisements of "The first day of December in the Fifth Floor Christmas Bazaar," which occupied a prominent panel in the page advertisement. Another firm, the same day, announced in prominent type "Christmas Gifts Bargain Day."

Some November Ads.

Another store on the previous day, that is, November 28th, announced the opening of the new Christmas toys. On November 22nd, an advertisement of a large firm carried the announcement of goods for Christmas in the Christmas Bazaar, among which were toys, handkerchiefs, child's tea sets, etc. The announcements of handkerchiefs were made before on the 20th and 19th and even earlier.

The subject of "Toyland" bazaars, etc., is taken up elsewhere in this issue, but it should be pointed out that wherever one of these departments is started —and this should be done some time in November — considerable attention should be paid it in the advertisement of the firm and special items mentioned, which could be procured only in this department.

Where Prices Were Omitted.

Coming down to the subject generally of Christmas advertising the samples of ads. that are used in this article as illustrations will serve to show the mistakes that may occur in connection with Christmas announcements.

For instance, one that is very prominent is shown, where a full page is given up to an announcement by a firm of a detailed list of gifts suitable for mother, for father and brother, for baby, for sister, for the home, etc. From first to last in this ad. no mention whatever is made of price. This advertisement was submitted to Mr. Eugene Beaupre, advertising manager, for the T. Eaton Co., of Toronto, who was the judge in the recent advertising contests of the Canadian Association of Display Men. Mr. Beaupre's verdict on this advertise-

This Needed the Price to Make It a Puller



An attractive ad. with the Christmas trees, and the words For Mother, For Baby, etc., printed in red. But it has no prices, although used two weeks before Christmas.

Two Strong Christmas Ads Entered in C.A.D.M. Annual Contest



No. 1—A good selling talk well balanced, with strong Christmas flavor, vivid descriptive matter and convincing general announcement. Drawn up by J. McNichol, Moose Jaw, winner of silver medal.



No. 2—A type of ad. that generally has proved effective, one-piece announcement well classified. The outside sketches take the place of "interior" cuts. Drawn up by C. Hansford, Regina.

ment was: "**There is nothing distinct in it. The store might as well have been Smith or Jones or anyone else's, good or bad. If a man has something good to say he should say it. If a department has goods on bargain to offer they should be willing to say so, and to prove it. If this advertisement had appeared on December 23rd when the question of price is not so important and people are often at their wit's end to know what to choose, then the list under each name, such as mother, baby, etc., might contain the suggestion that was required, and draw customers to the store, but this advertisement appeared on December 11th, two weeks before Christmas, and at a time when people had some leisure for choosing their gifts. We have tried the general announcements and long lists in connection with our Christmas advertising, and have found the space used was pure waste. Price is as important at Christmas we find as any other time.**"

As regards the outline border, which was formed of filled stockings alternating with a Christmas tree in red ink, Mr. Beaupre was favorably impressed with it. The cut at the top containing an outline of a store, and crowds making towards it, also carried out the Christmas idea, and was quite appropriate and suggestive. In fact, the general layout of the ad was considered good, but the price was too important a feature to be ignored.

A useful and profitable type of Christmas advertisements particularly for the month of December is illustrated in one by Mr. Hansford, for R. H. Williams' & Sons, Limited, of Regina. It was a rather unique full page advertisement made up of six rows of panels each containing an item on sale at 50c. This style of advertisement Mr. Beaupre has tried and found to have good results. Another also has been tried at $1, and various others. The panel arrangement has its advantages, separating each item distinctly, and the display type at the top makes it easy to be read and followed up column by column. The only objection that may be taken to it is that a firm may want to crowd in more items into a general announcement like this than can be obtained by the panel method, for two or three different lines could have been mentioned in the same space as is occupied by the panel.

The illustrations at the side carry out the Christmas idea very well. As Mr. Beaupre remarked, an ad. can look "too commercial," and these drawings brighten and carry out in themselves a suggestion of Christmas, and it draws the attention of the reader. In place of these side illustrations the page could be relieved, as it often is, by small individual illustrations scattered throughout the reading matter, and referring to different items mentioned above or below. This advertisement contained three of the four qualities mentioned by the judge, namely **selling quality, appearance** and **typography.**

Three Strong Points in This.

A more general type of Christmas advertisement is that of the Allan-Cumming Co. of Moose Jaw, Sask., the work

(Continued on page 51.)

The Clerk as a Factor in Sales and Buying Records

Simple Methods Employed in Stores at Oshawa and Cobourg by Which Sales People Assist the Office in Making Monthly Records From Daily Reports and the Buyer in Keeping in Touch With State of Stocks.

By Staff Correspondent.

THE modern merchant who keeps abreast of the times recognizes the more important part which is being played in business every day by the establishment of business systems. He cannot but appreciate the advantages of recorded knowledge of what is going on in his store. But he is brought face to face with the problem of applying these modern methods to his own needs.

In the retail stores of the average Ontario town, what would appear a trifling expense to the large city establishment looms as very important relative to the turnover and profits. The merchant who seeks to systematize his business must consider what it is going to cost. Anything which is so elaborate as to mean the employment of additional help is not likely to meet with favor; the benefits may be material but they might easily be outweighed by the expense.

What the average town merchant is seeking is not so much a system which will give him more information about his business at additional cost as to simplify the methods of getting at essentials. The system referred to here appears to be one which is simple and practical and it has been used to good advantage by Scougale Brothers in their store at Colborne, Ont., and in the new establishment of Scougales which occupies the old Clarke premises at Cobourg, store in Cobourg, Ont.

The Scougale system was particularly designed for a store doing a general business with the farming community and taking produce in exchange for merchandise, but it can be successfully adapted to other conditions by the elimination of certain columns, in fact, in the Cobourg store the identical sheets being used and, because this is only a straight dry goods business, certain columns are ignored.

The idea upon which the system is based is keeping record of transactions through the clerks—not only is there a record of what the different clerks are showing in the way of sales, but from the statements prepared there is a general record of the business of the store from which a monthly merchandise statement can be compiled.

Clerk Makes Daily Report.

The system is worked through the different salespeople making daily reports. These reports can be made in a very brief space of time. An idea of the report forms is given in connection. They are just slips about four by five inches on cheap paper and are filled in from the counter books of the clerks to show the cash sales, amount paid on account, amount paid out for goods which may be returned, amount of sales charged to account, goods let out on approval and returned; also where desired there is a record of produce taken and goods given on account thereof.

Monthly Report Compiled.

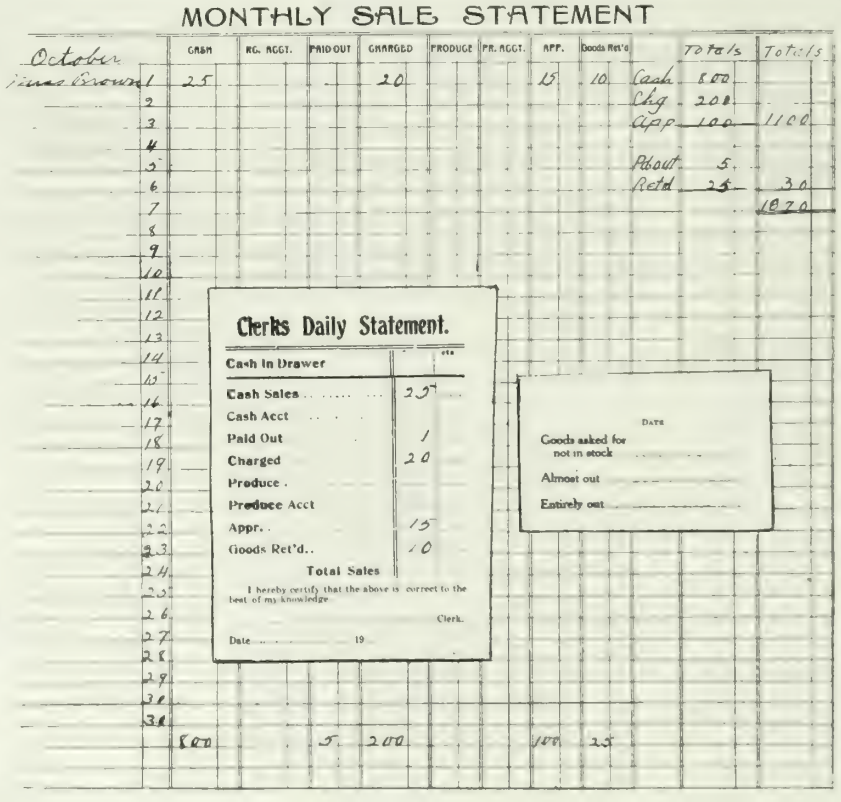
From these daily reports there is a monthly statement compiled giving the daily records of each clerk. The sheet shown has a line for each day of the month. One day's entries are made in accordance with the transactions of the clerk as shown on the daily report sent in. At the end of the month the debits and credits are totalled and the difference shows the sales record of the clerk for the period covered. A general statement can then be prepared for the whole store.

This system will be found of great benefit to the merchant who gives his business close personal attention rather than departmentalising and in many cases the extent of the turnover does not warrant the latter. It has the advantage of giving a complete record of sales and this by reduction of profits figured on a fair basis will give stock turned over and its relation to the stock on hand at the first of the month. By keeping track of sales throughout the year and of stock purchases made there is a pretty safe gauge for judging the volume of business being done.

Memos for the Buyer.

In the store of Miller & Sons, Oshawa, Ont., there is a simple method employed by which the salespeople aid in buying. This is another establishment where the different departments are not handled separately except that an individual check is kept upon the ready to wear section. Geo. Miller, the manager of the store, does his buying by keeping closely in touch with his stocks and in this he has secured the co-operation of the clerks by a very simple system.

Each clerk carries a small pad of memos upon which buying needs can be recorded. Here there is a note made of a line that has been sold out, of a line that is running short, or of goods which may be asked for and which are not in stock. One of these memorandum blanks is shown.



Mr. Merchant!

We want to show YOU our dress goods for Spring, 1915. There's a splendid range—replete with very desirable lines that we know will please you.

Fabrics

The bulk of the business will be done on serges, gaberdines and voiles.

Shades

Light or bright shades will not be popular, the dark colors, such as blue (from saxe to dark navy) and blacks being favorites.

Write. A card will bring our traveller.

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, NOVEMBER 4, 1914 No. 21

Night Work Near Christmas

THE time of the year is at hand when the merchant will be weighing the pros and cons of keeping open at nights for Christmas selling, or closing up at regular hours. There is always a temptation to keep open at night at least during the two weeks before the holiday, with the idea that many people who are employed during the day cannot otherwise fill their needs. Where night selling has been tested it has proved a good venture in many cases, as apart altogether from any question of necessity there is undoubtedly a certain fascination about gift buying at night,—all except on Christmas eve, when the pressure and uncertainty of choice are too great for any thrills of pleasure.

Against the practice of night selling for one or two days before Christmas, little can be said, for certainly it proves a convenience and takes care of much emergency buying. But there has been a tendency to carry the dates too far back. Nearly every effort of late by retail merchants at other times has been in the direction of early closing and the principle should be applied as far as possible at this festive season. The excited and dragged-out customers of the day time are wearing enough on the nerves of proprietor and clerks at this period without late hours to induce further weariness. The public will buy all they require within regular hours—up to the last day or so—without forcing the store to extend its service into the fatiguing hours of night.

But wherever this course is decided on, it would be well for the proprietor to make provision for his clerks' welfare by lessening the day hours of those who will be on duty at night. There is a slack time when they can be freed from attendance so that they will be more fresh for the evening. When they continue through past closing time, some stores see that they are provided with substantial refreshments, and in other ways look after their comfort and health in the extra exactions that business demands may seem to warrant. There are no Government regulations in Canada to cover this, but the wise, as well as considerate employer will require no law.

True Economy

ALTHOUGH business men as a whole have accepted the situation with resolution amounting almost to cheerfulness, there are still a number who are pessimistic to the point of panic. This is evidenced in penny wise pound foolish measures of economy.

Cases are known where merchants have stopped lighting up their windows in the evenings, thereby saving a few cents on the light bill and quite as certainly cutting many dollars off the total of future sales. Some have reduced their advertising appropriation—and their sales in almost equal proportion. Some—a very few, we are glad to say—have declined to spend a dollar or two a year for their trade paper; and their loss thereby is quite out of proportion to the saving effected.

The same applies all around, to business men of all degree. Pinchbeck economy has crept in, the inevitable concomitant of unreasoning pessimism. At times of stress and uncertainty there are always some men who think a saving in hand—no matter how insignificant—is better than two sure profits in prospect.

It is not intended to assert that economy is not the proper policy to pursue at the present juncture. This is a time when every item must be watched and every expenditure guarded. Lavishness or carelessness would be highly reprehensible when the ultimate triumph of a cause depends perhaps on the conservation of resources now. "Economy with efficiency" should be the slogan of business to-day. But economies which hamper legitimate development hurt efficiency.

Reassure "the Early Shopper"

THE early shopper, loyal to the behests of retailers and newspapers seems on the verge of revolt. He fears that he, or his wife, has been shamefully deceived in past Christmas seasons. He has bought early to avoid the rush, and save sales-clerks from the pushing, tiring crowds, and now discovers, or thinks he does, that he has paid dearly for his thoughtfulness. Has he? The Review presents this question to its readers and asks for their replies to the newspaper letter which follows:

"Your editorial in Tuesday's paper on doing Christmas shopping early, sounds excellent, and is, indeed, a very meritorious contribution to the subject of social welfare; it is also a good help to your notable advertisers. But there is another side—a regular joker, in fact. Last year my wife had all her purchases for Christmas made by the 1st of December, but may not do it again, because practically everything she bought was on sale during Christmas week at from 25 to 33 1-3 per cent. less cost.

If the public makes an effort to help the employees of the stores, the employers might surely help by giving a square deal.

EARLY SHOPPER."

More Wheat; More Trade

MUCH has been written about the new openings for Canadian manufacturers, and considerable has been accomplished already. Not so much prominence has been attached to the openings before the Canadian agriculturist but substantial advances have been made in this direction, also along lines that will exert an important up-building power upon Canada's prosperity next year. The ravaging of the crops and the enormous numbers of non-productive war laborers that must be fed in Europe with few left to till the soil, has thrown upon Canada not so much a burden, as one of the best business propositions that ever came before her. "Grow more wheat for Europe" has been the advice from all quarters, and happily it has been heeded. A report issued by the Ontario Department of Agriculture, at the end of October estimated the seeding of fall wheat at over 1,700,000 acres, compared with 727,-400 acres, one year ago, or more than double, and the yield for 1914 itself was estimated at 15,000,000 bushels. At least one-third of the pasture acreage has been sown with fall wheat and the Minister declared that the response of the farmers had been "magnificient," and if conditions were favorable, Ontario would have a crop the like of which she had "never before contemplated."

Saskatchewan reports a large increase in the acreage, and Nova Scotian farmers are heeding Premier Murray's appeal for next spring, while reports from other provinces are quite encouraging. With prices of wheat certain to remain high the proceeds of these big crops will mean padded bank accounts for the farmers, and business will reap its share of the benefit.

Editorial Briefs

THE SAD PART of it is that the pessimists never enlist.

* * *

COURTESY IS A necessary attribute to any one dealing with the public.

* * *

GET THE Christmas campaign started. Christmas presents will be bought "as usual" this year.

* * *

IT SURELY SUGGESTS stagnation when a window display is left too long to the view of the public.

* * *

BUSINESS is going on "as usual." Looking back it does seem queer that we let ourselves get that panicky feeling.

* * *

WE DON'T desire to appear blood-thirsty, but there certainly are a lot of people pulling for the prophecy of Madame Thebes.

* * *

WORK HARDER than ever, think harder and oftener, put more willingness into everything you do. This will help even in times of fear and uncertainty.

* * *

WATCHING THE official actions of one Von Bernstorff, leads to the definite opinion that he was not cut out for a salesman. Everything he says brings exactly the opposite result he expected.

HIGH PRICES vs. PURCHASING POWER

SINCE the outbreak of the war there has been a great discussion about the prices of foodstuffs, wearing apparel, hardware and general merchandise. One might be tempted to ask: Who sets these prices?

The first reply might be that the manufacturers or importers are responsible. But this is not right because the manufacturer is governed by the price which he must pay for his raw material. However, the first consideration is turned to the question of production as governing prices.

Then let us look more closely at the whole problem. The manufacturer makes goods at a cost, or the importer imports them at a certain figure. But is that figure their "price." In many cases it is not. Selling is just as important, as manufacturing, or importing. If there is an article which evidently has a certain value and it cannot be sold for that figure, then it must come lower in price or go off the market; this is an outstanding feature of industrial competition.

The democracy price—the fact that the people have a say in setting it, that the great basic principle is that of supply and demand—has been illustrated in many ways since the outbreak of the war in Europe.

When the declaration of war came it was a cyclone of destruction of the financial and commercial system of the world. There was a serious shock while readjustments were being made. In some markets there was a panic. People rushed to buy foodstuffs; there were reports that hosiery would have to advance, that there would be no silks or embroideries, that the supply of show leather would soon be exhausted, that there would not be a supply of wool available.

Prices were advanced. Was this because of the shortage of goods? No. It was because of the demand of the people. In the wholesale trade prices were advanced where the retailers bought heavily and the same in the retail trade. Foods were advanced because of the demand; shoes, where the shortage of supply of shoe leather would soon be exhausted, that rather went to the bargain counters because there was a little less than the usual demand.

Right from the first it was the demand and not the supply which generally ruled the price changes. As the demand weakened prices returned to normal. This applies generally throughout the business world in relation to the war.

Now continuing this theory there is not much reason to fear that there will be the phenomenal advances that were at first reported. When the prices go beyond what the public can pay then there must necessarily be a readjustment—demand must be served.

On the other hand it will be said that in many respects that the war will interfere with supply. True this is, but it is questionable if the supply will be reduced any more than in proportion to the demand, in which event the principle will obtain that they will come to a basis after a period of readjustment.

MILLINERY

Pattern Hats for Spring Arriving from France

Flowers Coming Over Fairly Freely as Well—Canadian Houses Taking Advantage of Opening—Ribbons Prominent for Spring Trimming, Arriving Regularly.

A FUR-TRIMMED MODEL



Cossack turban of nigger brown velvet with line of sable outlining the crown, and mount of treated ostrich. The mesh veil is worn loose and flowing, and is bordered with a narrow line of velvet ribbon.

THE Fall season is far advanced now, and as yet there has been no real inconvenience felt, because goods were in short supply. In some lines there has been trouble, but it has been no more pronounced than in seasons when there has been a great run on some particular article or style. Now that this season has been safely tided over, what of the Spring? is the next question. What are we going to do for pattern hats, silks, braids, feathers, flowers, and other trimming novelties? Of course, the developments in the war zone may change everything at a moment's notice, but so far as present prospects go it would seem as though all the millinery merchandise that will be wanted, unless business should take an extraordinary spurt, will be forthcoming.

Even pattern hats will arrive. The Review on another page is showing four models from the ateliers of leading modistes, which formed part of a shipment of models which arrived in Toronto from Paris late in October. Poiret's establishment, after being closed for a long period, is open again, and, besides the gowns and cloaks, hats on the cape-line order, simple in line and trimming, as well as striking toques, are on display.

Another house in Paris that is open and producing wonderfully handsome and original millinery is Reboux, and Madame Leontine's establishment on the Place Vendome has never been closed. Now that the tide of battle has rolled away, practically every leading model house is doing business. Therefore, unless the fortunes of war should suffer a great and a grave change, the Spring pattern hats will come to hand as usual.

It is equally true that none of us will be out of employment because of the lack of millinery materials and trimmings. The French manufacturers of silks and ribbons are not entirely out of business, and each week sees a widening of activity. Shipments of goods are coming in regularly from Switzerland. The greater proportion is coming through Germany by special permission, but goods are also finding their way out by way of Genoa. This means that an adequate supply of both silk materials and ribbons is reasonably assured during the coming season. With the ocean routes open, there should be no difficulty presented in the securing of the necessary straws and braids. The hemp braids come from Japan, and there is no reason to suppose that the usual supplies will not be available. Braids also come from China, and Italy furnishes fancy braids, Leghorn and body hats, and straws and braids also come from Swiss and English sources. All these countries are able to produce and ship. Panama hats are produced on this continent, and, therefore, the supply will not be interfered with.

As far as flowers and feathers are concerned, the present season has been well taken care of. The development in the feather end has favored ostrich. Expensive garniture and full-headed French plumes are taking the place of paradise and osprey on this side of the Atlantic, and fancy novelties are used to trim popular priced millinery. This indicates the position of feathers for the early Spring.

Narrow Metal-edged Ribbons.

Ribbons will be largely used, and the development here favors the stiffer grosgrain and cords. The latest idea is the use of narrow ribbons from 1½ to 2 inches wide. These narrow ribbons have a metal edge, and are used in various new ways in the form of many ended bows, ribbon ruches and pleatings. Just a ribbon band with a flat bow at the side is another late season idea that promises further development in the coming Spring. Ribbons in suitable widths are showing with metal stripes or striped in three broad stripes of color. When the ribbon is all of the one color medallions and simple figures of velvet on a cord ground are shown. Velvet ribbons promise well, and the newest shown have a picot edge. The girdle and the hat trimming to match looks a promising idea, and very wide ribbons for this purpose come in Roman stripes and in broad vertical stripes in three colors—that is, two shades of one color with a stripe of a contrasting color along the outer edge. Thus a lettuce green and a full leaf green had the outer stripe of navy.

Velvet Assured for Spring.

Nothing can fill the place of velvet, and, as velvet is becoming a Summer as well as a Winter material, its prominence is assured for Spring. Grosgrains

(Continued on next page.)

Fur the Feature of the Mid-Season Hat

Few Hats Altogether of Fur—Lines and Bands Are the Popular Trimmings — Monkey Fur the Real Novelty — Fur Tinsel and Ostrich a Favored Combination.

THE early season's business is done in millinery, and the big feature has been the success of the popular priced hat. Economy rules, and even the woman who has an assured income has paid less for her hats this Fall, as she has been using her money for patriotic and charitable work. Recently the press has been pointing out that the cutting down of expenses where not absolutely needful is only serving to increase the evils of stagnation and unemployment. It is pointed out that every hat and other article of adornment bought means just that much more work for the wage earners, and that the keeping of the workers in employment is the best way of securing the regular working out of the economic system by which we all obtain the necessaries of life. This advice, no doubt, chimes in with the wishes of many women, and now that purchasing pretty things is put in the light of a duty, the millinery and allied trades may benefit.

Even if the woman who can afford buys as usual, there will be much trade cut off because of the fact that buynig along wonted lines is no longer possible. Therefore the stores are offering extra good values. This means, in plain terms, that the merchant is meeting his customers half way, and is making such concessions that it certainly pays to shop now.

Models for the Winter are very much trimmed with fur, and just as soon as the weather becomes more favorable it is expected that good business will be done on hats of this kind. Already there are signs that trade conditions are better, and if only the weather is favorable and seasonable cold arrives, there is no reason why the season should not end even better than it has begun.

Fur trimmings appear on the majority of coats, suits, and even dresses, and therefore the hat must match. It is not so much the hat of fur that is seen as the hat that is trimmed with fur. Fur is used in combination with other trimmings, and fur and tinsel is particularly smart. Tinsel roses or clusters of berries, and other ornaments are used with bands of fur, and often ostrich tips, plumes or fancies complete the trimming effect.

The popularity of fur is seen by the working of it up into unusual forms, such as fur birds, flowers, bows, etc. The fur birds are made by attaching beaks and birds' eyes to round bodied, wingless bodies of various lengths.

Monkey fur is very much used and may be said to be the fur fad of the moment. It is used to outline the close-fitting brims of the new turbans. Sometimes it droops like a fringe from under a band at the top edge of the brim, or it is used standing up around the pointed, slashed and triangle brims. This fur is at its best when used flat on the brims of the large sailor models so much in favor for tea hats and dressy wear.



SHEPHERDESS CAPELINE.

Phipps model of black velvet trimmed with salmon coque and metallic galloon.

PATTERN HATS FOR SPRING.

(Continued from page 20.)

and failles will be combined with velvet, but the real silk novelty promises to be the revival of satin soleil. This satin somewhat resembles panne velvet or hatter's plush. High-class milliners are varying the velvet vogue by using chutedo and other velvet or plush ribbed fabrics.

Canadian Makers to the Front.

The biggest flurry is in the floral end of the market, for here the business that has gone to Germany and Austria is to be competed for. In this connection the makers of artificial flowers in this country are coming to the front. Canadian-made flowers have sold well this Fall, and sample lines for Spring selling are now in process.

French Factories Busy.

French flowers will be in fair supply, for many of the factories are working, though many more are closed down or completely out of business. The factories now working are exceedingly busy with orders for the English and American trade, and if the Canadian buyers place their orders in good time no shortage in French flowers need be anticipated.

We can supply your requirements in

OSTRICH FEATHER NOVELTIES AND FANCY FEATHERS

PROMPT SERVICE — EXCELLENT VALUES

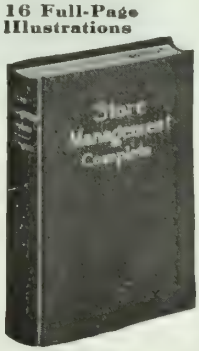
We specialize in all kinds of ostrich feather novelties and fancy feathers. To see and compare them with others is to appreciate the excellence of our values. Quality and workmanship is of a high standard. **Write for sample range.**

JOSEPH LEONE JR.

314 NOTRE DAME ST. W. MONTREAL

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

FANCY GOODS
NOTIONS & TOYS

Goods that Should Prove Christmas Sellers

Mesh Bags Lined With Brocaded Silks—Toilet Sets at Reasonable Prices—Celluloid Lines in Great Variety—New Party Cases and Hand Bags—Dress Shields Coming Into Greater Use.

AT a time like the present, when every dollar is of importance, it will pay to give special attention to the small wares and notions department. There is good profit in notions, and a properly run notion department is not only a paying proposition, but it is a great trade puller, for the woman who comes in, because she knows she can buy what she needs in this department, as a rule stays to shop in other departments. Moreover, more women are buying the material in the piece goods department now and making up their own garments, and this means considerable added trade in the notion and allied departments. Dressmakers' supplies should be featured, and if the articles are standard and reliable and the stock is well assorted, there is no reason why business in these departments should not surpass that of a year ago.

Service counts largely in making a department popular, for even if a woman is only expending a few cents she wishes to be waited upon as quickly as possible. Unless the help employed is in the beginner class, quick and efficient service costs considerable money. The only way to get round this problem is so to arrange the display that customers can practically wait upon themselves by making their own selections. Then the sales girl has only to make out the bill and hand in the goods to the wrapping station.

Dress Shields.

There are many articles sold at the notion counter that, while the trade is large, seldom or never appear in the advertising or the window displays, and yet they are important items when takings are totaled up. One of these lines is dress shields. There is always a steady demand, and this is likely to increase, because the waist of the average dress is once again of the material or of velvet or satin; even when transparent fabrics are used they are lined. This means both that the shield is more necessary, and as the waist material is heavier there is all the more call for dress shields. There is a very large variety of dress shields on the market. There are shields for all sorts of people and for all kinds of uses, and there are all kinds of weights, shapes and size. A good selling shield at present is the black shield that does not crack. These shields are made of mercerized fabric in fast color, and are interlined with pure rubber. The inner lining is of white, and the white side comes next to the body and underwear, while the black side is against the fabric of the dress.



Novelties in Christmas handkerchiefs. Shown by McIntyre, Son & Co., Limited.

Of late years a considerable business has been done in Christmas lines at the notion counter. This year some made-in-Germany lines may be absent, and anyway there would be little use, in the present state of public sentiment, in featuring goods made in Germany. Work cases, leather bags, work baskets fitted with spools, bodkin, scissors, etc., at various prices, are one item that is always shown. Pincushions, hairpin cabinets, fancy boxed sets of hose-supporters and garters, etc., are a few of the regulation lines.

Fancy Lines.

The articles that come under the term fancy goods are legion at this time of the year. Fancy articles of metal, such as clocks, jewelry boxes, photo frames, pin and ash trays, desh sets, smokers' sets and other articles, are extensively stocked for the holiday trade. Such lines as vanity bags, mesh bags and vanity cases sell all the year round, but are in special demand for gift purposes. In mesh bags the demand at the present time is running to gun metal or black in sympathy with the tendency prevailing towards dark colors. Perfectly plain frames and elastic meshes are the other features noted.

A new idea is the lining of mesh bags with brocaded silks in high colorings in place of the white kid that has hitherto been used. Mesh bags so lined are also fitted with pockets and vanity articles. These articles are either gold-plated or of highly polished nickel plate, and include a mirror, a silk change purse matching the lining and fastened with a snap fastener. Memorandum tablet and pencil, hairpin case and powder box.

The Highest Grade Cotton for Crochet and Embroidery Work

23 KINDS

"PERI-LUSTA" MERCERIZED COTTONS

REGISTERED TRADE MARK "PERI-LUSTA"

RETAIN THEIR LUSTER AFTER REPEATED WASHING



"PERI-LUSTA" CROCHET (ART. 18)

Recommended for Crochet Work, Tatting, and Fancy Needlework. Absolutely uniform and even in working. Has that smoothness so much appreciated by crocheters.



White—Supplied in Sizes:
1 2 3 5 10 15 20 30 40 50 60 70 80 100 150

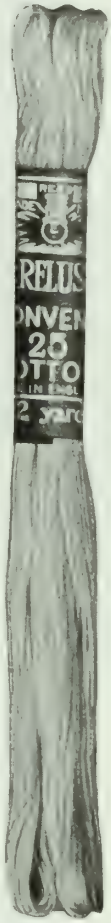
Ecru—Supplied in Sizes:
1 2 3 5 10 15 20 30 40 50 60 70 80

Arabian—Supplied in Sizes:
20 40

Light Pink, Medium Pink, Light Blue, Medium Blue, Dark Blue, Red, Yellow, Lavender, Black.

Supplied in Sizes: 3 10 30 50 70

10 Balls to a Box.



"Peri-Lusta" Convent Cotton, Art. 7—A firm, medium, twisted thread with a high luster. For embroidering French and Eyelet Embroidery, Initials, Scallops, etc. Supplied in white and colors in all sizes. 36 skeins to a box.

"Peri-Lusta" Filo-Floss, Art. 2—A soft, smooth and lustrous six-strand embroidery thread. Loosely twisted. Can be used from one to six strands. For all kinds of fine embroidery. Supplied in colors. 24 skeins to a box.

"Peri-Lusta" White Embroidery, Art. 4—Unequalled for embroidering on Linen, Flannel or Sheer Materials. Has a high luster and retains the pure white after repeated laundering. In sizes A-B-C-D-E-F-G-H, coarse to fine. 36 skeins to a box.

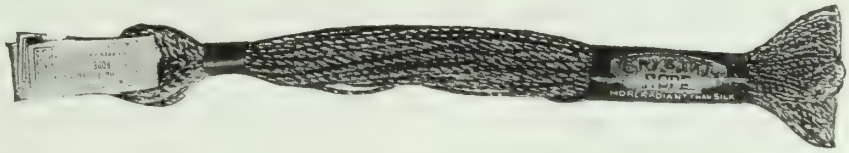


GLISTENS LIKE CRYSTAL

"CRYSTAL ROPE"

(ART. 21)

ARTIFICIAL SILK



A more brilliant and effective embroidery material than silk. Rich effects easily obtained with every stitch. In all leading colors. 24 skeins to a box.

Campbell, Metzger & Jacobson, 446-450 Broadway NEW YORK

Canadian Distributors: JENNINGS & WILSON, 63 Bay Street, TORONTO

each case fitted into a separate department, complete the list of fittings.

Boxed toilette sets, military sets, manicure sets, sets of clothes and hat brushes, shaving sets, brush and comb sets, etc., come both in expensive and popular-priced lines. Some of these sets are decidedly cheap, and some of them can be retailed around the dollar mark. Even the cheapest are put up in a very attractive form, and promise to be good sellers. The cases are of imitation leather, and purple or peach-colored satin or velvet is used for the lining. The fittings come in ivory or ebony, with nickel silver shield mounts, and also in carved and embossed metal.

Variety of Celluloid Lines.

Celluloid articles are a wonderful line this season, and some of the best very closely imitate real ivory. The assortment of articles is a large one, and includes trays for brushes and combs, mirrors, shoe horns, button hooks, brushes for cloth and velvet, boxes for tooth and face powder, talcum powder boxes, work boxes, and many other articles. These goods come also in various tints, and can be had to match the color scheme of the owner's room. Carved ivory is beautifully imitated, and brushes, etc., are decorated with more or less elaborate monograms, according to the price that is paid. Tortoise shell is also imitated in celluloid.

The party bag and case idea certainly has caught on, and the manufacturers have helped as far as it was possible by producing a big variety of new ideas and combinations in various sizes and qualities to retail from $1.50 up. Bags come in various soft leathers, such as mocha, suede and kid, and some of them are made of fancy silks, in flowered and brocaded patterns. Silk bags are made with stiff bottoms, and draw together at the top with a cord, and the fittings are placed in shirred pockets around the sides of the bag. Besides the vinaigrette, many bags and cases now carry a glass perfume bottle with a screw top of metal.



EMBROIDERED TOWELS.

New patterns, showing the prominence of seed stitch in the season's designs. Shown by Jennings & Wilson.

Party cases come in kodak shape, and are carried by a strap handle, but the most practical idea is the combining of the party and hand bag. The bag is exactly the same as any other hand bag, but it has in addition all the usual vanity fittings.

In leather bags the safety catch is a big feature, and one which forms one of the best talking points when selling. There are several on the market, and many of them fully answer the purpose for which they were designed.

Something that is really new in table decoration consists of a low bowl in crystal glass, and the decoration is made up as desired. There are decorative blocks in the centre for holding flowers, and to perch on the blocks and on the edges of the bowl are pretty stuffed birds. Either natural or artificial flowers may be used, and the bowls are either round or oval, and come 13 inches and in larger and smaller sizes.

For the book lover a very appropriate present comes in the form of book rocks. These rocks come in pairs, and are designed to hold books in place on cabinet or table. The designs are very artistic, as they are modeled after original conceptions. Groups of cupids, the studious figure of a monk, the straining figure of a Roman gladiator, a boldly-modeled ram's head and chimpanzee are some of the numerous designs.

New Stuffed Toys to Meet War Spirit

A Bandy Legged Bulldog of the "What We Have We'll Hold" Type—Character Dolls Follow the Military Fashion and Soldiers and Sailors Will Be Popular With the Children This Year.

IT is a far call from the battlefields of Europe to the floor of the nursery in the Canadian home; two extremes could not be more emphasized than the awful engines of destruction being used in the present war and the playthings of children—and yet there is a connection between the two, and in the trade it is being realized that the European conflict is going to be an influence in the toy business this Christmas. In this no reference is meant to the toy shortage on account of imports from Germany being cut off but rather to the tenor of the demand as influenced by the world events.

In filling the shortage of stuffed toys caused by the cutting off of imports, makers on this side of the water have taken advantage of public sentiment of the moment. Instead of making the Teddy Bear there has been modelled a British Bulldog of the type which is depicted as standing on the Union Jack and representing the British spirit that "what we have we'll hold." For these there has been a good demand and they will undoubtedly take well with the public. Also there has been a change in style in character dolls which will go a long way to make up for the shortage in the range of china heads. These new dolls are dressed in soldier and sailor uniforms and are certain to appeal to the children. The uniforms are usually of khaki and navy blue, but it may be expected that there will be a range of the brighter uniforms as soon as the manufacturers get an opportunity to give their attention to the matter.

Lead soldiers started to sell well with the commencement of the war and there is still a big demand for them which will undoubtedly continue strong into the holiday trade. With this demand there is also a call for toy cannons, forts, etc., which are factors in the play game of war. Also the war spirit and the activity of the navies and airships should have the result of creating a demand for toy warships and diminutive models of the monoplane and biplane, which have been in more or less demand since the flying vogue became comparatively general.

Kewpie Dolls Still Strong.

The popularity of the Kewpie doll continues and it is now made up in hundreds of different sizes and styles. This doll is available for the holiday trade this year again as for two seasons past and will no doubt be a good seller.

It is significant of the way in which this doll has taken with the public and also of the importance of the toy industry to note that since the Kewpie was brought into the market, two years ago, the sales to date have aggregated a million dollars.

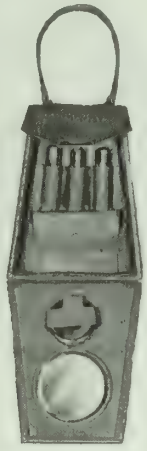
PARTY BOXES — PARTY BAGS



No. 993 Design.

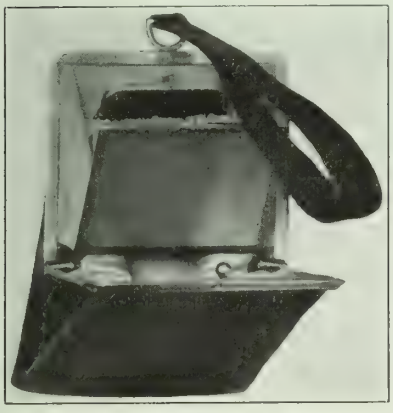
We make six lines in this style and assorted shades to se'l retail from $2.25 to $5.00 each.





No. 1000 Design. **No. 999 Design.**

A good line for winter—can be carried with muff. Retail from $2.50 to $4.50.



No. 2084 Design.

With swinging mirror and white ivory tablet. Retail from $1.25 to $3.50.

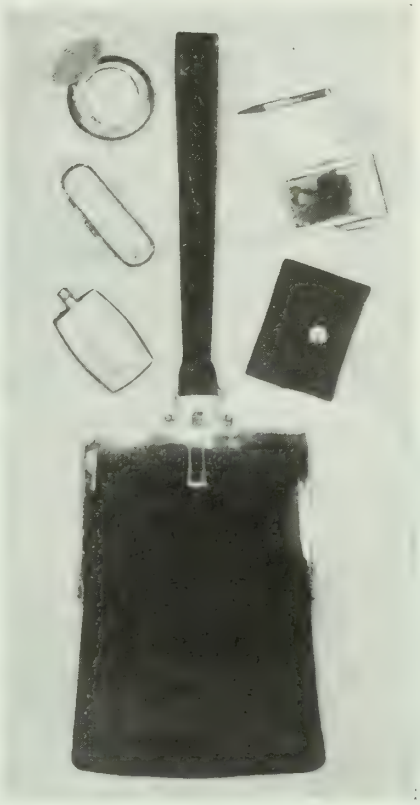
Made in Canada by Canadians

Party Boxes and Party Bags are having a big sale. Send us a sample order—they will help your Xmas trade.

We are the largest makers of Ladies' Hand Bags in Canada and have a complete stock on hand.

We also make Ladies' and Gentlemen's travelling cases fitted with Parisian Ivory and Ebony Fittings.

When in the City, call or phone Hillcrest 2074



No. 2516 Design.

Fitted with various useful fittings. Our best selling lines are:

2516—Retail at $1.50 each.
2506—Retail at $2.00 each.
2509—Retail at $2.00 each.
2505—Retail at $2.75 each.
2504—Retail at $2.75 each.

We also have this in Real Seal, Russian Calf, Morocco, to retail at $3.50 to $7.50 each.

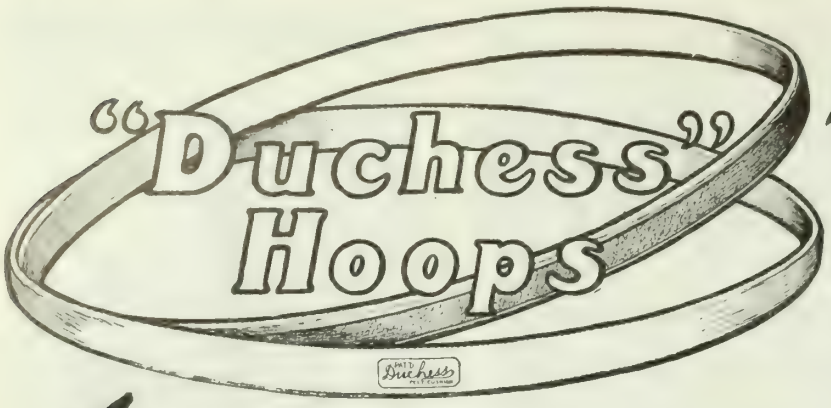


No. 2422 Design.

We have six good selling bags to retail at $1.00—this is one of them.

The Western Leather Goods Co., Ltd.

1191 Bathurst Street, TORONTO



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.



Millions of Women use Duchess Hoops

for embroidering and would have no other, because—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.

The Best and Most Popular Embroidery Hoops on the Marke,

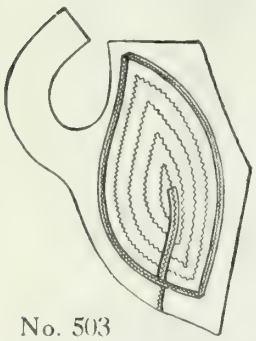
Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

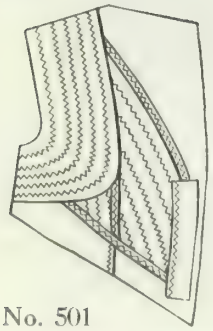
The Largest Makers of Embroidery Hoops in the World.

There's Good Business to be Done With "Everlast" Coat Forms

MADE IN CANADA



No. 503



No. 501

"Everlast" Coat Forms are one of the best paying lines you can handle. There's profit in them in any way you look at it. As a booster of sales for your dress goods these forms are unexcelled. They remove the only objection women have to home dress-making—the difficulty of getting coats to hold their shape.

Then there is a good margin of profit on the sales of the forms themselves.

"Everlast" Coat Forms are made in a size and style to suit every requirement. Write for prices.

Toronto Pad Co., Ltd.

333 Adelaide Street W. **TORONTO**

Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver, B.C.

Substitutes to Cover Shortage of German Fancies

Few Art or Toilet Articles Which Cannot Be Found in Manufactures of Other Countries—Prices Higher But Goods More Substantial—Shortage of Tinsel For Decorative Purposes.

By the buyer of fancy goods for a supply house.

THE tinsel trimmings and ornaments which in their varied colors of bright hues lend a holiday appearance to the displays of the Christmas season and decorate the Christmas tree in the home will be scarce this year. I was surprised to find that we could only get about half of our order filled for the reason that while it is largely of domestic manufacture the raw material comes from Germany, and the supply is short.

Otherwise the fancy goods situation is not so seriously affected by the elimination of German goods as might have been expected. A shortage there certainly is, but when it comes down to the fine point of meeting demand I find that the German goods are largely made to meet competition; they are cheap reproductions in most cases.

When the war broke out and it was known that German importations were to be cut off, consternation prevailed—I can refer to our state of mind for the time being in no other term. With toys it was different for we had received the bulk of our European shipments and were in a position to meet the trade for this season and to look round before another year, but of fancy goods we had received practically nothing.

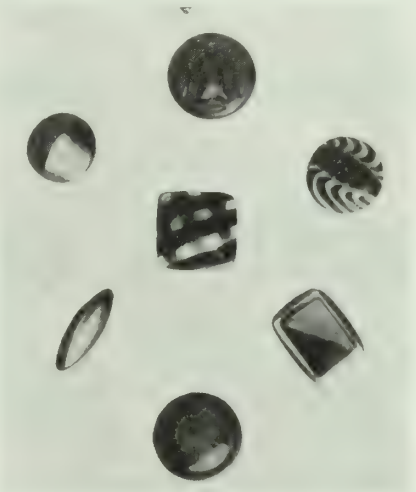
This looked very serious. But it is wonderful how the situation improved with thorough investigation. When we came to get out our catalogue we found that there were very few lines which had to be eliminated. The European goods represented a large proportion of our stock and yet we found that in most cases the German and Austrian manufactures were duplicated by British, American and Canadian lines. The European goods have a difference which I can hardly describe and which can only be understood by placing the articles alongside of each other—there is a distinct difference. There is a difference of price usually in favor of the German goods, and there is something more showy and less serviceable looking about them.

In this business of fancy goods the big element in sale when it comes to the fine point is appearance; that is, the goods sell on sight. If there are certain lines missing which would have been shown had the German goods come through few people are going to notice the difference. They do not miss what they have never known about. Likewise in the trade there are undoubtedly a number of new lines which we would miss; but not having had them we hardly notice their absence.

Then it must be remembered that the demand will not be so heavy this season for goods of this class. In fact a number of firms which had placed their special orders with us this Spring stated that they were glad that the goods had not arrived as it would give them an opportunity to curtail their stocks.

Making a Comparison.

Speaking again of the difference between the British, American (including Canadian), and German goods. I might illustrate by referring to a line of work boxes which come from all three. The British box is finished in plush and the contents are complete and well finished



Top: Celluloid button with carved centre in two shades of brown, and plain rim to match. Second row: Celluloid centre in two colors and gilt rim. Gilt olive. Centre: Square carved button in small check. Third row: Carved celluloid in stripes and band centre. Bottom: Celluloid button with inset carved medallions. Shown by A. Weyerstall & Co.

to the smallest detail. The American box is of celluloid and the contents are not so thoroughly made. The German box is of cardboard with a gaudy picture on the top and the contents are made with little respect for the finer details. There is naturally a difference of price in favor of the German goods. The same illustration could be applied to many of the different lines we handle.

Domestic Toilet Cases.

There is no interference with our line of toilet cases which are "domestic" in that they are assembled here. However, many of the fittings are imported, but, fortunately, largely from France. The best of the ebony articles come from Paris.

Christmas cards are not interfered with to any extent for this season as they largely come from England. However, I think that it may be that a large proportion of these are printed in Germany for British houses and this may make a difference in the supply by another season—but that is looking a long way ahead and judging from the manner in which other difficulties have straightened themselves out there should be little trouble in this quarter.

In metal toilet and jewel cases the "ormulu" ware which is made in the United States is of better appearance and quality than the German goods which have been coming over to us, but the latter of course are cheaper.

Art brass articles from the States are of somewhat different workmanship to those of European countries but this difference is not likely to be apparent to the general public.

Knitting in Fashion

Work For The Soldiers Has Made This Popular and Work on Home-Made Gifts Will Use Lots of Fingering.

KNITTING for the soldiers has brought knitting into fashion, and knitted articles are certain to be largely included in the list of home-made gifts this season. An instance of the far-sightedness of the heads of departments in the big city stores is brought to the notice of the readers of The Review in this issue by the window displaying wools in hanks and skeins, etc., and a large and varied collection of articles made from them. There are knitted and crochet sets for small girls up to six years old; there are knitted and crochet cot comforters for baby. One of these has a stork knitted in grey wool on a white ground, while another is of pale pink Berlin wool knitted in shell pattern and lined with a quilted silk lining in exactly the same shade. Lining and knitted piece are bound together with a wide binding of silk, and there is a large and handsome bow of satin ribbon on one corner of the comforter. Hug-me-tights, knitted and crochet scarfs, aviation caps, and numerous other articles knitted and crocheted from wool were shown. Decidedly new is a doll made all of wool.

Toy Department Requires Close Attention

THERE is a story told of the business man who over-systematised. After he had been operating his new system for a while he was asked by a friend as to how it was working out. "Fine," was the reply. "How is business?" was the next question. "Oh, we have quit doing business to look after the filing system," came the answer.

W. H. Watt, for twelve years with the firm of Holland & Son, Montreal, who has charge of the toy department which occupies the whole second floor of the establishment, and which has been a feature of the business since it was established in the early days of Montreal, does not believe in quitting business to look after the details of his stock. And that is the reason he advances for not having an elaborate system.

Track of 20,000 Numbers.

When toys are placed in stock in the Holland store a record is made of the invoice, but there is no attempt to keep track of the individual articles. Mr Watt tried it once but he found that to work out a system he would need to keep track of some 20,000 different numbers, and that it was not a feasible scheme.

In this store stock is taken once a year and the stock is estimated at the selling price. For this there is a reason. When the goods go into stock the cost price is marked on the case probably, but after this case is opened there is no way of keeping track of the individual articles. It has been found to be much more satisfactory to take stock at the selling figure and then to deduct a reasonable percentage.

When it comes to a question of buying, an estimate can be made of the goods of a certain line in stock and a comparison with the figures on the invoice, a handy record of which is kept, gives an idea of the selling power of the particular line.

The Holland store carries a normal stock of $20,000 in the toy department and during the holiday season this will be increased to about $35,000, but Mr. Watt states that in his twelve years' experience he has not come across any detailed system which can be adopted to advantage. One great difficulty is that it is a business of a season. Ordinarily trade is slow, and then when the rush comes it is necessary to get in extra sales people who are only there for the rush and who are trying to sell as much as they can rather than keep track of details.

Goods are often reduced in value materially, from the selling standpoint, by damage to boxes. Here is a matter which should have attention, for it is a serious leak. For instance, a box of blocks to sell at $1.25 would not be worth more than 75c if the box is split. This is a loss of 50c. And yet these boxes can be replaced at 50c a dozen. By making a note of the damaged boxes duplicates can be secured when another order is given to the manufacturing firm or wholesaler, and the result is that a $6 loss can be reduced to 50c.

Mr. Watt also states that he is now endeavoring to have all games parcelled separately so that there will not be the same danger of confusion or loss by mixing of parts.

BEADS ON THE WANE.

The bead fad seems to be on the wane and there is nothing like the demand now that commenced with and followed the introduction of the "Tango" neck decoration. Dealers believe that it is perhaps just as well so, for while the beads for the most part were put on the market by firms on this side of the water there can be little doubt but that many of them—probably the bulk—came from Europe and were only put together on this side.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST.,
E.C.

MILLS: St.ALBANS
and REDBOURN
HERTS

J. MAYGROVE & CO. Limited

MANUFACTURERS OF
SILK THREADS, SUITABLE FOR
WEAVING, KNITTING and EMBROIDERY
also Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists
MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES
ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY
CANADIAN REPRESENTATIVE
F. A. TURNER, 52 Bay Street, TORONTO

LONDON MADE BRAIDS
We hold a large stock of every description
APPLY TO
THE MANUFACTURER
HENRY WARDEN, 11, Oat Lane, London, E.C., England



DE LONG Press Button

World's Flattest Fastener

Made in America, of American Materials

Prompt Deliveries
Maintained Quality
No Advance in Prices

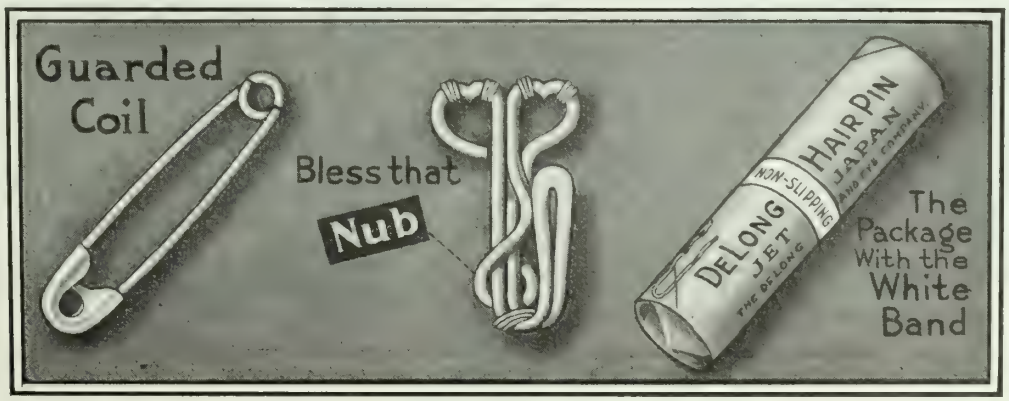
Notion buyers are glad to realize that they will have no difficulty in supplying their trade with this most satisfactory of dress fasteners. The De Long Press Button is not only the flattest and neatest of fasteners, but strong, secure, and very durable under continued wearing and laundering.

Show De Long Press Buttons attractively at your notion counter,—it's worth while.

The De Long Hook and Eye Company

of Canada, Ltd.

St. Marys, Ontario





MADE IN CANADA

Salisbury Shades

Conforming with the newest ideas of decorating

In stocking Salisbury Shades you are not risking money on a line whose popularity is on the wane—rather these charming, artistic fittings for the home are one of the recent dictates of fashion. That the decorator of to-day has taken hold of lighting and is embodying it in his color schemes ensures a good demand for these elegant fabric shades which are made to match the decorations of each room.

Salisbury Shades make practical, inexpensive Christmas gifts. Get in a stock now and boost them for the holiday trade. Write for catalogue.

E. F. W. Salisbury

MANUFACTURER OF SILK SHADES
FOR ELECTRIC FIXTURES, ETC.

Gooderham Building, Toronto
49 Wellington Street East

"SLIPPON"
COIFFURE FASHIONS

Patent

Reg'd Copyright



13 Nets to the Dozen

13 Nets to the Dozen

The "Slippon" is a cap-shaped hair net which adjusts itself to the present style of coiffure.

NO PINS NO WORRY

Made in two sizes.

Good 15c and 25c lines. For first parcel value $50.

Goods Sent Parcels Post, Carriage Free

BURNET & TEMPLE, Ld.

LONDON ENGLAND

Sole Agent in Toronto

R. W. R. COWIE, 77 York Street

To Pirates:—
This envelope is copyright, design registered, and not patented.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

TO MANUFACTURERS AND WHOLESALERS

Do you want to be represented in Quebec or Quebec and District?

Apply to Box 104, St. Roch, Quebec



XMAS GOODS

TOYS, DOLLS, FANCY GOODS, GAMES, NOVELTIES,

Druggists' and Smokers' Sundries Smallwares, etc.

China, Glassware and Crockery

OUR CATALOGUE READY

Our catalogue just issued illustrates and describes by far the largest and most varied stock of Holiday Goods offered in Canada.

SHORTAGE OF HOLIDAY GOODS?

While our assortment of stock lines is still in splendid condition considering import conditions, we urge early buying, as all our sorting shipments being cut off will cause more than the usual number of "Sold Outs" late in the season.

WRITE FOR CATALOGUE TO-DAY.

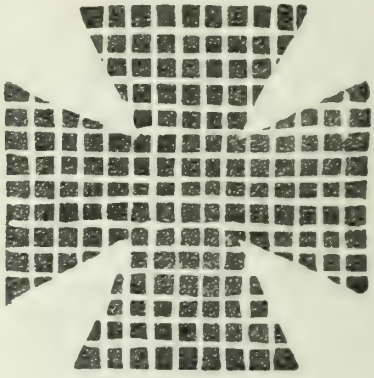
NERLICH & CO.

146-148 Front St. West (Opposite Union Station) TORONTO

Kleinert's



GEM



Dress Shields

are guaranteed against damage to the gown through any fault of the Shield.

Of *every million* GEM Dress Shields we sell, *less than three* are found faulty under the guarantee.

Three in a million seems to us a pretty good average.

I. B. Kleinert Rubber Company,
721-723-725-727 Broadway, New York
TORONTO, CANADA

Methods That Have Proved Helpful in Christmas Merchandising

(Continued from page 17.)

land of the town? In the absence of any information to the contrary, The Review is free to confess that the biggest Santa Claus ad pulled off by any store in America is Eaton's "Arrival of Santa Claus," a yearly event that crowds the main north and south artery of a city of close to 500,000 people! Many of our readers are familiar with the plan: Santa Claus starts his triumphal entry several miles out, and advances—towards the end of November each year—upon the city, drawn by reindeer or horses, with boys or men, in changing costumes each year—scouts, Indians, soldiers, etc., as outriders or guards; perhaps led by a band. Down he is conducted and stops at Massey Hall, where a children's entertainment is put on, to which admission is given by ticket. From the Hall Santa Claus proceeds to the store, and scatters souvenirs as he goes. For the next four weeks or more, at various times, he has special days, or hours for visits, and walks around, holds receptions, etc., and the Toy Department with the visible presence of this Genius of Childhood takes on a meaning for the children that becomes the most powerful incentive to purchase by tens of thousands.

* * *

P. O. SENDS LETTERS.

THERE ARE MANY VARIETIES of this Santa Claus idea in its relation to the public. The John White Co. of Woodstock had a visit from Santa Claus last year; they showed him in their window that was fitted up with toys and he received hundreds later in the store. Outside the store a crowd of women and children impeded traffic on the street. Capital advertising!

So closely have a few stores in Canada identified themselves with the Santa Claus idea that scores, and even hundreds of letters are sent them by children. "Santa Claus, care ——." Even the local post office authorities sometimes send them letters addressed to "Santa Claus, care the North Pole," asking for special gifts. In every case care is taken to send an answer, usually in the form of a pretty card acknowledging the letter, and hoping that "he" will be able to fill their requests. After that it is "up to" the parents to deal at that store. * * *

TOYLAND.

TOYLAND MAY BE MADE a popular resort in the store. Give it that name, or a similar one, show goods in the windows as samples of what they can get in Toyland, right at the opening of the department, or—where it is kept up the whole year (the wisest policy)—when you extend the space given to it and open up your new shipments. The middle of November is none too early.

* * *

BRING THESE FORWARD.

THERE ARE NUMEROUS departments that come naturally into prominence—if they are bought—at the holiday season. Encourage the inclination of the public for these goods: toilet articles, leather goods, many other fancy lines, neckwear, gloves, handkerchiefs, men's furnishings, etc. Whenever possible these should be given as conspicuous a position in the store as they can, allowing other lines to be removed temporarily into the background. They can afford to take a little rest; the others cannot.

Handkerchiefs form one of the best lines for special displays. One store moved its photographic department that occupied a spot between two sets of entrance doors, and set a handkerchief booth up in its place, with rather surprising results. Each of several floors had a handkerchief booth, and at all the business was good.

Suggestions like this might go on interminably: for instance, one store picked out toilet soaps and made a special circle of them; arranged them in attractive combinations and colors, and used cards suggesting them as useful Christmas gifts. The amount of soap this department sold astonished even the man who worked out the change.

* * *

MEDIUM PRICED GOODS.

IT IS WELL TO remember, too, this year especially, that there is a feeling towards economy abroad, and the buyers and managers of most departments have been striving to place themselves in such a position as will permit them to show good values, of medium priced lines. From toys down—or up—this will be the strong point in Christmas selling.

* * *

HOLD TILL CHRISTMAS EVE.

SHOULD GOODS BE HELD at the store, say until the day before Christmas, and then delivered at the request of customers? Some stores are trying out this policy, following the lead, probably, of the express companies.

There is much difference of opinion as to the advisability of this. Some say that it obliges their customers; that they are willing to buy early and get it over with, if they can be relieved of the need for "hiding" the "Santa Claus" purchases in cupboards in their homes where curious children may learn in advance of Christmas day presents. On payment, even, of a small deposit, some stores will hold goods, and send them up C.O.D. a day or two before Christmas.

Others, again, condemn it. The manager of a large "holiday" department told The Review that his firm would never consider the proposal.

"We are known to be quite free in accepting 'returns,' and if we held goods like this for weeks, ten chances to one the people who bought early would see something else later on and decide to take it, and send ours back. Or, again, knowing they could return the goods, they would order anything that took their fancy and return the rest. The result would be that a large percentage of our goods would come back after Christmas, almost useless, on our hands, when, if we had had them in stock we could have sold them many times over."

In this case the negative argument appears very sound.

In smaller places, and where the firm know their customers fairly well, a privilege like this could be attempted generally, or at least applied to a section of the store's clients.

SELLING XMAS BOXES.

THERE is one line that is seldom found and which in all stores would be a great seller and for which the outlook is particularly promising this season as so many Christmas presents will be home-made. The line alluded to is fancy cardboard boxes for boxing Christmas gifts..

It matters not how cheap the articles, nor however expensive and dainty, its appearance is greatly enhanced if it is put up in a fancy box. Even when the article purchased is boxed by the store, many people will purchase a box of their own. This is because the box the store supplies as a rule has the name and address of the store on the cover.

Before ordering, the notion buyers should size up the articles which customers are likely to box, for the assortment of boxes should include almost every size and shape. There should be boxes small enough to contain an article of jewelry and others large enough to contain a dress. The articles most likely to be boxed are gloves, ties, neckwear, handkerchiefs, hosiery and kindred lines. Boxes as a rule come in nests, and this manner of putting up saves space.

FOOTWEAR DEPT.

Change of Type Has Come in Women's Footwear

Shorter Vamp and Higher Heel With Round Toe Coming — A Neater Shape for Short Skirts—Laces Also to Return—Colonials Predominate for Next Summer — Men Cling to Long Shape — Tans Still Good for Men—Smooth Toe and Blucher Cut Show Military Influence.

Written by the buyer of one of Canada's big exclusive shoe houses.

STYLES in women's footwear give indication of a general change. Perhaps it would be better to refer to this change as a reversion of type rather than a new style for there are always new styles while only periodically is there a radical change of design. Not suddenly but gradually will the new influence be felt; it will probably have the attention of Canadian buyers to a greater degree a year from now than in relation to the stocks of the Spring and Summer of 1915. I refer to the wane of the popularity for the shoe with the long vamp, the straight last and the recede toe.

The shoes which the women have been wearing for the past several seasons with the low toe and long tapering shape, coupled with a medium to low heel, will not continue their hold upon the fancies of the woman of fashion. Her ladyship would probably not admit the reason except to herself but it is a truth that this shape of shoe gives the impression of a large foot. For this long vamp and the recede toe are responsible and this impression is emphasized further where a low heel is used.

Women are wearing shorter skirts again. The neater shoe will follow. Already in some of the Spring lines is to be seen the higher Spanish heel with greater arch to the instep and a shorter vamp while in advanced models there is a return to the high toe. This will be much more pronounced a year hence. There is a tendency also to give a higher shank and here the influence of the shorter skirt is again seen.

The war will undoubtedly act as a factor in effecting this change of type. This will be seen in a demand for laced shoes which are practically out of the style catalogues at the moment— and laces are a harmonious feature of the type of shoe referred to.

Higher Heels for Spring.

For Spring there is the first indication of the change which I have predicted. This is the demand for higher heels and a slightly shorter vamp; however, as yet there is nothing very emphatic. These higher heels are in a large number of different shapes; there are no distinctly new designs and height comes as a general tendency.

Practically all Spring models are buttoned. Cloth tops, which have come to a position where they represent about a third of the high shoe trade, were to have been a little weaker but the shortness of leather and the war will undoubtedly have an effect here. Already the Palm Beach shade is strong in tops and it should have a big run of popularity particularly as this seems to be the color upon which hosiery manufacturers will run in the event of the shortage of dyes continuing.

Colonials for Summer.

For Summer wear the colonials are very strong and overshadow everything else. Oxfords are not shown at all but there are a number of different strap effects which have followed the dance craze and have an attraction for some of the young women who are wearing the shorter skirts. For outing shoes the low heel will continue to some extent but not so much as heretofore.

Women will not wear tan next Summer. Black will rule in either calf or patent although what effect the war may have on the leather situation is hard to predict. and it is quite within the limits of possibility that we will find fashion in favor of kid. It is a material of which there are available stocks.

The range of fancy colored patterns is likely to be limited, although there is reason to encourage the use of cloth. When cloth is used it will generally be in black or quiet colors, such as Palm Beach, in keeping with the hosiery.

Some women will wear a shoe with a plain toe and mannish last which is evidently the influence of the military tendency.

Men Cling to Straight Last.

Men will cling longer to the long effect. Here we find the straight last, the recede toe and the wedge models with the wide shank and the low heel still predominating the fashionable lines. However, it must be remembered that outside of the city trade this shape has not been popular and the high toe and short vamp still continue a strong hold on the country business.

Military spirit seems to be responsible for the blucher cut now coming stronger and this style is seen also in the Oxfords although it is not admitted by designers that the present style of shoe is very adaptable to the blucher cut. Also the military tendency is seen in the plain toe, which has never before been very popular.

Some cloth tops are shown and these may be expected to become stronger with a continued shortage of leather. Color combinations are shown in some sport boots but are faddy for street wear and will not find anything like general favor in this country.

Quiet Hosiery Likely to Influence Shoe Business

Buyers Will do Well to Consider Absence of Bright Shades in Stockings and Costumes for Next Season—Palm Beach is Predicted for a Continued Run of Popularity.

BUYING the Spring stock of shoes presents many problems for the merchant. Getting past the question of price, which for the next season has been pretty well settled, and the worries of materials, which are largely those of the manufacturer who has changed his lines little for prompt delivery and is working mainly on stock which was due in the country before the war, there still remains the difficulty of deciding what the demand of next Summer may be. In an ordinary season the samples of the manufacturers would pretty well decide what the people would wear, but this is not an ordinary season. There are many factors to be considered.

It is always well for the buyer to consider what women will be wearing in hosiery; her ladyship is almost certain to wear a shoe and a stocking that will match, and the stocking again will be in harmony with the costume.

Then the buyer should be guided by the fact that there will be very little colored hosiery next season; at least the big Canadian houses have bought very little, which is a pretty good indication—and one reason that they have bought little is that there is little available. The supply of colored hosiery from Germany has been cut off and English and American makers are facing the dye shortage problem. This, together with the fact that colors are going to be lacking to a large degree in dress-goods indicates a quiet season in hosiery.

Strong for Palm Beach.

Under the circumstances there is almost certain to be a continued popular run for the new Palm Beach shade, which is a natural undyed color. Also in hosiery blacks with white clocking and white with black clocking will be strong. Already Palm Beach, which is between a pale fawn and champagne, has made a strong bid for popularity as a color for taupe for ladies' shoes, and in the early Spring it is almost sure to continue, while it should also play a strong part in the two colored colonials.

Other quiet colors are likely to be called for too, but the outlook is that fancy colored patterns will not be in good taste with the hosiery and dresses which will be generally worn. And it should be remembered that tans are dead in women's shoes.

Style will have less effect on men's lines. Tans here continue strong in dark



Showing patent leather foxing, white buck top, narrow patent lace stay and white ivory sole.

browns and the mahogany shades and will be found both in shoes and Oxfords. Cloth tops will likely come stronger if the shotage of leather continues, but that is hardly likely to be an influence on the Spring lines. The smooth toe has not up to this time been very popular, but it should now be given consideration on account of the war sentiment and the fact that it has a distinctly military appearance.

NEW CANADIAN LINES.

A Canadian firm are bringing out several distinctive styles. One is a patent colt, with fancy Paris foxing, kidney heel, and welt sole, another is also a patent colt, London foxed, fine black cloth top, and a turn sole. Both have narrow recede toe, a third is a low shoe, a demi-glazed calf Colonial pump, with grey cloth insert, panelled quarter, and Spanish-Cuban wood heel.



Extremes in men's wear for spring: No. 1, patent, with recede toe, low heel; No. 2, tan oxford, high heel, high toe, and showing latest tendency to pinking.

Style Notes

From our Montreal correspondent.

THE present tendency in ladies' fur jackets, a tendency which has been in evidence for some time back, is towards shorter lengths. Some manufacturers have been showing a kimona sleeve, and are still showing it, though it is not meeting with a great success.

Muskrat for ladies' coats is having a good run, and for smaller stuff, wolf and fox are in keen demand. These are Canadian furs, and cheaper than European stuff, which accounts for the exceptional demand they are enjoying.

Alaska sable seems to be reviving, and is lower in price than it was last year, and is within the reach of the masses.

The demand for Persian lamb is only fair. The fact that it comes from the Russian market makes it scarce, and proportionately higher in price. Russia had her Leipsic route cut off at the beginning of the war, as well as an outlet via the Baltic.

It will be interesting to know whether the entry of Turkey into the European strife will cut off Russia's outlet for her furs via the Black Sea.

Canadian manufacturers are now visiting the fur markets, and it will be some time before the effect this turn of events had on Russian furs will be known.

Hudson seal, which is a Canadian fur dyed in France, is now being dyed in Canada. It is now taking the place of Persian lamb to a considerable extent, and can be sold at about one-third the cost, and makes as nice a jacket in outward appearance as Persian lamb.

In men's coats there is practically nothing new. Men are more conservative than women, and styles change very little. Fur lined and coon coats are being worn, and there is some demand for beaver. The biggest call, however, is for coon coats.

Generally speaking, the public this year are buying staple lines, with little demand for anything in special lines.

MAY USE ANYTHING.

The opinion is expressed in shoe circles that if the war goes on much

(Continued on Next Page.)

The Making of Boots for Soldiers at Valcartier

WITH boot and shoe manufacturers busy getting out their Spring stocks, few in Canada are on the look-out for orders from foreign governments for army boots. Quite a number of inquiries have been received in Montreal from England, but so far, nobody seems to have landed the orders. Some weeks ago, it was reported that the city of Quebec, in order to secure work for the shoe factories located there, had tendered for supplies of army shoes required by European governments.

Of course, orders for boots required for the Canadian troops were distributed among Canadian manufacturers. Criticisms of some of the footwear furnished the troops have been heard from many quarters. The government specifications called for winter calf, and when the orders had been placed, it was found that there was not enough of this leather on the market. The result was, it was necessary to import some from the United States, and pay more for it. At the contract price it was impossible to make the shoes of leather required for a good shoe.

The price paid by the Government ranged around $3.85, this being the figure struck by most of the manufacturers at which they could manufacture the boot. Government specifications called for a Winter calf, Blucher cut, plain toe, no box, slip sole, and unlined. With a good serviceable upper, no box in toe, a good oak sole, and solid leather counter, the shoe should be comfortable to wear, easy to walk in, and stand considerable service. Under ordinary conditions such a shoe should last a year, but it is a saying that a soldier's shoe is good only for thirty days. This is about the life of some of the shoes sent to Valcartier. A shoe that is constantly getting wet, and is dried quickly, will be put out of business very quickly.



MILITARY SHOE.
Tan willow calf, blucher cut, plain toe, viscolized slip sole. Courtesy of Slater Shoe Co.

Ordered 150,000 Pairs.

The Government must have ordered close on 150,000 pairs of shoes, and as each soldier requires two pairs, there should be enough. Thirty thousand troops could not have been outfitted with 50,000 shoes. Then shoes were required for the hundreds of men guarding bridges and waterworks all over the country.

The arrangements with shoemakers were made on a strictly business basis, and very little trouble was encountered. Tenders for the first contingent were ordered by telegraph, in language similar to the following: "How many military ankle boots can you supply? State delivery and price." Since then, orders have been placed by telephone. "Can you make so many shoes at such and such a price?"

Several firms have made shoes for the Government, and are familiar with Government specifications. Those who had never made them, required a sample.

Officers have been buying Strathcona boots, which were first made here at the time of the Boer war. These are 17 inches high, with insert lacing on the side and front, made of winter calf.

In order to ensure that boots were up to standard, the Government placed an inspector in some of the factories where army boots were being made. On the other hand, some of the boots were sent to Ottawa, and inspected there. After they were passed, the Government stamp was placed on the top of the quarter. Manufacturers state that at this price little profit was to be made, yet there were no bad debts, no returns, and the orders kept their plants running at a rather slack period.



New military model for women.

MAY USE ANYTHING.

(Continued from Page 35.)

longer, there will be no leather for anything, so much being destroyed in the shape of harness, etc., on the battlefield. With banking conditions between here and South America hard to adjust, it will be some time before hides can be put on the market in any large quantity. Then tanners are curtailing their output, and have been doing for the last year and a half. Hides are advancing in price.

STILL FOR PATENT LEATHER.

Manufacturers are now hard at work supplying stocks for next Spring. The demand is very heavy for patent leather lines, these being more popular than gun metal, and black cloths are more popular than light ones.

E. F. Leonard, formerly connected with the shoe industry in Montreal, who recently took over the management of the Newfoundland Shoe Co., St. John's, Nfld., has resigned, and returned to Brockton, Mass.



SPRING STYLES.
No. 1—Pump with dull vamp, patent quarter and patent inlaid.
No. 2—Pump with straps.

Footgluv

The many orders received daily from buyers all over the country prove that "Footgluvs" will be big sellers during the Holiday Season.

These orders are flocking in from big towns and little towns, large stores and small stores.

You can sell your customers "Footgluvs" because they appeal to everybody. "Footgluvs" pay you from 50% to 75% profit.



Mary Jane Footgluv—$18 per dozen.

The artistically subdued colors of the embossed floral design, the delicate workmanship, the attractive corrugated silk lining of the Mary Jane Footgluv will appeal to every woman—whether displayed in the shoe, ribbon or any other department.

"Footgluvs" speak for themselves—both to you and your customers.

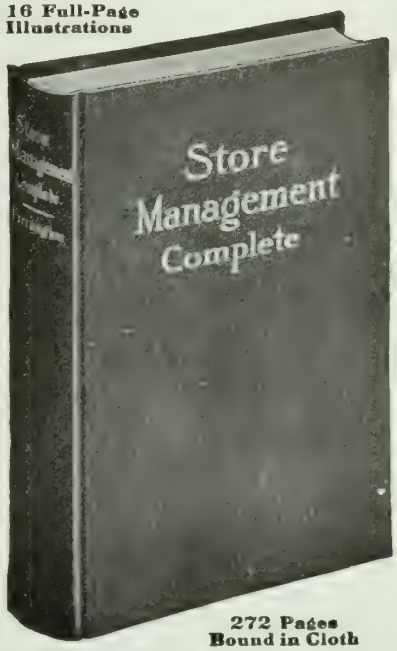
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CINCINNATI, OHIO

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
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A Companion Book to
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

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TORONTO

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

EQUIPMENT & DISPLAY

Liberal Window Space for Useful Xmas Goods

Public Will Need More Luring This Season—Types of Windows Described—Start Early With Materials for Preparing Gifts.

MERCHANTS are face to face with a new experience this year, and while business is to be done for the holiday season, it will take a much more vigorous campaign, and one that is just a bit different to induce the public to part with its money. People will have a warm welcome for the season of peace and good will this year, and it will not be because they are also less generous, that they are more difficult to interest. Money to the majority has obtained a new value, and the great need of it is placing an added responsibility especially upon those who have to do with incomes and spendings.

In other years though it has paid to push the sale of staple merchandise in the place of "gimcrack" novelties, a very large sale of articles of the latter kind always took place. This year not only is there a shortage in merchandise of this class, but the public is not in a mood to purchase articles of doubtful use. Therefore the policy this year is to push the selection of useful things for Christmas giving.

Another big feature is that many women are going to put their money into materials, and are going themselves to make up the articles they give. This means that an early start is desirable and wherever possible the hint should be given that the gift season is not far off.

Very many windows put in from now on have a direct bearing on Christmas trade. A window of this class is the display of knitting and crochet wools illustrated on page 13 in the present issue of The Review and elsewhere described. Another window even more unique The Review hopes to illustrate in a succeeding issue. This window featured baby ribbons and baby ribbons alone. The window was a big corner window and the display was impressive when considered alone from the point of size. It was separable however into units that were easily reproducible and adaptable to a window of any size. The ribbons were cut into six and ten-yard lengths and formed into hanks. To do this is at the present only taking time by the forelock, for every store sells quantities of baby ribbon cut up in this manner all the year round and sells ten times as much during the holiday season. Baby dolls of all sizes were used and were shown as frolicking among or buried up to the neck in hay-cocks of baby ribbon. There was a baby carriage that had been showered with the knots of baby ribbon until both carriage and baby were nearly covered as well as a host of other ways of showing the ribbons which also indicated a use.

Gift Books and Toys.

Besides such direct windows as above described, many clever indirect touches are seen. For instance a window showing children's dresses is given a seasonable touch by using gift books and toys in grouping the display. One group shows a rocking horse with a tiny boy held on its back by the mother. In front of the window is a group of children's books, including a copy of the adventures of "Buster Brown," with a brown plush "Tige" peeping over the edge of the book at his own picture. Another group shows two small girls looking at a picture book in the hands of a grown-up, and the children's figures are late season's models and show dresses of plaid or plaid in combination with plain cloth.

Sales Windows.

The majority of the windows at present are in connection with sales in the waist, dresses, coat and suit departments. One store has a big double window showing high class fur trimmed millinery. The background is of deep rose plush, and the floor of the window is covered with grey felt with a raised platform covered with the same plush. There is a dull gilded table on this platform and a stand filled with Autumn foliage among which large fern leaves dyed mauve stand out conspicuously. The hats shown are small military models and toques, as well as capelines and sailors. They are of tete de negre, purple, beetroot mahogany and cedar green as well as black velvet and all are trimmed with lines of fur. The furs are skunk, kolinsky, fitch and ermine.

C. A. D. M. EXECUTIVE.

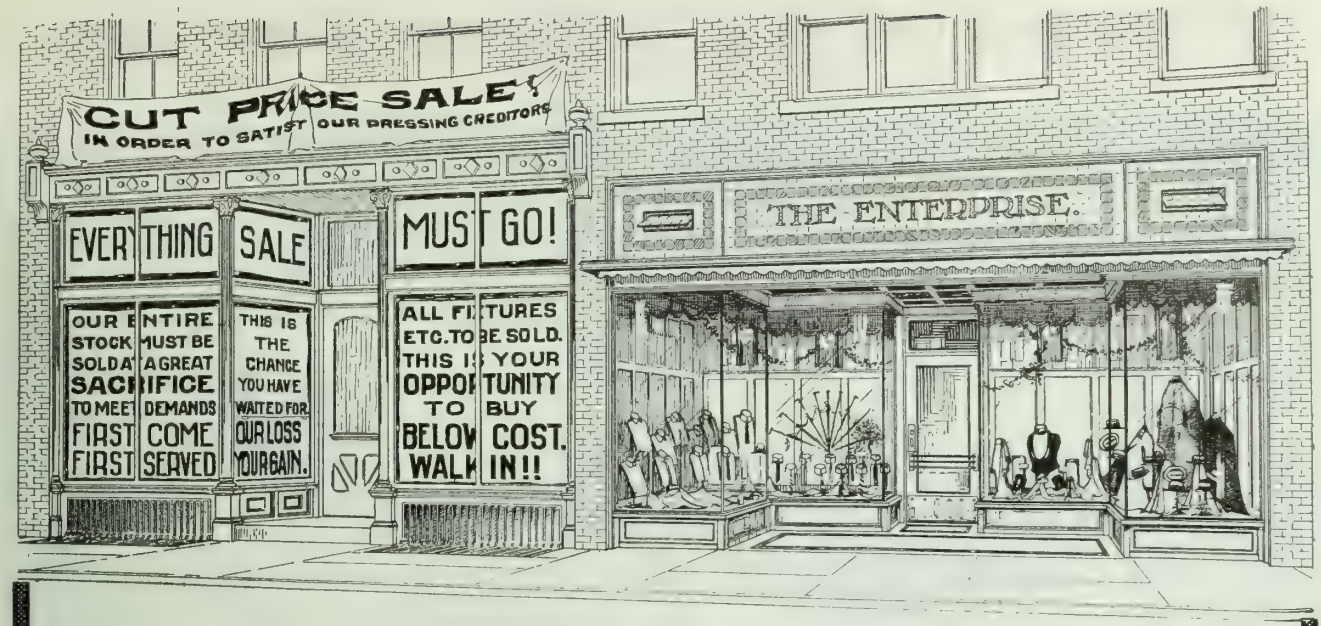
A meeting of the executive of the Canadian Association of Display Men has been called for Monday, November 9, when arrangements will be begun for the New York trip next August, when the association will be the guests of the International at their convention, and hold their business sessions at the same time. Those who wish to get any information at any time should write to F. J. Thompson, secretary, 52 Stanley Street, St. Thomas.

CHRISTMAS BACKGROUNDS.

In its next issue The Review will present a couple of Christmas backgrounds, by G. A. Smith, that any window trimmer will find it practicable to use in his displays this season.

NOVELTIES FOR DECORATIONS.

There will be a natural tendency this year to avoid much elaboration in Christmas decorations, and in order to meet this the manufacturers have prepared comparatively inexpensive materials both for interior and window trims. One firm has brought out a new line in Japanese wood fibre in the form of roping and festooning. These come in bright red and green colors, the roping going to one inch in thickness; the festooning for the heavy work, 4½ inches. A berry vine is another novelty, and is formed simply of a stalk and red berries on slight stem without foliage.



One Merchant Stayed—The Other Left

Ever see a "Cut Price Sale", "Bankrupt" or "Receiver's Sale" sign nailed to a KAWNEER FRONT? No, your mind picture of KAWNEER FRONTS is one of *action*—one which shows prosperity and big business.

And there is a logical reason for that. KAWNEER FRONTS create interest on the part of the passers-by—they make the people stop, then enter. After all, that's the true work of a good Store Front—to make people *enter.*

Almost every day we see just such a condition as is shown in this illustration—the Merchant with the old, back-number Store Front going out of business and the Merchant with the attractive, business-producing KAWNEER FRONT constantly building up his business—It's a lesson that shows failure and prosperity—not an exception but an every-day occurrence. Most people do not enter a Store and make purchases simply because of the large stock carried, or the cheapness in price—they buy because they believe they will be satisfied—they have been favorably impressed. How can that feeling of satisfaction and favorable impression be produced in a more logical and business-like way than by a modern, clean-cut KAWNEER STORE FRONT?

30,000 Merchants have staked their belief in KAWNEER by installing it in their Stores—and those same 30,000 Stores are today pointed out as the most successful. They are the leaders—patronized by *most* of the people.

The type of KAWNEER FRONT shown here may not be adequate for your business, nevertheless the underlying principles are exactly the same. This front was designed to make *sales*—to keep out the snow and rain, to let daylight into the Store, to cost nothing for upkeep and to last indefinitely. It's one of the 30,000 that's doing it. In the largest trade centers the streets are lined with KAWNEER FRONTS and in the smallest hamlets, even down to 150 people, you will find KAWNEER FRONTS making money for the Merchants behind them.

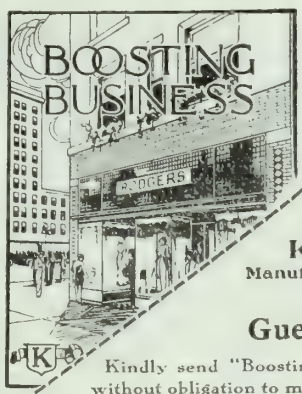
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q
Guelph, Ont.

Let the experience of this multitude of the most successful Merchants guide you—don't think this universal adoption of KAWNEER is a fad—it's founded upon the business judgment of the keenest and most conservative Merchants in the country.

A Particular Type For Your Business

Every one of you million Merchants need a KAWNEER FRONT—not merely because it will save money in repairs and paint bills or act as a protection to your displays, but because of the sales—the profits—it will make. The type of Front your business requires can only be determined by an intelligent analysis and to help you in your first step we've compiled and printed "Boosting Business No. 21." It's without question the most instructive and interesting Store Front book ever published. Send for it and see the actual photographs of many of the best-paying Store Fronts (big and little) in the country—see what other successful Merchants have adopted to increase business—see photographs of some of the Fronts that paid for themselves in eight, ten and twelve months. The book also contains drawings of suggestions that will help you. Fill in and mail this coupon today—no matter where you are located. The countrywide KAWNEER organization enables us to help you. The coupon will not obligate you in the least.

Kawneer Store Fronts



COUPON

Kawneer
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Limited
Francis J. Plym, President
Guelph, Ont.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....
Street and No. .....
City or Town .....
Business .....

A Tempting Christmas Toy Window Where Santa Fairly Beamed



This window dressed by Herbert Daniels, Saskatoon, first prize winner in The Review's Christmas competition, has been reproduced by request. It carries out all the essentials of a Christmas window for children's goods with a Santa Claus' head, snow, holly and poinsettias as decorations, a hearth as a Christmas eve suggestion and a good variety of toys ranged in front.

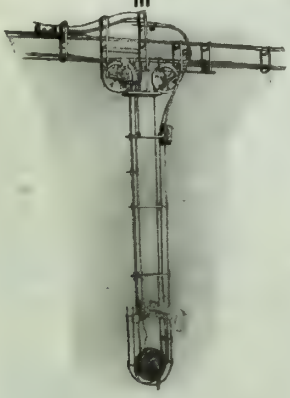
Window that Will Suggest Notion Sale for January



It is not too early to plan ahead for the notion sales, for women are doing their own sewing these days, and the opportunity to sell notions and smallwares is exceptional. Price tickets should always be freely used in dressing the January notion window. This window illustrating an excellent example of the stocky window best adapted for this purpose was shown by Dupuis Freres, Montreal.

LAMSON

The Business Value of Good Store Service



CROSS-OVER DROP STATION.

Newest cable carrier. Cash boxes do not loop drop stations.

Customers prefer to deal in a store where service is **rapid**, where they get the **undivided** attention of clerks, where sales people do not turn their backs on them to "run change" from a local till.

Employees relieved of the strain of handling money, sell **more** goods with greater ease.

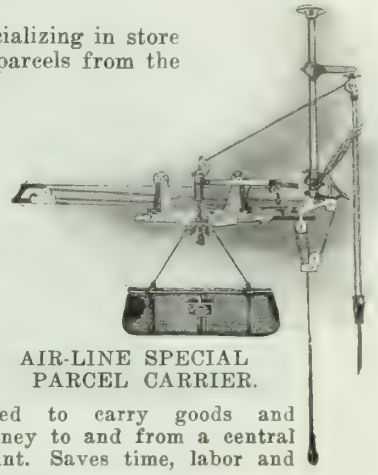
"Lamson Service" is the result of thirty-five years of specializing in store service work. It covers the handling of money, sales slip, and parcels from the time the sale is made until the purchase is completed.

Lamson equipment centralizes control over sales and money in one place, relieves clerks of the responsibility of handling cash, leaves them free to devote their time and attention to **waiting on** trade.

It makes **uniformly good service possible** in every part of a store for **less** money than the price you have to pay for poor service.

Lamson equipment includes wire line cash and parcel carriers, electric cable and pneumatic tube systems, package conveyors and light elevators.

Suggestions for improving the service in your store will be made free on request.



AIR-LINE SPECIAL PARCEL CARRIER.

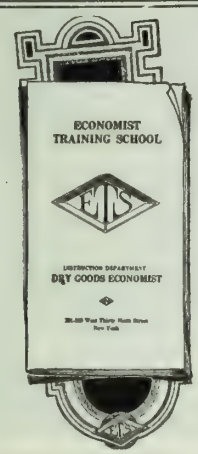
Used to carry goods and money to and from a central point. Saves time, labor and money.

THE LAMSON COMPANY

Boston, U.S.A.

TORONTO OFFICE: 126 Wellington St. West

SERVICE



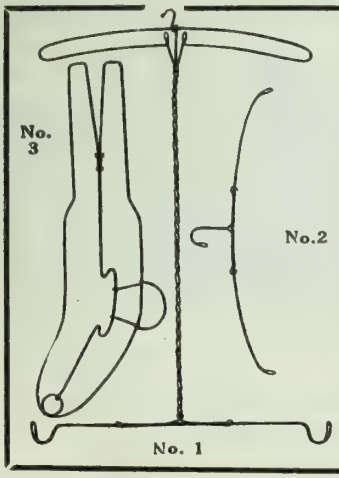
Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

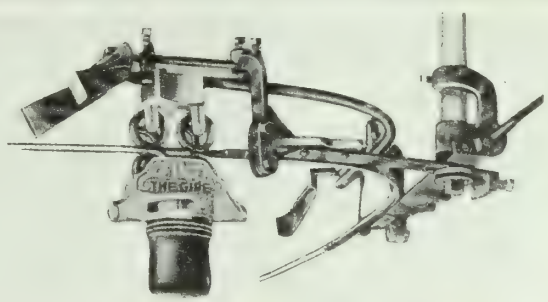


Unique Wire Specialties

We illustrate here three wire specialties which will appeal to the garment manufacturer and merchant. No. 1 is the wardrobe hanger, strong, neat and serviceable, $15.00 per 100; No. 2, waist hanger, $5.00 per 100; No. 3, hose stretcher, $20.00 per 100.
The latter is a rapid counter seller, being used by the housewife for the proper drying of hosiery.

Place your order now.

Ferrier Wire Goods Co.
613 King St. West
TORONTO



F A C T S

We can perform more functions by our modern wire carrier system, and with a greater degree of dispatch and certainty than can be accomplished by any other of this type of machine, all of which means that we can reach more points in a store and do so in a better and more satisfactory manner than has been accomplished heretofore. Remember our ten days' trial. You are invited to put us to the test. Send for our new catalogue G.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 Ontario St., Toronto, Canada



A big department store as lighted by the indirect system.

Lighting Store's Interior to Avoid Sharp Shadows

Introduction Into Bulb of Inert Gas Prevents Blackening and Increases Brilliancy—Indirect or Semi-Indirect Systems Under High Efficiency Lamps—More Attractive to Customer and Enables Sales Force to Work at Greater Efficiency.

Third of Series for The Review by A. J. Edgell.

IT is generally accepted as a fact that good lighting aids selling. The sales force is more alert and customers more receptive in a well-lighted department. The installation of improved lighting has frequently turned waste spaces of stores into profit-producing sections.

A few years back but little business was transacted during the hours when artificial light was the sole illuminant. The department store whose location was such that daylight could be had was able to make much capital of the fact. The poor quality of the light given by the electric lamps of those days was responsible for this condition.

The efforts of many scientists and inventors have been directed toward producing light of a better quality, and as a result of these efforts the science of illumination has made tremendous strides. The improvement in lamps and equipment has enabled the merchant who cannot obtain daylight to compete with his more fortunate neighbor.

Prefer Electric to Sunlight.

The newest lamps emit a light that is exceptionally pleasing to the eye, and the appearance of the store under this light is more attractive than it would be under daylight, and in some stores heavy curtains and draperies are hung before the windows to exclude daylight when it is available in order to take advantage of the warm, cheerful glow of present-day artificial lighting.

The new high-efficiency Mazda lamp, as it is called, operates at an efficiency 33 per cent. greater than has ever before been possible with an incandescent lamp for standard lighting circuits; in other words, it gives one-third more light for the same current consumption than the next best incandescent lamp.

One feature which makes this lamp especially valuable for the lighting of store interiors is that it is made in large sizes, the one thousand watt lamp giving a light of over 1,800 candlepower.

It is interesting to note that, in spite of the 35 years intervening since the invention of the incandescent lamp, the present type does not differ in an essential characteristic from the original design, and the latest improvements have not changed its appearance or shape in any way, as the accompanying cut shows. The lamp is compact and so sturdy that it is not affected by vibration or the ordinary shocks incident to service.

The color of light emitted by the high-efficiency Mazda lamp has made it very popular with merchants for interior illumination. The color is much improved over that of previous lamps, as merchandise appears more nearly its true color. For absolute daylight color value, for use where it is desired to match delicate shades, a color-matching booth is available.

Burning at Higher Temperature.

The intense brilliancy of the light given by these lamps is caused by the filament burning at a higher temperature than was the case in previous lamps. This high temperature is made possible by the introduction into the bulb of an inert gas which prevents the blackening of that part of the lamp bulb through which the useful rays must pass, the blackening of the bulb having been the limiting feature in the earlier types of Mazda lamps in which the filaments operated in a vacuum.

These lamps may be had in sizes ranging from 200 to 1,000 watts, so that lamps may be selected of the proper candlepower to furnish illumination of any required intensity.

(Continued on page 44.)



Write for portfolio of sketches and price list

CLATWORTHY & SON, LIMITED

Valances for Show Windows Made to Order

Carrying out any design or trade-mark. Made to conform with any style of front.

We also carry a great number of beautiful stock designs to sell by the yard at very reasonable prices.

WRITE FOR OUR CATALOGUE OF FIXTURES
We make the most complete line of Racks, Mirrors, Fixtures, Forms and Figures in Canada

161 King Street West, TORONTO



Dale Wax Figures Solve the Problem

How to overcome the tendency of the public for unnecessary entrenchment is a problem giving many Canadian merchants a great deal of worry.

Here's an idea—Display your goods so tastily and temptingly that if the passerby has money, the desire to buy will dispel all thoughts of unnecessary economizing. Dale Wax Figures are made with just this purpose in view—to show merchandise off in the most attractive manner.

Get in a few Dale Wax Figures—they'll solve the problem.

DALE WAX FIGURE CO.
106 Front St. E. Toronto
Formerly Dale & Pearsall

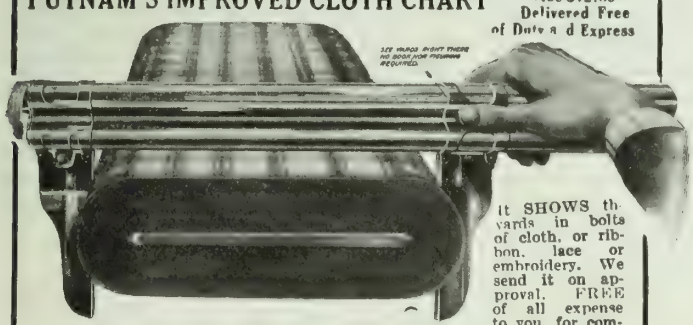
The Outlook in Canada

TRULY, it is an ill-wind that blows nobody good. One Continent's "down" is another Continent's "up." The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

It is a time for business hopefulness, not for business gloom

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO



TWO FAULTS.

This window of a western store shows a fault in the use of such heavy goods in draping that the coat did not sit well at the bottom. The center is weak also through lack of a full figure or a drape or accessories that would "fill in" better. Outside of these points it is well carried out.

Induced or Semi-indirect.

Because of the intense brilliancy of the filament, it is essential that these lamps be used with diffusing glassware or reflectors of the indirect or semi-indirect types. While the size of bulbs has not been changed to any great extent and the lamps may be used with the same opalescent balls and bowl types of semi-indirect reflectors with which the former Mazda lamps were equipped, the shape of the filament and its position in relation to these reflectors is such that radical changes in distribution of the light may be produced, and units which formerly evenly distributed the illumination will be found to give too much light immediately beneath the lamps, etc. Better results will, therefore, be attained by the use of reflector equipment especially designed for the new type of lamp, a large variety of which is not available. Lamps up to and including the 300 watt are regularly supplied with standard medium screw base which makes them suitable for any ordinary socket; the 400 watt and larger have the mogul screw base, for which the larger size of socket is required.

No Sharp Shadows.

The first photograph shows the interior of a large department store in New York city lighted with indirect fixtures and the new high-efficiency lamps. It can be readily seen from the picture how wonderful are the light-giving properties of this type of lamp. The light is first reflected from the bowl to the ceiling and thence diffused downward, giving a soft, uniform illumination. The light sources are not visible and shopping may be done without the discomfort attendant when the glare that often accompanies poor lighting is present. Note the absence of any sharply defined shadows and the clearness with which each detail stands out under this illumination. The store lighted in this manner is attractive to the customer and enables the sales people to work at greater efficiency.

Either of these types is very desirable and both are in extensive use. The lamps used in the second installation are smaller than in the case of the first. The excessively high ceiling in the first photograph requires the use of a large lighting unit in order that the illumination at the counter level may be of sufficient intensity. Then, to, the general practice is to have the lighting on the street floor of a higher intensity than that on the upper floors where less traffic occurs.

Larger Units for Dark Walls.

When dark fixtures and walls are present or the goods themselves are dark, as in the case of outer garment, rug and carpet departments, etc., larger lighting units must be used to produce a good effect than where light cases and goods are the rule. The reason for this is that dark surfaces absorb a considerable portion of the light while light cases and goods reflect it. Keeping the ceiling clean and white adds greatly to the efficiency of the lighting.

All lighting fixtures should be well dusted frequently and taken down and washed at stated at intervals; otherwise much of the light is lost through the accumulation of dust and dirt on the reflecting surfaces or exteriors of balls and bowls.

There is little reason for a merchant to be without good lighting when such efficient equipment can be had and so much depends upon well-lighted store interiors.

PERSONALS.

T. B. Reynolds, Walkerton, Ont., has sold his general store to I. Plesky.

M. Fee, Swift Current, Sask., will open a dry goods store in Salmon Arm, B.C.

Malone & Hayden, Tillsonburg, have opened a men's wear store in Norwich.

R. Finkleman, Gainsboro, Sask., has succeeded A. B. Stuart, general merchant.

A. Laplante, has opened a new men's wear store at 179 Notre Dame street, Lachine, Que.

Mrs. K. McLennan, Scotch Line, Ont., general merchant, has been succeeded by J. H. Stewart.

F. L. Guertin, maker and repairer of fur jackets, muffs, stoles, etc., has opened premises at 351 Lasalle road, Verdun, Que.

Ephrem L'Heureux has opened a new store for furs, hats and haberdashery at the corner Boulevard Langelier and St. Joseph Street, Montreal.

Ralph Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., has been elected an honorary president of the Montreal Press and Advertising Club.

Charles Hodgkinson, Kamloops, B. C., has taken over the management of the John Bull dry goods store, and will have the store renovated and the stock increased.

The Deputy Minister of Game and Fisheries of Ontario has issued a regulation notifying all firms or persons dealing in pelts or skins of fur-bearing animals, such as beaver, otter, mink and muskrat, to secure a license.

DRESS FABRICS
AND SILKS

Woolens for Spring, Staples Rather than Novelties

Almost Impossible Now for France to Produce Goods in Time—Some Goods Sent Out in Greys—Plain Colors Likely—Doubtful Still as to Supplies.

CANADIAN jobbers have been rudely surprised at the effect of the war on woollen lines for Spring. Nothing in the way of novelties has come through from France or Germany since war broke out, and what is being shown now is of British manufacture, and includes such staples as voiles, poplins, gabardines, broadcloths, etc. Even though the war stopped right now, there would be little chance of next season's goods coming through. In France everybody is a spoke to a wheel. The men and the boys are there, but the principal part of the wheel is away at the war. American wool firms have been over here endeavoring to sell, but so far their lines have been considered too dear. They seem to be working in the United States on plain stuff, though under the circumstances they might get to work and create something. Americans heretofore have copied as a rule where the French created.

Cheap wool has gone up in price, as the mills have been using so much of it to make garments for the soldiers. Then the dyers have been compelled to limit their shades to twenty, with a limit of 80 lbs. weight, which means a good many pieces of shear material. The result is that shade cards have been reduced considerably.

Coming in Grey From France.

When the war broke out, there was considerable stuff on the looms in France, which is being sent through as ready in the grey, and which it may be possible to dye here. Apart from this nothing is coming through from France. Nothing is known of the novelty stuff that was ordered in France and Germany. It is hardly likely anything will come from France, as Roubaix, Lille, Tours and Rheims, are all in the centre of the fighting line, and many of the factories must have been demolished.

Hard to Know What Will Be Worn.

Under these circumstances it is difficult for the jobber himself to know what will be worn. The consensus of opinion is that black and whites, navy blue, and blacks will be the big selling lines. As far as was known before the war, this was going to be a plain season. Broadcloths are going to have a good sale, but it is difficult to secure any. Supplies will have to be secured from England, which will be a comparatively new line for them to manufacture.

Jobbers state that retailers are buying up whatever staple lines they can lay hands on, such as whipcords, poplins, serges, gabardines, etc., fearing that they will not be able to secure anything. The man who usually bought one or two pieces of blue and black poplins is now buying five pieces. Stuff that was new last season is likely to be repeated in new colors.

Why Some Dress Fabrics Will Be Off the Market

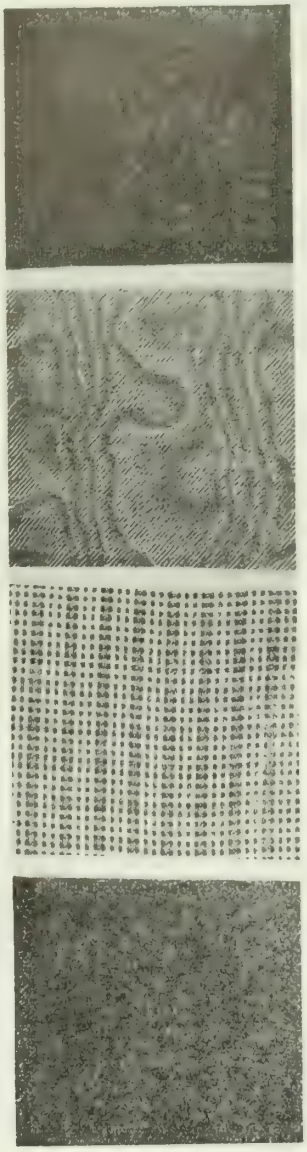
OF the novelties in worsted cloths contained in the last few years of new season's patterns (collected in Paris), a striking feature has been that in all cases the cloths were produced from Continental-spun yarns, and possess such properties as are only supplied to these yarns. On this account the reproduction of these styles from Bradford-spun yarns has been prohibited, says the Textile Mercury.

An investigation of the structure of a number of successful Continental worsted dress and coating cloths has revealed the fact that in almost all instances a medium quality of material—low botany or fine crossbred—is employed. The cloths possess without exception a fuller and better quality handle than Bradford goods produced from a similar type of raw material. The primary reason for the improved handle of the Continental structure is to be found in the fact that single-twist yarns are employed as warp and weft—whereas in the Bradford product a twofold warp yarn and single-twist weft are employed, both of which are thinner and harder twisted than the equivalent count of yarn spun on the Continental system. For a soft, full, and lofty yarn, the Continental system commends itself as being superior to the Bradford system, where at every operation twist is imparted to the sliver, converting it into a type of hard rope-like thread, to be redrawn and retwisted at every successive operation. The cost of the yarn is less than a ½d. per lb. more than the ordinary Bradford cap-spun yarns.

Bradford vs. Continental.

In manufacturing a worsted yarn, the object aimed at in all processes through which the material passes is to mix, draw out, and parallelise the fibres as much as possible. In the Bradford system of producing a thread, the material is doubled and drawn at every operation, and at the same time is being twisted by a spindle and flyer and wound on to a bobbin. This process is continued throughout, according to the counts and quality of the yarn required.

The Continental system of preparing and drawing is quite different from this, there being neither spindles nor flyers. On this account no twist whatever as a



MATERIALS FOR SPRING, 1915

1. *Piece-dyed worsted in basket check weave.*
2. *Moire weave in piece dyed cloth.*
3. *Black and white check in silk and cotton mixture.*
4. *Covert suiting in Oxford grey.*

Shown by W. R. Brock Co. Limited, Toronto.

rule is put into the sliver until it reaches the spinning, which is carried out chiefly on the mule—but in some instances on the frame. The material is brought to a suitable state for winding and unwinding, during the stages of preparation and drawing, by being rubbed into a round sliver, by means of endless rubbing leathers, having both a rotary and lateral motion. For this purpose it will be recognized that an entirely different type of machinery will be required from that employed in the Bradford trade.

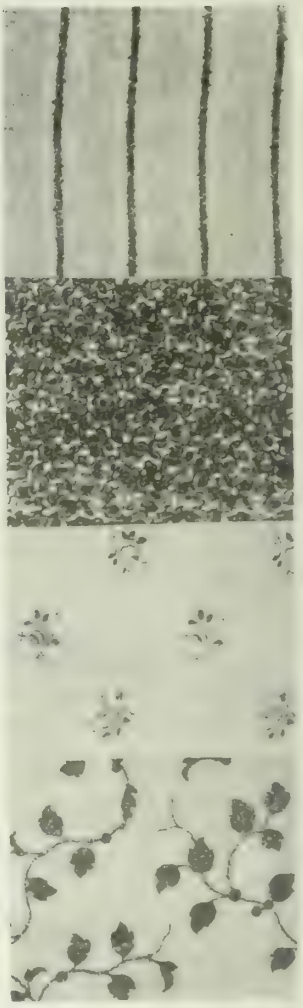
Roubaix has an output per annum of 88 million lb. weight of combed wool, and has about 23,000 looms. It exports from 50 to 70 per cent. of its annual production. Verviers uses 46 million lb. of greasy wool each year, and employs 340 Heilmann combs. The greater part of the tops produced are spun and woven in the country, but about 5½ million lb. of tops are exported, chiefly to Germany. In Germany the export trade during this last ten years has expanded to a considerable extent. In 1913 the total value of the exports of woollen and worsted fabrics was £13,542.600, and of this total £10,011,500 represented value of dress goods, coatings, etc. The remainder comprised carpets, velvets, and plushes. During 1912 the value of worsteds and woollens imported to the United Kingdom amounted to £1,422,000.

Increased Trade for England.

As a fairly large percentage of the exports from Roubaix and Verviers are to England, it is evident that Bradford does not monopolize the home market. Further, these figures indicate the possibilities of increased trade in the neutral markets of the world. To all appearances the war is to last for some time, and to incapacitate most of the factories in France and Belgium for a certainly long but indefinite period. In the case of German factories at present outside the war-stricken area there is a scarcity of wool. German sheep may supply a little wool, but not enough to keep the factories of Chemnitz and Saxony on full time. To obtain a full supply of wool, a scheme was recently hatched in Germany to buy wool in London during the next sales to the order of neutral countries, such as Holland, Norway, Sweden, and Denmark. The board of trade is alive to this matter, and is taking stringent precautions to stop whereever possible the export of wool for Germany through neutral countries. On the other hand, as far as can be seen the effect of the war will not be to preclude industrial work in this country.

WHITE CHINCHILLAS.

A New York correspondent writes that the colder weather is bringing out a demand for pile fabrics for coatings, and the opinion is that they will be big sellers later. Another feature is the growing vogue of white chinchillas. A white chinchilla coat is by no means an inexpensive possession as it must be cleaned frequently to keep it in order, and when trimmed with expensive fox or skunk fur it becomes a most luxurious article. Fur trimmed suits are also selling extensively and the women who are wearing them are not content with the cheaper furs as a trimming. A white chinchilla coat appeared in a Canadian city the first day of November.



VOILE AND CREPE NOVELTIES, SPRING 1915

1. *Striped crepe: white ground with black stripe outlined on each side with a line stripe of white silk.*
2. *Sheer white voile with leaf pattern in black.*
3. *Printed voile showing well-spaced, small floral pattern in new art colors on pastel and various colored grounds.*
4. *Floral all-over pattern in various color combinations on a white ground. Shown by W. R. Brock Co., Limited, Toronto.*

THE "RISING SUN" TICKET



YOUR TRADE

depends upon the quality and price of your goods. If you stock

CRUM'S STANDARD PRINTS

you may be confident that they will bring customers back to you. They are the best obtainable.

Your Jobber will supply our handsome showcard and leaflets for the counter with your order.

Each genuine piece bears the above "Rising Sun" ticket and the stamp reproduced below on the outside fold, as well as the name "Crum's Standard" stamped along the selvedge.



THE STAMP

Cobourg Store Carries $4,000 Linen Stock

Field & Bro., One of the Oldest Dry Goods Establishments in the Dominion, Make a Specialty of High-Class Imports — Patrons Appreciate Reliable Service—Fancy Embroidery Done.

By a Staff Correspondent.

"PEOPLE can pay more for their linens, but they will get nothing better than these; they would grace a king's table," remarked Mr. H. Field, of the firm of Field & Bro., Cobourg, as he pulled out some high-class imported handkerchiefs, table cloths and serviettes and displayed the rich, substantial fabrics with their silklike gloss and beautiful rippling patterns. There were handkerchiefs at $6 a dozen, towels at $2 the pair and table cloths at $18, with napkins; truly they would be hard to surpass.

This firm has made for itself a reputation for high-class linens. Importing direct, the finest of Irish fabrics are carried. Mr. Field states that the stock usually runs about $4,000 —and this is a goodly sum to be invested in lines for a Cobourg store.

The representative of The Review was rather surprised to find a store in a town the size of Cobourg with such a heavy stock of linens. It was a revelation of the possibilities of doing a high-class business in this line; possibilities which evidently many merchants are neglecting.

The linen business is one which is largely built up on reputation. This is, of course, a factor in the department of Field's. The firm is one of the oldest in the dry goods line in the Dominion and then there is, too, a percentage of high-class trade in this town which is not possessed by some other places of the same size—this refers to the Summer residents.

The house which wishes to extend its linen business should pay attention to quality. There are linens and linens, and it takes an experienced housewife to know and appreciate the difference. The housekeeper who takes a pride in her home wants good linens and she will not forget when the buying time comes where she can get quality.

A special feature of the Field linen department is that when purchases are made, arrangements can be effected for having different kinds of fancy embroidery done. Mrs. Craig who takes these commissions is, Mr. Field avers, one of the cleverest needlewomen in Canada, and is able to do the finest stitches in a style which will compare with goods finished on the continent where a specialty is made of this kind of work. She makes a specialty of monograms, table sets, doylies, etc.

Velvets Sunk with the Ship

Supply for Canada May Be Lessened — Silks Coming Steadily From Switzerland.

ADVICES received late in October from Switzerland state that silks will cost about the same as last year, though dyeing will cost extra. Supplies are coming through Rotterdam without much difficulty, but are liable to be cut off if the Allies get across the Rhine, as these goods pass through Germany. It is also rumored that the German Government has ordered the exportation of goods from Switzerland through Germany to England and Dominions to be stopped, but if this happens, goods may go through Geneva or Bordeaux, but the cost of carriage may be higher. Shipments are leaving Zurich for Canada every week, but are liable to stop at any time. Most of the samples which are arriving now have been found to be the same as goods carried in stock here this year.

Shipments of black velvet are coming in, but are being sold rapidly, owing to the big demand for black velvet hats. Prices for both black and colored have been raised by the only British manufacturer, ten per cent. It is understood in Montreal that big shipments of velvets were on the Manchester Commerce, the ship which was sunk off the coast of Ireland. Several jobbers are expecting to learn that their supplies of velvets have gone down.

RESUME COTTON TRADING.

Members of the committee of the New York Cotton Exchange, who were in conference with Sir George Paish and B. B. Blackitt, British financial representatives, were impressed with the ideas that the two British financiers expect an early resumption of trading in cotton.

Sir George said that he could not regard with favor the proposal that England should take large quantities of cotton now, to be paid for through the cancellation of American obligations. England, he said, was certainly in no position to tie up $100,000,000 in cotton, as had been suggested at a recent conference in Washington.

ENGLISH MAKERS SHOW CHECKS.

Checks are featured very extensively in the exclusive lines of dress fabrics sent out by the English manufacturers for the coming Spring both in novelty fabrics and suitings. The lines include a great variety of patterns in both small and large checks and overchecks in dark and light grey, blues, browns and green combinations with white. Blister checks are shown. Plaids and overplaids come in many designs and color combinations mostly in quiet effect, though some of them show bars of vivid red. There is a decided preference given to coverts, and it is said that they will be introduced in the Spring for coats. In silks, English buyers are favoring grosgrain for dresses.

ORDERS WELL MAINTAINED.

"The Globe" reports the following interview with Mr. John Macdonald of Messrs. John Macdonald & Co., Limited, Toronto, the wholesale dry goods firm: "My firm carry on business from Halifax to Vancouver, and the reports from our travellers do not point to hard times. Orders are well maintained, and in some districts are above the average of last year, so I cannot see how this war is going to create hard times if Canadians would adopt the British motto, 'Business as usual.'"

Lt.-Col. Baker, formerly one of the largest general merchants in Beauharnois, Que., died at his home in Montreal on Monday, October 26.

How about Dyed Linens for 1915?

This is an opportune time to remind you that

The ALL-BRITISH HARRIS LINENS

are recognized leaders in the market, both as regards quality of linen and variety and excellence of colourings.

We produce various textures and widths for dress and general purposes, and, what is of vital importance to you just now,

We can deliver at once, and can be relied upon for repeats.

We can give you this exceptional service at a time when many sources of supply are seriously interfered with, and we will be glad to send you patterns and prices either through your usual buying houses or by mail to your address.

WRITE US TO-DAY

Jon. Harris & Sons, Limited, DERWENT MILLS, COCKERMOUTH
ENGLAND

KING'S Established 1775 — Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS Sold by leading jobbers — for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH Every piece perfect — Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS — They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your **sales.** At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES
Shiffnall Mills
BOLTON, ENGLAND

BRITAINS BEST
"DREADNOUGHT" (Registered)
COSTUME SERGES
Stylish and Durable
Best in All Weathers
ALL WOOL SPECIAL FINISH
Always Smart
SUPERIOR TEXTURE
Always fashionable
Stamped "DREADNOUGHT" on selvedge
Wholesale Agents for Canada: J. B. Henderson & Co., Ltd.
439 King Street West, Toronto

MATTERS OF INTEREST

PERTINENT AND OTHERWISE

ROUBAIX MAY START SOON.

The French mills are under a great handicap, it is reported, but more through mobilization of principals than lack of labor. Fourmies mills are working most of the time on flannel and military cloths. It is reported that the mills at Roubaix and Tourcoing have not been damaged by the Germans, and are likely to start up again as soon as the enemy are forced over the frontier. At Rheims, however, the mills owned by the English have been destroyed. In Germany the mills are kept going on military cloths, and a company has been formed to buy up all the suitable wool in Germany and other places controlled by German troops, in order to have a complete supply for the army.

SEIZING BUSINESSES IN FRANCE.

THE Review has received an interesting communication from one of its subscribers, Messieurs Elie Weill & Cie., of Paris, France, a French commission house, that does business both in Canada and the United States, an interesting communication that reveals the trenchant business treatment that is being meted out by the French Government to Germans and Austrians in business in France, forcing them to close their doors and seizing their properties. What may happen after the war is over is problematical.

The proclamation, as issued by M. Malvy, Minister of the Interior, to the Prefects, reads as follows, translated:—

"The Keeper of the Seals is to-day sending to all public prosecutors instructions ordering the seizure and sequestration of all property, real and personal, belonging to German, Austrian and Hungarian subjects.

"I request you to take all necessary steps immediately to enable the judicial authorities to accomplish their task. You should draw up and forward to the magistrates lists of all the commercial, industrial and agricultural establishments in your department which belong to foreigners of these nationalities. With this object in view, obtain any assistance you may deem advisable from Chambers of Commerce, syndicates and all other professional associations such as may be able to supply information.

"I would point out to you the great importance of, and national interest in, this measure, and I beg you to assist in it as rapidly and as thoroughly as possible. You will keep me informed of events.



Fac-simile of a stamp used extensively through Great Britain by business firms. The cut is slightly larger than the original.

"P.S.—This measure does not apply to inhabitants of Alsace-Lorraine, Poles and Czechs.

(Signed) "Malvy."

Working Sundays

Manufacturers driven nearly frantic by militia authorities—An "amusing" counter effort.

APART altogether from the question of its influence on the supply of goods for this country, conditions caused by the tremendous demand for army cloths and blankets are at an interesting point in England at present. The "Textile Mercury" of a recent date, under the heading "Overworking in the Woollen Trade," states that two departments at least of the Government are driving woollen manufacturers frantic by their demands for deliveries. Cloth, it says, cannot be produced fast enough for them, and at that rate there is no time for the ordinary routine of papering and patching. The army transports' wagon is at the door, and the pieces are snatched away to the clothing factory without the loss of a minute. The ordinary restrictions upon working hours have been revised in the interests of the nation. Mills work even on Sundays, all consideration being subordinated to the supreme need to get the goods out.

In the circumstances, it would be almost amusing to learn that a third department, the Home Office, is using its powers to interfere with the rapidity of production. The article goes on to state that the mills are being assessed for the excess of zeal in procuring Private Atkins his blanket or his necessary greatcoat. Factory inspectors confer in corners with busybodies from the trade unions to hear terrible tales of how women have been asked to "whip" blankets at home out of mill hours instead of undertaking some private drudgery, for which they would not obtain payment. Government departments alone can afford such comedies, and a laugh is their best reward. After all, it is amusing to be told that in case a man by desperate efforts is drowning you have torn his twopenny-halfpenny shirt, or rumpled his tidy hair.

HIGHER DYE PRICES.

The Bradford Dyers' Association have issued a circular stating that in consequence of the serious conditions of the supply of dye wares and chemicals, they regret that they are compelled to make some alterations in terms, etc. For all goods and orders received on and after October 12th up to November 30th of this year their prices for dyeing cottons, all black and colors, will be advanced 5 per cent. compared with prices on September 30th. For all goods and orders received after December 1st of this year and until further notice the prices of blacks will be increased by 10 per cent. and colors 20 per cent., compared with prices on September 30th. The association also asks for indulgence in the matter of delivery.

PERMANENT BUSINESS IMPROVEMENT IN THE WEST.

(Continued from page 11.)

ing are a testimony to the requirements for stock, where before the eye could sweep the level stretches for miles without obstruction.

The Meaning of the "Spreaders."

An Ontario farmer who had been out West in 1912, and again a short time ago told The Review that in large sections before he had never seen a manure spreader: now they were in common use in Manitoba and Saskatchewan.

Going Back to the Soil.

He drew this conclusion: For years the farmers were draining the land to the utmost; letting the wheat draw off the nutriment of the soil; making no return of nourishment to sustain it for future production; showing the lack of foresight that left a section of Manitoba almost sterile. But now, they see their mistake. It is no longer a question of get-rich-quick on this parcel of land, and leave it poor, worn-out for all who may come after. The constant shifting of occupants upon the homesteads is lessened, and face to face, with a permanent occupancy farmers are taking steps to treat the soil so that it will bring forth its crops for many years to come. This is one of the most hopeful signs of a steady non-fluctuating prosperity that is manifest in Western Canada to-day."

Fewer Set-Backs.

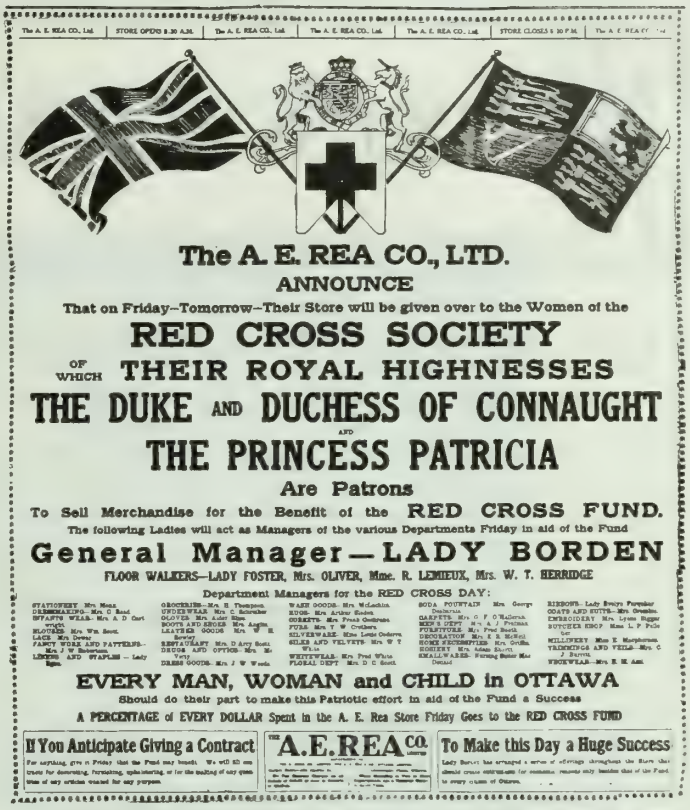
The result for the men in business is obvious. McKinnons, of Weyburn, report in their letter: "There has not been a set-back for fourteen years," and "our farmers are in pretty good shape," and "we have every reason to believe there will be a larger business done this fall than any previous year." So it should come to be in all the mixed farming districts in the West, where the set-backs will be fewer and fewer, and one after another of the wideawake business men will be able to report, "**we believe that there will be a larger business done this Fall than any previous year.**

POINTS TO FOLLOW OR AVOID IN CHRISTMAS ADVERTISING.

(Continued from page 15.)

of J. McNichol, who won the silver medal in the ad contest. This special sample of his work presented here was credited with three points by the judge: selling quality, appearance and typography. It is "well laid out, and contains a strong selling talk."

This ad was one of two pages used by this firm on the date in question, Saturday, December 13, "Christmas Specials." The ad is well balanced and has attractive and pointed illustrations scattered throughout, relieving the text.



The A. E. REA CO., LTD.
ANNOUNCE
That on Friday—Tomorrow—Their Store will be given over to the Women of the
RED CROSS SOCIETY
OF WHICH THEIR ROYAL HIGHNESSES
THE DUKE AND DUCHESS OF CONNAUGHT
AND
THE PRINCESS PATRICIA
Are Patrons
To Sell Merchandise for the Benefit of the RED CROSS FUND.
The following Ladies will act as Managers of the various Departments Friday in aid of the Fund
General Manager—LADY BORDEN
FLOOR WALKERS—LADY FOSTER, Mrs. OLIVER, Mme. R. LEMIEUX, Mrs. W. T. HERRIDGE
Department Managers for the RED CROSS DAY:
EVERY MAN, WOMAN and CHILD in OTTAWA
Should do their part to make this Patriotic effort in aid of the Fund a Success
A PERCENTAGE of EVERY DOLLAR Spent in the A. E. Rea Store Friday Goes to the RED CROSS FUND
If You Anticipate Giving a Contract
THE A.E.REA CO. LIMITED
To Make this Day a Huge Success

Type of ad. where the personnel of the "salespeople" was rightly considered as more important at the capital than a detailed list of selling values.

It is well to note in this ad,—for the samples given are good illustrations—that the heading in black type contains the gist of each item, and is grasped at a glance. Take, for instance, the Toyland specials in the upper portion: $3 Teddy Bear, $1.89. That in itself is a complete announcement and will catch the eye and send its meaning home to those who read only the "headings" of ads. and skip the reading matter, just as they skim the headings only of page after page of a newspaper—except possibly in war time.

But for the reader who has more leisure, and reads the ad through, as the best buyers—women—usually do, if they find on trial that a reading pays them, there is good descriptive matter in the smaller type: unusually good, taking information,—one of the essentials in advertising. What a picture for mother and child alike is this!

> A doll which any child would be happy to possess. The head is of fine bisque, with sleeping eyes and rich, curly hair, parted on side; dressed in satin dresses in six different styles; all elaborately trimmed with lace; a large range of colors to choose from; muslin underwear and white or colored shoes.

This system is kept up throughout both page ads and is infinitely superior to high-flown, extravagant generalities that repel rather than win the attention and confidence of the reader.

There is another strong point in the reading matter in this ad worthy of notice: the introduction. Introductions of the right stamp hold the reader and lead him to continue. Here is a case in point:

> The unsurpassed values offered in these TWO pages are the result of careful planning and fortunate buying. Our ability to handle large quantities gives us access to the very best markets; conducting this business on a CASH basis enables us to take advantage of the substantial discounts occasioned by the rise or fall of market values.

All quite true; logical, convincing, and put without the slightest exaggeration or inflated claims over rival buying organizations.

At either corner at the top are seasonable announcements, now used by a number of firms: "**Only 9 More Shopping Days Till Christmas. Shop To-day.**" And a special one in the other end, "**By Paying a Small Deposit You Can Have Any Article in the Store Set Aside for You Until Christmas Eve.**"

These three types of ads will serve to illustrate strong and weak points in Canadian advertising. In the next issue other samples of full-page ads and of smaller ones will be given with comments upon them.

DRESS ACCESSORIES

Holiday Lines in Neckwear Sheer and Dainty

Military Ideas Developed in Net, Laces, Net and Liesse, Decorated With Artificial Flowers—Buyers Very Much Interested in Stiff Collars, Both Plain and Embroidered—These Worn With Bows and Ties of Crepe de Chine.

CONDITIONS are good in the ladies' neckwear field. Business has been increasing ever since the season opened, and manufacturers are working full and in some cases overtime in order to fill orders. The outlook for Christmas business is full of promise, as neckwear is always an exceptionally prominent item in the holiday trade, for it lends itself so well to the purposes of gift service. There is an exceptional opportunity for neckwear this season as the choice in so many lines will be restricted. Therefore there is an excellent opportunity to feature this line, as the buyer is assured of an adequate supply of beautiful neckpieces at a reasonable price.

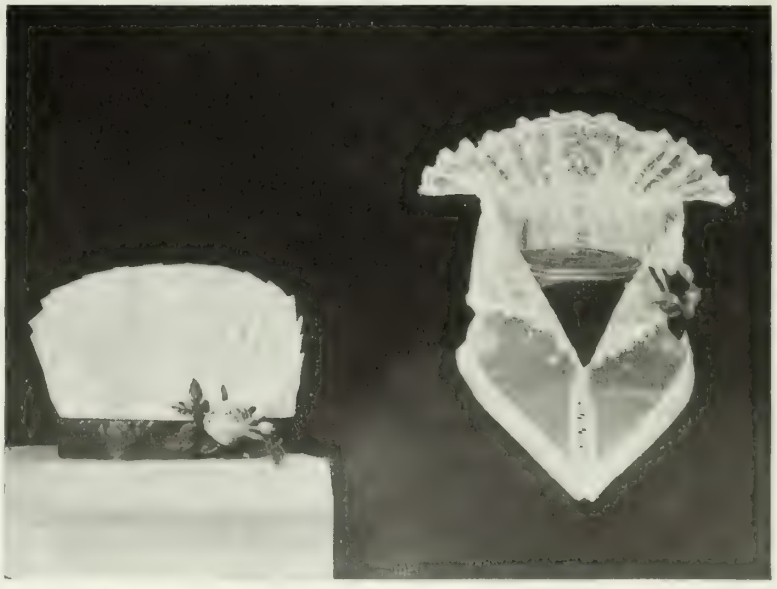
There is lots of novelty in neckwear this season for besides new developments in roll-over collars and fronts, ideas along the pleated and stock line are being well accepted, and the buying public is evincing great interest in stiff and semi-laundered collars, vestees, and sets. These models come in pique, organdie, linene and repp, and are both embroidered and plain. The latest novelty is the Liege collar and cuff set. The collar cuts sharply away from the neck in front and is square behind and sets high up in the back of the neck. The cuffs are large gauntlets of organdie tight in the centre and flaring both over the hand and at the top of the cuff. The flare at the wrist can be turned back, giving a totally different effect to the cuff. The collar is attached to a vestee of organdie and the whole is severely plain.

Up to the present organdie has been the leading material in neckwear, but with the development along the more fanciful lines suitable for the holiday and the Christmas lines, nets, liesse and net-top laces are coming to the fore. Strange as it may seem, the new military ideas are being developed in lace and net, though a few are being shown in white satin. Here the black and white idea is good and a high stock of white attached to a vestee is decorated with covered buttons of black and silk. Inside the sthaight stock is a pleating of liesse with an upstanding row of black ostrich fringe. Stocks of black or white satin are showing shaped to the neck with stiff pleatings of black or white tulle attached to the stock, and standing out at right angles from the collar at each side of the neck and finished with military buttons in gilt and gun-metal.

La militaire is the latest and this is taken to mean anything that fits to the neck, even if it breaks out into pleatings at the back and tab-like points and wings at the side of the face. All these collars are high and fit close to the neck at the back, and finish in Queen Elizabeth ruffles across the back, or in pleatings that turn down over the high stock in a manner that reminds one of the Directoire collars worn a couple of years ago. The sixteenth century ruff of liesse pleated full around the face and finished with a band of black moire, or ribbon velvet ending with a bow at the side, is very piquant when worn over a V necked dress, and is most becoming to some faces. Double ruffles of liesse or net very high at the back and coming down to nothing at the sides has a stock of inch and a half wide moire ribbon going around the neck.

Very often the finish, instead of a bow, is a tiny knot of artificial flowers. Artificial flower knots are placed on many of the new neck pieces, and a tiny knot decorates the lapels of many of the stocks, the idea being to afford a re-

Con. on p. 54.



1. **La Militaire** new military collar made of net lace. This collar meets in front in stock fashion and the points turn over, like a man's wing collar. One point is decorated by a tiny bouquet of silk flowers. The high back is pleated, and wired, and spreads out in ruff fashion at the back of the neck.
2. Variation of the stock and ruff idea. The double pleating is of liesse and the stock of black moire ribbon. In place of a bow is a small rose and a few leaves. These collars are designed for wear with furs and are from the Christmas line shown by R. D. Fairbairn & Co.

NECKWEAR and BAGS



9890. $2.25 doz. Sets
5% 30 days
MADE OF FINE WHITE PIQUE



332E. $9 00 Doz.
5% 30 days
IN ALL COLORS

Our Travellers are now on the road with a complete line of Ladies' Neckwear, Belts, Aprons, Handbags, also Laces, Trimmings, Buttons and Children's Garments.



336E. $9.00 Doz.
Net 30 days
IN ALL COLORS

MANUFACTURERS AND IMPORTERS

Flett, Lowndes & Co., LIMITED

144 West Front St., TORONTO

No Serious Ribbon Shortage Showing So Far

Stocks in the Hands of Jobbers Light—Large Millinery Vogue for Ribbons in the Coming Spring — Picot Edges in Velvet Ribbons.

NOTWITHSTANDING the fact that France is actively engaged in the present conflict, and Switzerland has her army mobilized to guard her frontier, there has been no serious ribbon shortage so far this fall. Stocks in the hands of importers and jobbers are unusually light, but the war has not affected the ribbon section so much as was at first expected. Ribbons have played a fairly important part in millinery trimmings during the present Fall, and promise to be a big feature in the coming Spring. The demand has centered lately almost entirely on narrow grosgrain, and faille ribbons, about one inch or so wide. These ribbons are used for binding the brims of hats, and also for making flat bows with numerous loops and sharply cut pointed ends.

Indications of what may be expected for Spring may be gleaned from novelties shown by Rhodier. Large flat capelines and Gainsborough sailors are expected to take, and these are trimmed with ribbons a few inches wide, with metal edges and pleated down the centre into ruches, and these ruches are used very much in the same manner as the lines of fur in vogue at the present moment.

Low flat crowns are plainly banded with corded ribbons, having spots or medallions of velvet all in solid color. Wide ribbons will be fashioned into sets—that is, the hat will be trimmed with the ribbon, and there will be a girdle to match. Wide ribbons show three stripes lengthwise, instead of across, two being shades of one color, with a stripe of dark color on one edge. Two shades of vivid green and one navy, and canary yellow, combined with tan and nigger brown, are some of the color effects seen.

Wide grosgrain ribbons have a serge silk stripe at one edge joined to the grosgrain centre with a stripe of metal.

Another revival is the picot edge. Velvet ribbons with picot edges are shown. The colors are corbeau blue, navy, military blue, nigger brown, cedar green, myrtle, magenta, cerise, yellow, leaf and emerald green, and putty and sand in the lighter colors.

Net Top Laces

No Real Shortage in Laces — The Market is Well Supplied With Nottingham Vals, Clunys, Shadows, Etc.—Chantillys the Vogue in Better Priced Lines.

NET-TOP lace is the lace of the season, and there is no real shortage, for, in addition to the stocks on hand at the beginning of the war, regular supplies are coming from Nottingham. The market is also well supplied with other Nottingham laces, such as Valenciennes, Clunys and Torchons, etc. Chantillys, particularly in black, are in short supply. There is a great and a growing demand for gold and silver laces, chiefly in the dull finish. These laces have had a wonderful sale for millinery purposes, and are now coming to the front for evening and for dress trimmings. Laces with the pattern outlined with a darned-in cord of either gold or silver are another lace that is selling.

There is a decided revival in the use of shadow laces, due to the scarcity in other lines. There is a strong feeling for Paris and ecru tints as well as white. Lovely laces spangled with mother-o'-pearl cup spangles are in high favor for trimming evening gowns.

Lace is used for tunics and for the flounces on tier gowns. Many models show lace used under net, both on the skirt and for draping the bodice of the gown.



STOCK IDEAS STRONG IN NECKWEAR.

Stock novelty collar of organdie with embroidered edged pleating across the high back. The cuffs consist of two lines of pleating joined by a line of hemstitching. Shown by Phoenix Novelry Co.

HOLIDAY LINES IN NECKWEAR SHEER AND DAINTY.

(Continued from page 52.)

lief note of color to the sombreness of the present color scheme and the heaviness of furs.

Crepe de chine is made into bows, scarfs and Windsor ties, and comes in peach, salmon, begonia pink, and magenta. These bows and ties form the latest finish for the stiff collars of plain or embroidered pique. Cuffs by the yard made of organdie or net bands in various widths finished with narrow pleatings of the same on one edge are among the novelty lines that are selling. Organdie pleatings with an embroidered edge and pleatings of tulle and net are placed together to form neck ruffles and cuffs. Bernhardt ruffles made of pleated tulle or lisse with a high pleating around the face and a narrower one over the neck is a very late model. Three ruches are decorated with ostrich fringes, fur-covered buttons and narrow grosgrain ribbons with metal edges.

Boxed neckwear is always a big Christmas item. The models showing are very hard to box attractively, and in such a manner that any idea is given as to how the neckpiece will appear when worn. One firm has gotten over this point by using a card in the box with tongue-shaped pieces cut out on each side while the centre shows a picture of the collar as worn. There will be less boxing of cheap neckwear for the coming holiday season, the general rule being that no neckwear selling under 75c at retail will be boxed.

Your Ribbon Orders can be filled at Barry's

With the arrival of good, big shipments each week, our stock is now in a particularly favorable position.

We are in the ribbon business, we have the actual stock, and stock goods are not plentiful in Canada.

You will require nice fresh goods, especially in narrow satins and taffetas, as well as baby ribbons of all kinds, for Christmas trade. Our stock of wide goods is *always* well assorted. We are the Specialty Ribbon House of Canada and can deliver the goods.

Send along your mail order. We guarantee absolute satisfaction.

Walter H. Barry & Co.

Winnipeg Branch :
222 McDermott Avenue

6 St. Helen Street
MONTREAL

"THE SPECIALTY RIBBON HOUSE"

Braid as Trimming

Tinsel Braids Selling For Military Trimming Purposes — Often Combined With Fur.

MILITARY fashions promise to bring braids very strongly to the fore. There is a big vogue at the present time for tinsel braids for trimming millinery, and vests and neckwear are also being decorated with gold or silver braid. The big development will come, however, in the use of binding, military, and novelty braids. Soutache is also coming into more general use. Paris is setting the fashion by showing models strapped across the waist in military fashion, and New York is taking up the idea, and the late Winter and the early Spring should see trimmings of this class selling freely.

In connection with braids, fur is used, and the big vogue of fur promises to continue through the present season. Fur collars and cuffs are general on coats and suits and bands of fur trim not only outdoor garments, but also evening gowns.

Floral garnitures are prettier than ever this season, as both tinsel and spangles are mixed in with the tiny flowers and leaves of silk and chiffon. Some of the best liked garnitures are wholly of dull gold or silver tinsel.



Collar and cuff sets, made in Irish linen, French repp and fine cambric. Shown by the Williams, Greene & Rome Co., Limited.

Beaded trimmings in the form of flounces, drop fringes and bands are very fashionable, but because these articles all come from the countries now involved in war, after the stocks in the hands of importers are cleared out, no further supply will be available.

Bomb Buttons

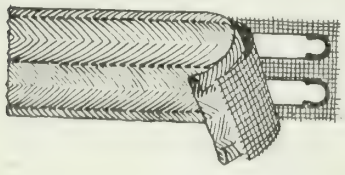
Military Fashions Showing — Scarcity Developing in Crystal and Porcelain Fancy Buttons— Jet in Strong Demand.

THE vogue of buttons still continues, and at the present time the demand is centered strongly on jet and crystal and porcelain fancies. This kind of button is made chiefly in Austria, and the supply is running low. There are factories in the States making it, but they are running both day and night in the effort to keep up with their orders.

The new ideas come in military buttons, and bomb buttons flattened to a ridge and olives in brass and nickel, very highly polished, are coming into very general use. Buttons of this type are largely represented in Spring lines, and, in addition, the new buttons are often rimmed with gilt. The new Spring buttons are beginning to be shown, and the tendency towards odd shapes and sizes is still strong. Striped plaid and checked effects are good, and mottlings in two or three colors, so that the button tones in with the cloth, are the big feature.

Profit backed *by* Style, Fit, Comfort and Durability

Style is a mighty poor substitute for comfort when the object is a pair of corsets, and likewise comfort alone cannot take the place of style. In P. C. CORSETS both style and comfort are generously blended together with durability, making a combination that is unbeatable. The smart lines of P. C. corsets follow closely the style tendencies forecasted by Parisian couturiers.





Note the double interlining which encases P. C. corset rust-proof steels, ensuring long wear and absolute comfort.

Parisian Corset Mfg. Co., Ltd.
QUEBEC
Ontario Branch: 77 York Street, Toronto

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

STYLES RECENTLY ADDED ! ! !



Corrinne collar $2.00



Mae collar (*pique*).....$2.00



Thekla collar $2.00



Corrinne cuff (*width* 6 *inches*)....$2.00



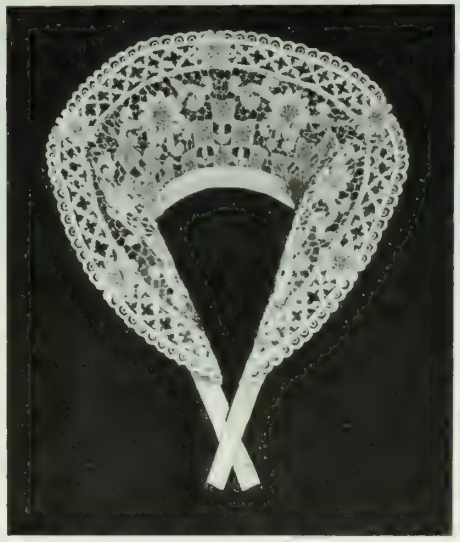
Mae cuff (*pique*) (*width* 7 *inches*) $2.00



Thekla cuff (*width* 5 *inches*).....$2.00



V. 108.—Vestee (*pique*).....$4.00



No. 2123 collar (*assorted patterns*) $4.00



V. 109.—Vestee (*pique*).....$4.00

Terms on all, 6/10—5/30

If you have not received one of our circulars showing all styles, write us at once

C. W. FERGUSON COLLAR CO., Troy, N.Y., U.S.A.

A BEAUTIFUL LARGE RANGE OF CHRISTMAS RIBBONS

Buy "Made-in-Canada" Goods

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS very fashionable, you need them.

We are the only manufacturers of Ribbons in Canada.

Fancy Dresden Ribbons much in demand.

Soft Satins in all new colors for Fall season.



We can supply you at once.

Black Moires in all widths.

Black cire or stove-pipe finish.

Taffeta, black and colored.

The largest range of qualities and prices in the trade.

Ribbon Girdles, the newest fashion out. We are showing a good range, Plain and Fancy, all made up ready for quick sales.

Wait and see our values.

If our traveler is not around when you require ribbons, **write us for samples and prices.**

BELDING PAUL CORTICELLI LIMITED

Montreal Toronto Winnipeg Vancouver

Perrin's Gloves



THE GLOVE SITUATION.

THERE is no section of supplies harder hit by the war situation than that of gloves. Leather gloves come from France, Germany, England and other centres in Continental Europe. Fine kid gloves come from France. The glove buyers who ordered their goods to be delivered early are decidedly in the best position as they have already received a fair proportion of their orders and are not guessing as to where they are going to get the stock for the main part of the season, for it is just a chance as to whether the later shipments will ever reach this side of the Atlantic.

The outlook for the Spring season is far from being re-assuring, and the future, look at it as you will, is serious. Gloves will come from England and perhaps from France, but with the heavy demand from the rest of America to satisfy it will be difficult to make the supply available go round.

The question of prices is a complicated one as prices on orders that were shipped before the breaking out of hostilities remain at the original figure, but on those to be delivered later the higher rates of transportation and insurance, etc., will have to be added to the import price...

From Dry Goods Review of October 21st, 1914.

The above important information puts the glove situation in a nutshell.

Merchants who are postponing buying in the hope of better conditions later on are going to be sadly disappointed.

The merchandise itself is bound to cost more, regardless of increased transportation charges due to the war.

Raw material is at a premium and it is only the larger manufacturers who have strong buying arrangements that can get anything at all.

PERRIN FRÈRES & CIE.

28 Victoria Square Montreal



Timely Hints

for Autumn Needs

New shipment just to hand

French Veilings,

English Laces & Flouncings,

Russian Fur Trimmings.

Novelty Collars & Cuffs & Xmas Goods=

Mail Orders promptly attended to

"BUSINESS AS USUAL"

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont



"That Something Different"

That something different this time, is nothing more or less than the dainty and new *Sheer Neckwear* the beautiful, airy effects made from Organdie, Net Lace, Nets and Leisse with fine pleating predominating in styles that tone from military tendencies to almost decided military. We are showing an excellent range of new fall and Xmas samples. They're now at your service. See salesmen.

Ladies' Wear, Limited, Toronto

W. F. GOFORTH, President

Branch Offices:—Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

KNITTED GOODS

Staple Styles Uphold Sweater Coat Business

Opinion of Buyer of Big Firm That Novelties Will Continue to Have Only a Short Popularity — Has Found One Garment to Maintain Leadership for Sales for Eight Years Without Change in Style, Colors or Price.

By the buyer of women's sweater coats in a leading retail store.

WITH all the novelties—the long coats, the belted coats—the silk coats, the various shapes and color combinations—the sweater coat business shows little change in the main throughout the seasons and the years. For a time there will be a demand for this or that novelty; there may be a response in some quarters for a time to put the sweater "on the street," but in the end it comes back to the staple coat in the plain colors—an athletic garment which the girls and young women can wear for outing purposes all the year round.

Eight years ago I pinned my faith on a certain model. To-day that same model is the leading seller of my department. The same in stitch, in collar design, in shape, and with the same range of plain colors, it has been sold every day of that period at the same price, despite the changes in the market—and it is being sold more than any other to-day. It is a serviceable garment for outdoor wear. Well shaped, it has a collar that can be worn open or closed, and the medium open stitch of moderate weight, combined with the plain colors, make it a garment which can be worn in all seasons of the year, and for some years, too.

This coat to which I refer hits the price idea squarely on the head. There is a big demand for the five-dollar coat, and this is a good five dollars' worth. My experience has proven to my satisfaction that the five-dollar line can be made a leader.

A Return of Popularity.

For a couple of seasons the sweater coat has not been so popular with women as it was for a few years prior. I can see nothing but that this garment is to return to popularity, and probably before long. For outing wear it gives service and comfort that can be found in nothing else.

The efforts of the manufacturers to keep the knitted garment to the fore have resulted in a big range of novelties. In the better trade there have been the longer coats with the belted backs and fancy stitches; there have been the brushed effects and the two-tone combinations; the silks and the knitted outers with a cloth lining—and there will no doubt be others—but they generally have only a short run.

I cannot see the Canadian girl wearing the sweater coat on the street. It has been accomplished in England, and there have been garments imported with which it has been sought to pave the way to the new fashion, but there is too much style about the girls in this country to wear such garments except when occasion permits. And it might be commented here that there is usually much more style to the square inch in the sweater coats which are made on this side of the water at that.

Weather Too Warm This Fall.

The weather this fall has been altogether too warm and open to judge of the attitude of women towards the sweater coat. Cold weather, I believe, will find a good demand, perhaps better than a year ago, for there is a lot of service in the knitted garment, and people are buying serviceable apparel.

For the Holiday Trade.

The sweater coat can be made a good seller for the holiday trade. And there is also a good demand for knitted vests to be worn under the coat, for Christmas gifts. There is an advantage in this department as in others during the holiday season in having suitable boxes. I would not say that there are many direct sales which could be traced to this feature, but after the 1st of December many women begin to ask for boxes, and they want them whether it is intended to give the garment as a gift or not; if it is for themselves they will take the box anyway and use it for something else.

Embargo Lifting

Cable Says Canada Will Receive Wools Under Conditions — Prices Are Soaring—Weights Will Drop.

A STRANGE uncertainty hangs over the question of the embargo on wools and yarns that went into effect on October 6 last, the first day of the London sales. Asurances have come from Ottawa from time to time that the difficulty had been settled satisfactorily and an exception would be made in favor of the colonies.

In spite of this cable orders failed to produce any movement of wool from England and stocks in Canada kept getting shorter and shorter, and some supplies had to be purchased from the United States to keep the mills going. At the same time definite orders for hundreds of thousands of sweaters had been given for the War Department by an English buyer, and all sorts of reports as to shirts, socks, khaki, etc., needed for France and Russia, as well as England were rife.

Must Sign Agreement.

The last day of October a cable reached an importer in Canada, stating that shipments would be made from England "as usual," if an undertaking were entered into that neither the "raw" materials nor the manufactured articles

(Continued on Page 64.)

Jerseys in the Newest Styles Now Made in Canada





"BEAVER BRAND"

HIGH-CLASS jerseys of this character, hitherto chiefly obtainable only as an imported product, have now been added to the well-known Beaver Brand line of knit goods. Be consistent in your display of patriotism and place your orders for knit goods with Canadian factories; help keep the Canadian wheels of industry turning and Canadian workmen employed.

These two new jerseys are proving very popular. One is a pull-over and the other is buttoned on the shoulder.

We have increased our facilities for manufacturing these and other knit goods so that our customers may depend on even better service and goods than we have been supplying in the past.

Samples of these new jerseys sent upon request.

The prices are:

Size	22	24	26	28	30	32
Price	$8.50	$9.00	$10.50	$11.50	$12.00	$12.50

Write us for a trial order.

R. M. Ballantyne, Limited

Manufacturers of
Beaver Brand Knit Goods

Stratford Ontario

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba

H. Cook - - - - Northern Ontario
W. Easson, C. B. Heath - - - Western Ontario
J. N. Boyd, 373 Broadview Ave., Toronto

A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte, A. Malo - 26 Beardmore Building Montreal

Almost Everything Going in Men's Sweaters

Range Seems to Cover Almost All Possibilities in Stitch, Collars and Colors or Combinations—Serviceable Garments Find General Favor—For the Christmas Trade.

From an interview with a prominent buyer.

THERE appears to be little upon which the sweater outlook can be gauged. Buying a knitted coat is something like buying a neck tie; a man can select anything he may choose in shape, color or combination of color and still be right. Looking to the future reveals little new to indicate that the public taste is to fall into any set channel. Stocks will cover a big range of weights, styles and colors.

There are V-necks, military collars, shawl collars, etc. There are light and heavy weights and a big range of stitches. There are colorings that would make Joseph's coat look drab in comparison. In fact it might be said that during the past season there has been a better demand for high color combinations than ever before. Nothing could be set down as finding particular favor or indicating the future trend.

There does, however, appear tc be a desire for moderate, serviceable garments—the kind of coats that have been popular for a long time. The best sellers are of moderate stitch with a collar that can be opened or closed; but then there seems also to be a tendency more than ever to range all over the limits of possibilities as set by the manufacturers.

Novelties do not seem to hold favor for any very long period. Two-tone effects in checks have been offered, but they have a limited number of takers. In color combinations contrasts are now used in many of the trimmings—that is two contrasting colors instead of one—and this style finds a good sale with athletic organizations where the colors of the club can be worked out.

THE HOLIDAY TRADE.

There is a place for the sweater coat in the holiday trade and it should be pushed as a gift suggestion. Much will, however, be found to depend on the weather; a mild Christmas will make all the difference in the volume of sales. Holiday boxes will be found to help, but not to the same extent as with reference to women's coats—except of course where a woman is making the purchase of a garment to be given as a present.

In price the five-dollar line is always a good seller. Many stores find it their leader at all times. A man will usually be found willing to pay this price for his garment and to be better satisfied than if he got the same coat for less money.

EMBARGO LIFTING.

(Continued from page 62.)

would be allowed to reach any other country than Britain, France, Russia or Belgium, the three allied countries. What delay may ensue in each case as a result of this is not certain, but the indications are that shipments will soon be on the way.

600,000 Sweaters.

The first orders for sweater coats for the Imperial Government amounted to 600,000, and were placed by Frederick Stobart, for many years engaged in the dry goods business in Winnipeg, and now welcomed back to Canada in his new position. These coats are now being turned out in several Canadian factories at the rate of several thousand a day and must be delivered by December 15. The average price per dozen is said to be $18, so that the order represents about $900,000. An additional 400,000 will be ordered.

While this order sounds large, the actual amount of wool required, not more than 2,000,000 lbs., is really small when compared with figures as to total consumption. Indeed a single Boston firm that rushed into Canada when the embargo was placed, is said to have 40,000,000 lbs. stored up. Prices charged here are 10 or 12 cents in advance of before-the-war rates, and figure out about the same as the English with landing charges of every description included.

Advance of 15 Cents a lb.

But in some cases even greater advances are recorded. One Canadian firm of manufacturers paid 67 cents to Canadian spinners for yarn that cost them only 52 cents a short time ago, and 46 some time before that. The extra cost of dyeing is now net at 3 to 7 cents a lb.

An English firm reports that it has agents scouring the States for wool and yarn, and large quantities that were sent over from London have been returned at a greatly increased price.

WILL LESSEN WEIGHT.

A Canadian manufacturer in discussing the increased cost of wool and yarn, stated to The Review that while the actual selling price would not be raised there would have to be a decrease in weight in the manufactured article to compensate them.

Overs 850,000,000 Pounds.

Some ideas of the enormous quantity of wool that passes through the London market is seen from the official figures. In 1912 the total imports of wool, alpaca and goats' hair were 854,643,543 lbs., and in 11 months of 1013, the figures were 776,729,022. The exports in 1912 were 343,245,183 and for eleven months of 1913, 264,906,802. Of these totals Australia supplied far more than half, 469,302,000 lbs. in 1912, and 416,652,000 during eleven months of 1913.



L. 2060-21 Suit 18-10½ Sizes 22-26 M. 159-12 M. 168-15 O. 454-13½ Sizes 18-22

AN illustration from the catalogue recently gotten out by the Monarch Knitting Co., Dunnville, and without doubt the finest piece of printed advertising ever produced for any one line of goods anywhere. The outstanding features of the work are the confidence shown by the Monarch people in attempting such an expensive piece of advertising under, to say the least, rather depressing business conditions and the cleverness in preparation and excellence of execution by the printers—The Southam Press, Limited, Toronto and Montreal.



Ladies' Hood 40—6½



Ladies' Aviation 13—4½



Ladies' Aviation 30—6



Ladies' Aviation 12—4½



Ladies' Aviation 25—6½



Ladies' Aviation 31—12



Misses' Aviation 14—6



Ladies' Aviation 27—6½



Ladies' Aviation 32—6½



Misses' Hood 11—9



Childs' Rah Rah 6½



Misses' Aviation 12—4¼

ANOTHER page from the Monarch Knitting Co. catalogue. There were thirty-two such quadri-colored pages, each a direct photograph showing the actual goods in their actual colors. There were some forty odd models used in the photographing, and the work required a vast amount of expert care, such as could be supplied only by a concern with the facilities of Southam Press, Limited.

Advertised throughout CANADA

Are you taking advantage of the Dominion-wide advertising of Buster Brown's Stockings and Buster Brown's Sister's Stockings?

BUSTER BROWN STOCKINGS



Order from your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton = = = = = Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks from Moncton

By Humphreys

NUMBER NINE

Humphreys Garments Give Comfort

Note these features



A GARMENT depends on more than the fabric for comfort. The permanent fit is highly essential.

Humphreys shirts, besides being made of a delightfully soft, non-irritating wool fabric, have a snug, close-fitting, soft collar, which prevents chafing the neck and sagging of the shoulders. The facing is full width of goods, not merely sewed to edge of bosom. Seams are heavily covered, cuffs are attached to sleeves and drawer legs with several rows of special tuck stitch, which ensures snug, elastic fit. Both garments give room without bulkiness.

Send for sample suit. Look it over.

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.



THE

QUALITY and EXCELLENCE

OF

JAEGER

Fine Pure Wool

GOODS makes them especially suitable for XMAS GIFTS





See our new Catalogue for Suitable Presents

ORDER NOW

Our stock at present is well assorted

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Wholesale Warehouse 243 Bleury St., Montreal

CEETEE

Worn by the Best People Sold by the Best Dealers.

UNSHRINKABLE

UNDERCLOTHING

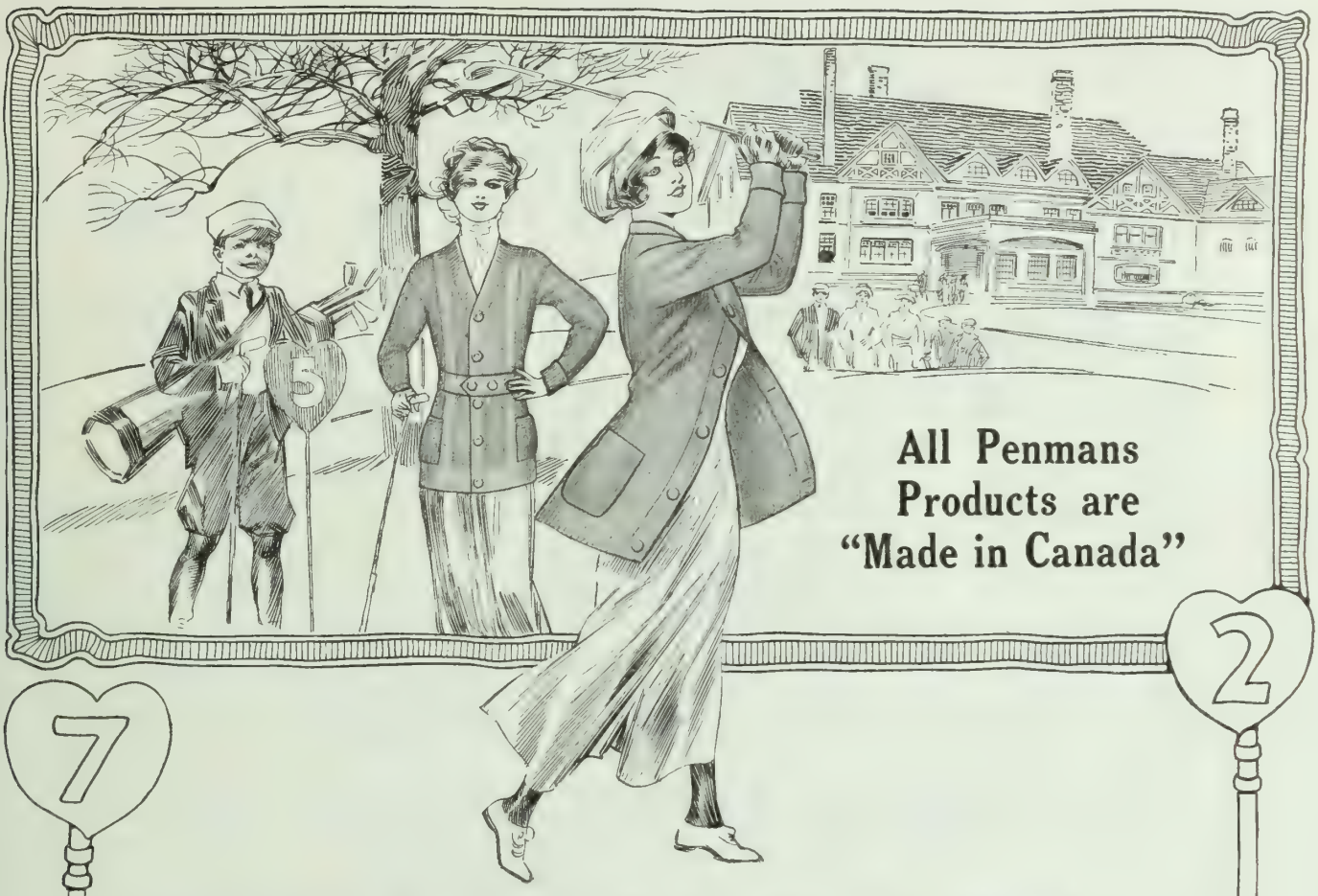
PURE WOOL ONLY

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants. "CEETEE" Shaker Knit Sweater Coats.

The C. Turnbull Co. of Galt Limited

Galt, Ontario

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.



Don't Get Burdened with a Slow-Selling Line

A slow-selling line of Sweater Coats is like a mill-stone around your neck. What you want is a line that you *know* is dependable because *made right*, and a fast mover because *popular*.

Penmans
Sweater Coats

—for Men, Women and Children — are great *trade-bringers* and *profit-makers*. Only the best selected wool is used—the long-wearing and shape-retaining kind.

No Sweater Department is complete or at its best unless it carries Penmans Sweater Coats

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
KNIT GOODS

Penmans Limited **Paris, Canada**

AVON KNIT

Garments for Winter Wear

With our vigorous Canadian winter rapidly approaching, it will be necessary for you to order at once your stock of

Knitted Skirts, Toques
Gloves, Mitts, Hosiery
Children's Suits
Mufflers, etc.

We are in a position to handle a limited quantity of repeat orders for early delivery. While our present supply lasts there will be no increase in price.

Send us your order at once. It will receive prompt and careful attention.

AVON HOSIERY, Limited, Stratford, Ontario

Sole Selling Agents: Richard L. Baker & Co., 100 Wellington St. W., Toronto, Ont.

TIGER BRAND UNDERWEAR

The Factory



behind the goods

During the whole of the year, our plant has been operated at full capacity. We are in an excellent position to fill repeat orders promptly.

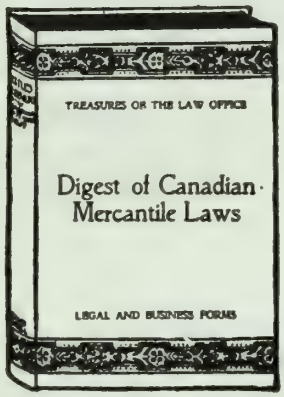
THE GALT KNITTING CO., LIMITED
Galt, Ontario

TRADE MARK REGISTERED
TIGER BRAND

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00.**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND

Velva BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect In Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"Better Knit" Hosiery

BETTER KNIT—THAT'S WHY IT IS THE BEST HOSIERY FOR WORKING MEN

The war has not interfered with our production—we can supply your present and future needs.

No greater values in heavy wool hosiery were ever offered the Canadian trade, either by foreign or local manufacturers than we are able to give as a result of our modern facilities.

With operating expenses very low and excellent wool buying advantages at our command, we are more than able to cope with competition.

Our heavy natural grey working men's sox offer a value that is seldom seen in Eastern or Western Canada, and will prove to be good buying by merchants who take care of this trade.

It will pay you to write to-day for our 1914-15 samples



Wallaceburg Knitting Co.
WALLACEBURG, ONT.

"Business as Usual"—Montreal Men's Confidence

A SERIES of interviews has been published in the Montreal Star, which should have a beneficial effect in improving public opinion at the present time. These interviews were given in the form of full page articles under the heading "Business as Usual," and the sub-head "Commercial leaders direct business victories which will count for the nation as well as naval and military plans."

Some of the statements received have been from many of the best known men in the dry goods trade in Montreal. One of these, W. H. Goodwin, managing director of Goodwins, Limited, states that while business was not to its level of last year it was considerably better than it was some weeks ago. "There is no semblance of a panic among the public now," said Mr. Goodwin. "So far as the volume of business is concerned I do not believe it has measurably diminished. By that I mean that the number of transactions is no less than it was some time ago. The quantity, however, of the purchases has altered. Luxuries are in less demand than formerly, where necessities remain as usual. We are doing business as usual and expect to continue," he concluded.

Mr. James Morgan declared that there was no reason for pessimistic or calamity cries, while on the other hand he thought that the public should realize that it was going to take some time to recuperate, and that it would be well for all to be economical, something that in the past a great many have forgotten to be.

Better Than Last Year.

Mr. Laberge, of Laberge, Chevalier & Co., furriers, stated that they had done more business this year than last year at this time, and they had no fear for the future. It was true, he said, that one had to make more of an effort to get business under ordinary conditions, as so many people were scared on account of the war. He voiced the indication that they were looking for bigger business in the future as found in the fact that they had recently installed extensive modern fixtures, and made other improvements to enable them to better handle their growing trade.

Sympathetic to Reports.

Mr. Holland of the G. A. Holland & Sons Co., noticed that events in the war found immediate responses on the part of the public. On the day the German retreat on the Marne commenced he said there was a sharp rally to business. Quite a good business was done that day, and on succeeding days, and from then on it looked as if the ebb of business depression had gone. The day the Germans retreated business revived and instantly had more snap and life. In contrast again was the fall of Antwerp. It was a dull day in trade followed by another reassuring recovery on business from the better reports which followed.

Better Than Last Year.

Mr. Marchand of Marchand Freres, dry goods merchants, stated as follows: "From August 1st until about the middle of September there was a decrease in our business, but now I may say that confidence appears to be returning, and for the last month business has been better than for the corresponding periods last year. None of our employes has been discharged, nor have their wages been cut, and we are open for business four nights a week. With this arrangement our employees are not dissatisfied."

Stands at "Set Fair."

In commenting on the interviews the Star said: "In every department of business the same healthy spirit of optimism is found, which takes full account of abnormal conditions, but refuses to believe that a temporary slackening of prosperity brought about by circumstances unparalleled in the memory of the present generation will long continue. Already Montreal's most representative business men see the signs of good times ahead. Conditions to-day are everywhere reported to be decidedly better than they were following the outbreak of the war. Businesses which by their nature are quickest to feel depression are already showing signs of a recuperation, which comes only with a general improvement in other lines. Other classes of business report financial gains over normal times. The retail merchant is, of all classes of buiness men, the most closely in touch with the purchasing public. He is the first to feel depression as he is the first to note improvement. His business is the most accurate thermometer of trade which we possess. At present that thermometer stands at "set fair" or as the man of affairs expresses it, "Business as usual."

PATRIOTIC SALE AT ROULEAU.

A patriotic fund sale was held recently in Rouleau by Messrs. Lowe, Moore & Worth. The firm announced that a sale of men's, women's and children's underwear and woolen goods would be conducted on a Saturday, and that one-tenth of all the receipts would go to the local patriotic fund.

Alarm for Gloves

German and Russian supplies commandeered for use of soldiers and to U.S. the future is dark.

THE Glover's Review" is much concerned over the question of a suitable supply of the various sources of fine glove leathers for Spring trade. The new cause of alarm has been induced by the announcement in the press recently concerning the use of sheep and lambskin and glove leather by the German Government for army purposes. This, as our readers may remember, stated that the Germans had bought two million sheep and lamb-skins for Winter Garments for the men. This included the purchase of all skins bought for glove making, and the men who ordinarily were employed in the glove industry have been withdrawn from the ranks, and now are working day and night to provide those in the fields with skin clothing. For the cavalry, the despatch went on, special leg protectors are being made out of leather intended for gloves.

"The Review" makes this comment: As this is the raw stuff from which the leather for a large part of the men's gloves of Europe and the Cape gloves of the United States are produced, no guessing nor conjecture need be indulged in to analyze the influence this must have upon the chance of securing leather for glove stuffs in 1915.

Although no like announcements have come from Persia, another source of raw supply for the glove industry, it is unlikely that similar disposition is being made of a considerable part of her sheep and lamb stocks. But even if they are not being used for that particular purpose they most assuredly will not be permitted to find their way into the enemies' country, and the chances of their getting through the channels of neutral countries are, of course, quite remote. It is, of course, true that raw skins of various kinds are accumulating in countries not involved in the war. But even though the difficulties of obtaining some of these skins are overcome, the American glove leather tanners are not proficient to turn out the same leathers in the required quantities that have heretofore been procured by our glove manufacturers from the German tanners."

FUR DEPARTMENT

Few Furs Expected from Europe for Next Year

Greater Demand on This Continent for Local Furs Will Prevent Collapse in Prices—Foxes and Wolves Likely to Have Brisk Run —Persian Lamb, Hudson Seal and Many Other European Treated Furs Will Be Higher.

APART from reserve stocks, Canadian merchants will be compelled to buy much of their new stocks from Canadian and American lines, which will be substituted for those usually imported from Europe. This fact should offset any collapse in the market which would naturally have followed the outbreak of war. However, the tendency for fur is down; American and Canadian furs especially will be easier, but this has already been anticipated in the price lists of many firms, although the reductions are slight in comparison with those which took place last year.

Present conditions are not conducive to big business in furs, merchants being inclined to hold back, resulting in a hand to mouth business. With the arrival of cold weather, however, business began to pick up, showing that merchants were feeling a demand for which they were not prepared.

Persian lamb, which has been very popular, is one of the lines which will be scarcer as a result of the war. There was a tendency for prices to drop last Summer, but as soon as the first of August arrived, prices went back to their former level, and are still there. The supply for next year is unknown, and the same applies to all furs which come from Russia, Germany or France. It is stated that the French Government have put an embargo on all furs, which is a serious matter, as Canada imports electric seals and coney goods from France, as well as from Belgium. The latter country is a great producer of low-priced electric seals and coney goods. Reserve stocks of these goods are not very great.

Apart from Persian lamb, other lines, which come from the Russian market which are affected are astrachans, ermines, and Russian sables. Then there have been a large quantity of Canadian muskrats dressed and dyed in Paris and surrounding towns, producing what is known as the Hudson seal. It is quite natural to expect that this trade will be affected, especially if it is true that the French Government has placed an embargo on furs. The same work is done here, but the French product brings a higher price. Under these circumstances an impetus should be given to our own furs, and special efforts should be made to produce a Hudson seal in Canada to compare favorably with French goods.

Boiled down, the situation is this: In Canada there is an abundant supply of foxes and wolves, which are popular at present and they should become more so.



EVENING SET IN ERMINE.

Ermine is always the dressy fur, and this lovely set shows a number of new style features. The cape-like capucin back has wide stole ends attached under a fringe of ermine tails, and has a high-standing military collar that is both practical and decorative. The muff is of the envelope type, and the flap is decorated with tails. From photograph taken for The Review.

STYLE AS A SELLER.

STYLE is to-day the big factor in selling furs.

There can be no doubt of this so far as the usual city trade is concerned, and even with the country business it will be found that style is becoming more and more an important factor. The opinion of the sales managers of a number of fur stores is that style is the first consideration—and they are in a position to know.

The demand for style is more pronounced this season than ever before. It is not so much a matter of price—for in the end the general public knows very little about the prices or values of furs; nor is it a matter of material, except in so far as styles is an influence. If the garment is up-to-date it will sell.

And this demand for style extends to the freaks. Limited though this demand may be it certainly requires attention. There are such pieces shown as a combination of leopard skin and Hudson seal used for the neck, with the black over one shoulder and the mottled skin over the other. There is certainly little of beauty about a neckpiece of this kind and yet there is a demand for it—and it is good business to sell the public what they may want. One manager instances a Hudson seal coat which was shown this Fall. It was a Paris model and very extreme, with an accentuated flare and a silk girdle. He thought it was going too far for Canadian trade and yet shortly after that coat was placed on display it was sold.



Our Complete Line *of* Stylish, Reliable Furs is at Your Service

Our patrons will know little of war conditions as far as furs are concerned. Our stock is very large and well assorted with smart styles in the different grades and kinds of furs. Every garment is reliable.

In appearance, quality, workmanship and price our furs are the standard styles, are absolutely correct and the values leave no room for criticism. We specialize on smart fur coats and small furs.

Compare our values with others.

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs

509 St. Paul Street, - MONTREAL

HOUSEFURNISHINGS

Demand for Linoleums Ever Increasing

War Has Had no Unfavorable Effect Here — Travellers Have Booked Spring Orders at Usual Prices—Being Used Extensively for Floors of Modern Office Buildings.

TO those who take note of the trend of the trade it is plainly emphasized that there is an ever-increasing demand for linoleums—linoleums for the home, for public halls and buildings, and for offices. Buyers for wholesale houses, for large retail concerns, and the manufacturers themselves will confirm this.

The wise merchant watches the way the business straws are blowing—if the people are buying more linoleums there should be an opportunity for increased sales, if a proper stock is carried.

And the war has not interfered with the linoleums. In fact, it is stated by the trade in the large cities that there has been an improved demand since the storm broke. This seems logical. Linoleum is a cheap and serviceable floor covering—and so long as the war lasts there is a certain portion of the consuming public which will be looking for goods at moderate prices.

Not Affected by the War.

The war, too, has had no effect to date upon linoleum prices, so far as the trade is concerned. The bulk of the Canadian supply comes from Great Britain, Scotland particularly, although there is a considerable amount also made in Canada. Spring orders have recently been taken by representatives of the Old Country houses exactly as though there had been no war. Orders are being sought at the same prices, and there is little doubt at the moment as to delivery.

Importers will have to face a little higher cost on account of increased freight rates and insurance, but wholesalers are showing no disposition to advance the prices to the retail trade. Canadian manufacturers made an advance of a couple of cents a yard following the outbreak of the war, but in this connection it should be explained that there had been a reduction of this amount made in the month of June, evidently the result of a desire to interest business during what promised to be a dull season.

Table oilcloths in Canada are practically all made by manufacturers in this country. British imports are hardly satisfactory for the climate, many dealers claim, and the Canadian makers are able to keep their price in a position where there is no chance for American competition.

In the general trade lighter effects in linoleums are being favored, and there is a marked absence in the stocks of the heavy browns and other dark shades which were so popular some years ago.

There is an almost limitless array of patterns, but for the most part the conventional designs seem to find favor.

For Office Use.

The use of linoleum of the heavy cork variety for offices is growing, and it is also becoming more and more popular for hallways, reading-rooms, etc. The modern office building is usually constructed with cement floors rather than hardwood, and a covering of this variety is found to be much more satisfactory than carpet.

There is a wood effect, too, which is becoming very popular, both for the office and the home where it is desirable to give the appearance of a hardwood floor. This is made in the natural varnish finish, showing the piecing of the boards and also the grain, and can either be had in the plain or with a conventional inlaid border.

Other Firms Ready to Supply All Rug Needs

Orders Are Being Taken for Usual Range at Old Prices for Spring Delivery — Profits of Importers to be Cut Slightly by Higher Carrying Charges—Decorators Are Working for a Greater Use of Plain Colors.

BUSINESS as usual—only more so—is the motto of the rug manufacturers of Great Britain. The concerns of England and Scotland have recently had their travelers in Canada and they are taking orders for all lines at the same old prices—and they are making special efforts to get business too. Additional freight charges and insurance may raise the cost slightly but the increase will be absorbed by the importers. Canadian firms are also making every effort to secure a portion of the former Continental trade.

The British rug makers, with their continental market largely cut off, are making special efforts to continue business as usual by supplying the trade with lines which were formerly secured from Europe. There is practically nothing that has been coming from Europe that cannot be duplicated, in fact it is generally conceded that the British goods are the superior of German or Austrian. There are some of the big rug importers in Canada who have never brought a yard of floor covering from these countries and others which have not bothered with the German business since the surtax was imposed in 1904.

Want Serviceable Patterns.

Despite the influence of the advanced art in house furnishings it is stated in

Conditions Now Most Favorable *for* Dealers Handling

CREX

GRASS RUGS

TRADE MARK REG. U.S. PAT. OFF.

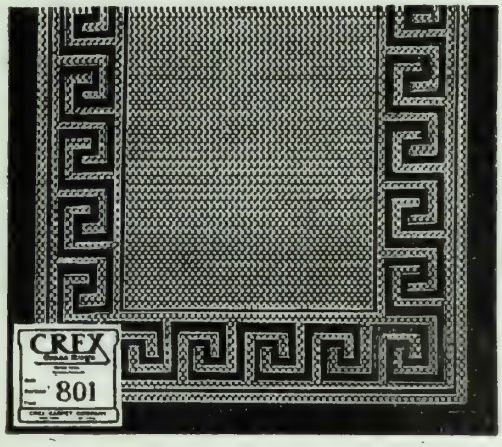
Never was there a more propitious time for dealers in Canada to put in a good line of CREX Grass Rugs, Carpets and Runners.

On this side of the border—from Maine to California—in every section—CREX has become a household word.

Conditions in Canada are not unlike those in the United States. You have your seasons the same as we do, but CREX is not a "one-season" floor covering.

While CREX is used extensively as a porch covering in summer, it is also used to a large extent as an all-the-year-round covering, and its use indoors, for every room, shows remarkable increases each year.

Just now, with a great European war raging, with the doors of most every other nation closed to you — you must look to the United States, your neighbor and friend, for many articles which go into the homes of your people. Nowhere else can you purchase some of the things which are almost necessities, and CREX is in that class.



CREX Rugs, Carpets and Runners fill a long-felt want. They are sanitary, durable—so artistic and so inexpensive that they naturally appeal to the housewife in every environment.

CREX is not unknown in Canada. For several years we have advertised in Canadian magazines, at the same time reaching thousands of homes through our extensive list of leading women's publications. In addition we have used the foremost newspapers in most of the larger Canadian cities, so we feel that we have already made a great number of friends in Canada.

Let us fix up a sample line that will help you to get your share of the **CREX** business. You can carry every rug pattern at a very small outlay.

The following assortment of 80 rugs in 40 patterns and colors costs less than $100.00:

2 9x12 ft. Plain	3 54x90 in. Plain	6 27x54 in. Plain
2 9x12 ft. Figured	3 54x90 in. Figured	6 27x54 in. Figured
2 8x10 ft. Plain	6 36x72 in. Plain	6 24x48 in. Plain
2 8x10 ft. Figured	6 36x72 in. Figured	6 24x48 in. Figured
3 6x 9 ft. Plain	6 30x60 in. Plain	6 18x36 in. Plain
3 6x 9 ft. Figured	6 30x60 in. Figured	6 18x36 in. Figured

We will supply you with attractive color catalogs to send to your customers. We will also furnish you with advertising matter, such as pennants, signs, blotters, etc.

WRITE FOR COMPLETE PRICE LIST AND FULL INFORMATION.

CREX CARPET CO., 212 Fifth Ave., New York

Originators of Wire Grass Floor Coverings

the trade that there is a steadily increasing demand for serviceable patterns of small figured allover designs which are difficult to soil. To these designs the oriental patterns of the conventional school adopt themselves very readily.

"A rug like this Chinese reproduction, with its delicate coloring and irregular pattern is all very well to put in the window to attract interest and bring trade off the street, but this is what the same customer is more likely to buy in the end," remarked the head of the rug department of a leading Canadian house as he picked out a dark Ferihan copy which with its all-over figured pattern and rich shades would defy dirt to mar its appearance for a long time.

Where colorings find favor browns, tans, greys and wood shades indicate the tendency of the public demand as the importers have interpreted it for Spring and almost all patterns are of the conventional oriental design.

More Plain Shades.

It is also reported in the rug trade that there is getting to be a better demand for plain colors — greens, blues, browns, etc. This appears to be largely the result of education on the part of the decorators who find that plain rugs are much more satisfactory to handle as it is not customary to carry a heavy stock when the range of selection is cut down and it is possible to rush orders through to the makers in short order.

Plain colors are also being used in bedrooms where there is a chintz decoration in the hangings and where a quiet floor has the best effect. These plain floor coverings for bedrooms may be relieved by a border of chintz design to match the decoration of the room.

So far as Oriental rugs are concerned there has as yet been little interruption to the importations although the costs are somewhat higher on account of the increased freight and insurance rates. However, the trade is not counting on a very great demand for these high class floor coverings for a time at least, especially when there are such good reproductions to be had at more moderate prices.

THE LATE JAMES McCLURE.

The death occurred on Friday, Oct. 30, of James McClure at his home, 182 Mance street, Montreal. A native of Glasgow, Scotland, Mr. McClure had been in this country for about fifty years having been in business on Notre Dame street.

BULLETIN BOARDS IN STORE.

DURING the war excitement in Montreal the demand for news on the part of the public was met at Goodwin's, Limited, by the installation of a couple of large bulletin boards which were displayed in the main aisle on the ground floor. The news for these boards was secured by a service from one of the leading newspapers.

At the department store of Henry Morgan & Co., Ltd., one of the leading newspapers installed an immense bulletin board on a verandah roof which extends from the front of the store out to the sidewalk. Here the bulletins were written as the news came from the wire and by an installation of electric lights the service was continued until midnight, while immense crowds filled the street and Phillips square upon which the store fronts.

REVIVAL OF CREWEL WORK.

A revival of crewel work is reported. This kind of work was a favorite in mid-Victorian days and is worked with crewel wools in many colors with touches of silk to bring out the high lights. Crewel work calls for considerable skill, as the flowers are copied as closely as possible in their natural shades.

J-M Asbestos Mats and Table Covers

Attract Every Woman Who Sees Them



PROMINENTLY displayed, they practically sell themselves. They tell their own story—suggest the money and trouble they save by preventing hot dishes from marring the polish of the dining-room table.

As we are the largest manufacturers of asbestos goods in the world we can manufacture J-M Asbestos Table Covers and Mats at a price so low that you can sell them below all competition and still make a handsome profit.

Here are staples for the fall trade. Needed in every home. Write nearest branch to-day for our special dealer proposition.

THE CANADIAN
H. W. JOHNS-MANVILLE CO., LIMITED

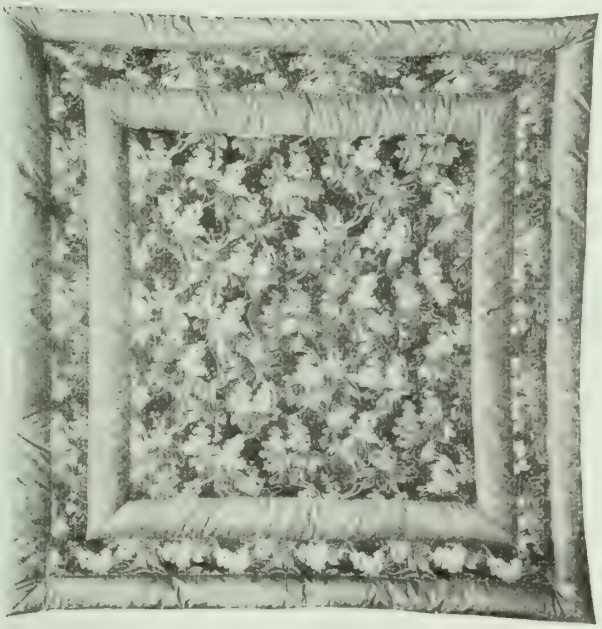
Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

2698



Cotton and Down COMFORTERS



To Meet Winter's Need

QUALITY GUARANTEED

Every Winter has had its bedding needs, and this Winter, war or no war, will be no exception.

Swan Brand Comforters are of guaranteed quality, the down used is absolutely new, not renewed. Nothing short of the best comes up to the Swan Brand standard.

A wide range of patterns and styles to choose from.

Let us submit our Samples.

The Toronto Feather and Down Company, Limited

35 Britain Street, Toronto

"Where the Reliable Goods Come From."

Eastern Agent :
Mr. D. W. COOK, Room 27, 6 St. Sacrament Street
Montreal, Que.

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

READY-TO-WEAR

Plain and Semi-Tailored Waists Selling Best

Crepe de Chine, Satins, Fancy Cottons and Linens the Leading Fabrics—Military and High Back Collars Lead—Black or White With Blue Third on List of Colors—Sand or Putty in New York.

It would seem as though the blouse and the separate skirt are firmly established in present season styles, and added to this, is the blouse as the third piece to wear with the suit. Decidedly the best selling waists come in plain and semi-tailored styles. The demand is centering largely on black or white, and next in order comes blue. Satin is in high favor, and crepe de chine, and to a limited extent taffeta, as well as fancy cottons, and linene are the materials employed.

The models shown have deep yokes with pleats in front, plain backs, military or high back collars and plain backs. Many of these tailored models selling at present are being made of good quality habutai and for Spring the vogue of this material is bound to increase.

Dressy waists come in crepe de chine, Georgette crepe, chiffon and in shadow lace. Waists of this type still blouse considerably, though they are by no means as full as they were a short time back. Black lace waists over white chiffon promise to be big sellers for holiday season trade.

Buttons still form the leading trimming in spite of the fact that fancy buttons of the kind wanted are both scarce and dear. Though the front fastening is universal, what is possibly a hint of a change comes in the waists with the row of trimming buttons down the back.

Models to wear outside the skirt multiply, and it must be confessed are both new and attractive. Also they are so cleverly contrived that they almost eliminate the alteration problem. Basque models and models based on the basque idea should take, as they give the coat or redingote effect when worn with a separate skirt. Many of these blouses show military touches as they have military collars and are bound or trimmed with braid. Jumper and vestee styles come in satin or velvet, with sleeves and yoke of transparent materials, generally chiffon to match, over shadow lace or net. Blouses of this kind emphasize the straight line cut and have various peplum and sash finishes.

Sand and putty shades are the latest colors featured in New York, as these colors go so well with either brown or navy.

Suit Coat Lengths Still Vary

All Lengths Selling, but the Majority Lies with the Shorter Length Coats.



FOR SPRING, 1915.

Smart girl's dress of natural colored linene, and military red and white striped Galatea. The vest, collar, cuffs and simulated skirt are of the stripe, and the waist, tunic and Beau Brummel belt are of the linene. Buttons of red bone. Shown by Flett, Lowndes & Co.

THE diversity in suit lengths is holding right through to the end of the season, and while the long coat seemed to predominate at the openings, there has been a turn in favor of the shorter models during the past few weeks. In spite of criticisms, the majority of manufacturers are resolved, it would seem, not to limit themselves to the production of just one arbitrary suit coat length each season. This feature they know has in the past been a source of endless trouble in the selling end.

Absence of variety has been one of the standard complaints of the ready-to-wear buyer, and the absence of any set length to the suit coat certainly goes far towards the elimination of this complaint.

It would seem as though buyers this year have not sufficiently instructed their selling force as to the value of the change, as many instances where sales were lost because the saleswoman could not intelligently explain why suits were equally good style and yet had coats of totally different lengths. The buying public has been trained to expect standard lengths, and it takes time and tact to overcome a situation that has the sanction of long usage. When the fact that the length appropriate to the particular model, and most becoming to the figure of the woman buying the suit, is being substituted for a standard length becomes known, the buying public will welcome a change that is sure to result in better and more artistically designed garments being put on the market.

The Military Coats

Tendency Established Even to Scarlet Facings and Brass Buttons—Cold Weather Needed.

COAT styles are very varied this season, and apart from one or two well-defined style points, the variety is infinite. To this variety of leading models must be added also the number of coats that are intended for wearing for special uses. This means that a representative stock must of necessity be a large one. While this condition makes for sales in a large department, it is proving a serious handicap to the smaller stores.

The weather is always a great factor in making sales in the ready-to-wear department. Until the end of October the weather had been against the sale of heavy wraps, and conditions were such that women were not going to buy until the need for the coat was apparent. At the present writing a flurry of snow promises better things.

The utility coat is three-quarter long. These coats come in boucles, curls, zibelines, mixtures, and heavy velour cloths. The new models have the long basque back joined on to the full flaring skirt by a low wide belt. Better priced coats have the collar and wide cuffs of fur, while fur fabrics are used for this purpose for the cheaper models. A new trimming feature is the use of an under collar often in contrasting color. The military tendency is very clearly established even to the extent of using scarlet facings and brass buttons.

Motor Coats.

Motor coats and coats suitable for both motor and street wear come in rich dark plaid or checked velours, zibeline and blanket cloths, with collars and deep cuffs of kolinsky and other furs.

For misses' wear, Balmacaan styles in rough tweeds and mixtures, and college coats in plaid mackinaws are selling.

DANCING FROCKS.

Now that the social season is approaching, there is a better demand for dancing frocks and for dressy gowns for afternoon wear. Dancing frocks are made over a narrow foundation, which is covered at the foot with pleated frills of net chiffon or lace, above which is a long tunic of net or chiffon edged with fur, lace or beaded trimming. Very deep girdles of satin finish the waist, above which is drapery of net or shadow lace, and the fur and bead trimming on the skirt is repeated, with the addition of floral garniture or a corsage bouquet on the shoulder and as a finish to the girdle. In the newer models the very long tunic leaves only a few inches of the skirt uncovered, and is exceedingly full.

Military Basque Blouse



The body of this blouse is of crepe de chine, bound with fine military silk braid and the long sleeves are of satin to match; high military collar of white cord bound with braid. The back terminates in a postillion and is drawn in with sash ends coming from under the ruched sides.—Shown by Ladies' Wear, Limited.

White Underwear Promising

The New Fashions More Favorable — Wider Dress Skirts and the Revival of Transparent Fabrics Should Influence Sales Beneficially in the Coming Spring and Summer.

IT is only in recent years that fashion has had any dominating influence upon whitewear. In the good old times the changing of the trimming schemes was all that was needful in producing a new line. But with fashion busy new garments are introduced and older forms eliminated or revived. The trade has very well founded hopes that the trend of fashion will lead to a more extensive sale of white under-garments —as a fact this change has already commenced to be felt in the specialty and large departmental stores. This revival comes in the shape of an increase in the sales of princess slips. This is because of the success that has attended the sale of coat dresses and other straight line modes.

The outlook is also much more promising for white petticoats in the coming Spring, because of the combination of wider skirts and transparent cotton

(Continued on page 84.)

New Military Model



This idea shows how quickly the military tendency in fashions is developing. The dress is developed in faille and broadcloth in dark blue. The high collar and the trimmings of flat and soutache braid and the close row of ball buttons down the front are all new military touches. The long-fitting set-in sleeve is slashed at the elbow to show a puff of white and the slash is outlined with a row of ball buttons.

PETTICOATS

The Oldest and Largest Petticoat House in America

WE MAKE A GENERAL LINE OF PETTICOATS, IN ALL SUITABLE MATERIALS, SUCH AS

Jerseys (Silk or Wool), Messaline, Taffeta, Crepe de Chene, Lace Trimmed, Cottons, Mohair, etc.

OUR NOVELTY LINE Comprises All The Latest PARISIAN MODELS

THE FITTED ADJUSTABLE WAISTBAND IN ALL OUR PETTICOATS REQUIRES NO ALTERATION, AND IS A GREAT FEATURE

THE ARLINGTON SKIRT MFG. CO.

119 West 25th Street **NEW YORK**

We issue a catalog.

Little Prince

SEASON 1915



Latest Novelties in Boys' Wash SUITS

OUR REPRESENTATIVES ARE NOW TRAVELLING IN THE DOMINION. *Write for Appointment.*

Call on us when in New York

Oppenheim Roggen Co.

84-90 FIFTH AVENUE, N.W. COR. 14TH ST.

NEW YORK - - - - N. Y.



Manufacturers' Fitting Forms

We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

DALE WAX FIGURE CO.
Front St. E., Toronto

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

New Corset Models Show Suggestions of a Curve

They Are Cut Higher Above the Waist—Natural Figure Models The Best Sellers.

WITH the advent of the basque bodice has come a demand for a corset for full figures that gives just a slight suggestion of a curve. To obtain this the new models have to be cut with a little higher bust and instead of the 2½ or 3 inch height the bust is now cut from 4 to 5 inches high. These models have fuller backs, and the slight curving in at the waist is accomplished by the manner of cutting the side fronts. The top is made full enough for the bust to sink into the corset when the wearer is sitting down so that there is no pushing up of the figure. With this type of corset a well-fitting brassiere is indispensable, as the line of the corset is very apt to show if it is not properly held to the figure by the brassiere. This is the latest type of corset, but lower models and girdle tops are still called for.

Many women have adopted the natural figure and will only buy models that follow natural lines. Therefore, the long straight corset with closely fitting skirt and curving to the figure line is carried in all departments. Corsets of this kind have elastic sections introduced both in the bust, and in the skirt, so that perfect comfort and freedom are given to the figure having the full diaphragm.

When the new model with the high bust is chosen the saleswoman must make it clear that the wearing of a brassiere is necessary, or dissatisfaction will result. This is because the top line of the corset is so very prominent that it will show clearly under the waist unless the brassiere is used to hold it to the figure. More attention must be given to the contour of the figure now that the waist follows its lines instead of blousing softly. And at the same time no suggestion of stiff corseting is tolerated and this effect, it is for the brassiere to give. Many models have been designed for this purpose and some of the most satisfactory close in front leaving the back flat. They also come down to the waistline instead of finishing just under the bust.

Another idea is the introduction of more boning, and many of the new models have flexible bones from the top to the bottom of the garment.. The tendency is to cut the new models very low both in the back and the front, and this applies both to popular and high priced brassieres. The expensive models are very elaborate and are made of lace or lace and embroidery combined.

WHITE UNDERWEAR PROMISING.

(Continued from page 81.)

fabrics. Very wide circular skirts with dresses and suits are spoken of but the trade is reminded that though put out their success is not yet assured. After all no fashion obtains any real popularity without the full approval of its wearers, and women have more than once turned down any radical departure from the straight line silhouette. This does not mean that fuller skirts are not indicated: it is the idea of extreme fullness that is deprecated. With skirts wide enough for free movement and made of such materials as voile, crepe or rice cloths, there is a decided place in the Spring selling for white underskirts of conservative width. It is impressed upon buyers that the models required will not be wide, and they must be well cut, and conform very closely to the straight line.

Envelope or Chemise Pantalons.

In combinations the envelope or chemise pantalon models sell the best. These garments can be worn either under or over the corsets as the wearer desires, and because of their usefulness and comfort are growing in favor. Of course they are an innovation that is new with the more conservative trade, but when once the garments are introduced sales rapidly increase.

A sign of which way the wind is setting is seen in the increasing sales each season of the machine embroidered underwear that is turned out at popular prices. The big line for Spring, however, is lace trimmed, and lace trimmed underwear will form the bulk of the popular priced garments for Spring selling.

War!
War!
War!



We herewith beg to inform our Canadian customers that as we have a big stock in

Swiss Embroideries, Nottingham Laces and Curtains, Linens and Handkerchiefs

we are able to give you exceptional bargains as usual, in spite of this war. Send for our Samples.

L. TAUBER & CO., 36 Houndsditch, London, E.C., England **Canadian Office: 67 St. James St.**

Ignoring the Retail Merchant

WHEN Sir George Foster, Minister of Trade and Commerce decided to advertise Canadian apples for Canadian consumption he ignored the retail trade entirely. This was quite unintentional on his part. Advertising was a new phase of business to him. He called in an advertising agency who told him the proper thing to do was to give them the money and to spend it in the leading daily papers. No effort whatever was made to explain the situation to the retail trade. The result has been that the retailers were placed at a disadvantage as the public were not properly informed. They understood that apples were unusually plentiful this year and could be bought cheap. So they can, but apples of fine quality, such as leading grocers sell cannot be bought from the farmer at low prices. When retailers who give more thought to their reputation and the value they give for the money were asked to sell apples at about $1 a barrel—the price they were led to expect from the advertising—for which they paid the wholesaler or farmer, $2 or $3,, the consumer naturally believed the retailer was robbing him. Right across Canada in consequence the feeling has gone that the retail grocer, who has probably the smallest margin of profit of any dealer in the country, is making enormous profits and is the man responsible for the high cost of living. Letters are pouring in to the newspapers, and some are being published from indignant consumers, who refuse to believe the explanations.

The Canadian Manufacturers decided upon a campaign to urge Canadians to buy Made in Canada goods, and $30,000 is being expended under the direction of another advertising agency. Again, the retail trade are ignored, and so are practically all the important weekly newspapers, and the local weekly paper is as carefully read in the smaller cities, towns and villages, as is the Bible. The manufacturers now complain they are not getting the results they anticipated from their big expenditures.

The theory of the advertising agency is that if an article is strongly advertised the retailer has got to handle it whether he likes it or not, but this has not worked out in practice. The fact is that no article has ever been forced on the retail trade permanently. The average advertising agency is not equipped to deal with the retail trade. They do not understand questions from the retailers' standpoint and advertising agencies that ignore the retail service are not giving intelligent service to their clients. As manufacturers learn more about advertising they realize that the most important factor, an absolutely essential factor, in selling any goods, is the co-operation of the retail trade.

The National Drug and Chemical Co., who are members of the Canadian Manufacturers' Association, are to be congratulated upon coming out strongly on this point. They pay an annual subscription of $70 to the Manufacturers' Association, but announce, in a circular to members, their willingness to appropriate $250 or $500 a year towards a proper advertising campaign, provided that the retail trade is not ignored. In the circular they have sent to members of the Manufacturers' Association they say "to get the full benefit of the newspaper advertising, it is necessary that each manufacturer should make every effort to interest the retailers in the movement, in order to get them not only to use their influence towards educating the public by means of effective window displays of Made-in-Canada goods, but also to get the retailers to really push the sale of goods. Therefore, too much stress cannot be laid * * * * * while at present the public **take a faint interest** in the Made-in-Canada movement, it would with the retailers' co-operation take a very decided interest in the movement and would be anxious to purchase Made-in-Canada goods." As large advertisers themselves, they say further, "that unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of Made in Canada goods that the money now being expended in the public press will, while creating some slight attention be ultimately lost," and again in the circular they say, "to bring the present movement to a successful issue will require not only enthusiasm but continuous hard work on the part of each manufacturer with the retail dealer."

These two national experiences are of great value in opening the eyes of all manufacturers to the absolute necessity of securing the co-operation of the retail trade in promoting the sale of any article.

Advertising agencies are a very useful adjunct in national selling campaigns. There are some able and brilliant men associated with the agencies in Canada, though unfortunately many of them lack a real experience in, and grasp of, business affairs.

Some of them recognize this and are honest enough to tell the manufacturer frankly they are not equipped to handle campaigns to the retail trade, and advise him that this feature of selling is of chief importance and should be directed by the manufacturer himself or his general sales-manager.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W, Montreal, Que.
Greenshields, Ltd., Montreal, Que.
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Berlin, Ontario

DRY GOODS REVIEW



Published
Semi-monthly

November 18, 1914
Vol. XXVI. No. 22

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Dry Goods Review

VOL. XXVI. NOVEMBER 18, 1914 No. 22

Our Paris Correspondent With British Army

Fashion Writer of The Review Who Was Wounded Will Join British Forces as Interpreter—Vivid Pen Pictures of France at End of October—Knitting for Soldiers Instead of Attending to Fashions.

READERS of The Review will remember the publication two issues ago of a letter from Monsieur H. Gagnereau, its Paris correspondent written in a hospital in Marseilles, to which he had been removed when wounded by a German shell. M. Gagnereau has recovered, but has been ordered to rejoin the Depot of his regiment and will act as interpreter to a section of the British troops. In this capacity he will be followed, we doubt not by the good wishers of readers of The Review.

Writing from the "Hotel du Commerce," in Saint-Brieuc, France, in a personal note to the editor he says in a quaint commingling in a few cases of French with English words:

"I thank you very much for your kind lines of the 6th inst., which were re-forwarded to me here, where I have joined now the 'Depot' of my Regiment. These Depots, one for each Regiment, are the places where all the valid soldiers are concentrated, awaiting the time they are sent to the front to the actif* Regiment when renforts* are requested.*

"I must say I am not through with my military service; however, coming back from Marseilles I spent a few hours in Lyons and in Paris before reaching my actual place of Ste Brieuc which is in the west of France near the sea-side. I have gathered a few notes on what I was able to see, which I have put on the article which I herewith enclose. Although it may not be exactly what you require, I hope it will meet with your approval.

"I am pleased to say that I feel actually no ill effects from my wounds and have just passed an examination to act as interpreter near the British army. I have been appointed and am now expecting new orders telling me where I shall have to join the same. I hope by this to be of some assistance to our strong Allies.

"Kindly continue to forward me any communication to my address in Paris and again thanking you for your good wishes, I remain,

Yours very truly,

H. GAGNEREAU.

** 'convalescent," "active," "reinforcements."*

Below appears M. Gagnereau's letter containing a most entertaining account of conditions in France to-day.

IN Lyons, writes M. Gagnereau, many manufacturers, printers and finishers had closed their factories and works at the declaration of war. However, since this time, a few of them have been able to obtain, with the men non-mobilized, also with the women, a certain amount of work; but anyhow the production is small and printers and finishers require now more than ever a certain yardage minimum.

The only mills working with full speed and especially in Tarare near Lyons, are those making the gauze, employed by the medical corps for the wounded, and how should it not be?

The beautiful exhibition which was opened in May is of course by this time a complete failure. At the erection of the various buildings the greatest part were destroyed by a tempest which blew upon the town, and the principals had to lose no time afterwards in order to have everything about ready for the opening.

EXHIBITED GERMAN GUNS.

The crowd was larger during a few days when they had the idea to exhibit a few guns which were taken from the Germans at the battle of the Marne; they were put in front of the "German Building." But not far from there,—how sad to look at!—the "Attractions Park." Here the "Scenic Railway," "Water Chute," etc., are completely abandoned. It looks just as if the people who give the movement to these attractions had run away expecting the Germans, like all the poor peasants I saw so often on the roads.

In the building reserved for the silk fabrics there are in certain windows some wonderfully rich stuffs, specially at Messrs. Anger, Bianchini, Ferier et Co., and Condurier, Fructus et Cie, mostly in brocaded metal (gold and silver.) Among the printers and finishers, Messrs. Latruffe, Nesme et Cie, are also showing some very rich ideas and novelties. They have obtained an imitation of Crepe Georgette, called Crepe Balkan which looks absolutely as the real one. This crepe had just come off when the war broke out and they would certainly have been one of the great novelties for Fall. Outside of this, small printed floral effects were to be also in strong demand. It is useless to say that any novelty is being produced actually.

Business in the country is completely dead, as well as town life; manufacturers have certainly all a certain amount of stock which they do not want to increase at the present time. Furthermore, transports between certain parts of France are very difficult and very slow, railways being handled by the military authorities. Anybody who has not seen by himself the actual state of affairs cannot imagine how it is!

AN "ASPECT" OF PARIS.

I will give you now an aspect of Paris. There also there is a complete change and, myself, I did not recognize the town which I saw so lively so often. No motor-buses in the streets; they are all on the front of the armies; only some tramways and a few taxis. Many shops are closed, the governor of them being most of the time in the army; everybody in the streets walks with rapidity.

No noise also on the "Boulevards," even it is not allowed* to cry out the names of the papers; in one word, everybody seems to understand how grave are the present hours!

And then where the change is more noticeable is during night time. At 8 o'clock the "Cafes" must close, also the shops; "Parisiens" have the time to dream actually! In the streets, a few gas-lights in distant places try to force out the darkness, which is wanted as much as possible for the projectors, which are searching all night the sky, watching if they cannot find any German aeroplane flying over the town. No theatres are opened.

What a change also in the "Rue de la Paix," which is considered in the ordinary time as the centre of feminine fashion!

Making Winter clothes for soldiers instead of seeing fashionable ladies coming out from luxurious motor-cars and entering the shops where they are going to look for a new dress, they walk now in a place which they have created and in which you can see a lot of active girls working on sewing machines and making wool clothings for the soldiers who are sleeping in the trenches during these long Winter nights.

It is agreeable to see the amount of generous gifts, both in money and nature,† which have been given for our own soldiers.

Conditions of the battle are looking better for us every day and a good amount of people had left the town at the approach of Germans are now coming back.

We hope soon that with the help of our Allies and our friends of Canada, who have just landed in England, we will push out the enemy and deliver the poor little Belgium who is supporting heroically this actual terrible time.

H. R. G.

*"It is not allowed,"—the impersonal use so common in French. † "kind."

Making of Toys to Replace German is Started in England

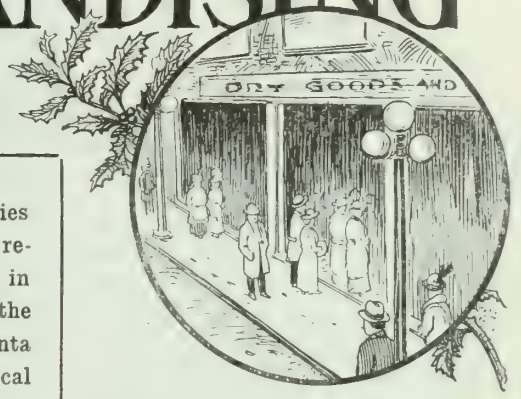
SOME idea of what "Old Santa" costs may be gleaned from the statement officially made that Great Britain alone paid £1,200,000 or $6,000,000 to Germany and Austria last year for toys. Toy making in these countries is largely a home industry, and is supplemental to the regular employment. Large quantities of toys come from the Black Forest district. Noah's Arks, and toy soldiers are made by the women and children of the family between the intervals of other duties, while father, after his day's work is over, turns out the larger and more ambitious articles such as rocking horses and doll's carts. In connection with the proposed capturing of Germany's trade the Board of Trade has been holding an exhibit of German made goods in London. The large collection of ingenious and attractive German toys shown has given the idea of the establishment of a similar industry in the British Isles.

There was plenty of help available, for right in London there were many girls and women who had been employed in offices and workrooms and were now out of work and who were both intelligent and excellent needle women. Workrooms have been established in Baker St. Very wisely no attempt has been made to copy, but the work is proceeding along original lines. Mr. W. A. Wildman, of the Royal College of Arts, is in charge, and besides giving a course of simple instruction, he has provided designs for toys of a topical and whimsical kind, including caricatures in wood of famous people such as Lord Kitchener, General Joffre, Sir John French, as well as a Belgian gunner, "Tipperary Tommy," and a quaint smiling Jack Tar. A practical toy maker is also teaching the making of battle ships, Noah's arks and animals, and little carts and taxicabs. All the toys made have a registered trade-mark—the Lion's claws.

These toys are being shown and sold by all the leading London stores. Besides when the worker acquires skill there will be a sure demand for her services in connection with the making of other lines such as Teddy bears and other plush animals. Toys of this latter class are now made in Canada.

METHODS IN CHRISTMAS MERCHANDISING





This is the second of the series of articles and deals with the rearrangement of departments in stores for the Christmas trade, the goods suitable for a bazaar, Santa Claus methods, featuring practical articles this year, etc.

THE Christmas spirit gives signs of triumphing over the deadening influences of the war. Already there are perceptible movements reported, and indications are numerous that gift giving will be carried out this year on nearly as extended a scale as in previous years; not that so much money will be spent, but the actual number of gifts is not likely to be lessened materially. The merchants are beginning to meet the economical tendency by emphasizing the usefulness of the gifts they are showing, and the result is likely to prove surprising in the new departments that will be brought in this year under the term "useful" or "practical," which before were almost scorned as unsuitable, just because they were so useful, or practical, or even homely. Push them all now: for the public are ready for them.

More and more as the campaign progresses the question of price is resolving itself into one of the marked features of selling. This holiday season will see windows fairly loaded with price tickets; show cases will carry them; ledges will show them; **there will be a price ticket for nearly every article if the health of the card writer can stand the strain.**

Something was said in last issue as to the effectiveness of installing special booths for certain popular lines, such as handkerchiefs, ribbons, fancy goods, etc. These can be constructed cheaply, but for better display do not limit the structure to the ordinary counter form, but have an overhead arrangement by simple uprights and crosspieces if you like, for the overhead display. Decorate these with draping of any description—colored crepe paper, if nothing else suggests itself — and foliage. Hang up handkerchiefs there, or caps, or aprons, cshions, or art needlework.

Utilizing every corner in your store for a special line: in the bend at the foot of the stairs, beside the elevator, the few feet of space inside your doors, if nothing else is there, and if there is, and it cannot claim precedence as a good Christmas seller, transplant it and let the live Christmas seller usurp its place.

Tables are responsible for a lot of extra selling: set out in aisles or wherever else there is space. And ticket every article with the price. It will act as clerk for you as people will choose for themselves just what they want, and the clerk has only to make out the bill. Those who have not tried this to any extent will be surprised at the possibilities of extra business, and it will save extra clerks.

In an early issue The Review will deal with the remarkable efficacy of "bargain tables."

Reference was made to bringing in departments into this season's Christmas orders that were little heard of before. Take the dress goods department, for example. Why not show cut lengths of fabrics, tied with pretty ribbons, with quantity and price marked clearly on it—for presents for dresses, skirts, waists, etc. Eminently useful and practical, surely. Advertise it and see the response! Indeed, feature usefulness in most of your advertising.

Take your ready-to-wear department, and search it for some lines that you can dress up attractively into Christmas "boxes." It will help to work off some slow selling stock, perhaps.

* * *

As suggestive to those who may be planning Christmas bazaars, The Review gives here the layout of the Chinese Bazaar of The Robert Simpson Co., when opened for business on Friday, Nov. 13, of this year. The decorations were, of course, strongly Chinese in tone, yellow, black and red, with yellow as the prevailing background on walls and circles, and innumerable Chinese lanterns giving the needed dash of bright color to the whole scene.

At one end were infants' and childre's whitewear, leading into the dainty bassinette department.

Next in order in the circles were:

Fancy needlework lines.

Handkerchiefs and candies.

Toilet goods, gloves and hosiery, and electrical (household) appliances.

Leather goods, purses, umbrellas.

Music, wash goods and ribbons.

These constituted the central booths.

Along one end were toys and dolls. These, it should be noted, will be replaced by handkerchiefs and laces, when the toy department opens.

Along another side were stationery and Christmas cards.

Along another, bedroom slippers, silverware, jewelry, etc., fancy china, and in one corner, sick-room appliances, such as hot water bottles.

A pretty well selected assortment of Christmas gifts, surely.

Among the improvements this year was the use of the upper shelves in the centre of each booth for display purposes instead of for storing goods. These were placed on the lower shelves or under the counters.

There was an excellent arrangement along the sides for display; instead of the shelving of last year, straight up and down, the background was slanted and lighted by electric bulbs and the goods set forth to advantage on the sloping surfaces.

Large Field for Merchants in Red Cross Supplies

Motives of Both Patriotism and Profit Dictate Such a Course, as the Goods Needed in the Production of Red Cross Supplies Are Sold in Dry Goods Stores—Samples Should Be Shown and Directions Posted in Store or Copies Printed For Distribution.

WOMEN in the old land and in Europe are everywhere knitting and making garments for the soldiers who are wounded or at the front, and as more contingents go from Canada the interest in the British Army deepens. Here, too, the movement is spreading. Already women are busy in the large centres, both for the benefit of members of their own families who have gone to the front, or who are with the first contingent in England. Many more are working in connection with the Red Cross movement. In the smaller towns, and in the country districts there are many who would gladly devote their spare time to this work if only they knew how to set about it.

Acting as Intermediary.

Though deprecating any idea of making a profit out of work of this kind the point remains that dry goods merchants in certain sections could do a great work for the Red Cross movement by acting as intermediaries in centres where there is no regular branch of the Red Cross society, in the receiving and shipping of the made-up articles. This is peculiarly work for which the dry goods merchant is adapted as he knows and carries the materials to be used, and has the facilities for packing and forwarding the made-up articles. He also is intimately acquainted, though only in a business way, with the majority of the women who would become workers, and also it will be to his benefit and the betterment of his business to come in contact with those who are not customers in his store.

Though some extra trouble and work and possibly some expense would be incurred, this need not be very large as almost all the railways and express companies are carrying "Red Cross" packages free of charge. Charges, however, have to be paid at points of despatch and the receipts forwarded to the secretary who will in due time make a general application for refunds.

Women organized for sewing should spend money on materials for such garments shirts, pyjamas, dressing gowns, bed jackets, night shirts; or on wool for knitting into socks, wristlets, mitts, cholera belts and scarves, or kit bags. All of these articles, it should be impressed upon buyers, require careful making. Care must be taken also to make these articles in wearable sizes.

Meeting of Knitting Circle.

There are so many points of this kind that if possible, and space is available, it would pay the store to give space for the meeting of a sewing and knitting circle in the store. In this case the merchant would have to enlist the services of some woman of ability to take charge of the whole affair, and to see that the garments are of the proper size and properly made. The Red Cross Society will send out sets of five patterns to any woman's organization applying for them. While other patterns may be used these are the standard as they are identical with those approved of by the British Red Cross Society on the special recommendation of Her Majesty the Queen.

Merchants who have not the facilities for going as far as mentioned above into this work, can help in a more limited form of forwarding knitted articles. Many women have not knitted for years, and knitting has been so long out of fashion that many more do not know how to knit. Even when the stitches are learned they do not know how to shape the articles. For the benefit of the yarn department and such customers The Review prints below the Red Cross instructions for knitting the wanted garments:

Knitted Goods.

Knitted Cholera Belts.—Use fingering yarn No. 5, in natural or pale grey, soft quality. No. 13 needles (steel). No. 9 needles (bone): 4 needles in each set.

Cast on 150-200 stitches on three needles, No. 13; rib 2 and 2 or 3 and 3 3 for 4 inches; knit on to the bone needles and rib for 8 inches; knit back on to steel needles and rib for 4 inches; cast on and cast off loosely.

Many men prefer the woven belts. These cost about 35 cents wholesale. Flannel belts are also used for some cases.

Socks—Grey or khaki yarn or heather mixture. Socks with heels are preferred, but those without heels are useful for wear during convalescence. Needles size 12 to 14, according to wool used.

Cast on from 64-72 stitches according to needles used. Leg should be 13 or 14 inches long from top to turn of heel; either ribbed all down or plain after three inches of ribbing. **Foot**, 10½, 11 and 11½ inches long. **Toe** must not have a "ridge" where finished. The best way to finish is to "darn in" the stitches when reduced to about 12 in all. Break off the wool, thread it into a darning needle, and take off one stitch at a time on a darning needle, and darn each stitch into the toe of the sock.

Scarves—72-90 inches long, 9-12 inches wide, in grey or khaki. Loose stitch. No. 7 or 8 needles.

Sleeping or Balaclava Cap No. 9 bone needles (4), pointed both ends. 4-ply yarn in grey or khaki.

Cast on 56-64 stitches with one pair or needles. Knit plain, back and forth, for 4 inches. Do the same with other pair of needles. Join together the two flaps so knitted by knitting on to four needles. Knit 6 inches of 2 and 2 rib on

CONTENTS OF COMFORT BAGS.
Made of Cretonne, 4 Inches x 12 Inches.

- Pad.
- Pencil.
- Envelopes.
- Post Cards.
- Playing Cards.
- Talcum Powder.
- Soap.
- Wash Cloth.
- Tooth Brush.
- Safety Pins.
- Handkerchiefs.

DIRECTIONS FOR THE RED CROSS GARMENTS.

1. Patterns. The garments are to be made according to the patterns sent out by the Red Cross Society.
2. Material for garments:

Garment	Material	Amount	For largest size
Night Shirt	Unbleached Muslin	36 in. wide	4⅜ yds.
Pajamas	Outing Flannel		
	Striped	27 in. wide	9 yds.
	White	36 in. wide	6 yds.
Blanket Wrapper	Outing Flannel		
	Striped	27 in. wide	9 yds.
	White	36 in. wide	6 yds.
Nightingale	Outing Flannel		
	Striped	27 in. wide	4 yds.
	White	36 in. wide	3⅝ yds.

*For full information, application should be made to Secretary of the Red Cross Society for Canada, 77 King St. East, Toronto.

Here's a Group of Red Cross Supplies for Our Soldiers



This is a special illustration taken for The Review by courtesy of The Red Cross Society of Canada, showing scarf, sleeping helmet, wristlets, mitts, socks, cholera bag, and wash cloth merchants should arrange to display samples in their stores beside the wool section.

the four needles. Cast off 30 stitches and leave a space 1½ inch deep before casting on 30 stitches again—this leaves the hole for the face—and knit as before 6 stitches. To shape the top divide the stitches equally on three needles.

In the first row, knit together first and second stitch on each needle. In second row knit together second and third stitches on each needle. In third row knit together third and fourth stitches and so on till at last two stitches on each needle are knitted together. Then begin with first and second stitches again, and repeat until 15 stitches are left and darn these in as suggested for socks. This shaped top makes an excellent spiral toe for socks with no rough ridges or seams.

Yarn may be shrunk before use by putting the skeins in very hot water and then in cold, and then dry thoroughly before winding into balls. This shrinking saves the necessity of washing the socks, belts, etc.

Wristlets—Grey or khaki, 4-ply fingering. No. 14 steel needles. (4.)

Cast on about 60 stitches; rib for 9 inches. Cast off loosely. A hole for the thumb may be left if desired, so that the wristlet can be used as a mitt.

Mitts—3 oz. of 4-ply yarn. Grey or khaki. 6 needles, No. 14.

Knit like ordinary man's glove, but cast off fingers and thumbs after knitting 1½-2 inches, leaving tops open.

Gave Away Chocolates

A 25-Cent Box as Inducement to Women With Each $1 Purchase of Men's Furnishings.

THE fact must not be lost sight of during Christmas that the women do considerable of the buying at this time of the year. It is a season when the merchant's selling methods have to undergo a complete volte face. Whereas during the whole of the year he has been dealing mainly with men, he must now be prepared to encounter the idiosyncracies of the other sex, and his windows and goods must be arranged to meet these changed conditions.

Scott Bros., St. Catharine St. West, Montreal, realized this last year, and in their displays, united boxes of chocolates with their gents' furnishings. This caught the women. They figured that if they bought a pair of gloves for Jimmy, the box of chocolates would come in handy for little Mary. A box of chocolates was given away with every dollar purchase. They were regular 25c boxes, but only cost the firm ten or twelve cents, buying in large quantities.

Something along these lines should appeal strongly this year, as many people will be on the look-out for two presents for the price of one, especially the women.

SHOWING THE LITTLE THINGS.

In the store of Miller & Sons, Oshawa, Ont., there is a long counter which faces the main entrance. On the face of this counter and some inches below the level of the surface there is a long line of small open compartments, each a few inches square and an inch or so deep. Here are kept thread, mending yarn, thimbles, pins and other practical and useful articles which are likely to be sold by being brought to the notice of the housekeeper. On the outside of each compartment there is a small brass card holder where tickets can be placed to denote prices.

CHANGE IN COBALT FIRM.

The firm known as McDermott & Sullivan, exclusive dry goods, Cobalt, have dissolved partnership, and in future business will be conducted under the name of J. C. McDermott.

John Sandham, formerly manager and buyer for James Coristine & Co., Montreal, died in Westmount, on Wednesday, November 4. He had been confined to his home through ill-health for a year.

GOSSIP OF THE TRADE

AS THE REVIEW STAFF HEAR IT

GETTING $2,000 BY A KEY.

A BEDDING manufacturer told me a good story the other day which illustrates clearly the different attitude of live and lifeless merchants to the present business conditions. There were two firms whose accounts were due, and the company wanted the money badly.

No. 1 threw up his hands and declared that under present conditions he was unable to pay.

No. 2 said, "Do you really require this money?" "Yes," said the company, "we must have something to help keep things going."

"All right," said he. "I'll see what I can do."

Shortly afterwards they were surprised to receive a cheque for two thousand dollars.

This was something approaching a phenomenon, and demanded an explanation; so the firm wrote to the merchant and asked him how he managed to get the money together in so short a period. His reply should inspire the despairing merchant. It is an example of how an imaginative mind can overcome almost insuperable obstacles in war time. He replied something after this fashion:

"You said you wanted the money rather badly, so I looked over my books and found an unusual number of small accounts ranging from one to three or four dollars. I happened to have a kitchen cabinet in stock, so I bought two or three hundred keys, only one of which fitted the cabinet; then I wrote to these small creditors, offering a key to everyone who came in and paid the small amount they owed. The response was surprising. On a certain day all appeared at the store with their keys, and the one bearing the one which fitted the cabinet, secured it. By getting these people into my store the business done on this day was away above the average. In this manner I secured the two thousand dollars, the cheque for which you have received."

Traveling up and down, I repeatedly come across these two types; the man who declares that business is going to the dogs, and is willing to let it go, and the man who realizes that business is not as good as usual, but by increased energy, originality, and advertising, is doing his best to make the reduction in turnover as small as possible. It is again a case of the survival of the fittest.

* * *

CEASE TO BE GERMAN.

EFFORTS being made by German manufacturers and their agents in New York to secure payment of Canadian accounts and renewal of business by underneath methods have not helped to improve the attitude of the trade towards them. While denouncing the enemy, however, the retailer must remember that many Canadian jobbers still have stocks of German goods on their hands, which spell almost ruination if sentiment compels them to remain there. Many of these goods were purchased months ago, long before there was any indication of war breaking out. The retailer must remember that he is in the same position himself to a less extent. There are very few merchants in Canada who have not some lines still on their shelves marked "Made in Germany."

I was speaking to a prominent merchant on this subject recently, and he put the matter in a nutshell when he said, "Those goods cease to be German as soon as they reach this store." The same might be said regarding goods in the jobber's hands; now that they are here, they are Canadian goods.

And what of many of the institutions in the Empire which are trading under German names? In England, old established firms of Teutonic origin are falling over themselves in their efforts to explain to customers that despite their names, the firms are British to the core. Some have gone so far as to change their names, especially retailers. Talking with a prominent manufacturer who is known to the dry goods trade from coast to coast by a name which is very German, I ventured to ask if this was injuring his business. He thought it was, and said he had contemplated drawing attention to the fact through the trade papers that he was a Canadian, and that his father fought for Queen Victoria in the Northwest Rebellion.

* * *

THE EARLY SHOPPER.

THE grievance of the "Early Shopper" formed an editorial topic in the last issue of The Review. The point made, as will be remembered, was that she had made all her purchases by the first of December last year—harkening to the cry for relief to the sales clerks—but found that during Christmas week "practically everything she bought was on sale at from 25 to 33 1-3 per cent. less cost." This, she held, was not a "square deal."

Several opinions of retailers have been given The Review since the item appeared, and not one feels that "Early Shopper" is justified in feeling that—to use a gossipy or slangy phrase—she has been "stung."

"In the first place," points out one store manager, "there are reductions during Christmas week, but not on desirable goods. The very fact that the goods she bought early were reduced shows that there was danger of their being left on hand after the Christmas buying; that they were, in other words, slow sellers. This is not complimentary to the lady's choice, surely. Desirable goods are not reduced during Christmas week; if anything, prices are stiffened, for we know that we can get even more for them as the demand gets keener for good lines of gifts the nearer Christmas day comes.

"The 'early buying' proposition, as we put it up to our customers, runs about this way: If you buy early, it is obvious that you get a far wider range of selection weeks before Christmas. That is a valuable point for everyone, for outside of filling in lines that are sold out, few new goods come after the first of December. Moreover, you avoid the crowds and shop in greater comfort. And you pay no more for goods that are saleable, and often less—and, naturally, you would not want to think you bought lines that the public generally rejected, and had to be 'marked down' later.

"We add, of course, the usual arguments about having more time to plan if shopping early, and the advantage to our salespeople.

"On the other hand, you would hardly expect anyone to complete her purchases by Dec. 1; she might well get the bulk of them, but everyone should reserve a few small things for December. If you don't, you miss most of the 'Christmas spirit,' which is not abroad in any strength until the last month.

Is Your Pattern Counter 100% Efficient?

Three of the Chief Causes of Inefficiency — A Department in Which the Success of the Whole Store Depends — Its Logical Location Near the Dress Goods Department and Always Prominent—Some Drawbacks.

THE writer was being conducted through a large store in a Western city recently. The manager was pointing out the good and bad points of each department. When he came to the pattern department he said: "We do quite a big business here, but the space it occupies is too valuable. We propose to move it, and give this location to a more profitable end of the business."

If such a change was made, it was probably the most unstrategical move that store has made for some time, and it will not be long before the pattern department is given a location back in the centre of things. As it stood, it was just about right—in close touch with every department in the store. It was on the ground floor, well equipped, and doing a nice business.

This man had became obsessed with the idea that every department should show good results in dollars and cents, otherwise its location ought to be relegated to a floor that was reached by elevator, and certainly not on the ground floor, where space is valuable. At the same time he did not begrudge the expenditure of hundreds of dollars on a mezzanine floor, equipped with lounges and everything necessary to make his customers comfortable. This mezzanine floor did not bring him any revenue, and yet he gave it a good location, whereas he might have utilized every inch of it to good advantage by covering it with bargain counters.

A Contradiction.

He figured, and figured rightly, as many sensible business men do to-day, that by giving his patrons service of the rest room kind, he was securing splendid results indirectly, by attracting a good class of customers to his store, and yet, at the same time, he was figuring on moving a real service department from its logical situation (near the dress goods) to a place where it would occupy less valuable space.

The pattern department is a sprat to catch a whale. The woman who enters a store to purchase a pattern is the woman who is going to spend a lot of money in other departments. The road from the pattern department leads directly to counters handling silks, dress goods, laces, ribbons, notions, millinery, gloves, shoes, and corsets; if it does not, it ought to. It is a constantly active force which can be used to boost sales in every department. The purchase of a pattern is almost a certain guarantee of further purchases. This department should be one of the greatest selling influences in the store. A woman has only one reason for buying a pattern—and that is, to make a dress with it; the conclusions drawn are obvious. And yet there are dry goods merchants who use low-priced employees in this department, who see in it only girls handing packages of paper at 15 cents each time.

Well Trained Clerk Needed.

So great importance do some wide-awake business men attach to this end of their business that they have considered the suggestion to employ a well-trained woman as intermediary between the pattern department and the piece goods: a woman who knows the stocks thoroughly, who can suggest suitable goods for the dress a customer has in mind, and after making these suggestions, hand the customer over to a good salesman.

VERY NECESSARY.

Good location.
Well Kept Stocks.
A Capable Clerk.

Of course, such a departure would only be practicable in a large store. The merchant who cannot go to this expense, and who wishes to make his pattern department 100 per cent. efficient, must see that his help at this counter are competent to sell more than the pattern. A girl at six dollars a week can sell patterns, but she is losing money to the store unless she is familiar with the goods in other departments, and by her conversation can effect sales in some of the departments above mentioned. The girl at this counter should know what new goods have arrived. By wise suggestions she can work wonders at the counters round about her.

Three Drawbacks.

After an investigation into the practices of various stores, the writer has picked on the three following as the chief faults which militate against successful co-operation between the pattern department and the rest of the store: First, bad location; second, stock in bad shape; and third, incompetent help.

Take the first—bad location: the pattern department should be on the main floor, and in a central location, and the **nearer it is to the dress goods and piece goods the more efficient it will be.** A woman comes into the store with the idea of making a dress; her first idea is to buy a pattern. This should be handy, and there should be good light to enable her to see the books.

Now, the question of badly kept stocks: many salespeople are careless in allowing sizes in most demand to run out. The consequence is that customers are sold patterns that are either too large or too small. If a woman has bought a 34 where she wanted a 36, it is very probable that she does not understand how to allow for this reduction as an experienced dressmaker would know. In any case, she cannot get lines as perfect as those she would have obtained if the saleswoman had had the correct size in stock. In many cases a woman would spoil her material.

Then there is the question of incompetent help. There are some girls in charge of pattern counters who would be more useful to a store if they were paid twelve dollars a week to stay away. Merchants who have pattern departments will do well to chose their salesgirls as carefully as they would chose a buyer in another department, for much depends upon her ability.

Dress Goods to Correspond.

A word in favor of the patterns themselves: in a large percentage of cases the woman who buys a pattern will stay in the store to purchase the material. The merchant should see to it that he has the right goods at the right prices, or he will find himself doing a good business in patterns and his competitor picking the plums. Only in such a case is he warranted in giving his pattern counter a place in the rear. If he has the right goods, a competent girl selling patterns, and the departments located so as to be co-operative, success is assured.

HALF A CENTURY OF HARD WORK

Mr. Robt. Wright, the well-known dry goods merchants of Brockville, celebrated his 72nd birthday a short time ago. Mr. Wright, although he has spent over half a century in hard work, is the picture of health, and seldom misses a day from his store.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, NOVEMBER 18, 1914 No. 22

Feature Useful Gifts

AT NO time for many years past has it been so incumbent on the merchant to play up the practical side of gift making as during the present season. People are in a strange mood; one in which most of the former element of "pride" has disappeared. They let their servants go because, frankly, they say they cannot afford to keep them. The men are not ashamed to be seen buying 15 cent lunches in a cafeteria where they co-operate in labor-saving devices for the proprietor with a doubtful increase to themselves of the size of the helping of pudding or the slice of pie. The women are ready to wear last winter's suit, and ready (almost) to return last winter's hat. It has become so fashionable to plead poverty that some have begun even to glory in it.

The merchant, however, must meet the public in the mood they are in, much of it legitimate, much forced and needlessly hurtful,—and play up the economical and useful side of his wares. Luxuries and novelties that obviously will have a short life will not be as strong inducements as usual. The most ordinary articles can be brought forward and stamped as suitable Christmas goods, provided you add a touch of adornment that will take them away from their accustomed surroundings. Tell the public you are selling Christmas goods as cheap as last year, — wherever you can truthfully, and in the great majority of cases you can. Set them out all over your store on tables, counters, ledges, any place you can find and label every one with the price, and have as many price tickets as your long-suffering card-writer can supply you with. You need no apology for associating the gift with the price.

The Red Cross and the Merchant

CONSIDERABLE attention has been devoted in this issue of The Review to the opportunities afforded for work on behalf of the Red Cross Society. Within the next two months many thousands of women in Canada will be knitting long scarfs, wristlets, socks, mitts, cholera belts, and helmets for the Canadian and British soldiers engaged in a Winter campaign in France, Belgium and, we trust, Germany. Enormous quantities of yarn will be required to meet the demand of these loving workers, and it becomes a business duty of the dry goods merchant to supply the materials for these. In a few centres where the Red Cross Association is active, samples of the goods required and directions for making them up will be readily available, but in the most of places the initiative may well be taken by the merchants. The Review presents a photograph which it had prepared, of the full line of knitted Red Cross supplies, and gives also the official directions for making these up. Our New York correspondent also has forwarded us a series of slips, each containing directions for the knitting of one article. These have been printed in large numbers by John Wanamaker and are distributed free of charge to customres at his store. This might be done advantageously by the merchant, and in addition he could secure samples of the made-up articles from the central association in Toronto should be inaugurate a local campaign.

We would suggest setting aside a special place in the store for Red Cross supplies; advertising this in the papers, and securing, where possible, the co-operation of prominent ladies in the town.

This is a new movement, and one that The Review believes will extend to large proportions in the next few weeks. Make yourself a part of it, and the reward will be doubly yours.

The Nation of Shopkeepers

AS WEEK passes week the century-old taunt of the Corsican becomes the amazing and ever-growing triumph of Old England. The keeping of the trade routes open has long constituted the world-task of the Mistress of the Seas. This traditional genius of the "Nation of shopkeepers,"— kept gloriously operative since the days of the Armada,—now upholds England as the dominating nation of the world, paralyzing the commerce of the enemy, starving him from his food and munition supplies, stretching out its resistless, protective force of silent grey battleships to encircle the transports of the colonies as they send forward their sons to the field, and all the while her looms keep working, and their products are sent across the seas to her dependent customers for trading day by day. It is a strange commingling of the forces of business and war, doing business during war, and all the while, now that war is, making war her business. So confident have we grown in her illimitable powers to keep business moving from her shores over the wanted routes, that we receive day by day the cargoes of merchandise she forwards and transports, and are jealous, fearful if in a small corner of the universe a few skulking cruisers sink a merchantman or overwhelm a more lightly armored assailant.

Power and impotence! After the German victory off the coast of Chili a correspondent, wrote in glee

to the New York press, "Germania rules the waves." Quickly flashed back the answer of an American: "If your correspondent is in doubt as to who rules the waves, let him go down to Hoboken and see whether the thirty-three ocean liners that are tied up to the dock, afraid to go to sea, are British liners or German liners."

The nation stands loyally behind its shopkeepers and its shopkeepers need yield to none in their loyal and grateful regard.

Medals from the Merchants

THE Review urges upon the merchants support for the Canadian Association of Display Men, formerly the Window Trimmers' Association, in their campaign for membership from among the employers. It was a wise move of the Executive to set apart special prizes to increase the efficiency of the display men in the type of window that appeals most, and rightly and naturally so, to the head of the establishment, a sales or merchandising trim. The aim of all display is to bring the merchandise before the public in a way most productive of sales, and the real nature of the window trimmer is in direct proportion to his success with the materials at his disposal.

What really is aimed at is that the three medals shall be procured from the membership fees contributed by the merchants; of far more service, however, will be the practical recognition of the importance of the work before the Association,—the steady improvement of the product turned out by its members—and the evident co-operation that membership implies.

Settle Accounts as Usual

WE believe most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

Five Healthy Maxims

A SECTION of the Canadian Credit Men's Association has sent circulars to the retail trade suggesting lines of policy in five directions that it appeared advisable for them to follow. These were: (1) Prompt collection of all accounts due; (2) Limitation of credit except to those who pay promptly; (3) Exercise of care in buying and the avoidance of being overstocked; (4) Keeping the stock insured; (5) Arranging promptly for maturing bills. These are the best of maxims at every season when business must be sought for, or when it seems to come to him who waits.

Provincial Licenses Exeunt

ONE of the most important decisions in Canadian matters of recent years has been given by the Judicial Committee of the Privy Council. For years the extra-provincial licensing laws of the various provinces have caused annoyance to business firms all over Canada. A Dominion charter did not change the situation any, some of the provinces, such as Ontario, New Brunswick and Manitoba granting licenses to Dominion companies for example only as a matter of discretion. By the decision handed down this week a company having a Dominion charter can do business without further license in any province of the Dominion. Hitherto a company which did not take the trouble to take out a license in every individual province might find that it could not collect its accounts in that province. As the licensing fees in most cases were practically the same as the cost of getting a Dominion charter the total cost was considerable before legal status in all provinces was obtainable. There were also certain formalities in the various provinces in the way of reports and the like which often made it hard for a company to know just what was its position. In British Columbia for example, a Dominion company was supposed to have a separate head office for the province as well as a resident attorney. These licensing laws were, moreover, a special tax on limited companies as partnerships were not included in their scope. Often the fees chargeable in the various provinces were estimated on the whole authorized capital whether paid-up or not and whether all used in the province or not.

The recent decision will promote inter-provincial trade and will make the procedure much simpler. Incidentally the decision cuts off materially the revenues of the provinces, all of which, with the exception of Prince Edward Island, had extra-provincial licensing laws. The decision as such, however, does not prevent the provinces from taxing corporations and the provinces may overcome this aspect of the decision by changes in their tax laws. Many of the annoyances, however, of doing inter-provincial business are done away with by the decision.

Editorial Notes

THE JANUARY SPECIAL is on the way.

* * *

GET THE "SHOP EARLY" slogan started.

* * *

THE RE-OPENING of the Massey-Harris Works is a sign of the times.

* * *

THAT COUPON PLAN of the St. Thomas store mentioned in this issue might be worth a trial.

* * *

THOSE WERE SIGNIFICANT words of Premier Asquith that the war is not likely to last as long as many people expected.

* * *

IT WAS A SPIRIT of true sportsmanship that drew from the British public cheers for the fair and courteous conduct of the gallant and daring captain of the Emden. The same spirit cheers the one who beats us fairly on the ball field. The same spirit enables rival merchants to co-operate heartily for mutual business advantage or civic progress.

DRESS FABRICS AND SILKS

A White Summer is Promised for 1915

Sheer Materials and White in the Lead for the Coming Spring and Summer—Voiles Stand First and Crepes and Kindred Fabrics Will Be Good—Combination Stripe Ideas Lead in Fancies.

THERE is very little change in the cotton goods situation in spite of various schemes and campaigns, which have for their object the increasing of the sales of cotton fabrics in order to help the cotton growers in the Southern States. This is hardly the season of the year for such schemes to make any impression, but it is entirely possible that the outcome may be an increased cotton vogue when the legitimate season for the wearing of cotton goods comes along.

Sheer materials with white in the lead seems to sum up the ideas of most buyers for the Spring and Summer season of 1915. Voiles are coming into great prominence, and a very large proportion of the novelty ideas come in this cloth, and voiles lead in both plain and fancy cloths. Crepes have by no means worn out their welcome, and the sheerer crepe voiles, cotton crepe de chines, crepe voiles, voile neige and rice cloths of varying degrees of sheerness will be featured among the leading sellers.

In novelty cloths voile gabardine which almost exactly reproduces the wool fabric in the same weave is the newest cloth shown. Lace cloth is along the line of present fashions and promises also to score a success. Organdies have been very much in the lime-light during the past Summer and at the present time principally for neckwear uses, and as a blouse fabric. In the coming Summer they will be well represented in the dress line, but will hardly rival voiles and crepes.

Stripes lead in novelty cottons and patterns showing tape stripes in various widths outlined with line stripes are very much in evidence. Printed stripes in solid color are outlined by a single or a group of line stripes in contrasting color or the outlining stripe may be of artificial silk or looped yarn.

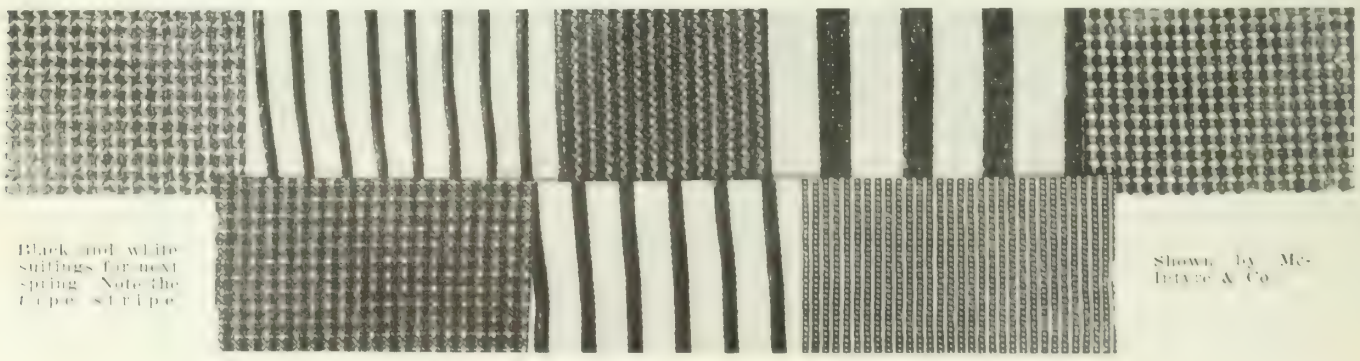
Heavier goods have received good orders and such fabrics as piques, cords, repp, ducks, drills, and various weaves in cotton suitings are selling. If obtainable the revival of the sale of linens is predicted. In all these fabrics white, natural and tans will be very much used as the all-white costume, that is, gown, hose and shoes, will assuredly be a feature. As a relief sand or natural shade also with hose and shoes matching promise to be prominent and in children's and misses lines, the military combination of tan or khaki with red will be featured.

In colored cottons there has been much copying of woolen fabrics, and practically all the leading wool fabrics are being reproduced in cotton.

The outlook for ginghams is improving. The new ginghams come in stripes and checks in delft, navy, light and medium greens, tans, lavender, and light and deep pink. Yellow will be good in the better priced lines. Hair line stripes of black on a white ground are to be very good. Tartans are showing both in Scotch ginghams and in crepes.

EARLY SILK ORDERS FOR SPRING.

ORDERS are being placed for Spring on a conservative basis, for there seems to be a pretty well grounded belief that all the supplies wanted will be obtainable, at any rate, in staple silks. As for novelties, they will be few and far between, and if they were procurable it is doubtful as to whether they would be needed. Buyers should keep in mind that wear conditions are uncertain, and that developments are always possible that would interfere with the present shipping arrangements—the tide of battle, for instance, might cross the Rhine or other of the neutral nations might join the nations at war. There has been a very considerable drop in the price of raw silk, but the effect has been largely offset by increased expenses in other directions, one of the most important being the great increase in the cost of dyestuffs. Transportation charges are higher and insurance is on a war basis, and, therefore, the price of the finished fabric is practically unchanged.



Black and white suitings for next spring. Note the tape stripe

Shown by McIntyre & Co

THE "RISING SUN" TICKET



THE BEST SELLING

Prints in Canada to-day are good, honest value for money. They are manufactured of the best cotton, printed with fast colors, and will bring your customers back for more.

CRUM'S STANDARD PRINTS

is the name in full.

Every genuine piece bears the above "Rising Sun" ticket and the stamp reproduced below on the outside fold.

The name "Crum's Standard" is also stamped along the selvedge.

A showcard and leaflets for the counter will be supplied by your Jobber with your order.



THE STAMP

The Wool Market Dominates the Situation

The Demand for Wools For Army Cloths and Blankets Sends Prices of Raw Wools Higher—Yorkshire Mills Are Busier Than in Years Past—Wool Embargo From the Colonies Also.

THE future of business in these days depends considerably upon the war, and as war developments are apt to be uncertain, it is the unexpected that often happens. This is just what has taken place in the wool market, for it is due to conditions developed by the war that the threatened slump in the woolen industry has turned into such a boom as the West Riding of Yorkshire has not participated in since the memorable year of 1872. With the opening of the October series of wool sales there was a small decline in merino wools, but crossbreds commenced to climb because a few mills had booked khaki cloth orders that promised to keep them busy for some months ahead. Soon it was found that khaki cloth could not be procured fast enough and the British Government decided that the new army now forming should be clothed in blue serge. This order not only cleared out stocks on hand but caused a heavy demand to set in for certain kinds of raw wools.

As the new army was much too large to be accommodated in the existing barracks and depots they are being housed in hastily constructed wooden huts and for the time being tents. This has led to a hurry call for blankets, and the impossibility of supplying the number of blankets needed in short order has led to a call for any kind of heavy warm woolen material that could be turned into blankets. Mills that had on hand accumulations of heavy cloths—some of them of years standing—have sold them at a good price for this purpose. So great was this demand that for some days the railways were totally unable to deal with the traffic and quantities of these goods were sent to their destination by road. Large orders for similar goods have been placed for the French government, and furthermore because of the situation in France the French Government is placing orders for the blue-grey cloths worn by the French army. Orders for army great-coat cloths are coming from Russia. The mills are working night and day and—a most unusual occurrence—the women weavers are working until 8 o'clock at night.

Business is becoming more brisk in the British Isles, and better sized orders are coming in from the home trade, also orders from abroad that have been cancelled when the war broke out, are being renewed—but at the higher prices that rule to-day.

Because the demand is so strong for cross-bred wools some grades of merinos are being substituted in the production of khaki cloths, and because of this and the scarcity in the coarser grades merino prices are being firmly held.

Though the embargo situation is not quite clear, and just how far reaching the situation created by the granting of government licenses for exportation will be, it is announced that Australia, New Zealand and Cape Colony are declaring an embargo upon the shipment of wool to any other nation than Great Britain.

Continued on page 21.

The Outlook in Canada

TRULY, it is an ill-wind that blows nobody good. One Continent's "down" is another Continent's "up." The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

It is a time for business hopefulness, not for business gloom

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

MILLINERY

First Showing of Models for Spring, 1915



No. 1.

No. 1—Smart, three-corned model. The crown is of black satin and the brim is of Leghorn straw in natural shade bound with a narrow cord ribbon. From each corner hangs a bunch of ripe cherries threaded through a loop of the ribbon.

No. 2—New sailor shape of black satin with under-brim facing of pink Milan straw. Single Killarney rose posed right on the edge of the brim in front.



No. 2.

Brighter Colors Coming in Next Spring's Hats

Colored Velvets, Crepe Malines and Chiffon Indicated for the Coming Spring Season—Biegs, Putty, Mastic and Tan Shades in Great Prominence.

MILLINERY models are usually shown in New York and in Paris and London for the people who go South as soon as the holiday season is over to escape the rigors of the Northern Winter. From advance information it can be gleaned that colored crepes in combination with velvet and tagel will be employed for these hats. Tagel and Milan hemp will again lead in Spring lines, one great reason being that the braid is available in sufficient quantity.

It is quite on the cards that colored velvets will be good as because of the preponderance of the black velvet hat this season the trade is left with colored velvets on hand. The colors indicated are rose pinks, shades of brilliant red, various shades of blue, and such colors as mastic, putty, beige and tan. Tan shades running from deep creams to the lighter browns, and putty shades deepening into pearl and smoke greys are everywhere regarded with favor. Bright canary and golden yellow shades are coming to the front and one hat worn at the Ritz Carlton Fashion Show was of golden yellow faced with black and trimmed with yellow plumes to match. This model was worn with a gown of black satin with panels of gold lace over yellow satin.

Colored velvet hats are being shown in many of the leading millinery stores catering to the more exclusive trade, and where black is used it is beginning to be relieved with admixtures of bright color. Many models have huge loops of velvet as their sole ornamentation. These bows show generally three loops and one end; one loop stands high, and there is one spread out on either side towards the back. Some bows show a mixture of loops and ears, but the general arrangement is the same. With these loops handings of fur are often combined.

Another late season model that promises to continue into Spring shows the use of printed chiffons with white grounds, with the patterns in gay colors for the crown and the upper brim. These hats are faced with black or brown velvet and trimmed with bands of beaver or skunk fur, and a cluster of colored berries is placed either on the brim or on the crown.

The very newest materials in millinery are panne velvet, and panne satin or satin soleil. Very smart hats are of these materials in white trimmed with handings of fur and with clusters of white velvet berries or grapes. Many of these white hats are ermine trimmed. This fur is used to encircle the crown and is formed into bows, knots and loops, and the only note of color is furnished by the black of the tail.

The only color in many white hats is given by the tint of the fur. Many hats hats are adorned with white ostrich plumes, or with white ostrich burnt novelties. These white models are extremely elegant. Monkey fur has been substituted for burnt ostrich novelties which are expensive. This long haired fur has been formed into mounts, bows and other effects and is taking the place of the burnt novelties.

Though there may be no actual flower shortage indications are that there will be no decided preference for any particular size or kind for buyers are taking all kinds of flowers, in the effort to have full stocks for spring. Quantities of flowers were made in Germany and Austria, and the supplies that came from these sources have to be made up from other markets. Where flowers suitable cannot be procured feather effects will doubtless be used to fill the gap, and some other idea will be substituted.

New York Preparing Early Spring Models

Sailors and Small and Medium Toques Begin the Season—Satin and Straw Forms the Most Usual Combinations — Some of the New Models Are of Transparent Fabrics Trimmed With Pastel Flowers.

LEADING milliners in New York are intending showing models to the trade at an early date, and these models are intended to take the place of the early millinery that comes from Paris. These hats will be ready to show to the wholesalers in millinery lines when on their way to the convention to be held at Atlantic City, and are intended to furnish the inspiration for early Spring business. These styles will follow more or less the tailored lines in small and medium shapes, suitable for the early season. Naturally sailor shapes and small shapes following military lines and the lines of the toques now so fashionable, will be shown.

Satin shapes, with Milan facings, and satin crowns with the brim of Milan, hemp, Leghorn and other straws are showing. The trimmings are often floral and while developing no idea that can be strictly termed new, are different to what is now worn, and the lines are graceful and pleasing. There is talk also of shirred hats such as were seen at the Prix de Drags. These hats will be carried out in malines, chiffon, and crepe, and the colors favored will be such delicate tones as beige, putty, mastic, sand and tan. The trimmings used with these colors will be flowers in pastel tints. For this purpose American flower manufacturers are showing fine flowers in pleasing color combinations.

For the early season black and white, black and tan combined with a touch of high color will be featured, and black white and cerise or American beauty will be in high favor so will black, tan and cherry, and black, tan and deep, pink shades.

Many of the very early models will be trimmed with feather mounts and ostrich novelties will lead for this purpose.

LATE SEASON PARISIAN HATS

Sketch by Review Artist.



No. 1—Military model by "Lewis," in black and white. The soft crown and the close fitting brim ending in sharp points, supporting clipped ostrich mounts, one black and one white, is of black velvet. The brim is bound with narrow black grosgrain ribbon, and flat loops of the same are placed at the base of the mounts.

No. 2—This is a "Maria Guy" hat and is remarkable because of its vivid coloring. The smooth oval crown and the band around it is of cerise velvet, and the plainly covered brim has a deep flange of purple joined on under a cord of cerise. Two large velvet roses—one cerise and the other purple—are posed on the flat brim well to the back at one side. This hat is to be worn well tilted to one side.

No. 3—This hat is the familiar "bonnet de police" worn by the French infantry. It is an Evelyn Varon model and is of "nigger brown" velvet, and is trimmed with a band of sable, and has a bow like mount of heron in front centered with a pleated bow of narrow gros-grain ribbon.

No. 4. This is a lovely Lewis model of black velvet and lines of ermine fur. The soft crush crown of black velvet is joined to the smooth side crown by a narrow band of ermine and a half inch of tulle joins the tilted velvet brim to the ermine edge. The brim is dented in the center of the front to receive a wired ermine bow in the center of which is placed a small pink rose embedded in silver leaves.

These four models were selected from a shipment of Paris hats from the work rooms of the leading modistes, which arrived in Toronto late in October.

Shown by special permission of the Harold Hat Co., Toronto.

The End of the Winter Season in Sight

Special Sales a Feature—How One Department Took Advantage of a 98c Sale to Clear Out Shapes, Ready to Wear Millinery and Trimming Materials.

NOT only has there been plenty of material to cover the needs of the millinery season just closing, but there is plenty on hand to furnish the usual bargain sales that mark the close of the season. Scarcity has been felt in some earlier lines, but later shipments have relieved this condition. Wing and feather novelties in particular are being jobbed off at sweeping reductions.

The usual approaching end of the season devices are being made use of to clear stocks. Hats are being trimmed free, and special sales for which a number of models at a price are prepared, are being held. Friday and Saturday are the favored days for holding these sales, the window display being arranged for Thursday. The buying public has been in an economic mood this Fall, and special allowance is made for this attitude when planning these sales, and the bargains offered are indeed tempting. For instance, among a number of hats offered for $6.50, the following models were typical:

A large capeline had the soft crown of forget-me-not blue crepe and side crown of the same, with brim of black velvet. On the centre of the crown was a cut-out large velvet motif in floral effect in soft colors. The black velvet brim was decorated with two ostrich tips, laid backwards with the end curling up, one posed to the side of the front and the other to the side of the back. Besides these tips, shirred motifs in bow form of blue crepe decorated the brim. Another capeline had black velvet crown with soft top and stiff sides, with wide transparent brim of metallic lace with a flange of black velvet. Placed flat on the brim were bunches of mixed flowers, with pink and mauve as the predominating shades.

A small toque of bottle green had two full-headed French tips as a decoration.

All these models were made up in good quality material.

A Successful 98-cent Sale .

Recently a big department store ran a 98c sale. Advantage was taken of this sale in the millinery department, and many lines were placed on sale at this figure. These consisted of children's millinery and ready-to-wear hats, also of millinery velvets in certain colors, velvet and felt shapes in colors and black as well as an excellent selection of feather effects.

As a further inducement, hats were trimmed free. Judging from the way in which the department was crowded, the response must have been excellent. This sale deserved success, for it was well planned in every way. It was advertised both by booklet and through the daily papers, and by effective window displays. In the department the goods were shown in an attractive manner, and were grouped so that customers could make their own selections, thus facilitating the making of sales, and taking much of the burden from the shoulders of the salespeople. This is a very important point, and one that makes not only for good and satisfactory service, but also saves expense in selling.

Cases of Millinery on First Floor.

Another idea that many stores could adopt is the placing of well-dressed attractive cases containing millinery in some conspicuous place on the first floor. One store places these cases right in the centre of the main entrance. Sometimes the hats shown are the very latest and choicest models. At other times they are bargain lines on sale in the department and are so ticketed.

In planning these special sales at a price, stores are up against the very good values that have ruled all the season: bargains have got to be big this year to move the goods. It must be remembered that millinery is never staple, and that it is wise to begin to cut prices while the public are still interested in the goods if you wish to move them out. The stock left over is seldom saleable—that is, generally speaking, another season, and, therefore, the value of the goods left over must stand against the profits of the season itself.

It takes nerve to cut prices, but a cut that pares away all profit on the article is better than a dead loss.

Ribbons and Ribbon Crowns for Spring

New Ideas in Ribbon Trimmings—Few Loops and Bows Seen, But Crowns Developed in Ribbons Are New—Narrow Ribbons Very Much in Favor—Capelines and Large Picture Shapes Will Be Adorned With Ribbons.

QUITE a new note has been struck recently in ribbon millinery trimmings. As a rule, the use of ribbon is always associated with loops and bows, but the new ribbon trimmings are quite away from this idea and decidedly original in form. Many of these new trimming schemes seem to be based upon the use of a crown differing both in material and color from the brim of the hat, and are designed for the crown that has been so much featured during the latter part of the Winter; namely, the one having a soft top and stiff side crown. This crown piece is made of ribbon about six inches wide, just sewn together or piped or joined under a cord or metal braid, or under any device the ingenuity of the trimmer may suggest. The same ribbon is used to cover the side brim, and in addition a trimming effect formed of pieces cut diagonally or in an inverted V is used. These pieces are cut in this manner at both ends, and the centre is pleated, leaving the ends free and placed against the stiff side crown with the points laid flat upon the upper brim, and even with the top of the side crown above.

A narrow ribbon, about inch wide, sometimes with a metal edge, is used where the pleating ends and is tied on a flat little bow on one side.

Another form shows the ribbon cut into pieces, and the corners creased across and turned back to form a diamond-shaped motif. These motifs are used around the crown with the points touching or overlapping. Pink moire in both shell and deep coral shades and forget-me-not blue in combination with black velvet forms the most usual combination. Further trimmings are bands of monkey fur, and close bunches of mixed flowers.

(Continued on page 17)

Many Buyers Will Take Their Usual Paris Trips

Paris is By No Means Out of Business—New York Modes Will Have More Influence Than Usual—Shipments of Paris Models Coming at Regular Intervals to Canada This Season.

AT an earlier date, when Paris was theatened by the German army, something like consternation reigned, as buyers expected that fashion information from that source would be wholly cut off. Not only would this be the case, but the valuable inspiration of the foreign trip would not be forthcoming. Since the great change that has taken place during the past few weeks, buyers have re-made their plans, and it is certain that very few of them who make the trip regularly each season will pass it up this year. Some may alter the date of their sailings, but the majority will be eager to see what Paris has to show. Even if the conflict that is raging so near has an effect upon her inspiration, and is turning a large portion of her attention from such minor matters as millinery and the modes, many buyers will be leaving during the latter part of November, as this is as early as it is possible to expect the modistes there to have anything to show.

Though the majority of the leading milliners are open and are doing business, they are doing it under a considerable handicap. Many of the manufacturers who provide the novelties these artists require are still doing business—some are running full time, while others are only partially able to keep certain branches open. Therefore, it would be idle to expect the usual flow of ideas.

In all probability in millinery lines the Canadian market will to a great extent depend upon New York for much of the style inspiration of the new season, as well as for many novelties and novelty materials. To a very marked extent Canada has taken the selections and adaptations of Paris modes that New York has chosen, and in a year, when ideas from Europe promise to be limited, it is only natural that Canada should turn to New York. But not altogether, for there are firms who have been receiving importations direct at stated intervals during the season now in progress from the leading Parisian milliners. One of these does not originate, but sells only Paris-made hats and copies of the same made in imported materials. Though, of course, the arrangements were made before the war occurred, the results of the business during a particularly trying season have been encouraging, so much so that expectations are high for the coming Spring.

RIBBONS AND RIBBON CROWNS.

Continued from page 16.

Ribbon ruches made of both narrow and wide ribbons form another new trimming idea. Ruches of narrow ribbon, either with metal or picot edges, are used in very much the same manner that lines of fur are used in trimming both large and small hats. Metal edged ribbons promise to be prominent, and ribbons of faille or grosgrain come with a satin edge. Rich dark printed ribbons are also used for hat crowns, or when the crown is of fur the narrow brim is plainly covered with these fancy ribbons.

Narrow ribbons, about 1½ inches or 2 inches wide, are used for making flat bows or cockades on the small military toques, and also for binding the edges of both small and large hats.

Capelines and large picture shapes are expected for next Summer. These hats have wide brims and low crowns, and bands of ribbon and probably streamers will be used to adorn them. As a rule, these ribbons are all in solid color, though decorations of velvet ovals and medallions are seen. Old-fashioned picot edged ribbons are also appearing.

DAINTY DANCING CAPS.

Boudoir caps are firmly established and to the cap line during the late Fall and Winter must be added the dancing cap. These caps are a far cry from the dainty lingerie effects for boudoir wear, and have little in common with them save for the fact that they are caps. Dancing caps are made of gold and silver laces and nets and are trimmed with beads and spangles, bead and metal tassels and ornaments, and flowers made of silk and chiffon. They are all close-fitting and are so worn as to disclose only a portion of the hair, which forms a softening finish around the face. The majority of these caps are worn tilted more or less to one side and they all have dangling tassels and drops on the side that droops the lowest. Some of the caps are hood-shape and the point is pulled over and fastens low on one side.

FOR BELGIAN RELIEF.

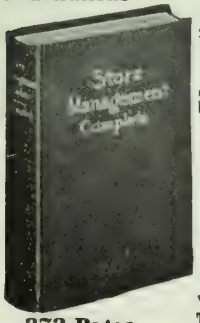
J. E. Poutre, Sherbrooke, Que., donated the profits of his store on Tuesday and Wednesday, November 3 and 4, to the Belgian Relief Fund. During these two days the store was in charge of ladies of the local committee.

ON THE "GOOD HOPE."

A son of H. S. St. Clair Silver, of W. & C. Silver & Co., Halifax, was on H.M.S. Good Hope, the flagship of Rear-Admiral Sir Christopher Cradock, which was reported sunk in the engagement off the coast of Chile.

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Hand-made Gifts Have Come Into High Favor

Departments Selling Articles That are Used in the Preparation of Hand-Made Gifts are Very Busy—Knitting for the Soldiers a Great Source of Profit to the Yarn Department—Preparations for the Extra Toy and Fancy Goods Business Going Actively Forward.

HOLIDAY business may be said to have commenced in many departments, particularly in those which have any connection with the selling of articles used in the preparing of hand-made gifts. The department that benefits most, or in which the benefit is most apparent, because it comes first hand, is the art needle work-section. This department also has another source of profitable business, for the selling of yarns in most stores is carried on in this section.

In common with the women of England and France, Canadian women are spending their spare time in knitting and crocheting for the soldiers and for the numbers rendered homeless by the war. Now that the first Canadian contingent has gone, and the second one is forming there is scarcely a town or village that is not represented. This personal interest means that the number of women taking up crocheting and knitting is hourly increasing, and the yarn business resulting is very profitable. The colors wanted are chiefly grey and khaki shades, and it is difficult to keep these colors in stock. The increased interest in knitting is benefiting the yarn department in other lines of wools than those wanted for soldiers' wear. Women are becoming interested in knitting and crocheting and are exercising their skill in the production of a big variety of articles made from wool for Christmas gifts. The women's magazines are giving a host of new ideas for wool articles, such as caps, house jackets, hug-me-tights, scarfs, children's sets of cap, stole and muff, hot-water bottle covers, and a host of other useful articles.

The business is big and is worth going after. The Review showed in the last issue a yarn display window. In the department of this store prominence at present is given to crocheted and knitted articles, displayed on the counters and in cases.

In this connection mention must be made of the benefit resulting from the showing of finished articles in the art needlework department. Progressive stores have always pushed business in this way and have found it most profitable to show specimens of the finished article along with the stamped goods and the material for working.

Even when package goods are displayed this rule holds good. Some merchants have been hard to convince that this was a necessary expense, but when once it has been tried out in a department there has been no return to the old way and nothing but eagerness to buy the finished article for display purposes. Of course, direct sales result from time to time, but often when the article has served its use for display purposes it has to be sold at a reduced rate. This does not mean that no profit is made, for quite a fancy profit is usually put on. This not only permits a large price reduction, but gives customers a better idea of the value of their work, which on the whole is not fictitious, as a very high figure is always paid for hand needlework.

Useful and Novel.

Each year there is always some article that looms up prominently. This year an article to command attention must have usefulness as well as novelty to recommend it. As the selling of holiday goods progresses, one of these favored lines is seen to be the vanity bags and boxes. Every woman has use for the so-called vanity articles—articles which under modern ways of life are really necessities. These boxes and bags present these articles in a compact and attractive form, and besides being able to carry them around to party or entertainment, the box or bag comes in handy for dressing the table and keeps them in place.

A very practical development is the hand and party bag combined, when the bag is not made too small, for to the usefulness of the hand bag, which, as is well known, is the woman's only pocket, is added the convenience of having always with her in a handy form the means of re-arranging her toilette. The articles placed in the handbags are usually a powder case, pin box, for pins and hairpins, a memo pad and mirror combined, as well as a coin purse.

Besides party bags and boxes various articles in leather goods are selling, such as manicure sets, toilette sets, etc. An attractive way of putting these up is in a folding leather case. The character of the fittings is also a feature. Fittings of chased silver and mother-of-pearl are among the leading sellers, but Russian ivory fittings and fittings in very highly polished nickel, gilt and gun-metal are shown.

Macrame embroidery is very much favored for table covers, runners, centre pieces and cushions. It is worked on heavy linen in natural colors with a special macrame cotton. The medallions are similar to Hardanger work and the finish at the ends and handsome fringes are knotted in macrame patterns. Not quite so handsome and effective but much easier to do is the similar work with the medallions crocheted and set in and with the edge either of macrame or crochet lace.

Cushion Designs.

Cushions are shown in numberless designs, the newest being worked on crash or repp in art shades and the long pillow shape is better liked than the regulation square cushion. Many patterns are worked in tan shades on dark



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St. Marys, Ontario



brown, and there are effective Christmas patterns in holly and poinsettia designs, while the familiar rambler rose designs appear in holly colorings. Patriotic designs showing the flag and the British bulldog come in variety, both of price and arrangement.

The stately Dresden China lady concealing a pincushion under her voluminous skirts is familiar but expensive. This year kewpies are being pressed into service: one of three dolls was dressed as a Highlander with kilts, Scotch bonnet and plaid, while the bagpipes formed the cushion. Another kewpie dressed in net satin and spangles stood on a large yellow satin pumpkin which, of course, formed the cushion.

Recognize the Regiments.

In the toy line metal soldiers representing the different line and cavalry regiments in the British army come very high in the selling ranks. The list is wonderfully complete, and even in the smallest sizes the regiment is easily recognizable: there is the Black Watch, the Seaforths, the Dragoons and the Lancers; the artillery and also the marines, Beefeaters and Boy Scouts.

In connection with these toys come forts and fortifications. One store is making an effective display by showing these forts built up into a large one against a painted landscape background, while beech foliage was used as a frame, and units from the various regiments were shown in marching order. Quite attractive variations of this idea can be worked out in different ways and even a window display along these lines would be a good feature. Because of the war there will be an extra demand for toy cannon, rifles, drums, trumpets and other military toys as well as for the sets of uniforms of the various regiments.

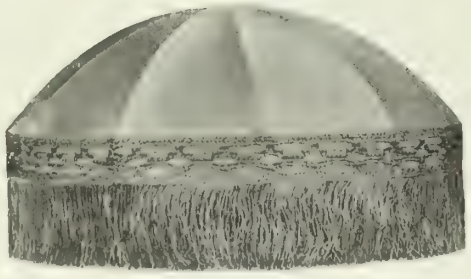
Add a Gold Fish Section

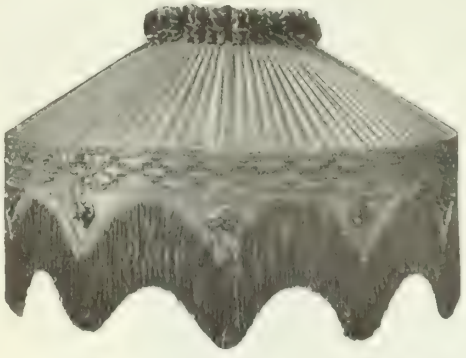
TURNING to girls' toys, if dolls are scarce, there are plenty of toys connected with dolls on the market. Dolls, baby buggies and carriages are shown in great variety and at various prices, from the cheap wicker one to the expensive carriage, which costs as much as the one intended for a real baby, and which is just as luxuriously finished. Dolls' brass beds, lacquered and finished like the full-sized bed, are also on the market. Dolls' wardrobes are a new feature and contain all the articles of dress a doll wears, as well as a doll's millinery. Dolls' furniture and chairs for small children are also shown. There are the cheap kindergarten sets in red painted furniture, and the higher priced sets in white or grey enamel. Newer still come the pretty rockers and arm chairs, with table to match, made of grass rope similar in outline to the Summer cottage furniture of cluta grass, only the child's furniture on the market for Christmas selling is dyed in art shades of brown.

A new indoor game is quarter-back. This game is based on football, and is a game of strategy, with many of the features of real football, without its physical features. Two may play, and the game is both exciting and interesting.

Section for Gold Fish.

The merchant who wishes to have something different for Christmas selling should try putting in a section for selling gold fish. With the fish is carried a variety of glass aquariums and various articles to trim it, also special fish food, etc. A clerk should have charge of the section, and as an aquarium can be had at a popular price, and the fish make pets that are attractive and give little trouble, the feature should be a profit buyer.





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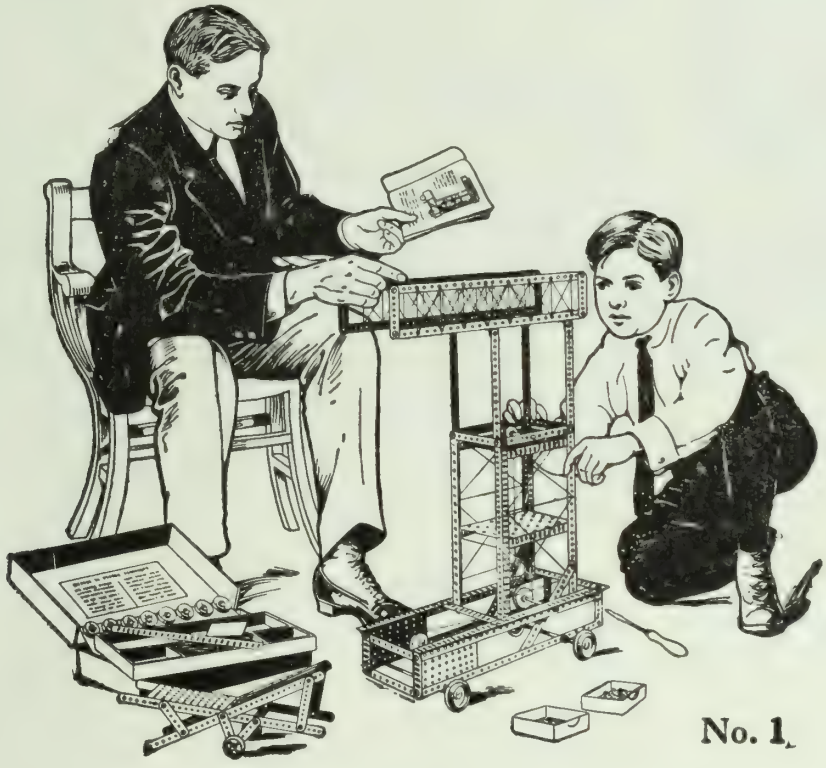
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Methods That Have Succeeded in Christmas Merchandising

(Continued from page 3.)

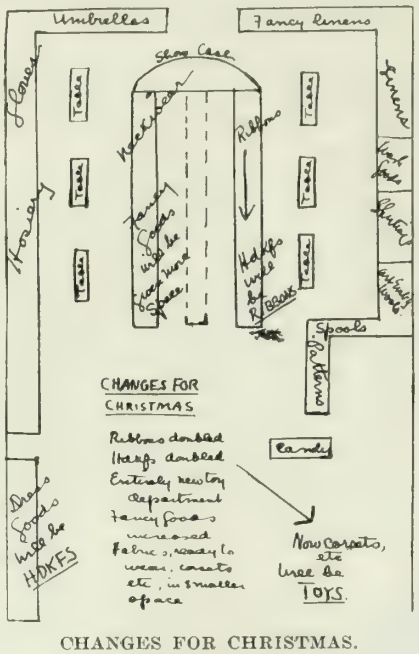
The Santa Claus idea is going strong with a large number of Canadian firms. Mention was made in last issue of several forms it took. The G. W. Robinson Co., of Hamilton, have tried two or three methods of drawing attention to their Santa Claus. In one case they had him come in by a train at a certain time, and had him met by members of the firm and other officials of the store in automobiles, and driven up to the store. In another case they erected a false chimney on top of the store, and announced in the paper that at a certain time Santa Claus would come up the chimney and descend again. On one occasion the crowd was so great that the police stopped the exhibition. As soon as Santa Claus dropped down the chimney, which let him out upon the roof, there was a rush made to the store by the children, and Santa Claus met them upstairs in the toy department, and presented them with various kinds of souvenirs. Once 5,000 buttons were handed out, with a picture of Santa Claus upon it, and the name of the store. This year it is intended to hand out children's books with colored pictures, and an advertisement of the firm at the back.

The toy department itself is down in the basement, but will be moved up to the second floor, and the room given to it greatly increased. It will be here that Santa Claus will remain for the five weeks before Christmas.

The firm intend to hold what they call the "Anniversary and Christmas Sale," in honor of the opening of their store, that is the upper stories, which were added about one year ago. The combination of the word anniversary with Christmas, and both used in connection with the sale gives the public an idea of special prices, which they appear to appreciate.

Evergreens for Decorations.

The interior decorations of the store this year will consist of about 250 evergreen trees of about 6 ft. in height, which were contracted for some time ago, at a very reasonable figure. There will be 80 on the first and second floors, and about 50 on the floor above, and some on the top floor. These trees will be arranged two to each pillar, and will be fitted up with Christmas bells. The pillars will be connected by green roping. There will be several large circles made up of red and green lettering containing the words "Anniversary and Christmas sale" distributed here and there over the first floor.



CHANGES FOR CHRISTMAS.

This rough sketch of a section of the store of Murray Sons, Limited, Hamilton, shows plans for doubling of space for ribbons, handkerchiefs and fancy goods, and installing of toy department.

"Made in Germany" Labels.

Care is being taken by the firm that the words "Made in Germany," do not appear in view on any of the goods that are displayed in the store. Special attention is given to goods set out in the windows and the labels that passed with the public a year ago have all been cut off or covered over in some way. This will apply to all the toys that are handled in the toy department.

* * *

Changing Locations for Christmas.

Several changes in location of departments for the Christmas trade contemplated by Murray Sons, Limited, of Hamilton, will prove of interest, and the accompanying plan will help to illustrate these. It will be seen that two of the main sections of the centre aisle are devoted now to ribbons and handkerchiefs. All of this space will, about the end of the month, be given up to ribbons, and handkerchiefs will be located in the first section devoted to dress goods, while these will be moved to the back of the store, as they are not considered so important to the Christmas trade. The fancy goods section will also be considerably enlarged. The departments that are now given prominence near the front will be left where they are, fancy linens, umbrellas, gloves, neckwear, hoisery, etc.

Toys for Christmas Alone.

Quite a change will be carried out toward the back of the store, for a large department now given up to corsets and other whitewear, will be cleared out and devoted entirely to toys. The firm do not carry toys during the rest of the year, but consider they are an important addition to a dry goods store during the Christmas season. There will also, of course, be special tables down the aisles devoted to Christmas gifts, and throughout the store a liberal use will be made of price tickets.

WAISTS FOR CHRISTMAS.

CHRISTMAS lines in waists are beginning to be shown in the majority of stores. This year, though there are some expensive waists shown, the line is stronger than usual in medium and popular-priced waists. This is due in a measure to the simpler styles as well as to the desire to cater to the wish to economize displayed by the majority of customers to-day. Crepe de chine waists in black, navy and in pastel shades and white are most in favor, and the new colors are sand, pearl, putty, gold and peach. Lace waists for dressy wear are coming to the front. These come in all white, white lined with flesh, and also black over white.

Velvet waists and satin waists are among the novelties. The new satin waists are very simple, and many are plain tailored. The white satin waist braided in military style with white or colored braid is the latest. These waists have the military stock and often show a peplum or some kind of panel finish that comes over the waist of the skirt.

Basque waists of satin or of satin and crepe de chine are very well liked, as they practically make a basque dress of a waist and skirt. Velvet waists follow the jumper idea. The edges are bound with braid and the guimpe and sleeves are either of satin or of chiffon over silk.

Special Christmas Tables.

Buyers in the big stores are already playing up waists as practical Christmas gifts. Tables are being set out with waists in boxes and a waist on a stand is placed in the centre or at the side so as to show customers the style of the model. Showy waists are favored in the majority of up-to-date stores. The appearance is attractive, and the stock looks large, while the customer can make her selection without pulling over a number of waists. The stock, too, is kept in better condition, and is less likely to be soiled.

READY-TO-WEAR

Models at the Ritz-Carlton Fashion Fete

Skirts Full, Straight and Short The New Feature — Yellow, Brown and Wine Shades in the Lead With Velvet, Broadcloth and Brocades as the Most Used Materials.



VELVET AND FAILLE DRESS.

Though the flare skirt is the latest, straight line models are also new. This gown of grey and black striped velvet and black silk is a recent Paris production. Reproduced in the Review by courtesy of Gimbels, Ltd., New York.

THE Fall ready-to-wear season is near its close, and its passing will be welcome to many. The war, and the conditions it has created, the extreme fickleness of fashion and the launching of one distinctive style before the one preceeding it was barely on the market, the many different lengths of the suit coat, and other influences hardly definable, but perhaps more than all the absence of early cold weather have all combined to produce what is emphatically an off season.

The time has come when preparations for the coming Spring season must be seriously undertaken, and because the necessary style information cannot come through its usual channels a very heavy responsiblity rests upon the shoulders of the designer. It is unbelievable that the late Fall race meetings in Paris will be held, or that there can be any gatherings of the fashionable people at the resorts in the north of France: some sort of a season it is true is expected in the Riviera. This means that though the model houses are still creating advanced ideas, Paris cannot develop them, and it is the development that really interests designers on this side of the Atlantic, for this development gives the keynote and points to the styles.

So far designers have been working along lines already laid down and have been producing variations of the fashions Paris put out up to the commencement of the Fall season. If the Spring season is to score a better success than the one now passing something fresher than long tunics and moyenage modifications will have to be shown. With all due deference to the "American fashions" movement America adapts the ideas Paris creates—she does not originate. It is true that this adaptation is wonderfully done, for it takes the extreme Paris mode and makes it suitable for and wearable by the masses; turns daring and individual designs into garments that can be manufactured in a factory in graded sizes by the hundreds, and still retains the necessary amount of life and spirit to identify it with the Parisian type.

New York is attempting a step farther this year, and by means of fashion fetes such as the one held at the Ritz-Carlton, and in Washington, she is endeavoring to develop the models that Parisian dressmakers are putting out so that there will be something to go on in the production of the Spring models.

The fashion fete was held under the patronage of prominent society women and the money raised went to the relieving of women and children left destitute by the war in Europe. The demand for tickets was far in excess of the accommodations for many members of the trade had looked forward with interest to the event. Washington has also had a fashion show and also one to popularize the wearing of cotton dresses.

Broacaded materials and chiffon velvet were favorite materials, and all the tailored suits without exception were trimmed with fur. Among colors were many yellows and browns as well as twine colors but as a rule the colors were subdued. Skirts showed a straight line silhouette widening from the waist down, and the majority were short. Many of the tailored suits were of broadcloth but a smart tailored suit by Lucille was in khaki cloth made along the lines of the British soldier's uniform and named most appropriately "Tommy Atkins."

From the standpoint of design the palm for originality went to Kurzman. The model was taken from the period of 1858. The skirt was bell-shape and fell in full folds, and was perfectly plain and without either drapery or trimmings. The bodice was long and smooth fitting and came to point in front. It was cut with the decollete round and low and showing the shoulders and had a Bertha of the same fabric as the gown.

Children's Party Dresses for December Selling

These Dresses Come in Swiss Embroideries, Val. Lace and Lawn, Embroidered Net Over Jap Silk and in White and Figured Voile and Crepe.

THE children's department has advanced so fast that up to date merchants now ask for the delivery of dainty little dresses developed in sheer cotton materials early in December. These dresses are intended for party wear and for wearing at the numerous functions that take place at this season of the year. For this purpose a dainty white washing dress is always more practicable, as well as being more suitable and more becoming than one of chiffon and lace or satin. The price range is wide and varies according to the quality of the materials and the amount of elaboration. Very attractive little dresses of Swiss embroidery with panel in front and skirt of allover embroidery with the long French waist joined on to the skirt by a belt of lace beading through which is run a ribbon which fastens under a chou or bow, can be sold at very reasonable prices, and the material is so good, and the style and cut so clever that mother could not hope to make it for the same.

Dresses of sheer lawn trimmed with fine Valenciennes lace, have the long French waist with panels of embroidery set in with lines of lace. Smart little frocks have a lace-edged tunic with panels at each side inserted with lace while the drop skirt finishes below the tunic with a lace-edged flounce. The woman who does not consider the Swiss or lawn frock dressy enough can buy a model developed in embroidered net and net top lace over a slip of white, pink or blue Jap silk. These dresses come in the long waist and tunic form and the slip is finished with a pleating of net at the bottom.

The satin girdle or sash matches the slip in color and there is a cluster of silk rose buds on the shoulder.

Dainty little dresses come in white voile simply trimmed with lines of hemstitching. In place of the belt of beading slashes are cut in a belt of the voile and button-holed and a broad black velvet ribbon is threaded through and formed into a bow at the side.

The long French waist with a two or three-tiered flounced skirt, the flounces either circular cut or straight and shirred made of small patterned printed crepe or white crepe with pencil stripes in pastel colors and with sashes or girdles of narrow black velvet, make pretty and inexpensive dresses for less formal occasions.

Dancing Dresses Featured

Many Dancing and Afternoon Gowns Developed in Black Materials—Rose, Begonia Pink and Robin's Egg Blue the Leading Colors.

MANY stores carrying dancing dresses and gowns for dressy wear have a separate room panelled off from the department where stock of this kind is carried. As a rule the division is only wardrobes and cases, but some other color than the regulation green is chosen for the carpet and fittings. Two favorite colors are Delft blue and orchid purple with the woodwork painted a delicate shade of grey. Wicker furniture painted white, and a gilt chair or two, lends an added touch of elegance. The cost of fitting up such a room need not be great, and counts very little against the additional sales made because the gowns look much better in such a setting. There is usually a platform in the centre for showing striking models and a number of models are always on show hung upon the brass rods that run along the upper edge of the wardrobes. Gowns and other garments look extremely well when shown in this manner, and, what is very important, do not receive as much handling as when shown on revolving racks.

Satin, net lace, and chiffon are the usual materials for dancing frocks, though here and there a model of soft taffeta is seen. More than the usual number of black dancing and evening gowns are selling, but white touched with black, robin's egg blue, rose and begonia pink, and pale yellow are all selling. Lines of fur are seen on many gowns, and monkey fur is very smartly used on some of the later models.

An extremely smart evening gown of black satin had a tunic reaching down to the hem of the gown of black net. This tunic had a fringe of monkey fur topped with a band of black velvet as a finish and was caught up a few inches above the hem a little to the side of the front, into graceful drapery with an ornament of jet. The bodice was draped with black net into a deep girdle of black velvet edged top and bottom with monkey fur. In addition graduated net strands fell from the waistline, and a spray of silver flowers ornamented the girdle across the front.

A very dainty dancing frock of satin and chiffon combined had the waist and the tunic of chiffon edged with paillettes. The tunic idea was new as it fell from a hip drapery of the satin. The skirt was slightly gathered in with a flounce below giving a decided suggestion of Turkish trouser effect. This dress was developed in black, white, blue and pink.

Evening gowns at a popular price are made of shadow lace either cream or white in combination with satin in any one of the above named colors. Double flounces each flounce edged with satin are mounted over a foundation of net edged with pleatings of net or chiffon. The sheer waist is lined with net and a new feature is the full length fitting sleeve of lace. The girdle is of satin and there is a touch of high color introduced in the artificial flower placed on the shoulder.

Afternoon gowns are made of soft satins, of velvet and satin combined, and of crepe de chine or bengaline. The sleeves are as a rule transparent and are of chiffon matching the color dress lined with shadow lace or net. The collar is made of net lace high at the back and with low V openings in front. The tunics are hung within a few inches of the bottom of the skirt and are very full and some sort of girdle or sash finishes the waist.

Useful models in serge, poplin and piece-dyed cloths in navy and black have been the best sellers. The long tunic still holds in dresses of this kind. The waist follows the basque outline in some models, but the preference is for the modified blouse cut. The sleeves are set in and are of the plain coat variety and full length. Various vest ideas are featured.

Dresses are appearing with the tunic eliminated and with a circular flounce giving a flare effect and making a modified bell-shaped skirt. The waist is slightly bloused and trimmed with groups of buttons. The sleeves are set in and plain and the neck finished with a military collar. Collar, cuffs and deep shirred girdle are of black satin.

Some Notes on Styles Popular in London

Military Coats Large and Loosely Belted—Redingotes of Blue Serge Trimmed Down the Front With Tabs of Braid With the Loose Points Turned Over—Linings of Vivid Color Light Up Models of Dark Blue and Black Cloth.

MULBERRY and bordeaux are two colors London is featuring at the present moment, and many of the costumes in these colors have hats to match while the relief note comes in the vest and the gloves. These vests are made of tawny colored brocades with tinsel threads and veinings in gold and yellow with here and there a hint of turquoise blue. Striped silks and Oriental embroidery is also used for the same purpose and the collar and cuffs are of darker velvet.

The coats and wraps are on the overall order cut in semi-military style large and loosely belted. The coats intended for motoring and driving are of frieze or homespun simply finished with rows of stitching and buttoning up with large horn buttons. Smarter models are of fine blue serge with tabs of wide black braid. These coats have linings of cerise merv, and pipings of the same show on the collar. Military redingotes come in serge and in ribbed cloths. These coats have a long princess top with a full skirt set on just about the hip line, and the trimming is formed of tabs of black with the points turned over and hanging set closely together down the front. These serge coats have no belt, but there are models very similar in style made of such fabrics as whipcord in fancy colors such as prunelle, have sashes of soft silk starting from the side seams and knotting loosely in front with ends weighted down with fringe so that they hang closely to the figure. The collar and cuffs are of the same silk, and the crochet buttons match the fringe.

Black coats of serge and other fabrics come in long waisted full skirted redingote type of models with heavily frogged fronts. These coats have the Napoleon collar and cuffs of black velvet. These coats have linings of violet satin or of such colors as Saxe blue, cherry red or emerald green.

Much soft silk and satin is employed for blouses and the styles are well suited to development in these fabrics.

The raglan shoulder is continued into the bishop sleeve and many models have some kind of a basque attached. Other models have yoke tops and inset sleeves of the shirt type and the full fronts are crossed and adorned with three large buttons and silk loops. The collars are simple turnover affairs of hemstitched organdie.

Black satin and taffetas and ribbed cloths of silk and wool are trimmed with silk braid and fancy motifs with the front opening to show a fancy vest or chemisette. Bright touches of blue or rose are often introduced in vest undersleeves and belt but they are often veiled under plisse frills of black net.

A coat dress of corduroy velvet in nigger brown, had facings of satin to match and a sash of the same looosely belted around the low waist and with falling ends in front finished with tassels. The V shaped opening at the neck was filled in with tucked almond colored silk. The boots were of brown glace kid, and the gloves and bag of almond colored leather. This matching of gloves, shoes and accessories is a feature. Patent leather boots with buff tops and gloves to match are often worn with black.



CAPE COAT WITH FUR COLLAR.

New cape coat of checked zibeline in brown and green shades. The military collar is of beaver fur. The skirt is cut on full circular lines and is low-belted. The buttons show plaid suggestions in tones matching the cloth.

Latest Models in Junior Coats

New Styles Favor Military Ideas—The Wide Armhole With the Sleeve Set in a Practical Feature.

CHILDREN'S departments find it profitable to show new models as they appear, and merchants who do a better class trade are now showing models specially made up for the mid-winter and holiday trade. These coats are cut on much looser and more flaring lines than those manufacturers put out earlier in the season and show also a combining of sport and military features.

Russian ideas are shown in a broadcloth model that comes in sizes from 10 to 14 years. The front is straight cut to the waist and is joined on to the flaring skirt under a wide stitched button decorated belt. The back treatment is new for the belt is cut in one with the back panel and comes to a point in the middle of the back. A band of fur forms the straight military collar and is continued down the front and the sleeves are edged with the same. The fur used is opossum dyed black to imitate skunk. The cut of the sleeve is new. It is set in but the armhole is cut wide. This makes the coat easy to slip on and off and gives much more comfort than the regulation arm-hole. This coat is silk lined throughout and is interlined to give the proper amount of Winter warmth.

Another coat for a child of the same age is made of chinchilla. This coat is military in cut and is double breasted and fastens high up to the neck, and is belted low. The sleeve is cut the same

Continued on page 28.

DRESS ACCESSORIES

Neckwear is Active for the Holiday Selling

The Demand at Present Runs Largely to Sets—Stiff Collars Are Accompanied with Cavalier Cuffs—Pleated Novelties Promise to Dominate the Holiday Situation—Small Bouquets Are Used to Give the Touch of Color.



NET AND SPANGLES.

Evening gowns this season follow Moyen age lines. The foundation of this is soft satin with tunic drapery of cup spangled net. The waist takes the form of a very wide satin girdle with drapery of lace. Shoulder straps of satin and a scarf-like drapery of spangled net form the sleeves.

THE neckwear department is one of the bright spots in the store, for neckwear is in the limelight. Popular-priced, medium and high-priced novelties are all active, and the manufacturers are loaded up with orders for the holiday season. Collar and cuff sets are the best sellers, and in consequence the selection is large and varied, as every designer is putting out something new.

Stiff collars in pique, linen, repp, etc., are accompanied by large cavalier cuffs with points in many cases reaching nearly up to the elbow. Flare collars of organdie have cuffs in cavalier and fancy shapes, some of which are joined up and are slipped over the hand and on to the sleeve of the dress. Collars in sixteenth century fashion, pleated all around the neck or just pleated at the back, have exceedingly pretty pleated cuffs to match, and so strong is this idea that pleatings are big sellers by the yard in effects suitable for this purpose. These pleatings come in all the neckwear materials—organdie liesse, net, Malines, etc.—net bands in widths varying from 3 to 6 inches wide, and are edged with a narrow pleating of net.

The new vestees and chemisettes are finished with a pleated frill at the neck, or have a stock with the frill turned over. Side frills are very much in favor, and straight stocks of moire or black velvet have a frill of liesse, organdie, Malines or net standing up around the face. For those who do not like the high back collar there are new shapes in flat collars cut to simulate the collar and revers in one. Models come in organdie with hemstitched edges and in embroidered Swiss and net combinations, with cuffs to match. With the pleated collars, cuffs with a section of pleating let in are shown.

Quite a new model in collars is the high standing cape. This collar hardly appears at the front of the neck, but hangs like a cape or hood at the back. Hood collars of net and net lace are long enough to touch the waist-line at the back, but have only little lapels in front and the high flare collar as a neck finish. Military stocks are developed in black velvet and white or black satin trimmed with gilt or gun metal buttons. They are finished with a pleated frill of organdie and the regulation turnover wing points.

Dainty tulle effects in band and dog collars are having a great success. The dog collar shows a plain stock in front, and the stock has a pleating of Malines across the back which is continued down the side of the stock under a finish of gilt, gun metal or jet buttons. When a velvet band is used the pleating is drawn in at the side of the neck and is finished at one side by a tiny rose or small bunch of mixed flowers. Tulle ruches reaching three parts around the neck and finished with a folded tie of wide ribbon, which knots in front and with the ends finished with a floral bow and fancy drop ornaments are the latest in this kind of neckwear.

Anything that is high and which encircles the throat and is allied to the stock or choker is termed a military collar. Some of these collars come together in front, but the majority do not meet, and others only come a little past the side of the throat. The shapes are not all severe, as they are made of lace or net, or organdie and lace, as well as all of organdie. Many have a turned-back pleating of lace, and are very much on the type of the Directoire collars worn some seasons ago. These collars and the collars with the high-pleated backs are specially appropriate for wearing with furs and with the high close collars that of the suits and coats. These collars are decorative when the coat is removed, and also give the welcome touch of white lace when it is worn.

Vestees are very strong, and among

Continued on page 28.







Christmas Novelties

in

Neckwear, Veilings, Collars

New Flouncings, Laces, "Ripplette" Neck Cords

Good Stock
Quick Shipments

Mail orders promptly attended to.

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.

Nottingham Sending Out Some Novelty Lines

Besides the Regular Line of Staples They Are Turning Successfully to Plauen Imitations on Orders—Nothing Coming From Continent—Bigger Demand For Val. Lace and Embroideries.

So far there has been no marked change in designs in laces and embroideries. Fashion centres, especially those in Germany, have been more or less closed up. There are no decided novelties, and it is too early to say what there will be for Spring. Buyers are just leaving for Europe, and will not be back with new designs until late in December. Not until they return will there be anything new on the market.

As it is, everything is coming from Nottingham. The German market is entirely out of the question, and Calais factories are more or less closed up. Calais shipments coming in now consist of goods made before the war. Practically no stocks are left in the French city.

Nottingham is working full time, but they are not yet making the "nobby" goods that usually come from the fashion centres. The English city is more accustomed to the manufacture of staples, but the war has compelled manufacturers there to attempt something in the novelty line. In this they have been very successful, and for the first time in many years their samples show signs of the neat finish which in former years was found only in German and Swiss goods.

Dealers on this side who were in need of imitations of Plauen laces, the supply from Germany having been cut off, sent their samples to Nottingham, and the imitations were so satisfactory that large orders were placed. Immediately prices were raised 20 per cent., followed by another advance for further orders. If prices go much higher they will become almost prohibitive.

An improvement in demand for Valenciennes lace is being felt, principally for good medium and better class lines. There has not been such a demand for good Valenciennes for six or seven years. In 1905 and 1906 the demand was good, but suddenly dropped off on account of fashion, which left big stocks in hands of both wholesalers and retailers. These have been carried since, being reduced gradually each year. A better feeling in this market commenced to show itself last Summer and Fall. It can be attributed somewhat to wider skirts, which permit of more underwear being worn.

A bigger demand is expected for embroideries and cotton laces used for lingerie. Embroideries have been slow for a number of years, but will pick up again. Supplies will improve, as American manufacturers are coming into the field with more determination to secure this business. Good supplies will also be coming in from Switzerland and other neutral countries.

Black laces have been good for two years, and are expected to be in demand this year. Shadow laces are selling well, particularly for evening wear. Veilings have sold better this Fall than for some time, but cannot be termed good even yet.

On Ribbons

OPINIONS vary widely regarding ribbons, and no one seems to have any definite information regarding what will be worn next Spring. Certain dealers are carrying stocks of certain lines in the hope that these will be in demand next year, but in this they are taking chances. In wide stuff as yet there is nothing new beyond what was worn in the Fall. Many dealers are refusing to carry fancy lines, being afraid that the season might go back on them.

A good Spring trade is expected to open up as usual, but what people will wear is the question. Usually it is possible to predict from Paris and London, but these cities are out of the running this year. When New York people begin to show their Spring hats, and it is seen what trimmings are being shown, then the public will begin to talk about what they are going to wear. The opinion holds in many quarters that considerable black will be worn this year, and, judging from catalogues already issued by New York millinery houses, black crepe and black moire ribbons seem to be the prevailing thing.

Many of the large Montreal houses are carrying big stocks of moires and faille moires from last season, and have ordered more for Spring, confident there will be a demand for them. These were in demand last Spring, but supplies for Fall arrived in September instead of August, and were rather late. Black and white stripes are also being stocked.

Just now travelers are sending in quite a number of orders for narrow goods, which usually enjoy a big demand about this time in readiness for Christmas trade. Fancy ribbons are only in demand for bags and the like. In narrow goods there is nothing new.

NECKWEAR IS ACTIVE FOR THE HOLIDAY SELLING.

Continued from page 26.

the best sellers must be classed the severely pleated effects in organdie. A little less severe are those with a stock collar with small turned-back wing points decorated with a little touch of embroidery. Similar embroidery motifs are on the vestee portion, and the edge is either scalloped or trimmed with fine Valenciennes lace.

There is always a call for color at Christmas time, and this demand this year is being met by the placing of a tiny rose or other artificial flower, or a little knot of mixed flowers, either mounted on the band of velvet or placed on the edge of a wing or revers. Little bows of colored ribbon, silk, crepe de chine, tulle or tinsel are all used for giving this wanted touch of color, and crepe de chine is in high favor for this purpose.

LATEST MODELS IN JUNIOR COATS.

Continued from page 25.

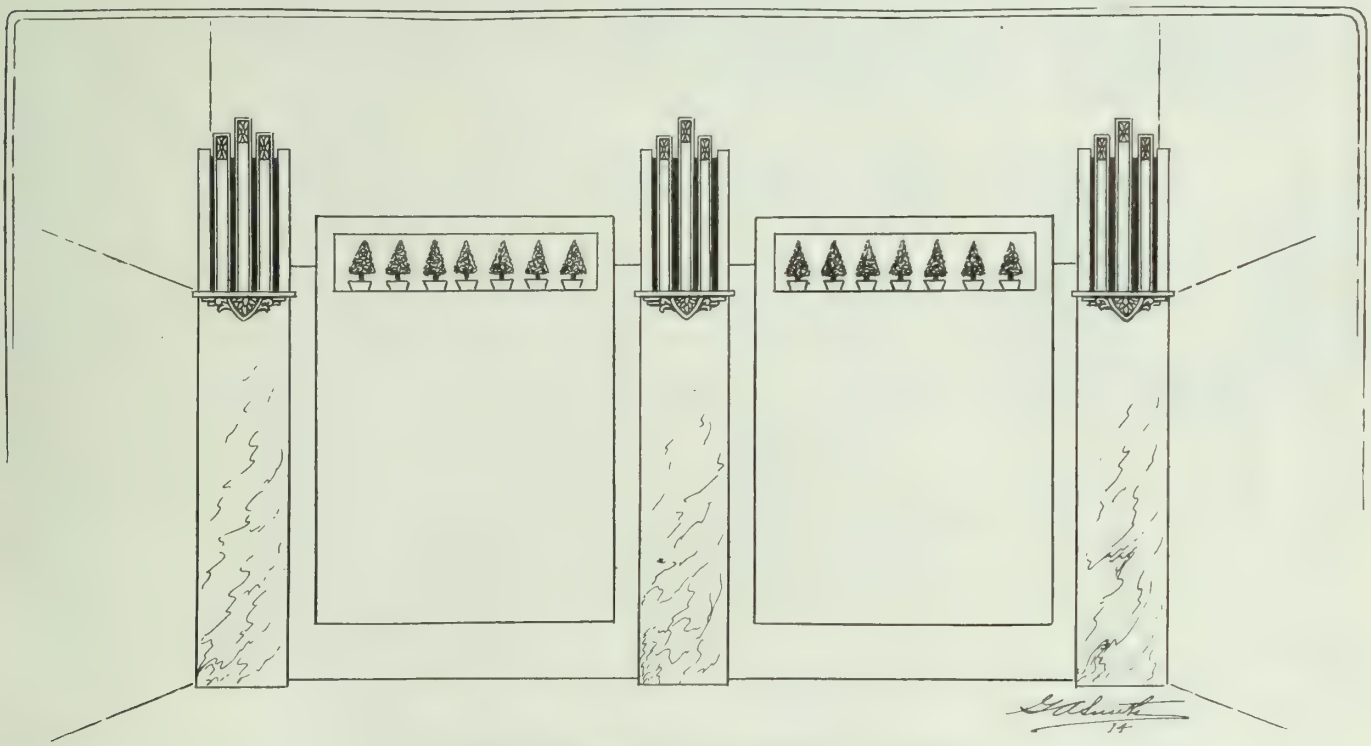
as the one above described with the new large armhole. The back is loose and the belt draws it in in the same manner as a military great coat.

A chinchilla coat intended for misses' wear is cut in the same military fashion only the belt is loose all the way round and passes through straps on each side. This coat also has large patch pockets, and can be worn buttoned up to the throat or open. A misses' coat suitable for street or evening wear is developed in wide wale corduroy. The black is bell-shaped and is belted in by two stitched straps. The sleeves show a new kimona cut and are very wide and loose, while the collar is high at the back and turns over forming wing points that meet at the base of the throat in front.

Another misses' model developed along the same loose flowing lines is made of mixture tweed. It has the correct flare and has set-in pockets. This model should form a good substitute for the too popular Balmacaan.

EQUIPMENT & DISPLAY

Unusual Window Background Design for Christmas



No. 1—Specially designed for The Review by G. A. Smith.

Fig No. 1—The entire framework of this setting is constructed from seven-eights inch soft pine or cypress lumber over which a covering or composition board is applied.

In constructing the three panels I would advise making these from a very wide piece of seven-eights inch lumber, sawing out the top as illustrated. This is then treated to a coat of alabastine in greenish metallic tints, the lower portion being covered with imitation onyx or marble paper of a corresponding shade.

The embellishment shown at the bottom of the three small uprights can be made with the use of one-inch strips combined with a plaster or wood ornament, the tops of three uprights being embellished with a wood or plaster ornament of the same metallic shade. The lines can be painted on with a brush or stencil. A stencil can also be substituted for the plaster ornaments if you find it necessary.

Connecting the panels is a wide sectional design which is cut from composition board and treated to a coat of alabastine to harmonize with the panels, the outline of same being made by painting a narrow strip on same with metallic paint. A little pine tree effect can be stencilled thereon or an opening can be left in the top and a small shelf made thereon to support small trees secured from the toy department. In this case be sure and back them up with a contrasting material.

This design is of a very unusual nature and one that is very conservative, though it can be adapted and used in every store. The expense of same can be large or small, just as you see fit and according to the amount of appropriation you have for this occasion.

Appropriate foliage can be added in the corners, also in bases as you see fit.

Striking, Original Christmas Backgrounds

Unusual Designs Submitted That Are Adaptable to Little or Great Expense — Ideas That Fit in With Advances in Window Trimming—Trim for Posts That Harmonizes With the Window.

Prepared for The Review by G. A. Smith.

Treatment of Post

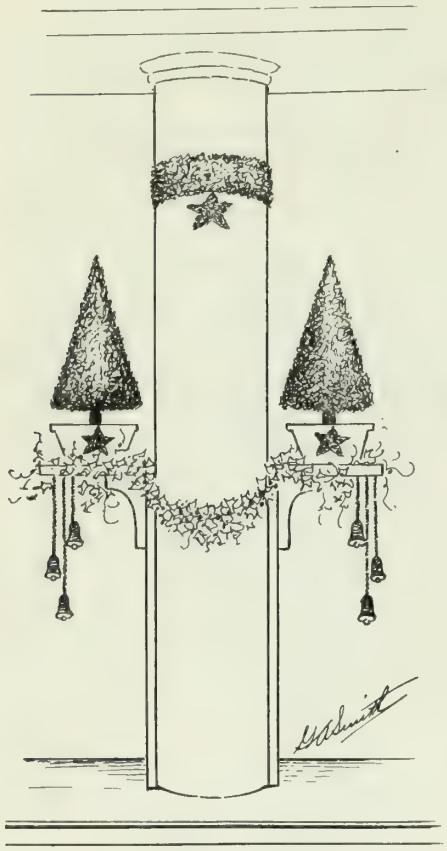


Fig. No. 2—Presents a striking post treatment for the interior of a store and one that goes hand in hand with the design shown in figure No. 1.

First construct two uprights cut from 2 x 2-inch lumber, adding brackets to top of same as shown in illustration. The brackets, you will notice support a small plaque made from one-inch lumber over which a small pine tree is placed. The tree is made in conical shape and can be made from wire or thin wooden strips around which roping is wound. The trunk of tree is made from a curtain pole and wrapped with tailor's mending tissue to produce the desired finish. The box in which the tree rests is embellished with a star made with a stencil or one of the new effects that has recently been placed on the market. Bells and roping attached to the bracket is also a new material. The bells being in red with a green rim. Small red tappers are also shown thereon. The roping is the new Japanese roping which comes in red or green and in two sizes.

Draped from bracket to bracket across the face of the post is a festooning of holly. A band made from roping is placed around the top of post within eighteen or twenty-four inches from the beam. This is also additionally embellished through the use of one of the stars.

IN present-day window display work, it is noticeable that Simplicity is the prevailing idea used by every prominent store. This style of treatment is not only used in the arrangement of the merchandise, but also in the settings made to accompany the display.

This treatment for simple displays has been for several years trying to work its way toward recognition, but it is only of late that it has become more generally adopted.

One will notice windows which have been treated in the old-style manner. These windows are very often put in by display men who have not been progressive enough to keep up with present-day methods. The display man who is so fortunate as to be employed by an up-to-date, broad-minded concern, can very easily persuade them as to what kind of displays are being used at the present time and also that it is practical to keep abreast or ahead of other firms in display work. The firm will very quickly form the opinion that he is interested in their behalf and will help him along towards that end. His ability will also be recognized in the way of drawing more customers to the store through the show window, and in this way he will be able to demand a larger salary.

Old-style methods have had their day and no doubt were very effective, but they will no longer be tolerated in the store of the average merchant to-day. Window dressing, as everything else, must advance with the times and improvements are always in order. In fact, the improvements in window trimming have been more noticeable and are far in advance of any other department of commercialism.

It is not so long ago that settings consisting of colored scrolls, gaudy scenic paintings, mechanical displays and a mixture of artificial foliage, were considered good enough for the public, but the public in general is becoming more educated in that respect and they will pass by a window of that kind nowadays and call it junky.

The settings most approved at the present time are vastly different from the ones described above and indicate how tastes have changed in this respect. Their simple yet graceful lines have a tone and character that is very pleasing to the eye and, as a rule, they carry out a decorative scheme that brings out the merchandise to the best possible advertising advantage. The colors also that are introduced as decorative features are quite in harmony with the whole window scheme, merchandise and event.

Everything that goes into the window is to-day given careful consideration with the idea that there is to be nothing to mar the effect of the goods on display. Every necessary precaution is taken to make the finished display pleasing, artistic and practical. This could never be done with the old-fashioned method which was largely based on guesswork.

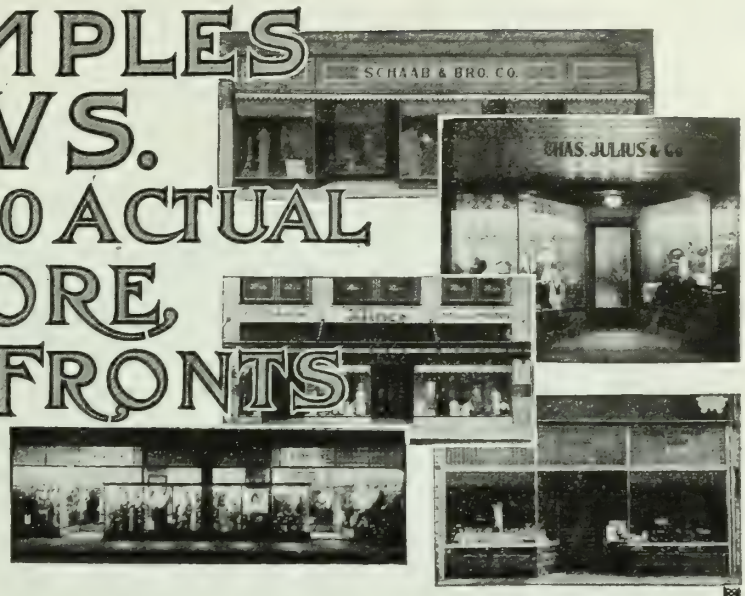
Good results can be accomplished by being constantly on the lookout to see what other progressive display managers and firms are doing, and by combining these with your own ideas, some wonderful results can be brought about. The display manager of to-day is not the "I know it all" kind. He realizes that he can never know it all and is glad to take advantage of the smallest hint of how to improve his displays. He should make it a point to read all magazines possible on display management that he can get hold of, to study the different periods of architecture and work out designs which can be applied to his work.

Both timely and appropriate helps to our readers are shown in the accompanying sketches illustrating a window setting and a post decoration for the approaching holiday season. These settings illustrate what can be accomplished by the use of the new products especially prepared for this purpose and combined with the proper motifs and up-to-the-minute ideas.

By combining the various motifs with the general setting along the lines shown in the drawings, the result will not only be pleasing, but very practical at the same time.

SAMPLES VS. 30000 ACTUAL STORE FRONTS





Which Kind of Evidence Will You Demand?

If you were buying a new Store Front—one to increase your business—would you be willing to make your decision by the inspection of samples of corner and division bars or by complete, finished Store Fronts? Wouldn't 30,000 actual Fronts of one make tell you more than all the samples you could get hold of ?

To prove to you what KAWNEER FRONTS have done we cite you to the 30,000 Fronts in which KAWNEER is installed. Among the thousands of Merchants who have adopted them are many of the keenest and most conservative Merchants in the country. When they made their decisions they had samples and models galore but their business judgment caused them to judge by *actual* proofs—not by samples.

Kawneer STORE FRONTS

If you were to buy an automobile would you trust yourself to make the decision upon any particular make by simply looking at drawings or samples of various parts of the machine? No, you would make an inspection of the car itself—in its finished form.

And so it is with Store Fronts.

Ask the Merchants behind KAWNEER FRONTS what *they* think—find out if *their* Fronts have made money for them by increasing business. That's the kind of information you want.

When you are ready to buy a new Front we want to show you *actual* proofs of our work. You may see our samples, too, if you want to, but we prefer to let our finished and complete jobs represent us.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

GUELPH, ONT.

Don't risk the money it takes to build any kind of Store Front until you have seen "Boosting Business No. 21" —unquestionably the most interesting and instructive book on Store Fronts ever published. It contains actual photographs of many of the best-paying big and little Store Fronts in the country—drawings of suggestions that will interest you and ideas that have made money for a multitude of other Merchants.

One Merchant in Rochester, Minn., recently installed a KAWNEER STORE FRONT and his business jumped 30%. In a letter he states that now he is able to sell what *he* wants to sell —not what the *people* want to buy. He also states that he is able to conduct his business with little or no money tied up in dead stock. Think what you could do with the money you have tied up in dead stock—think what a KAWNEER FRONT could do for you.

Don't take another step in this matter until you have seen this book—it only costs you 2 cents to get it—your copy is in an envelope, stamped with a 5 cent stamp and ready for your address. Every day you conduct your business without a KAWNEER STORE FRONT you are losing sales.

Take the first step for greater business today.



COUPON

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

GUELPH, ONT.

Kindly send "Boosting Business No 21" to me without obligation.

Name .....

Street and No. .....

City or Town .....

Business .....

Prize List Drawn Up for C.A.D.M. 1915 Contest

Special Class of "Sweepstakes" for Best Three Selling or Merchandise Windows—Smaller Places Benefit by Changes in Classes The Review's Loving Cup Again on the List.

THE Executive Committee of the Canadian Association of Display Men are not wasting any time in getting to work on the plan for the Fourth Annual Convention, which will be held at the Hotel Waldorf Astoria in New York City, on August 2nd, 3rd, 4th, and 5th of next year. A preliminary announcement appeared in "The Review" a few weeks ago from the New York representatives of the Association, in which details were given of certain plans that had been made for the program and the reception of the Canadian members at next year's Convention. These plans were heartily endorsed by the Executive, at a meeting held in Toronto on Monday, November 9th.

It might be well to point out here that the New York arrangement has been made with the idea of giving the Canadian members an opportunity not only of enjoying the International program, but also of taking advantage of the opportunity of seeing the New York stores, and meeting the window trimmers from a large number of the cities of the United States. At that Convention the annual competition will be held as usual along the same lines as have been during the past three years with separate prizes to Canadian members, both in window trimming, advertising, and card writing. In addition there will be business sessions in which the affairs of the Canadian Association will be handled by the Canadian members themselves. The members, however, of the Canadian Association, will have the privilege of attending all the meetings of the International Association and hearing and seeing all the papers and demonstrations that will be presented in the four days' Convention.

Greater Prominence to Sales Windows.

The Executive Committee at the meeting held in the second week in November, decided upon two changes in the list of prize contests, one of which will give more chance to the window trimmer in the smaller towns and cities than possibly he had felt was given him in previous programs, while the second will give greater prominence to the idea of sales or merchandising windows in connection with the competition. In former programs the prize list was divided up, so as to place all window trimmers in towns and cities of under 50,000 in the same class. It has been amended and under the new program prizes will be given for windows in places of under 4,000, others for places between 4,000 and 10,000, still a third class of places between 10,000 and 20,000, fourth class between 20,000 and 50,000, and all places over 50,000 will be grouped in one class. In each case the prizes will consist of a gold and silver medal. Another change in connection with the classification is to include in the list of available windows, not only opening or special displays, but also merchandising windows. It was thought that sufficient attention had not been given to this in the competitions on previous occasions. In addition to the nine regular classes that have been partially outlined above, including The Review's "Loving Cup,", it was decided to make a special class to refer to all merchandizing windows, in which no difference will be made in the size of the place, but all will be grouped together. For this special class three medals will be given, and an effort will be made to induce the merchants of Canada to make some contribution for this class with the idea that it will stimulate the class of window in which they are naturally most interested, that is, windows that sell the merchandise. Indeed the aim of the association in future will be to give greater prominence to this class of windows, while not neglecting the more artistic side in opening windows or those devoted to special occasions.

THE PRIZE LIST

THE following is the list of prizes that are offered by the Canadian association of display men for the Fourth Annual Competition in window dressing, advertising and card-writing for next year:

WINDOW DRESSING:

Class 1—Annual Grand Prize—Silver Loving Cup, suitably engraved for the best six displays, original window and unit trims photograph, submitted by contestants during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Class 2—For holiday, opening or merchandising windows, open to all trimmers in places up to 4,000 1st prize, gold medal; 2nd prize, silver medal.

Class 3—With the same conditions, open to window trimmers in places of 4,000 to 10,000 population — 1st prize, gold medal; 2nd prize, silver medal.

Class 4—Open to window trimmers in places of 10,000 to 20,000 population—1st prize, gold medal, 2nd prize, silver medal.

Class 5—Open to window trimmers in places from 20,000 to 50,000 population—1st prize, gold medal; 2nd prize, silver medal.

Class 6—Open to window trimmers in places from 50,000 population and over—1st prize, gold medal; 2nd prize, silver medal.

Class 8—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal, for most effective window arrangement of women's ready-to-wear garments. Medals donated by Acton Publishing Co.

Class 7—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best full-form drape.

Class 9—Men's Wear windows, open to men's wear trimmers in Canada —1st prize, gold medal; 2nd prize, silver medal. For best men's wear unit and furnishing tables, or windows dressed, showing arrangement of units in completed trim.

Class 10—Special prize for best merchandising window — 1st prize, gold medal; 2nd prize, silver medal; third prize, bronze medal. Open to all window trimmers in Canada.

CARD-WRITING CONTEST:

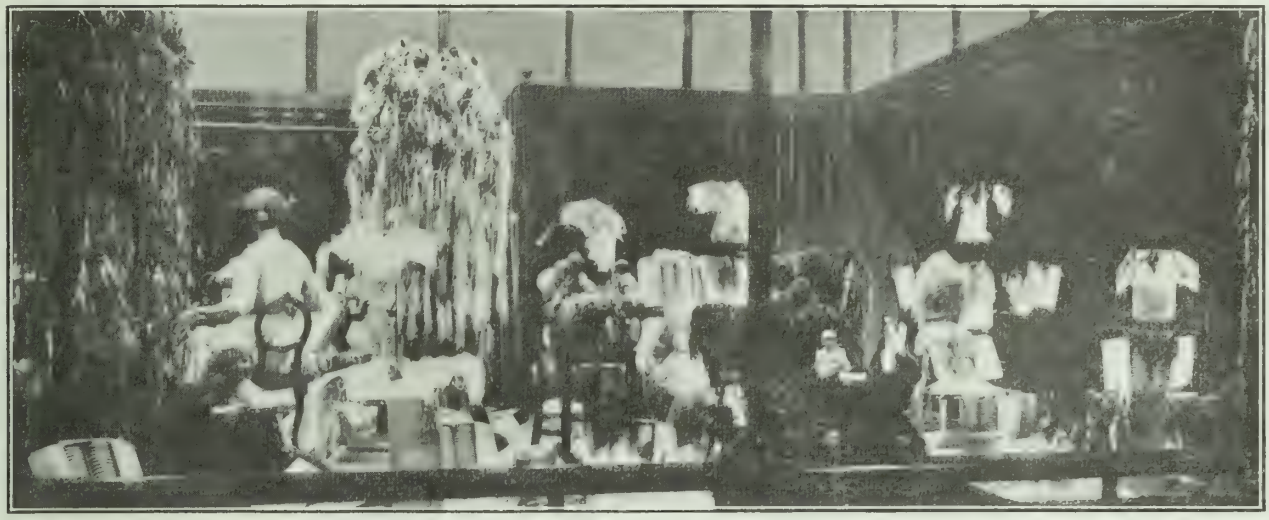
Class 1—1st prize, gold medal; 2nd prize, silver medal. For the six most artistic pen or brush-lettered cards, used for opening or special announcements.

Class 2—1st prize, silver medal. For the six best plain-lettered price cards, used to indicate the price of merchandise.

ADVERTISING CONTEST:

1st prize, gold medal; 2nd prize, silver medal. Awarded for the best all-round advertising, including general publicity, opening and sale announcements.

Unusual and Original Baby Ribbon Window for Christmas



THE REVIEW regrets that it was unfortunately impossible to photograph satisfactorily what is in many respects a unique holiday window. For one thing the colors: red, yellow, blue and pink do not lend themselves well to reproduction for red and yellow darken until they are lost in the background and blue becomes white in a photograph. Moreover the mass of detail presented makes it difficult to show it adequately within the limits of an ordinary sized illustration. The whole idea of the window is a play upon the name "baby ribbon." This is done by using a host of baby dolls. The ribbon is shown in the boxes and cartons, and also cut up into six and ten-yard lengths and knotted into hanks.

Baby ribbon put up in this way is always on sale in the majority of stores but at this time of the year it is sold in such quantities that it is difficult to keep up with the demand. Women buy baby ribbon around Christmas time for fancy work and a legion of other uses. If a gift is made at home ten chances to one it is trimmed with baby ribbon, and neatly tied into shape with the same. Also the final tying will be with red baby ribbon instead of string.

The baby ribbon window illustrated is a large corner window of the Robert Simpson Co. with an equal frontage on two streets. Large bay trees are showered with baby ribbon tied in hanks and also hung in loops and streamers until the trees themselves are almost concealed. The tree nearest to the edge of the picture is covered with red baby ribbon; the one at the corner of the background is draped in yellow. Seated between the two trees is a lady busy tying up boxes of presents with baby ribbon. The central idea in the front shows a baby doll life-size seated in a wicker carriage, and carriage and baby look as though the ribbon hanks had been pitched over them like hay in the hay-field. Between the carriage and the seated figure is another life-sized baby doll in a high chair playing apparently at throwing about hanks of baby ribbon. At intervals all around the front of the window are heaps of baby ribbon hanks piled up like hay cocks and playing in them buried up to the neck or climbing over are frolicking baby dolls. This part of the display is very well managed and should bring as important results to the doll as to the ribbon department. Ribbons on bolts and in cartons and boxes complete this display. The background is draped with hangings of wine red plush and the only decoration is a festooning of baby ribbon near the glass. This clever window was planned by E. P. Burns.

Full Figure Drape.

In connection with the draping competition it was felt that a change in the conditions should be made. The rule for last year read: A prize "for the best grouping or drapes." It was felt that as the full figure drape is the object to which most window trimmers aim and the one which is most necessary in window trimming, that a prize should be limited to this rather than throwing it open to any kind of drapes.

A suggestion was made that some form of competition should be arranged between the window dressers of Canada and the United States. This would come up at the Annual Convention when the two bodies would meet. The plan mentioned was to have two prizes, probably in the form of medals, given for the best showing of windows open to the window trimmers of both countries. It was felt, however, that competition with the large cities, such as New York, Chicago, Philadelphia, Boston, etc., might not be considered as quite fair to some of the Canadian men, so efforts may be made to have competition limited to cities of the United States, which are of about the same population as those of Canada. Possibly an arrangement may be made by which cities of 50,000 or 100,000 and over will be regarded as in one class, and cities of under this population constitute another. The prizes then would be awarded to the best trims entered in the general competition of the International and the Canadian associations, from places whose population corresponded to these two classes. The members of the executive, following the meeting, made arrangements for the making of the medals, gold and silver, which had been won as prizes at the late competition.

A letter was received by the president

from one of the younger members of the association, and a most energetic member of the executive, Mr. Roy Root, of Napanee. Mr. Root suggested that the members should write personally and testify to the benefits they had received at the various conventions. He thought that in this way the interest would be stimulated, and the attendance at the conventions would be increased. Another suggestion of Mr. Root's, which the executive decided to follow up, was that a campaign among the merchants of Canada should be started for membership, and that a list of the members should be published from time to time in the columns of The Review. The executive decided to endeavor to secure the membership co-operation of retail merchants in Canada if possible, feeling that if they took sufficient interest in the organization to become members that they would assist their window trimmers and ad. men to attend more than has been done in the past.

Six Cards Instead of One.

At the suggestion of the judges in the card writing competition it was decided to change the terms to read for the "six" most artistic pen or black lettered cards used for opening or special announcements, first, gold medal; second prize, silver medal. Class 2 for the best six plain lettered price cards. In the last competition the judges pointed out that a single card was eligible for the prize, and they felt that it should be changed in order to give more variety to the entries sent in.

HIRED AEROPLANE FOR SANTA.

LAST Christmas Goodwin's, Limited, Montreal, took in hand one of the most colossal and most expensive methods of courting publicity for their store during Christmas ever attempted in Canada. They chartered an aeroplane at a cost of $1,500, and hired Santa Claus to fly into the city as early as December 6, alighting on Fletcher's Field, where he was welcomed by 20,000 people, being later driven to Goodwin's store in an automobile.

Interest was aroused in the matter by publishing a series of telegrams in connection with their ad. in the local newspapers a week or ten days ahead. The idea was to get people thinking about Goodwin's in connection with their toy purchases.

The machine was secured from New York, and included in the cost of bringing it here was an item of $600 duty. It was a costly advertisement, but a very effective one. It also had the good effect of starting Christmas purchases early, as many people flocked to the store to see the Santa who arrived by aeroplane. Goodwin's have another startling stunt this year, but at this early date were not in a position to make an announcement.

THE WOOL MARKET DOMINATES THE SITUATION.

(Continued from Page 12).

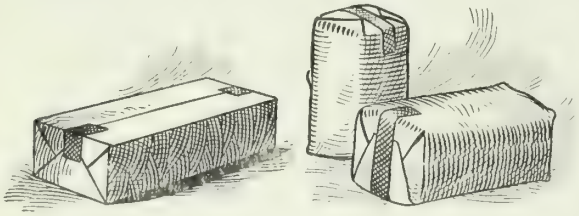
This it may be taken includes the British colonies also.

Canadian conditions are gradually improving though buyers are proceeding carefully and individual orders though not large are frequent.

Battleship grey is the new London color, and this color with black, navy, and other staple blues, browns and greens as well as khaki and tan shades are to be the best sellers. The dye-stuffs scarcity is going to influence the color range considerably. White, sand, putty and mastic promise to come into prominence in better grade materials. The sad necessity for wearing black is going to influence the selling of this color and dark greys, and this will bring dark colors into general vogue which will merge into a general white season when the Summer comes.

Fair orders have been placed for Spring though neither jobbers nor merchants are at the present inclined to plan far ahead, nor to anticipate beyond the needs in sight. The cloths selling are serges, particularly on the French and foule order, gabardines, poplins and coverts.

Your packages would look like these if they were sealed with



THE PRINT-O-GRAPH

Do you want to save money?

Do you want to save clerks' time?

Do you want to send out neater, individual packages—sealed packages?

Then drop us a postal **to-day** and let us prove to you that the PRINT-O-GRAPH makes all this possible, and more—it gives you **free advertising—good, free advertising.**

No obligation whatever.

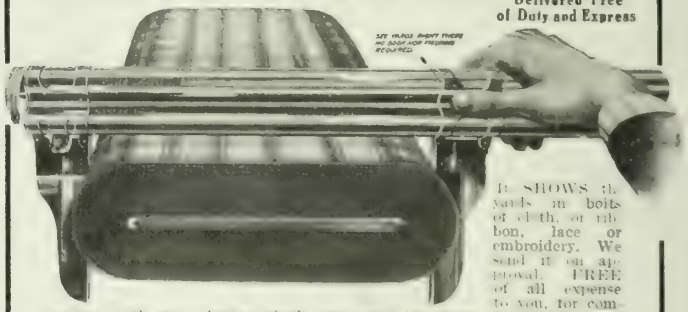
Real Salesmen will do well to get particulars of our selling proposition.

FREER, COLONEY & CO.
Limited
801 Read Building - MONTREAL

Sole Canadian Distributors.

Full line of gummed tape always in stock—prices right

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express

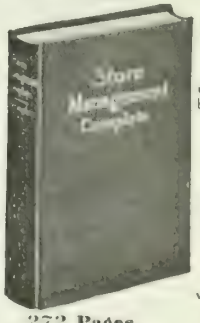


It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 2,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

DEVICES OF MERCHANTS

Coupon and Test Advertising Sale

A "NOVEL advertising" sale is the description fittingly applied by Mr. W. E. Maxwell, of St. Thomas, in describing a recent enterprise conducted in connection with his store in a description to The Review.

The sale was based on advertisements in the daily papers of St. Thomas in which a number of coupons appeared, entitling the holder to the reduction in the prices of articles in the departments, the discounts being graded from 15 to 30 cents. No one customer could present more than one coupon in each department. Each one read something as follows:—

This coupon is worth 20c on every dollar's worth of underwear, corsets, and umbrellas.

The sale itself was called a "Test Advertising Sale," and apart from its value as a trade getter it looks like one of the best schemes yet worked out for testing the comparative values of rival newspapers as advertising propositions.

Must Present Coupons.

Each coupon must be cut out and presented in the department before the reduction on the marked prices will be given, and counting the coupons from one paper and setting them alongside the coupons from the other, and add each up, and there you are. This paper was responsible for 364, the other for 471; therefore the one is that much superior a medium than the other. Of course this test has its limitations, and does not take into account a difference in value between one class of circulation and another, nor the chance that may have favored one paper in interesting its ad. readers on this particular day when the other paper fell below its average of effectiveness, perhaps in producing results. But in a city the size of St. Thomas, "class advertising as between two papers of the general newsiness of the two existing papers may be disregarded pretty well. It's results that count and if one advertising medium is measurably weaker than another a test like this will prove satisfactory for the most part.

It should be noticed that the initial letter of the paper was used at the lower right hand corner of each coupon, for instance T for Times, and we presume J for its rival the Journal.

Goods Not Touched By Coupons.

The announcement to the public in the ad. will clear up one or two points. The introductory and explanatory paragraph read as follows:

"We are spending hundreds of dollars each year in advertising our goods in local papers, so, to test the strength of printers' ink we inaugurate this Test Sale. Cut out these coupons and pass them over our counter for these two days as cash.

Note.—These coupons do not mean a further reduction on goods appearing on this page, or special clearing lines, but all other goods in store not advertised. Everything in store comes under the reduction as stated on coupons. These coupons must be presented as the reductions on regular lines will not be given unless coupons are given as cash."—"Not more than one coupon in each department allowed one customer each day."

One point is shrewdly provided for: the provision that the discounts will not be allowed on any special priced lines contained in the ad, but only on the regular goods provides a double purpose for the ad.: a container of "bargains" as well as a tester by the use of discount coupons. Otherwise everyone who came to the store with coupons would be entitled to discounts on all articles in each department.

Sold Nearly 250 Table Cloths.

One illustration will serve to the popularity of the ad., and the big business done: A "special coupon," was inserted prominently in a smaller ad., the evening of the first day of the sale, announcing that **"This coupon and $1 will buy your choice of table cloths, sizes 2 to 3 yards long, regular values up to $3.50. Only one table cloth to a customer."**

Nearly 250 were sold!

Mr. Maxwell in a note to The Review says the sale was "a great success, testing the real value of the daily papers in this city, from an advertising point of view. May say the smaller space was used for a follow up on the full page."

The Maxwell store was fortunate enough to run a half-page in advertising as a prize during the "national advertising" display week, and simply doubled this for the coupon sale announcement.

* * *

In his letter Mr. Maxwell suggested a criticism of this advertisement. There are a couple of points that suggest themselves in the construction

(Continued on page 38.)



ABSOLUTELY THE MOST SENSATIONAL

SACRIFICE SALE

Of Seasonable Goods Ever Announced by a St. Thomas Store, Costing Us Hundreds of Dollars Which Go Into the Pockets of Those Participating in This Great

ADVERTISING TEST SALE

Sale Is For Two Days, Thursday and Friday, Starting Tomorrow at 9 a. m.

We are spending hundreds of dollars each year in advertising our goods in local papers, so as to test the strength of printers' ink we inaugurate this *Test Sale*. Cut out these coupons and pass them over our counter for these two days as cash. Note—These coupons do not mean a further reduction on goods appearing on this page, or special clearing lines but all other goods in store not advertised. Everything in store comes under the reduction as stated on coupons. These coupons must be presented as the reductions on regular lines will not be given unless coupons are given as cash. Co-operation of The Times advertising power, with the price reductions, and your co-operation, will make this the greatest sale in our business history

This Coupon is worth **20c** on every dollar's worth of Dress Goods and Silks and Velvets

Not More Than One Coupon in Each Dept. Allowed One Customer Each Day

This Coupon is worth **20c** on every dollar's worth of Wool Blankets and Bed Comforters

Cut out these coupons. They are worth money to you

This Coupon is worth **25c** on every dollar's worth of Dress Trimmings, Buttons

This Coupon is worth **20c**

LADIES AND MISSES' SUITS $6.98

Navy Blue, Black and Fancy Suits, the greatest bargain you ever saw, the price would hardly buy the lining and buttons, all sizes, regular up to $25.00, Test Sale $6.98

DRESS GOODS BARGAIN 49c

Plaids, Checks, Plain and Novelty Goods, the goods you want, regular prices up to 90c, Test Sale 49c yard

VELVET CORDS 29c

27-inch Velvet Cords, all shades, regular 50c Test Sale 29c

IBEX BLANKETS

LIST $1.35, TEST $1.00 Note, no reduction on these Blankets

BROCADED VELVETS 50c

All shades, 25 inches wide

LADIES' AND MISSES' DRESSES $2.98

50 Ladies' and Misses' Serge, Panama and Fancy Stripes, beautifully trimmed, all shades, sizes 32 to 42, regular up to $9.00, Test Sale $3.98

COATINGS $1.50

54 and 56 inch Coating, all the new test shades, with up to $2.50, Test $1.50

This Coupon is worth **20c**

Part of full-page ad. of Maxwell's, St. Thomas, through which a most successful two days' business was done by means of coupon and test advertising sale. The form of the ad. is discussed in the article.

FUR DEPARTMENT

No Longer Official Fur Market in the World

No Sales in January, and State of Chaos Continues so Far as Market is Concerned—Although the Season is Open Canadian Fur Dealers Have Not Yet Issued Price Lists, Except Subject to Change Without Notice — Exports Cut off and More Natural Colors Will be Used.

Written after an interview with I. A. Lieghley, of John Hallam Co.

THE fur market at the moment is in very much the same state as the stock market. In other words, just as there is no stock market, there is literally no fur market. There is practically nothing upon which the values of furs can be based. The Leipsic market has been closed by the war; there were no October sales in London, and the outlook to-day is that there will be no sales in January. This creates a situation without precedent so far as the fur dealers are concerned, and each has to act on his own initiative after making his own observations of conditions existing and prospective.

There are, however, two general tendencies which rule the situation. On the one hand, there is the fact that Canada is a fur-producing country, and as such, with the European market eliminated to a large extent, will have a surplus, and the result will be a downward tendency for prices. On the other hand, the supplies of European furs are cut off, and with a shortage of dyes there will be an ascending market for Persian lamb, marmot and some other European furs. To speak more definitely just at the moment would be mere guesswork.

It should be remembered, in addition, that the prices are not regulated altogether by the question of supply and demand in relation to the actual furs, but as well by the influence of financial conditions throughout the world. Furs being a luxury, and being sold on a world market, move up or down with world prosperity. For several years, until a couple of years ago, there had been a big demand for furs throughout the world, with the result that prices reached a high point, from which they began to fall with the turn of the tide at the time of the Balkan war. Therefore, outside of the closing of the markets there is at present the downward tendency which would be the result of the war on the consuming demand. The problem of the dealer is to endeavor to gauge this downward tendency in keeping with the state of the market, which will not be revealed for some months to come.

More Natural Colors.

Looking to the future it would appear that, with the supply of European furs cut off to a large extent—and this condition will prevail to some extent even after the close of the war—there will naturally be a greater consumption in Canada of furs secured on the American continent. At the same time, although some dyeing has been done in Canada, England and the States, the bulk of the color changing has been accomplished in Europe, and, even when the work was not done there, it was done with European dyes which can now be secured with great difficulty. This will undoubtedly mean the more extensive use of natural colors.

So far as supply is concerned, however, while there may be a shortage of some varieties, Canadians generally need have no fear of being unable to obtain furs while the war lasts and after, and what is more, they will be able to obtain them at cheaper prices than have prevailed for some time. The fact that the Canadian exports in 1913 were over $5,000,000 and those from the United States over $16,000,000, illustrates that there is more than plenty on this side of the water to serve our needs. What is worn is largely a question of fashion, and if the supply from Europe is cut off it may be expected that fashion will be made to dictate something that can be supplied. The figures given are particularly emphasized by the fact that Canadian imports were $1,300,000 and the United States over $17,000,000, which almost counterbalances the exports. Other factors to be considered in conjunction with these figures would be that the consumption will be reduced under the present financial conditions, and also that a large proportion of the furs which are listed as imports are also listed as exports at a much less value, as they go to Europe to be dyed and otherwise transformed.

From what has been written it should not be taken that there will be no market for Canadian furs trapped this Winter. To speak a paradox, there will be a market for furs, while there is no fur market. In other words, the dealers will gauge the situation to the best of their individual ability and buy accordingly. Although at the present time the trapping season is open, only one Canadian house is known to have issued a catalogue, and in this case there is the qualification that prices are subject to change without notice, which is another way of saying that there are no prices.

While dealers will not be able to announce a definite schedule for a couple of weeks yet, the general statement may be made that while prices will be lower than in the past few years they will not be so low as eight or ten years ago, and should still provide a fair margin for the trappers. The war continuing for another year would, however, affect the market more seriously, which can be understood from the fact that as high as 85 per cent. of some kinds of furs which are taken in this country have been exported to Europe: in these items there would naturally be a heavy downward tendency with the export market cut off.

For the interest of trappers and others in the trade it might be mentioned here that there appears to be some misapprehension about a fur dealer's license which has been imposed by the Government. This fee of $2 does not apply to those who take the pelts themselves, but to those dealers who buy from the trappers. There was some talk of a direct license on the trapper, but this did not go into effect.

The Line That Knows No War

Ready as ever to meet the Requirements of Canada

¶ Despite unsettled conditions, our range of high-class furs of all kinds is excellent—the values and assortment make selecting interesting and profitable.

¶ The Laberge, Chevalier furs set the standard for smart styles, correct in cut, and perfect in fit and finish.

¶ We specialize on smart fur coats and small furs. *Give us the opportunity of showing you how we can brighten up your fur stock, and keep it bright.*

Write for our representative to call.



Compare our values with others.

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs

509 St. Paul Street, - MONTREAL

Faith the Foundation of the Fur Department

Buying Public Must Depend Upon the Reputation of the House —Usually Ignorant of the Question of Value—Purchasers May Be Fooled Once, but Such Sales Are Anything but a Real Benefit.

Written for The Review by a prominent retailer of furs in Montreal.

FURS are largely bought on faith. Therefore, the foundation of the retail business is to secure public confidence. After that the selection of styles and meeting the fashion demands are comparatively easy. The first essential is to satisfy the customer that he or she is getting value for the money expended and the reputation of the house goes a long way in this direction.

The average person is endowed with an astonishing ignorance on the subject of furs. The purchaser may know the names of several of the more common furs which are sold, and may have an idea of what he or she wants, but beyond that dependence is placed in the fur house. Of values and qualities, of imitations, of substitutions, of tipping, and many of the other little kinks which are practised, where the main idea is to get the customer's money without regard to giving value or satisfaction, the buying public knows little.

The purchaser seldom determines the value of a garment by the quality, so far as he or she can judge, or by the price, except in relation to the amount which is to be spent. The two main factors with the purchaser are these: a desire for a certain class of garment and an appropriation for the purpose—the rest is up to the salesman and the house he serves; quality, the faith of the customer in that quality, and the ability of the salesman to present properly the garment.

The purchaser will not be posted on the question of firsts and seconds in quality, and will not be able to detect the difference in most cases; the reputation of the house must stand for quality. If the salesman so desired he could many times ascertain the amount which the customer had appropriated for his or her fur needs, and then make just as good an impression by raising one garment to that value as bringing another down to it—the average purchaser would not know the difference.

Style and appearance will be found of greater importance in closing the sale than the value, so long as that value as represented in price is about what has been appropriated for the purchase. But the merchant who handles furs and hopes to make a success of the department must look further than mere sales. What may be passed off on the purchaser at the time the money is taken must live up to the reputation which the house hopes to establish.

For example, one house may sell a wolf skin set at a much higher price than another may offer a set which appears to be the same. The customer is not likely to be able to tell that one is wolf and the other dog, and that the latter is worth about a quarter of the former. But let the lady who buys the dogskin set get out in the rain and she will find out the mistake that she has made. The merchant who made that sale is not likely to make another to that lady, and is likely to lose a number of sales to her friends. Likewise where a sealskin coat of the Hudson variety is sold for the real Alaska fur there is going to be a very much dissatisfied customer when the difference is discovered. It is because of these possibilities of buying furs that are counterfeit that reputation is such a big asset to the merchant.

Doctored Furs May Fool Merchant.

To go a step further, the merchant must also be careful of what he is buying. He may be fooled by furs that are skilfully doctored. The case came to my attention a few years ago of a Western merchant who sold a sealskin sacque for Alaskan, which was later proven to be Hudson seal. The discovery was not made until the garment was taken to a furrier for some slight alteration. In this case the merchant himself did not know of the deception. He had bought the garment in good faith and sold it in good faith.

This gives an idea of the dangers that must be guarded against, for a little slip of that kind is likely to go a long way in upsetting a good reputation. Women have a habit of talking about such things that will offset a lot of money spent in advertising campaigns.

My advice to the merchant who desires to handle furs is to buy carefully, to get style and value and establish a reputation for reliable values.

COUPON AND TEST ADVERTISING SALE.

(Continued from page 35.)

of the ad., the others being typographical and concerned rather with the newspaper make-up.

First, there is a double name to the sale: "Sacrifice Sale," and "Advertising Test Sale." The former may not have been—probably was not—intended as a sale name, but the word "sacrifice" stands out as the most prominent in the ad. The latter name, "Advertising Test Sale," was the one to use for the largest display. In any case why call a sale a "sacrifice" sale? It is surely suggestive of selling out a business rather than mere low prices or good values at the end of a season, and has been cheapened from its use by auctioneers.

The coupon itself scarcely stands out in sufficient contrast with the rest of the items in the ad. These are the big thing, yet the type—a black face—is the same as for the ordinary items, "velvet cords," "coatings," etc., where prices are announced. There should be more contrast between the coupons and the other parts of the ad. This might have been secured by setting the rest in Roman, instead of black face, or using slightly larger type for the coupons. It is quite true that each is set out by a panel, but here again the border looks dwarfed by the heavy border around the ad. This heavy border is not more effective than a lighter one, which would permit a heavier border for each coupon.

So much for the typographical part of the coupon.

Make Each Coupon Distinct.

There is another point worth considering: Is there not too much sameness about each? "This coupon is worth 20 cents" — "This coupon is worth 25 cents." What's the difference? Of course the reader gets it as he reads on to the rest of the small type but why not make each distinctive, individual, by bringing the department up to the top: say

DRESS GOODS.

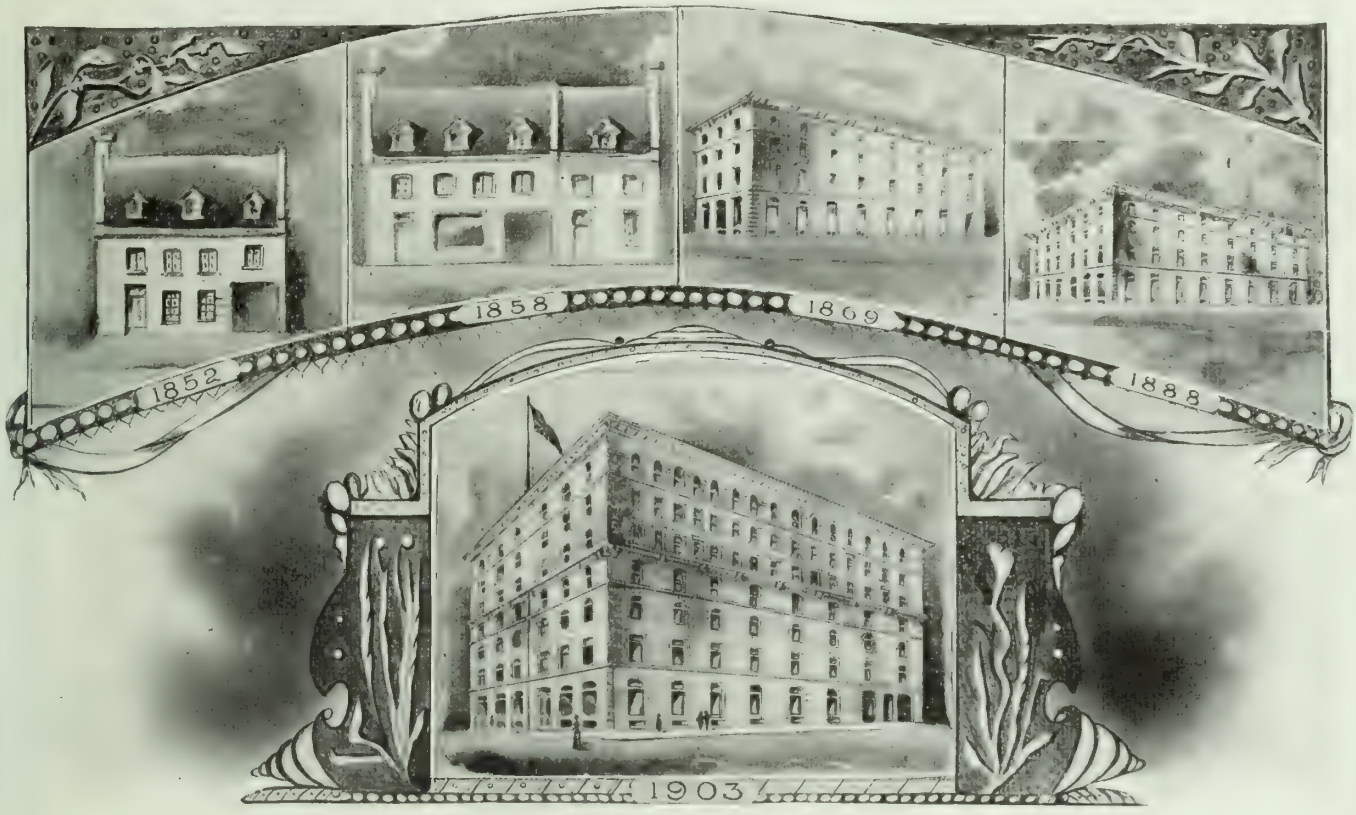
This Coupon is worth 20c.

and so forth.

Not Compact Enough.

Another point about the whole ad.: there is an impression one gets that the different parts show too much white space between them: say, a lack of compactness. White space is a very valuable quality in an ad., if it is distributed properly. Suppose instead of having the reading matter crowd so closely on the outside border, one-quarter of an inch more space were left all around: thus "pressing" the ad. in, and making it more easily read. White space looks better, as a rule, at the outside than the inside of an ad.

Three Generations in the Fur Business



WITH the advent of cold weather, which has unfortunately been delayed a little longer than usual this year, retailers will be paying more attention to their stocks of furs for Fall and Christmas sales.

As the trade is well aware, the price of furs did not make any advance during the past year; in fact, many lines were reduced, and retailers are thus enabled to offer to their customers very handsome furs within the reach of many pockets of moderate means.

It is true that due to the war and consequent financial depression, there may not be as large a demand for high-class furs, but we certainly believe that moderate-priced furs will sell well, if retailers will put sufficient effort into the attempt. Good window displays, good advertising, with prices plainly marked, etc., will undoubtedly assist towards the desired end.

In this contention the well-known house of L. Gnaedinger, Son & Co., corner St. Peter and Recollet Streets, Montreal, are offering some remarkable values in Persian Lamb Coats, Mink, Alaska Sable Muffs and Wraps, etc., lines which will assist the retailer to make an attractive Fur Sale.

Patriotism and Sentiment.

These features play an important part in business at the present time, so it is only fair to L. Gnaedinger, Son & Co. and to their numerous customers and friends to announce that though their name is German in its descent, His Majesty King George has no more loyal subjects in the Dominion than the proprietors of this ancient fur house. The present firm is composed of two brothers and a nephew, Frederick, Theodore and Victor Gnaedinger, all of whom are Canadians born. The original founder of the house, Louis Gnaedinger, came to Canada about seventy-five years ago, being then about 20 years old. The original house was established on St. Peter St., Montreal, almost opposite the present commodious quarters. The illustrations speak louder than words as to the steady growth of the business since. Furs are turned out in their entirety under the present roof, thus doing away with the doubtful practice of farming out goods to manufacturers in unsanitary or sweat-shop conditions. Employees work in well-lighted, clean, well-ventilated workrooms, with all the latest, modern conveniences.

Louis Gnaedinger, the founder of the business, died in 1880, and a few years later his good wife, a native of Longford, Ireland, followed him. Since then the business passed into the hands of the three sons, Emanuel, Frederick and Theodore, and in 1913, upon the death of Emanuel, his son Victor in turn took his father's place as partner in the business. Thus for three generations the Gnaedingers have carried on the manufacture of their famous Moose Head Brand of Furs.

Plans of Retail Stores for Christmas Trade

(As Told to a Staff Correspondent)

TOYS FOR ORPHANAGES.

LIKE many other large stores, Dupuis Freres, Montreal, only have a toy department at Christmas. They squeeze other departments together, and in this way find space for toys. However, this company is cramped for space, and have not the opportunity for special displays that some stores have. Last year the manager purchased a moving picture machine, intending to give a free show for the purpose of attracting children to the store. It was found, however, that space could not be afforded for this feature.

They have an annual feature which, while it does not bring direct business, impresses forcibly into the minds of the French-Canadian population of Montreal the fact that Dupuis Freres are carrying a big stock of toys. Just prior to Christmas, four motor cars are decorated and filled with toys for the children in orphanages and religious institutions. These are led by a car carrying Santa Claus in a parade through the streets. The toys cost about $100, and the advertising secured is worth it.

This year, besides the above feature, a doll-dressing competition is to be held, the effect of which will be to start the toy season very early in December. Conditions will be that dolls be purchased at the store, taken home and dressed. Two weeks before Christmas they will be brought to the store, where two judges will choose the twenty best, and distribute prizes to the successful contestants. This system has been found to work out successfully in American stores, resulting in large sales of dolls.

L. A. Jannard, manager of the house furnishing department, handles toys during the Christmas season.

BOOKLET OF USEFUL TOYS.

AS is their custom every year, James A. Ogilvy & Sons, Montreal, are getting out a booklet containing Christmas suggestions, which embodies every department in the store, paying particular attention to toys. These are mailed to customers, and one is inserted in every parcel leaving the store. Their toys will be more in the nature of specialties this year, and will bear the announcement that they are made-in-Canada goods. And instead of going in for mechanical toys, they will devote more attention to those which can be put to use, such as kindergarten sets, children's bureaus and chiffoniers, etc. This will be necessary in many stores, as the supply of German mechanical toys is much below the average.

(See also Page 34.)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

GENERAL BOTHA.

A cable, dated October 28, from the Jaeger representatives in South Africa, reads as follows: "General Botha has been equipped with Jaeger day and night equipment, subscribed and presented by five hundred admirers: camel blanket bag, three colics, rug, scarf motor sweater, Balaclava, stockinet, four shirts, four pants, three pyjamas, six socks, braces, slippers, pillow."

ALLEN MANUFACTURING COMPANY LIMITED

Sale by Tender

In the course of the administration of the ESTATE OF THE LATE A. W. ALLEN, of the City of Toronto, Manufacturer, his executors and trustees hereby offer for sale by tender the shares of capital stock of the Allen Manufacturing Company Limited, the par value of which is $270,000. A sale will carry with it the following assets of the Company: the "Allen Building" at Simcoe and Pearl Streets, Toronto, plant, stock-in-trade and the good-will of the Whitewear business and the Swiss Laundry carried on by this Company. Further particulars may be had from the undersigned, or from TORONTO GENERAL TRUSTS CORPORATION. All tenders must be in writing, and must be delivered to The Toronto General Trusts Corporation, 83 Bay St., Toronto, on or before the 19th day of December, 1914. The highest or any tender will not necessarily be accepted.

Dated at Toronto this 10th day of November, 1914.

MOWAT, LANGTON & MACLENNAN,
156 Yonge St., Toronto.
Solicitors for the executors and trustees.

MANAGER WANTED.

NOVA SCOTIA DRY GOODS AND FURNISHing firm doing $50,000 business want hustling young manager. Men's furnishing man preferred. Good salary. Apply, with references, to C, care Dry Goods Review, Toronto.

BUSINESS CHANCES.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont.

AGENCIES WANTED — EASTERN MANUfacturers looking for energetic Western agent to handle lines on commission; best references. Apply to H. S. Mussett, 304 Hammond Bldg., Winnipeg, Man.

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The Recognized Authority of the Canadian Dry Goods Trade

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MEN'S WEAR SECTION.

Methods for Building up Christmas Sales—Increase in Prices of Cloths—Getting After Farmer's Trade—New Upstairs' Clothing Store in Toronto—Latest Style News in Ties, Hats, Shirts, Clothing, Etc.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor*

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CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, Eng., E. J. Dodd, European Manager, 88 Fleet St., E.C., Telephone Central 12960.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 6074 Stoney Island Avenue, Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

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MADE IN CANADA

KANTKRACK

Trade Mark

Registered

"ONE GRADE ONLY"

Fact No. 3

Concerning "KANTKRACK"

"—AND THAT THE BEST"



The long back slit allows the tie to slide easily

The easy sliding of the tie is a matter of great importance to every wearer of collars, no matter whether the collars are ordinary or waterproof linen. The long slit over the back buttonhole relieves the pressure at the point in other makes where the tie usually sticks, and allows it to slide smoothly.

Along with the many other exclusive features, such as the reinforced back buttonhole, the flexible lip, etc., this feature of KANTKRACK collars gives them a strong appeal to all wearers of waterproof collars. KANTKRACK collars save laundry bills.

Order your stock now —we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years



This mark stamped on the back of the cloth in

STIFEL (Registered)



Overalls, Jumpers, Shirts, etc.

is the bond we give the dealer and his customers that the material is the *genuine* STIFEL INDIGO, the world's standard for over 75 years.

STIFEL INDIGO is easy to wash and iron---nothing can equal it for service and satisfaction.

Insist upon seeing the mark which protects you and your customers from imitations.



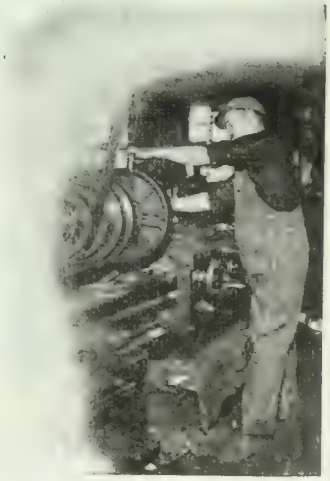
Cloth manufactured by

J. L. Stifel & Son

Indigo Dyers & Printers

Wheeling, W. Va.

NEW YORK - - 260-262 Church St.
CHICAGO - - 223 W. Jackson Blvd.
SAN FRANCISCO, Postal Teleg'ph Bldg.
TORONTO - - 14 Manchester Bldg.
WINNIPEG - - 400 Hammond Block
MONTREAL - - 100 Anderson St.





All Penmans Products are "Made in Canada"

Don't Get Burdened with a Slow-Selling Line

A slow-selling line of Sweater Coats is like a mill-stone around your neck. What you want is a line that you *know* is dependable because *made right*, and a fast mover because *popular*.

Penmans

Sweater Coats

—for Men, Women and Children — are great *trade-bringers* and *profit-makers*. Only the best selected wool is used—the long-wearing and shape-retaining kind.

No Sweater Department is complete or at its best unless it carries Penmans Sweater Coats

Pen Angle WARRANTED HIGH GRADE PENMAN'S KNIT GOODS

Penmans Limited **Paris, Canada**

Challenge Collars

Selling Poin *No. 10*

Satisfaction in Service

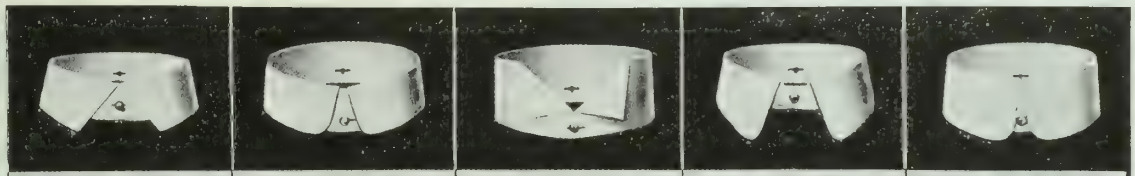
Style without service produces utter failure in anything, and service without style and appearance is equally undesirable. Arlington collars in any of the six grades from the 70c and $1.00 solid stock to the **$1.25 to $2.00 interlined in polished, dull and superior linen finishes, come in the most wanted styles and** give absolute service. They have strong buttonholes and free tie space.

Challenge Collars cost $2.00. Why not try them out now?

Samples on request.

The Arlington Co. of Canada, Limited 54-56 FRASER AVENUE TORONTO, ONT.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents; J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"King George" Suspenders



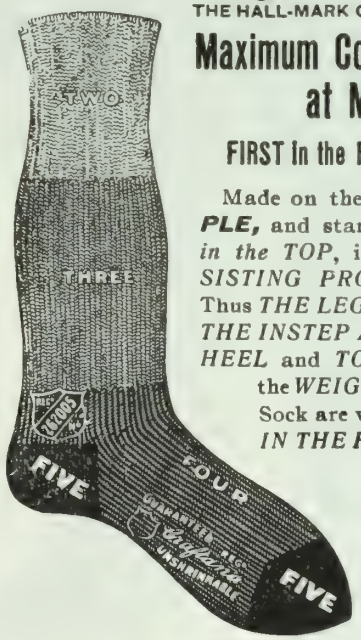
Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

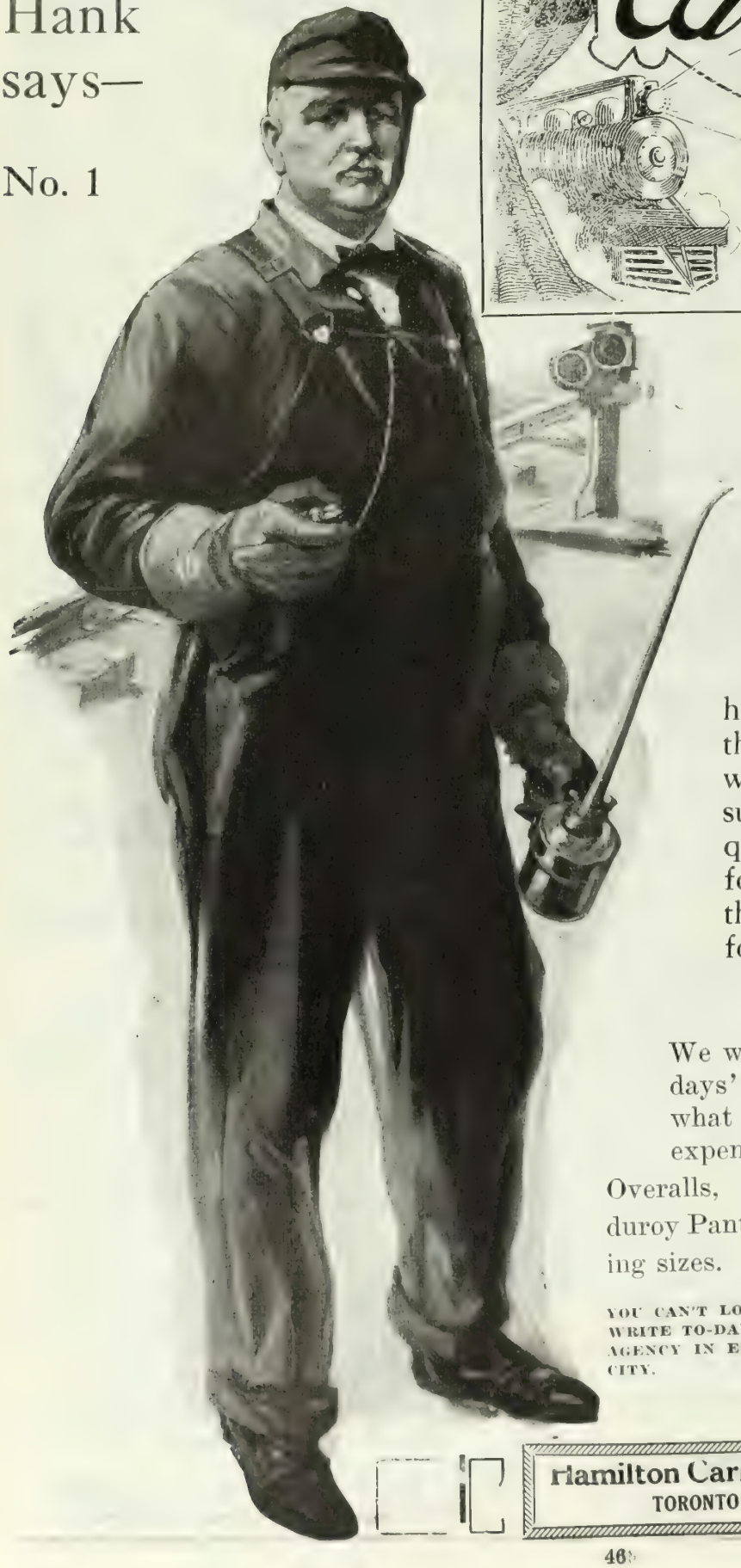
Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Hank says—

No. 1



MADE IN CANADA

MADE IN TORONTO

Carhartt's

FOR CANADIAN WORKMEN

"Worn them? Well I should say I have!

—and longer than they look too, for there's not a rip or hole in them. When Jones sold me this pair of

Carhartt's Overalls

he gave me a great yarn about the reinforced parts, the safety watch pocket, the self-adjusting suspenders, and the long-wearing qualities. I guess he was right, for they haven't give out yet, and they're mighty handy and comfortable."

Our Dealer Proposition:

We will send a trial order to you on sixty days' trial—sell what you can, pay for only what you sell and return the rest at our expense. Trial order consists of Carhartt's Overalls, Gloves, Corduroy Pants in best selling sizes.

YOU CAN'T LOSE, SO WHY NOT WRITE TO-DAY? WE WANT AN AGENCY IN EVERY TOWN AND CITY.



Hamilton Carhartt, Manufacturer, Limited

TORONTO VANCOUVER

Selling Furnishings for Christmas Gifts

This Year People Will be Giving Articles of Service and of Moderate Price—An Opportunity for Haberdasher to Extend His Circle of Holiday Shoppers—Encourage the Women to Come to the Men's Store at This Season—One Store Gave Chocolates Free —Prices or Not in Folders.

THIS article is written with a particular object. That object is to call the attention of the man in the men's furnishing trade to some phases of the prospective holiday business of this year to which he may not give sufficient attention; to impress upon the retailer of haberdashery certain features which are unique to the Christmas season of this year in particular, and which may be made to benefit business. It is intended to convey a certain amount of optimism at a time when optimism is needed, for it is felt that there is reason for that optimistic feeling with regard to the holiday trade if the public demand is met and encouraged. Interviews with several of the leading dealers in furnishings in Canada support the attitude of this article.

It is no news to the trade to say that conditions have been very quiet for some months. Furnishings, particularly of the better class and correspondingly better price, find a ready market when great prosperity prevails—when conditions are quiet men will wear their ties longer and when they buy a new one they are likely to pay 50c or 75c instead of a couple of dollars, and other articles in proportion.

Naturally there has been a stronger proportionate demand of late for goods of moderate prices. With regard to the holiday trade it does not hold that this state of affairs is going to continue; in fact in the high-class stores there are preparations being made for a Christmas business as usual—if not more so.

Logic Says Good Business.

Behind this idea that holiday business will be much as usual—and perhaps a little better—there is business logic. In the first place it may be taken that even though people may not have so much money to spend on their gifts as in some recent years it does not necessarily follow that they are not going to give the usual remembrances of the season. Rather will it be that there will be a more careful selection with a view to curtailment of price.

Again there will be more attention to the selection of gifts this season from the fact that the public mind has largely been turned from what might be termed frivolous luxuries,—such as usually find a big sale during the holiday season—articles and goods which are useful for show only and which give little real service.

This season, then, the situation appears to be that in buying gifts there will be a tendency to reduce prices paid and at the same time to select something which will be of service to the recipient.

The furnisher's Opportunity.

Here then is the object of this article; to bring to the attention of the man who sells furnishings the situation as regards holiday trade. If people are going to seek moderately priced presents which will be of real use to the recipient, there is a great opportunity for the haberdasher to sell many of the remembrances which will go to men this Christmas.

As to the quality of the goods likely to be demanded, this will, of course, depend to a large extent upon the class of trade to which the store usually caters. Despite what has been said, however, about moderate price and service, it does not follow that people will be seeking cheap stuff. A present should not look cheap and with articles of apparel values make themselves apparent. The statement about price should possibly be qualified with the word "comparatively"—that is in comparison with jewelry and other presents which have been the vogue with many people. One would not send a man a pair of overalls as a Christmas gift even if he did wear them the greater part of the daylight hours of the whole year.

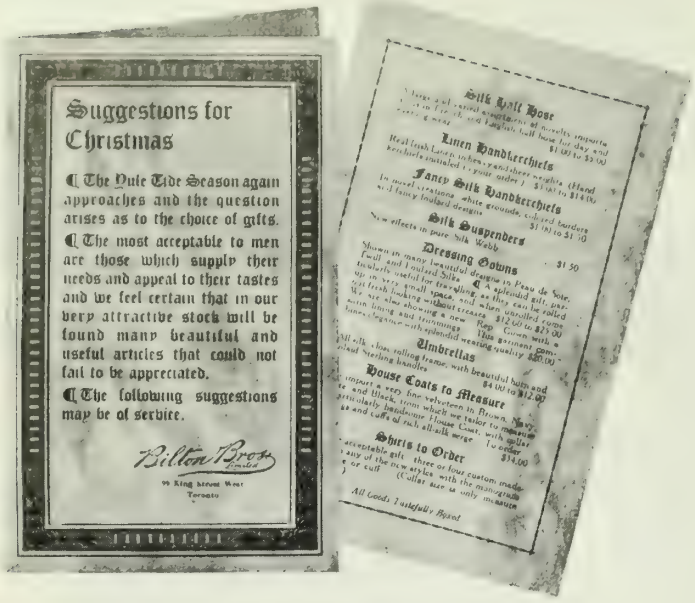
The Christmas Campaign.

Much will depend upon the manner in which the dealer puts his case before the public. The public will be giving consideration to the matter and the retailer should endeavor to get his share of that consideration. There is an opportunity to extend the field of Christmas shopping in the men's store and the public should be told of the useful, tasteful holiday gifts which can be secured there at comparatively moderate prices.

Newspaper advertising can be made useful to this end as well as a neat Christmas folder sent through the mail to a selected list. This list should not only include the regular patrons of the store but others who might be interested, for it should be remembered that this may be a good opportunity to increase the circle of customers. Then the advertising should not be too late, for the constant hammering home of the early holiday shopping idea is having its effect which is seen more and more from year to year. People are getting to give more time to the selection of their presents and are beginning to appreciate that the time to choose successfully is before the other people have done so.

Power of Suggestion.

The advertising campaign should be based upon the factor of the power of suggestion in helping the public to



A CHRISTMAS BOOKLET.

This is a reproduction of a four-page folder sent out to their customers by Bilton Bros. last Christmas. Note range of prices quoted in most of the lines, a useful guide, to women as well as men.

---

make their Christmas selections. The idea of presenting "him" with something to wear—something that he will really appreciate—has not been very strongly impressed upon "her"; although many women and girls have found that they can get gifts for sweethearts, brothers, fathers or husbands in a furnishing store, there are many others who are more likely to wander into a jewelry store or some other establishment where some ornament can be bought which will probably find its way into the discards at the bottom of the bureau drawer.

There are two opinions as to the policy of advertising prices in the holiday season. One is to eliminate figures altogether and merely make the announcement a suggestion of gifts; the other is to make a range of prices which will give the prospective purchaser some idea of what may have to be paid. Between these two there does not seem to be any great difference. The one is purely the idea of suggestion—which is the main desirable factor, the other is suggestion with the added advantage of giving a general idea of price.

Apart from these such a course as to advertise a definite price with the inference that it is a bargain will prove a grave mistake. There are some things which may be bought cheap and given for presents but cheap haberdashery does not come within the class, for, as stated before, the value is largely shown in the apparance. No one would care to give a present which would have a suggestion of cheapness about it; therefore, people who are choosing presents are not likely to care to be seen in a store which is advertising special prices. Again a window full of gift articles at special prices would be almost absolutely useless for the reason that the goods shown would be branded as cheap and the recipient would probably recognize in his gift a duplicate of an article shown in a bargain collection. No, by all means keep away from definite prices that appear as special inducements—in haberdashery.

Some of the Good Lines.

The men's furnisher has a number of good lines for useful gifts—and the big range of quality permits of goods at a variety of prices to suit almost every pocket.

There are neckties of good value and various prices with the better quality likely to be found the more popular. There are gloves in a variety of grades. There are high class linen handkerchiefs in fancy boxes. There is silk hosiery, and men always appreciate hose. There are umbrellas which are always welcome. There are mufflers; always a strong line. There are dressing gowns and smoking jackets very suitable for family gifts to father. And there are canes and cuff links and a variety of others.

Encourage the Ladies to Buy.

The men's store can be made a big factor in solving the problems of the ladies' holiday campaign as well as that of the males. Not so much in recent years have we heard the time-worn jokes about the Christmas neckties that mother, or sister or grandmother bought for "him" and which were kept as souvenirs of the distorted ideas of the softer sex with regard to the wearing apparel of men—cravats which were classed with the Yuletide cigars.

Haberdashers in the high class stores will explain that this was a condition of the past. That with the exception of little individual kinks of taste the women can to-day make as good a selcetion as a man—in fact that she is likely to make a better purchase than a man, except, of course, where he may be buying for himself. This is largely due to the better class of neckwear which is now turned out by the manufacturers and to its big range of possibilities which makes almost anything that can be selected stylish. The old days when there were a lot of cravats which seemed to have been specially made for women to buy to make their male friends look ridiculous, have passed, and the stock now carried by the up-to-date stores makes a selection which will indicate a breach of good taste for any man almost impossible.

So is it with many of the other lines which are sold in the haberdashery stores. To-day the stocks carried are of a much better quality than in the past and women need not fear the drawing down of the male ire by buying for "him" in any up-to-date men's store.

Put Goods Up Tastily.

In the holiday trade it will be found that there is a demand for seasonable wrappings and boxes. These may reduce to some extent the profits on the goods, but it will be difficult to satisfy the public demand without this little display of consideration. After the 1st of December it will be found that many customers in making a purchase think that they are entitled to a "Christmas box" to put it in and they are likely to make a mental note of the fact if they are not accommodated. In fact it will often be noted that customers will want a box whether they are purchasing the article for themselves or not—they will desire to make use of the box to wrap up something else, perhaps an article which has been made in the house. There will be times too, when the man of the house will have his instructions from his good lady to bring home boxes when possible so that she will be able to send off the little fancy articles which she has been making.

Christmas wrappings cost the dealer money but he would be better to get the cost of them in some other way than to save the amount by not accommodating the people in a manner which they have come to accept as part of the routine proceedings of holiday shopping.

ILLUSTRATING GROUPS OF GIFTS.

FANCY gift boxes were featured in a large sized folder sent out last year by the 2 Macs, Ottawa. This was of an unusual form, each page being 7 by 10 inches, and with half-tone cuts at the upper right and lower left hand corners, showing attractive groupings of Christmas lines; scarfs, handkerchiefs and hosiery in boxes, dressing jackets, fancy vests, etc., and a spray of holly at the sides of each cut, as reproduced in connection with this article.

The reading matter was well conceived, with only a suggestion of prices, not for individual articles so much as a "range," 75c. to $3 etc. This in most cases will be found the best form in which to introduce the subject of price.

The following are a few of the paragraphs:

"Handkerchiefs are sure to be well received. He could not fail to appreciate a box of our pure linens, either plain or with neat initials. All in fancy boxes."

A Shrewd Wording

"Any man will be delighted to wear a fancy vest though it might never occur to him to purchase one himself. Our stock includes all the newer styles as well as the warm knitted variety."

Note the shrewdness of the words "though it might never occur to him to purchase one himself."

"House slippers, the gift that is most appreciated by every man. Just choose a pair for him from our large stock of quality slippers. Prices 75c to $3.00."

Single Range of Ties in Window.

A Hamilton furnishings firm uses a booklet without specific prices and finds that the reminders bring in trade. They also make a specialty of Christmas gift window displays, but are careful to run a single range of ties, say, rather than a large variety. They feel that the display is more impressive and that those who see it are more apt to single out one particular tie if it is "isolated" in this way.

Must Have Fancy Boxes.

This firm, also stocks up with fancy boxes.

"We have to keep them especially for women as they ask for them with nearly everything they buy," said a salesman to The Review. "**Of course we only give them if they are asked for,** because they are rather expensive, and mean several cents reduction in our profits on each purchase."

Christmas Lines

Some of the articles carried in the men's furnishing store which will be found good sellers in the Christmas trade are:—

GLOVES,
NECKWEAR,
HANDKERCHIEFS,
HOSIERY,
UMBRELLAS,
CANES,
MUFFLERS,
HOUSE COATS,
DRESSING GOWNS,
CUFF LINKS, ETC.

Big Advances in Cloths--Deliveries Uncertain

Many British Firms Have Withdrawn Prices Altogether—Army Authorities Demanding the Output of the Mills—Advances as High as 45% on Heavy Goods and 20% to 25% on Light Materials —Indigoes are Scarce and Dear—50 Cents to $1 a Suit Up.

(Embracing Opinions of Heads of Big Special Order and Ready-to-Wear Houses.)

THAT there are advances of as much as forty-five per cent. in heavy British friezes which will be wanted in the clothing trade for next Winter; that Canadian manufacturers have advanced prices on cloths fifteen to twenty-five per cent.; that even the imported cloths of light weight required for the trade of next Summer have advanced twenty per cent.—these are some of the facts of the present situation as regards materials that the clothing manufacturers have to consider.

Conditions represent a state of chaos. Importers who have endeavored to keep in touch with the situation are largely at sea. Prices have advanced with a rapidity which has almost paralyzed the import trade. British manufacturers generally have withdrawn their quotations altogether or they have made advances and will take orders with the understanding that they will deliver if they are able.

When the war first broke there was the argument advanced that cloths would probably be cheaper on account of the Continental market being cut off from England. That was the theory then evolved by one of the most prominent clothing manufacturers in the Dominion; it seemed sound. To-day that authority states that he has quit trying to grasp the situation and is merely awaiting developments.

The Factors at Work.

The great factor in the situation is, of course, the demand which has been brought to bear upon the British manufacturers for clothing for the men on the battlefields and in the training camps; this does not only apply to the British army, but to the other armies of the allied forces, for the men who are fighting for France and Russia are also receiving garments from Great Britain.

This demand bears directly upon the coarse woolens, but it is not the only factor in the situation. There is the shortage of dyes and the increased price of wool to be taken into consideration.

The Scarcity of Indigoes.

The shortage of dyes has created a very serious situation, particularly with regard to indigoes. From six letters received recently from manufacturers who supply this grade of blues it is

What Manufacturers Say of Advances

Communications from two British firms which are typical of what have been received by Canadian importers from the cloth manufacturers in general in the United Kingdom:

Leeds,

Dear Sirs:—

We much regret that owing to the increased and unsettled cost of Indigo and dye-wares generally, we are reluctantly compelled to withdraw all our prices.

We shall, however, be glad to quote you for any of our cloths as business may arise.

Yours truly,

Holmfirth,

Dear Sirs:—

Owing to the shortage and consequent high prices of materials and dye-wares, we are compelled to revise our price for all future orders.

Our prices are advanced for cloths up to 3/2, 2d per yd; 3/3 to 4/-, 3d per yd; over 4/- 4d per yd; which does not cover all the advance in raw material and may have to be further advanced later.

In the meantime all orders will be accepted at above prices if we can buy material. Some shades are now unobtainable and in fawns, drabs and browns we cannot promise to repeat exact to shade if we can do them at all.

Yours truly,

noted that four of them have withdrawn their quotations altogether, while where there are quotations given, the price has been advanced, and even shillings on the old price, which was in the neighborhood of $1.

Coarse Woolens for Uniforms.

The output of the mills of England has practically been taken over by the Government, and without the consent of the military authorities there can be no exportations made to Canada or any other country.

The result has been that some importing firms which have received their samples will be able to do nothing with regard to taking orders.

All Lines Affected.

But the coarse woolens and the indigoes are not the only lines affected. So strong has been the demand for these goods that there has been an advance in sympathy and then the price for wool has risen to a very material extent.

There is also another factor which must be taken into consideration. Outside of the war demand the markets of England have been cut off to a large extent. Canada and the United States are now the main fields which are left open and the United States will pretty much look after herself. The result is that Canada will be one of the main importers. This will mean that the volume exported from England will be greatly reduced and that the cost of getting out patterns, etc., will be materially higher.

Light Materials Also Dearer.

In sympathy with the general conditions and on the heavy advances in raw material, lighter cloths have followed the market and there have been advances made of about twenty per cent. This promises to affect business next Summer.

So far as the Canadian mills are concerned the conditions are practically the same and prices have been advanced 20 to 25 per cent. on the higher price of wools, and the Government demand for the output for war purposes.

Adjusting Clothing Prices.

Higher prices for clothing are inevitable in view of the prices now being paid for cloths. When these advances will take place and how soon they will affect the trade and the public depends upon the attitude which is taken throughout and the amount of protection which one branch of the trade gives to the other.

For example, if a manufacturer has a heavy stock of made-up clothing or of cloth, he may decide not to make an advance until he is forced to and this may keep prices down for some time. On the other hand there are some departments where prices will be advanced almost immediately.

A leading special order house makes the statement that there are some items which will be advanced a dollar at once—others will remain in their present position for a considerable period as there is not the same demand and the stock will last longer.

A big manufacturing firm makes the statement that prices of suits for the trade next Summer will be advanced 50c to $1 wholesale—on the head of the higher prices for materials—and that for next Fall there is no saying what the prices may be.

These high prices, however, may be delayed to some extent owing to the fact that there are generally pretty heavy stocks on hand, and the condition of trade is such that there will not be higher quotations until they are absolutely necessary. Popular low priced lines will be affected first, as there has been little advance in the expensive goods.

Will Mean "Cheaper" Quality.

There can be no doubt but that the increase in the cost of materials will mean that the people will be looking for cheaper goods than in the past in the sense that they will not want to pay more than in the past—if as much.

In fact, already there is a demand for clothing at much lower prices than a few months or a year ago, and here is one of the great difficulties, for it is difficult to meet a demand for cheaper goods when the price of raw materials is advancing rapidly—and yet demand must be accepted as a factor of considerable importance in determining price with quality reduced until that price is reached.

Looking to the Future.

It would be almost impossible to forecast future developments. The great factor has been the war demand and it will continue to be so. Therefore, the length of the war will be a determining factor in the situation. But so long as the campaign continues there will be a demand for uniforms for the increasing armies in the field which will be likely to keep prices on a high level.

Lachine-Syndicate, clothiers and furriers, Lachine, Que., have closed their store in that city, and Mr. A. Goldstein is now devoting his time to his store on Notre Dame street West, Montreal.

Get Boys Interested in Clothing Department

This is the First Stone in the Foundation of a Successful Little Men's Trade—Style and Value Both Essential in Meeting the Parent and Competing the Sale—Methods of Some Managers in Getting the Youth's Interest.

Specially prepared for The Review by J. Willoughby.

IF a merchant were to ask me the most important stone in the foundation to be laid for the building up of a boys' clothing department, I would reply—to get the interest of the boy; and to go further, maintaining the interest of the boy and developing it, will be found to be the most important factor in rearing the department structure.

The question is how to get and maintain this interest. This has been the problem which has had the attention of the managers of the best boys' departments in the country. There are a number of tips which I can give, after discussing the matter with different specialists, and in meeting the boy in relation to his apparel needs, but in many instances much will depend upon the ability of the head of this department to gauge his own trade and meet the individual conditions.

The interest of the boy will be found to be two-fold so far as the power of attraction is concerned. In the first place, it will be found best to supply some other attraction than the goods themselves—and then to make the goods interest. Of the two the latter is perhaps the more essential for the reason that in that connection the interests of the parents are to be considered as well, and this means combining the style which will attract the boy with the quality and wearing ability which will satisfy the parent. This is a combination which is sometimes difficult to achieve for the reason that the sale of a boy's suit is a sort of double-barreled proposition with two parties to be satisfied—and each is likely to be very critical. And do not forget that, getting down to first principles, it is the parent that holds the purse-strings.

Attractions on the Side.

One of the best means of interesting the boy in a particular store is that which is employed by a Canadian city firm. In this store there is a large book which is used for a register, and when each boy is fitted out he is taken to the big book and asked to sign his name. He is also asked to put down the date of his birthday, and on that day an attractive booklet is mailed to him. Does this not appeal as a proceeding which will get and keep the interest of that boy?—and how he will talk to the other boys. Imagine the impression on the lad who is formally taken to sign his name on the register and then the effect of the remembrance at the birthday. Boys have good memories for little things of this kind.

Similarly where there is a list kept of boys who have patronized the store this Christmas season is a good time to make a small expenditure, which is likely to be worth a good deal in keeping up interest. A neat card or other small souvenir as a holiday remembrance will carry a great deal of effect with it.

Getting a Mailing List.

In connection with this reference to a mailing list, let me mention a scheme which has been adopted in connection with a boys' department recently established in Toronto. Here there is a card system which gives information about the boy and his patrons and the sizes of his different garments. This card is filled out at the time the purchase is made, and not only does it result in a fine mailing list, but the information can also be put to good use in getting further orders by telephone or mail, as purchases can be made in this manner with the aid of the details on the card.

Getting Initial Interest.

Particularly for the benefit of the merchant who may be considering plans for opening a boys' department, let me refer to a scheme which was successfully worked out in connection with a new department for the little men, which was located on the fourth floor of a large store, and to which it was desired to direct the attention of the lads.

Here on one side of the department was fitted up a little gymnasium for the juveniles. There were boxing gloves, and bars, and hand balls, etc., for them to play with, and when boys got started it was hard to get them downstairs again. Such an event makes a big impression on the mind of the boy, and he is not only likely to remember it, but will talk of it to his cronies.

Following Up Sport Ideas.

In this instance the appeal to the athletic side of the boys' nature was so successful that a further step was taken in the Spring, when interest was centering in outdoor games. A supply of inexpensive baseballs, masks and gloves was secured, and with each purchase of a suit or overcoat the boy was given his choice of any of the articles. It should be mentioned that this was an attraction at the end of a season, when it was desired to clear up some lines, and the manager who carried it out is satisfied that it had a better effect and cost less than it would have to have made the reductions from the regular prices which are usually necessary to clean up the stock at such a season.

Was Carefully Considered.

On the side it might be here observed that the head of the department decided upon baseball goods only after he had made inquiry as to what was most likely to appeal to the boy. At this time there was an agitation in favor of a revival of lacrosse, and he first consulted with a well-known Canadian sporting authority, who told him that it was useless to look for any widespread popularity in the national game, which has been on the wane in public favor for some years.

As to this course of giving premiums, there is a difference of opinion. I am not going to take one side or the other. The information given refers to one particular incident. Generally, however, it might be remarked that the benefits or evils of giving gifts of this kind will depend upon the manner in which it is done. If the premium is going to cheapen the store in any sense it should not be given.

The Direct Appeal.

But as I have intimated before, it should not for a moment be considered that a boys' department could be made a success merely by giving side attractions after the manner mentioned. There must essentially be satisfaction and service in the goods sold, for in this connection the parent is the big factor. The boy may look for style, but the parent will look for quality—and if the quality is not there, then there are likely to be no more purchases made in the store.

And here it might be good advice to the merchant to dissuade him from the idea that price is the great factor. Of recent years parents have been buying better clothing for their boys—and there has been a big improvement in the clothing which is being made too. Educate your trade to better goods, for you can-

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What Montreal and Toronto

Colored Collars Are Selling Well to Match Shade Though Not Pattern of Shirt—New Type of Velour Hat With Hand-Tied Bow—A Look Amongst Moderate-Priced Goods in the Stores.

After Visits by Staff

IN MONTREAL.

Good sale in colored collars to match shade, though not pattern of shirt.

Smart soft hat with hand tied bow, in diamond telescope shape.

Tweed hats may become popular.

Jewelry department promises to be good for Christmas.

Chamois suede gloves featured.

MONTREAL, Nov. 16.—Last month I paid particular attention to the lines being carried by some of the higher class stores, particularly those on St. James Street, where the brokers and real estate men trade, or, rather, where they do not trade so much just now. The desire for lower prices has compelled many stores to carry cheaper lines, such as they never handled before.

The lines carried in the type of store that caters to a good middle class trade differ widely from those referred to in our last issue. Colored collars, with a marked cutaway, have made their appearance, and just now are experiencing a very good sale. It is a novelty, straight from London, and people are taking to them immediately, especially the French-Canadians. However, most of the very best dressed men are keeping to the white collar. It is not thought these colored collars will remain long. Merchants will help the sale considerably by showing them together with corresponding shirts, and ties to match. It is no use selling a pink collar to a man with a white shirt, and if this is pointed out, it is easy to effect a sale of the whole outfit. A pink collar looks nifty with a pink and white shirt with mushroom pleats, and a black Derby completes a smart combination.

* * *

NECK WEAR OF BIG SHAPE is more popular than ever, especially with the cutaway collars, which are now worn very extensively. Retailers are featuring black and white stripes, of messaline and other silks, the sale of which should be helped considerably by present demand for these colored collars. Wide knitted ties are coming in, and should sell for the same reason, being made in black and white, as well as in regimental colors. Nice knitted goods just now are not difficult to sell. Neckwear of all kinds should be good for Christmas trade, as gifts will tend towards the smaller fry; then, again, there have been plenty of style changes, and something new is coming in all the time.

The Mushroom Pleats.

I notice most of the stores are showing mushroom pleated shirts, but in proportion with staple lines they do not cut a big figure. People seem to be afraid to take a risk at laundrying them, having had painful past experience with less intricate styles. If this difficulty could be overcome, I feel that the sale would be larger, as they are eminently suited to this climate, being warm for Winter. They were not a pronounced success in New York, but the climate there is much warmer than here. They are the only thing in dress, on account of their neglige effect—that is, comfortable when dancing, especially the dances of to-day, which require something that will not force the collar up around the chin.

As for wool shirts, the man who has accustomed himself to them, has become educated to the fact that he must pay a good price, say, three or three and a half dollars, if he is to get any satisfaction. The cotton flannel shirts are less in demand, men having found them to succumb in the wash too quickly.

* * *

IT IS HARD TO FIND ANYTHING very new in hats, and it is hardly likely there will be now, as the season is pretty well over. The business has been exceptionally good until now, but is falling off as November progresses. The newest thing I have seen was in Whittle & Roman's, who are showing a smart soft hat, of Mexico shape, known also as a "Texas Tommy." It has a band of a special English silk, with a hand-tied bow, and is being worn here diamond telescope. The feature about it is the hand-tied bow, which is new and gives the hat snap. I fancy these will be seen in large number on this market next year.

Tweed hats seem to have been a partial failure, so far, but they may surprise us when the colder weather comes along. They are cheap, got up nicely with plenty of style, are serviceable, but lack snap. It is the first time these have been shown in Canada of this block for some years. Hard rats up to the present have not been much in demand.

The cap trade has opened up well, especially trade in children's. There are fewer styles being shown this year on account of orders for velours and felts in children's hats, many of which come from Italy, having been canceled. Italy is not at war, but it takes a long while for shipments to come through, and it will be much worse now that the British have laid mines.

The majority of merchants seem to be feeling their way carefully for next year, and the hat travelers are complaining that business is not coming in as freely as they would like. I would advise them not to delay too long, or they will get little variety, and no assortment.

* * *

MERCHANTS WILL DO WELL to take a look at their jewelry department before the end of the month. It is never

(Continued on page 59.)

SOMETHING NEW.

Smart soft hat of Mexican shape known as a "Texas Tommy," has band with hand-tied bow and is worn diamond telescope.



Men's Stores Are Showing

Fedoras in Soft Hats for Spring, With Stiff Hats an Uncertain Quantity—Will Velour be Revived?—Diagonal Stripes on Shirts—New Ideas in Dress Wear, in Suits and Overcoats.

Members of The Review.

IN speaking to the buyer of one of the largest specialty hat houses in the country, I ventured some inquiry about the Spring styles. His reply confirmed an opinion which I expressed some time ago that the rage for variety in the felt headgear had taken the makers over such a range that they were now facing a blank wall with the only hope of extending the business further in this direction lying in the direction of novelties. He said that in the Spring stuff that had been offered to date there was nothing new and that late novelties were about all that he could see to give spice — what these novelties might be he could not imagine and I could give him little help.

I might mention that shortly after I talked with a representative of one of the big importing houses, and he could give me absolutely nothing like an inspiration regarding Spring styles as differing from those which the trade has already met.

Fedoras with Contrasts Missing.

The outlook is for another season of soft felt. There will be some new tendencies such as a further leaning to the fedora shaped crown and the elimination of the startling two-color effect, but otherwise there is little room for anything in color, in brim, in height of crown, in knots or ribbons that has not been included in the variety which has been shown in the past year. In fact, the range has been so complete that there really is no particular style that can be given as the vogue. The trade which made a good thing of the rapidity of the changes at first now find a reaction in a view that "anything" is good—and there are many people who are glad that anything is good just now.

Call for the Velour.

Personally I have been wondering if there is not going to be a call again for the velour, difficult as it is now to procure. The tendency of style is for something different. When a fashion becomes general some few leaders lead the way to a change and style follows with the mob after it. If fashion is going to remain loyal to the soft felt hat then it seems that the velour is about the only avenue which style has not traversed of late. One of the biggest of the American firms is showing the velour as something "exclusive."

What of the Stiff Hat?

There is getting to be a stronger tendency to turn to the stiff hat to break up the run of the soft felt. This is the effect of the desire for something different and there will be a following, although to what extent is not yet apparent. Generally speaking, it looks like the soft hat for the crowd for a while yet.

Away From High Straw.

The new straws are to be more moderate. From the high crown there has been a reversion, but it is not likely to go to the extreme low. In fact, rather the idea will be in the other direction to something of heavy square appearance and made of rough material. A 3½ crown with 2½ brim looks like one of the strongest shapes.

* * *

A VISIT TO BILTON'S, Toronto, is to get into touch with many of the newest things which are being brought out in Canada for men's wear. I dropped in the other day and found a number of the latest novelties from London, together with several new ideas which they have worked out for themselves to give individuality to their shirt styles. These are for the more exclusive trade, but care is displayed in not going to extremes. I saw nothing that a well-dressed man to-day would not be pleased to wear—that is, of course, where style is desired.

Diagonal Stripes on Shirts.

I saw a couple of shirt models which are distinctly individual to the Bilton store. One was of fine French flannel in a delicate shade of pink with three tucks down either side of the front. These tucks were not large and would not be sufficiently pronounced except on a material of plain tone color without pattern. Distinctly novel was a piping of black on the Russian cuffs and the front. Another shirt novelty was in a striped pattern with a tucked front, but instead of the stripes running horizontal or vertical, they were diagonal, converging at the centre, giving a V effect. Other handsome garments were in striped French flannel with strong colors.

IN TORONTO.

Diagonal stripes in shirts.
Canary piping on gloves.
Raising waist line on sack or lounge coats.
Three buttons placed high with considerable skirt. Lapels wide.
Strong in tartans, going away from blacks and whites.
Double breasted overcoats.
Balmacaan not strong in heavy weights.
Return to velvet collar.
Canes and spats coming back.

In neckwear one of the latest lines is of shot silk, which has not been seen in ties for some time. This comes in plain shades with autumn tints predominating. Reds also get a strong showing in neckwear: that is, of the darker shades, such as magenta, while there is a new color called "phlox" which has that rich purplish tinge which is noted on the surface of the petals of the flower after which the color is called.

A new muffler is shown in a material of bandana pattern with fringed ends.

Canary Piping on Gloves.

I also saw some new ideas in gloves—and new gloves may be looked for with the European trouble cutting off supplies. There was a walking glove of white doe skin with heavy coarse stitching of black and also black piping. A new evening glove departs from the conventional white to the extent of canary piping and points.

Less formality is also shown in the black dress ties for tuxedo wear which are relieved by the introduction of large polka dots in white and silver or stripes of the same contrasting color.

More fancy canes and spats will be strong this Fall in completing the well-dressed effect of the man of fashion.

* * *

AT HICKEY'S THE OTHER DAY I had a chat on the subject of ready-made clothing with the proprietor, who is one of the most prominent clothiers in Toronto. I found evidence that the leading clothing manufacturers, or at least some of them, have taken quite a stride in the direction of raising the waist line on the sack or lounge coats. He showed me two models in which the long skirt was the big feature and stated that he had pinned his faith in these not only for the Winter and the Spring trade, but had bought into next Summer.

(Continued on page 55.)

How Hat Store Lends Umbrellas on Rainy Days

Whittle and Roman Ask for Deposit of One Dollar and the Most Keep the Umbrellas—Fitting a Man with Head Like Inverted Equilateral Triangle—Keeping up Class of Clothing as Well as Hats.

By a Staff Correspondent.

ONE day early in November it began to rain in Montreal. Businessmen who had gone to work without their raincoats actually stopped in the rain to look at a hat store window on St. James street. It was a most extraordinary thing—a storekeeper giving something away, and that something an umbrella, the very thing they wanted at the moment. As a matter of fact, Messrs. Whittle & Roman, in whose window this announcement appeared, were aware of the fact that rain was falling, otherwise they would not have made this startling announcement. It ran thus: "Umbrellas Loaned Free."

The cynic was heard to remark: "Pooh! That's a scheme of theirs to get people inside to buy hats." He hit it on the head. It was a scheme to get people inside, and in some cases it succeeded. Of course, none but the foolish expected that anyone would lend an umbrella without a deposit. The deposit amounted to a dollar—the retail price of the umbrella.

Whittle & Roman charge this up to advertising, and it is very good advertising. If an ad will bring a man into the store, especially a men's furnishing store, it has paid for itself. In these days, it often requires well thought out schemes to draw prospects, and the firms who cannot afford to advertise five-dollar hats for three dollars, must think out new methods to draw.

It would appear that to lend a man an umbrella during a shower would cost a little. It depends upon how many have the nerve to take the umbrella back. Approximately forty per cent. return for their dollar, in which case the umbrellas are put into a special case, as they cannot be sold as new, but can be used again for the same purpose. So that if sixty per cent. retain the umbrellas, the advertising costs very little, and brings big results. One man who borrowed an umbrella remarked that he was so corpulent, he could never get a raincoat to fit. Couldn't he? Though he measured 48, Roman fitted him; but he had to run over to the stockroom to get the garment.

Like Triangle Upside Down.

Whittle and Roman go to the trouble of lending umbrellas, and it is a safe bet they never let a sale go by, even though they scour the Dominion to make it. A man visited them recently with a face shaped like an inverted triangle, the base of which required a size 8 to cover. He admitted that his head was large, and volunteered the information that no dealer in Montreal to date had been able to fit him. The measuring machine was placed on his head, but it refused to measure such a cranium. So it was measured by tape, and an outline sent to the manufacturers, who prepared a special block. He bought three five-dollar hats. There was little profit in the deal, but he will tell his friends that he secured satisfaction at the house of Whittle and Roman.

They are really hat specialists, though they carry lines of gloves, caps, coats, canes and umbrellas. Early last Summer they put out their shingle on St. James street, did a good business in straws, and like everybody else, are not particularly thankful to war conditions. Mr. Roman says he can stand it longer than those on St. Catharine street. He made an investigation recently and found that about 50,000 men pass his store every day; so that it is a strategical spot for a hat store. Rents are 100 per cent. cheaper than on St. Catharine street, which, as most people know, is the shopping district of Montreal.

The Review asked him if he now carried a cheaper grade of hat to meet the temporarily lower buying power of the public, pointing out that clothing stores on the same street were showing $15 suits, who handled nothing cheaper than $30 normally.

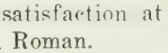
He replied: "What would happen to Ryries or Birks if they began to stock a cheaper line of jewelry? They would lose their high-class trade. The same with hats."

Over 200 Styles.

Between the months of September and November Whittle and Roman show over 200 different styles. The writer counted 64 styles in the showcases, 66 on the floor, and others had been disposed of, or are coming in, while there are 20 lines of caps. In the hat business to-day, says Mr. Roman, you've got to be right up to the mark; to be able to judge the face of each man entering the store, and supply a model to suit.

Travellers for hat manufacturers showing styles for next season usually find them already on sale in this store. Every manufacturer will not sell his hats ahead of season, but Whittle & Roman declare they let them. They travel after them.

Mr. Roman tries to buy so as not to have some of these 200 models left on his shelves, and spends much time concocting ideas for getting men into his store, believing that a man in the store is worth a hundred on St. James street. This umbrella stunt is only good when it rains; he is planning another for fine days.



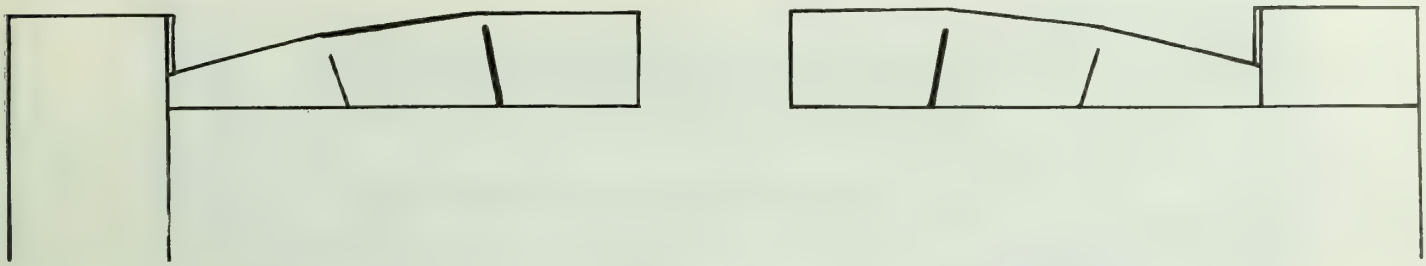
RECORD OF SHOE SALES.

"There are a good many of us smaller dealers in the retail shoe trade," says a prominent shoe man, "who fail to pay sufficient attention to a record of sales. We receive the customer, fit him with the shoe he seems to like, wrap up the package, give it to him and forget all about it.

"Should he return to the store sometime later and ask for the same shoe he bought before, it is impossible for the clerk to remember it; and if the description of the shoe is not sufficient accurate for the clerk to identify it, there is no chance of getting him the same style and number.

"I know it is impracticable to keep a record of every pair of shoes sold, for sometimes a customer does not care to give his name and address with a cash sale; although a system that calls for this, where possible, gives a dealer a mighty good mailing list. But there are certain regular customers from whom it is possible to get the name and address, and where this is secured a record of the kind of shoe purchased is a very valuable aid in serving the customer later. Besides this, such a record gives a line on the amount of business done with that customer, a feature that is worth a good deal to the retail man who wants to develop his business. And what is equally important, it is a mighty good trouble indicator. Since such a record will show the complaints made by a customer and the justice of them or lack of it, it is therefore a good guide for future relations with that particular customer.

Arranging Glass at Different Angles in a Store Front



THE modern idea of small, individual displays in showing men's furnishings and of shallow windows so as to bring the different articles of haberdashery close to the eye, thus permitting of an inspection in detail, finds expression in a "different" store front at the establishment of Max Beauvais, Montreal.

Here the difficulty of working out the small display was accentuated from the fact that the store has an unusually large front and it was not desirable to make more than one entrance. Also the uniformity was to some extent spoiled from the fact that there was a doorway necessary to give access to the upper floors.

The sketch gives an idea of the unique method in which the problem was solved. Not only were the window spaces divided into compartments, as is often done where there is a wide spread of glass, but additional individuality was given to each display by arranging the glass at different angles.

Then uniformity was preserved by cutting off the stairway on one side and by making a similar section on the opposite side into an individual window. Thus on the one side there are practically four different windows made out of the one, and on the other three while the whole front is uniform.

GET BOYS INTERESTED IN CLOTHING DEPARTMENT.

(Continued from Page 51.)

not hope to be a good and a cheap merchant. Clerks should keep in touch with the styles, and be able to talk about them to the customers in such a manner as to arrest their interest.

Using Window Displays.

Then in the window display the boys' department should have its full share of consideration. Not only should there be frequent showings when there are new styles, but there should be a full window of them—it will not do to crowd a couple of garments into another display; that is giving the impression that the boys' department is only a side line, as the window would indicate.

Keep Up in Furnishings.

I have recently been told by the manager of the boys' department in one store that he has doubled the business of his section in furnishings within less than a year. This has been done because special attention has been given to this branch of the trade. In these days, when so much attention is being given to the minor details of the apparel of the man, the boy should not be overlooked; he is just as much entitled to special consideration with regard to the little things as his father or big brother. For instance, this manager has special fine flannel pyjamas made and special shirts, different from anything else to be had in the city. Then he copied styles of headgear from abroad, and had them reproduced on this side of the water, and worked out new ideas in clothing to meet the approval of a certain class who prefer the English influence, going so far as to import the special stockings which go with this style of suit. These are some of the ways in which a live manager can meet his customers and build up his department.

Give Plenty of Space.

Another important thing is to give the boys' department sufficient space. The customer is likely to judge of the importance of the section by the space which the merchant devotes to it. Then there is the question of properly displaying the goods. The time has passed when boys' clothing of good class can be hauled down off a shelf from between a couple of piles of overalls and made to appear up to its worth.

Finally, take this advice: one of the best ways to develop the boys' department is to give it the encouragement of your interest.

WHAT TORONTO AND MONTREAL MEN'S STORES ARE SHOWING.

(Continued from Page 53.)

Using Middle Button Only.

Both were natural shoulders with narrow sleeves with the section below the elbow shaped and small, The skirt was given fair length in addition to the high waist and this emphasized the effect desired to achieve. At the same time the lapels, although rolled, were short and wide, and the three buttons were comparatively high. The waist is rather tightly shaped, and only the middle of the three buttons is supposed to be used, the top being lost in the roll and the bottom being open adds to the shirt effect. The patch pockets were used on both coat and vest and the vent of the latter garment was much lower than usual, a collar being used on it.

The other coat showed a greater departure from the lines which have been followed. Here the shoulder and waist were similar but the high waist effect was more pronounced owing to the fact that the front came down square and the three buttons were placed high. This gave the impression of considerable skirt. The lapels were wide and had the look of being rather flared out than rounded, the points being quite pronounced.

Strong in Tartans.

In materials Mr. Hickey has passed from blacks and whites to color mixtures with the tartans strong and other patterns with similar color effects.

In this stock I found that there had been a distinct change of opinion with regard to the overcoat cut and that in the Winter weights practically all styles were in the double breasted pattern with form fitting waists and pronounced skirts. The length is a little above the knee, and very broad lapels, almost triangular in shape, are used with a general return to the velvet collar. Materials are usually chinchilla or similar light thick material with blue a strong favorite in color. One model of the balmacaan persuasion is carried but it is not strong in the heavy materials. Evidently London is being followed in relegating the loose model coat to country wear.



Beautiful new addition to 2 Macs, devoted entirely to ready-made clothing.

Ottawa Store After Farmers as Best Prospects Now

Two Macs Are Increasing Advertising and Are Using Semi-Weeklies Now—100-Foot Addition to Store That Now Fronts on Three of Capital's Busiest Streets.

Written after interview with Mr. Stewart McClenaghan.

IN these days when bears openly declare themselves bears, and many merchants are curtailing their advertising, it is encouraging to find a firm like "2 Macs," of Ottawa, increasing their advertising, and at the same time opening a new wing to their already large establishment. In conversation with a representative of The Review, Mr. Stewart McClenaghan, the proprietor of 2 Macs, made the following statement regarding his advertising policy since the war began:

"You must have a reason for publishing an ad, and you must work upon it for all you are worth to a definite conclusion. You must convince the public that you are not merely playing with words, but that you mean what you say.

"When war broke out, we made up our minds to buy close, as we figured that our customers would buy close. We do not think that there will be much trade done with the higher class clothes; therefore we meet our customers, and clothe them at economical war prices.

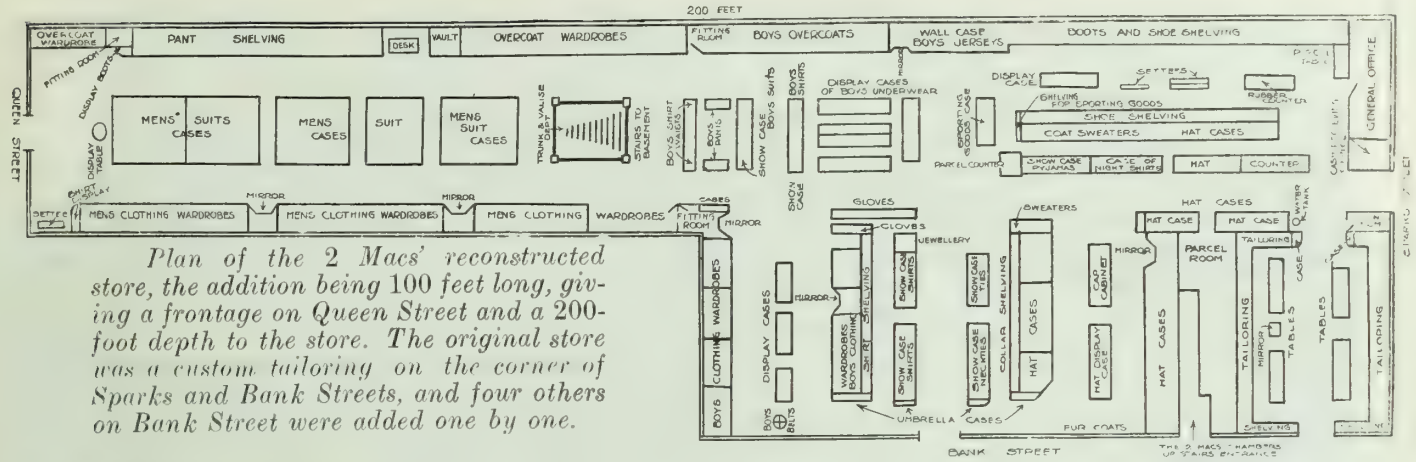
"We have made up our minds that we must spend more money on advertising, and have already begun it. The reason we advertise is to force business, and it will require more forcing in these times of stress. Here is where a mistake is often made in advertising: the slow man, in times of prosperity, sees no need for advertising, as he claims he is doing fairly well without it; when times are hard, he cannot afford it, so that he never advertises. The live man, on the other hand, reaches out for extra business when times are good, and when times are hard he advertises in order to get as much as possible of what is going. We have built our business up on advertising.

Farmers Have Full Pockets.

"From now on, we are going to pay more attention to the semi-weeklies, which go into the country districts more than the city newspapers. We believe that the farmer is the only man with full pockets, and we feel that if we can reach them, and convince them that we are economists we will get them. Throughout the Fall, until Christmas, we are going to give the semi-weeklies a trial. Apart from that, we advertise in the daily papers, and always on the sporting pages. Our ad has been there for twenty-five years."

The business of the 2 Macs has not been built only on advertising. Behind this were honesty of purpose and men thoroughly trained in their business. Stewart McClenaghan has been in the business ever since he was a boy. He started in a small place on Wellington street, first in the made-to-order tailoring business. It was then about the smallest business in Ottawa. In 1902, a move was made to the present location at the corner of Bank and Sparks streets. To-day, the store extends 100 feet on Bank street, 66 ft. on Sparks street, and 33 ft. on Queen street, with two entrances on Bank street, and one each on Queen and Sparks streets.

To the made-to-order tailoring business was added ready-to-wear clothing, followed by gents' furnishings and boys' clothing. Then came boots and shoes, and sporting goods, as well as trunks and valises. Recently a 200-ft. arcade was made, which opened the store right through from Bank to Queen street, so that it has the shape of a large L. The building up of this store, one department after another, was carried on by buying one store after another, and these had to be run, for a time owing to the con-



Plan of the 2 Macs' reconstructed store, the addition being 100 feet long, giving a frontage on Queen Street and a 200-foot depth to the store. The original store was a custom tailoring on the corner of Sparks and Bank Streets, and four others on Bank Street were added one by one.

struction of the buildings—as separate stores, and mostly unconnected.

The latest extension became necessary owing to the rapid advance being made in the ready-to-wear department. The claim is made that The 2 Macs carry the largest stock of ready-to-wear in the city of Ottawa. Their slogan has been: "Clothiers to Father and the Boys." It was felt by the management that the business they were doing warranted them making this addition as up-to-date as the largest stores of Chicago, New York and Montreal.

Capacity for 3,000 Suits.

Accordingly a splendid entrance was made on Queen street, with a tile floor coming in. The department was built 100 ft. long, almost doubling the size of the store. Fixtures consisted of large silent salesmen cabinets on the floor, with dark oak wall fixtures. The wall fixtures contain the latest type of revolving racks, and have capacity for 3,000 suits. Tops of the cases are used for displaying suits on mahogany stands, and valises, aided by artificial leaves and ferns. The west wall has open shelving, and carries large stocks of pants.

The basement is devoted to trunks, valises, etc., and sporting goods, but the rear is partitioned off for an alteration department. One of the secrets of the success of this concern has been in having alterations made right at once—which is not the case in all stores.

Proprietor in Civic Life.

Mr. Stewart McClenaghan, proprietor of the store, is president of the Liberal-Conservative Club. He has been a member of the Board of Control, is a member of the Library Board and Collegiate Board, and is active in all things pertaining to civic and social life in the Capital.

(Continued on Page 60.)

Four Buttons or One on Sack

Short, Wide Lapel Contrasts With the Long Soft Roll—Waist Line is Being Raised—Double Breasted Styles Coming Stronger — Patch Pockets on Coats and Vests.

IN selling clothing this Fall and Winter one of the questions which is likely to have to be decided will be whether there shall be one or four buttons on the sack coat.

In one of the leading retail stores of Canada where a specialty is made in keeping up with the style market—or if possible to be a pace ahead of it—we find that there is unusual latitude allowed for the individual tastes of the man who would be well dressed. There is a big difference between the two effects which were shown—extremes in cut, one with four buttons and short roll lapel, and the other with one button and long roll lapel which, while being fairly wide, has a much narrower appearance in proportion.

There was in these two coats a big difference, too, in the waist line. With the four buttons it was raised up pretty well to the shoulder blades and the shoulders were made very prominent; with the one button the waist line was down on the hips and being well drawn in made the waist very loose while the roll front accentuated this appearance of looseness.

The four-button coat has the recommendation of being the new thing and will be the stronger seller, and it has the wide short lapel, which is almost triangle in shape to which reference has previously been made in this publication.

There is evidently a growing popularity for the double-breasted coat which has been passe for so long. With this model the long lapel is the more effective and six or four buttons may be used.

It is evident that there is going to be a general demand for the patch pocket on nearly all garments for men. It is being extensively used on the sack suits for Fall and has also made its appearance on the vests. Collars are being used extensively on the vests and the shape of them depends almost entirely upon the cut of the coat and the lapels. With the new wide lapel the vest collar is very broad.

Generally speaking, there is little change in the cut of the suits, which are still highly tailored after the English fashion, although there is a tendency to raise the waist line as is the case with the higher class of imported suits.

NEW YORK AS FUR CENTRE.

The interruption in the fur trade with England and the Continent as a result of the war has started a movement in New York for the opening of a raw fur market, with auction sales centred there, and plans are under way for the formation of a million-dollar company to carry this out. Efforts will be made to secure the co-operation of prominent furriers in Canada as well as the United States.

KNIT GOODS FOR ALLIES.

A corps of trained buyers are said to be in the United States from France working under the consul-general to secure supplies for the French army. Credit has been established with J. P. Morgan & Co., and cash can thus be paid for what they buy. Russia and Germany are among the new comers, both buying many other supplies than textiles.

Another Upstairs Clothing Store with $15 Prices

Claude Pascoe and "Riley" Hern Join Forces in Toronto on a "Take the Elevator and Save $10" Proposition—Handsome and Convenient Fittings—Big Electric Signs on Busy Street—Made to Order if Requested.

"TAKE the elevator and save $10" is becoming quite a slogan in the clothing business in Canada. In a recent issue of The Review an acount was given with illustrations of the Robinson store in Montreal, the first example of a clothing store, that is, for ready-made clothing, being established on an upstairs floor. The success of this store led to the opening of one or two more in Montreal, and now Toronto has become the scene of an upstairs clothing store. Perhaps it was through watching the trade of the Robinson store that Mr. Riley Hern, an old acquaintance of The Review readers, decided that it would be a good idea to start one in Toronto. Or perhaps he knew of the success of similar stores in the United States. Whatever the reason, he took unto himself a partner in the person of Mr. Claude Pascoe, or Mr. Pascoe took Mr. Hern as a partner, and the two opened up on November 7th last, Saturday, in a prominent office building in Toronto, just below the Robt. Simpson Co.'s store, and a couple of blocks above King Street. They took the corner of the first floor with a frontage on Yonge street, besides facing Richmond street, and started the "elevator and $10" slogan at work. Judging by the business of the first two days the experiment will work out well.

All at $15.

The principal underlying the operation of this new store of Pascoe & Hern, styled "Men's Upstairs Clothing Shop," is that they are enabled by the much smaller rent which they pay to offer good values in ready-made clothing, lower prices than can be given by the concerns on the ground floor. They have adopted the price of $15 to cover all suits and overcoats in their store. There is no suit above this figure or under it, or overcoats, except at that price. One window fronting on the street has the lettering "Clothes for Men," another "$25 for $15," and another "Overcoats at $15." The partners would not for a moment claim that a men's furnishing store could be run successfully on the second floor, as the majority of ties are bought by men dropping in on account of something they see in the window; and they do not think either that a man would come upstairs to buy a collar.

Will Go Upstairs for Clothes.

But their claim is that when a man wants a suit of clothes, he has the idea fixed in his mind, and if he feels that he will get a lower price and good quality by going up one flight of stairs, he is quite willing to do so. In fact, in order that their theories may work out successfully in a trade where there is very strong competition like the clothing business, it would be necessary for the man to prefer going up the one flight of stairs to save his $5, or whatever they claim it is, rather than be impartial on the subject. This idea, of course, will be played up for all it is worth, in all kinds of publicity that this young firm will use. For instance, they will have an electric sign on both sides outside the windows of the store, and on this will be the slogan with regard to the elevator and the $10, as well as the name of the firm. It occupies a prominent position in the opening ad of the firm.

The firm have also an advantage in the fact that both partners have a large circle of acquaintances, Mr. Pascoe through his connection with the firm of Hickey Pascoe, and Mr. Hern through his prowess in the sporting world.

Two Sides Lined With Cabinets.

The store itself looks more like a large office than a regulation store, but, under the circumstances, this is in no sense against it, but rather gives a spice of novelty to it. It is directly opposite the elevator opening. Two sides of the store are fitted up with glass wall cabinets containing racks for holding overcoats, while suits are contained in cabinets with glass tops in the centre of the store. The fittings are of handsome fumed oak, and the floor of a mosaic type. Several tables, also of fumed oak, are set out conveniently to the cabinets for holding goods that are being shown to customers. At one corner of the room, between the two lines of wall cabinets, is a trying-on room, with a mirror on the outside, which adds greatly to the appearance of the room.

Mr. Pascoe in conversation with The Review, stated that the main argument for drawing trade upstairs that the firm would use would be in the saving in rent, which allowed them to make a considerable reduction in the price of their suits and overcoats. The experiment had been successful in a number of other cases, and he was satisfied that it would work out well in Toronto. The firm had already contracted with a number of manufacturers to supply them with a good quality of suits and overcoats. The store would carry only one price of goods, $15. This would include everything, and also any alterations that were necessary. These would be done in the same building. Mr. Pascoe believes that the time is particularly opportune for a selling price of $15, which he and his partner had decided upon.

The firm also are showing on their table in the centre of the store, a number of samples of cloths, which they will have made up for those customers who either feel that they cannot be suited with ready-to-wear clothing, or possibly do not accept present day styles. The price of these is not limited to $15, but will depend entirely on the cost of the cloth itself.

5,000 Circulars and Papers.

The sending out of 5,000 advertisements, and advertising in two of the city newspapers, one morning and one evening, which are cosidered popular amongst the young men and the sporting element generally, constituted the introduction of the firm to the public. The advertising that was started will be continued twice a week, and in addition from time to time there will be sent out four or five thousand circulars announcing any new lines that the firm carry, or seasonable goods from time to time.

A Talk on Overcoats.

The overcoats in the cabinet are arranged in the order of the young men's first, that is the shorter ones, and are followed up by the ones more suited to older men. Mr. Pascoe in discussing the demand that has shown itself so far, and judging from his experience in the other store with which he had been connected, stated that the public were asking for the closer fitting coats with the wide lapels. He was not at all in favor of the half belt, and in some of the coats that had come to him from the makers he had had the belt removed. There was a fairly good sale of the Balmacaan for Winter wear in the heavier weights, but he felt that it was not the warm coat that the ulster was, and so was careful not to recommend it to any of his customers lest there should be dissatisfaction, and he should lose their trade next year. At the same time reports from several of the cities in the States, even border towns, stated that



Interior view of Pascoe & Hern's, showing suits in centre cabinets of fumed oak, and overcoats along two walls.

ANOTHER UPSTAIRS' STORE.

Continued from page 58.

nothing else was being shown but Balmacaans. This coat he considered was the dressiest that had been shown in a number of years. As for materials, while the Chinchilla was selling to a certain extent, the lack of wearing quality even in the best ones, was bringing in a harder warp.

Below appears a reproduction of the circular, which was sent out to 5,000 possible customers for the opening trade. This still features the personal idea of Pascoe & Hearn that Mr. Hern found so profitable in his Montreal store.

"PASCOE AND HERN SPEAKING."

"Pascoe and Hern speaking——"

We have spent years learning what we are now preaching.

"Why should you pay ground floor rents when you buy clothes?"

It is hardly a new idea to save rental so as to give better value to the customer, but it is a new idea to have an upstairs exclusive men's clothes shop, where at least $10 a trip is saved for the customer.

Our standing contracts with the leading Canadian clothes manufacturers put us in a position to give our customers $25 and $30 suits and overcoats at the low price of $15.

Our saving on ground floor rents and other overhead expenses enables us to create a men's upstairs $15 clothes shop where, by making a trip to the first floor, we can give you clothes of the highest quality and latest style, with a saving of $10 at least on your suit or overcoat.

Our formal opening is on Saturday, November 7th, 1914. We invite your inspection.

Sincerely yours,
CLAUDE PASCOE.
"RILEY" HERN.

Every garment sold is absolutely guaranteed.

WHAT MONTREAL AND TORONTO MEN'S STORES ARE SHOWING.

Continued from page 53.

a very good paying end, but its heyday is at Christmas. It is a time when it will sell by itself if given a chance in the window or display cases. The jewelry manufacturers will have something new in the way of specialties for Christmas boxes, and I believe gent's furnishing stores will get more than their share of the business this year, as people are not flush with money, and will avoid the jewelry stores where they can. Merchants, after selling a bill of goods, should not fail to draw attention to their stickpins and cuff links at any time of the year.

* * *

SWEATERS, I NOTICE, are being given considerable display, and, judging by the number that have been sold while the weather is already mild, there should be a good season coming. Apparently there is little new in knitted goods. Black shot, white, blue and red hosiery seems to be selling as well as anything in this branch of the trade.

Chamois suede gloves are featured. In these hard times they are very attractive.

POLISH YOUR OWN SHOES.

At the entrance to the shoe department in the store of the "2 Macs," Ottawa, there is a table carrying a display of findings, underneath which is a large card, with the following: "ECONOMIZE! POLISH YOUR OWN SHOES." At a time like this, a message such as this is likely to produce good results.

$15,000,000 IN WAR SUPPLIES.

It is estimated that Government war contracts awarded at Ottawa so far total $15,000,000. This includes 200,000 uniforms. The cloth for this has been bought by the Government and sold to the manufacturers at so much per yard, $1.35 to $1.60 according to weight. The cost of the completed garments averages $9.50 for a great coat, $4 for trousers; $7 to $8 for jackets, $13 for cavalry cloaks, and $7 for riding breeches. The material is bought from seven Canadian mills.

About 200,000 pairs of boots have been bought at an average of $4 a pair; 150,000 canvas shoes at $2; 100,000 suits of underwear at $10.50 a dozen; 150,000 blankets at $2.15 each, and 150,000 forage caps at $1.26. The average price for for flannel shirts has been $1.35, with 200,000 ordered; and 150,000 fatigue uniforms for rough work, cost $2.35 each. There have been 200,000 sweaters ordered at from $1.75 to $2 each.

The Mayer Littner Fur Manufacturing Co. has opened up in St. Thomas, Ont. Aside from manufacturing fur garments, the firm will deal extensively in raw furs.

Recording Measures to Sell Union Suits

New Style Underwear Must Fit Properly and Correct Size Can Only be Decided With Tape — Measurements on Card System, Together With Size of Hat, Gloves, Etc., Will Aid in Making Sales Through Women Shoppers.

WHEN a man is in the way of becoming converted to the union suit underwear idea and finds that one maker turns out a 34 which is rather large for him and another manufacturer has on the market a 36 which is too small for him, there are difficulties in getting him away from the old "telescope" garment where there are several inches more or less of slack which can be taken up in length or girth. And yet this is the actual experience of more than one man.

One of the difficulties with the union suit is in getting a fit—and it is a garment which "must" fit. Different makers will work to different standards. Under the old method this did not make very much difference, but with the new suit there is no latitude—it must be neither too loose nor too tight.

Great improvements have been made in this direction by the manufacturers since it has been shown that the new garment has taken strongly with the public. Every season sees more converts to the new idea until at the present the wearer of the old two-piece suit can be ranked with the man who still wears a nightgown, even on a Pullman sleeper. To keep up with the movement has necessitated the introduction of better standards of measurement and a bigger range of shaped garments to suit different figures.

The result is that the man who tries to buy a union suit by size alone is likely to find trouble. A good salesman will not attempt to fit in this manner. If the purchaser is inclined to be stout he will probably find that he may get a slim build in the size he usually wears which will be smaller than another suit a couple of sizes larger in another shape. To give a proper fit requires the use of the tape measure.

Recording Measurements.

When a man is "taped" he is not likely to make any note of the measurements. When he comes to buy another suit he will probably think it somewhat of a nuisance to have to submit to the measuring again. This he will be inclined to charge up to the union suit system. The recommendation in this connection is that it is good business to make a note of the measurement of the customer and to have them on a card system handy to refer to when he comes in again.

This is a particularly good idea where a store has customers who are busy men and who might appreciate it as a great convenience if they could merely call up on the phone and make a purchase from the size records on file. In this connection it might be advisable to go a step further and place on the card also the size of the shirt, gloves, and other furnishings which might be duplicated in the same manner.

Aiding Women Shoppers.

Merchants who sell men's clothing—particularly in the larger cities where men find much of their own time occupied in making their journey to and from their employment—are recognizing that more and more the buying is being done by the women of the house. Store systems and stocks are being arranged to this end. Here a system which would keep track of the underwear sizes would greatly facilitate purchases being made by proxy; this would also apply to other sizes and measurements which might be kept on record.

Securing the Records.

There are a number of comparatively simple methods by which these records can be compiled. They may be secured from men who call in the store. When a purchase is made the size of measurement can be taken down and at the same time there is an opportunity for some good advertising by explaining the idea and securing other figures to put on the card. Thus there is a valuable lever towards securing further orders, for the customer will remember that his measurements are on record and that he can secure prompt and satisfactory service. Another method is to send out a blank card with a circular asking that the measurements be filled in for the store records. A third method is to take a note of these particulars at the wrapping desk, and this could be followed by sending out a circular explaining the use being made of the measurements.

REMOVED BY DEATH.

The death is announced of Charles Shields, general merchant of Tamworth, Ont.; Chas. T. Wales, of C. T. Wales & Son, general merchants, St. Andrews E., Quebec.

2 Macs Methods

(See also Page 57.)

THEY call it "The Busy Store on the Busy Corner."

Or, "Head to foot outfitters for men and boys."

They are strong with the sporting community. They have a flagstaff and run up a ball when a league game is on.

There "Just look at 2 Macs and see if there's a ball game to-day."

They issue a baseball series schedule free.

They have one of the largest tailoring establishments of any men's wear store in Canada. They specialize in military outfits, boy scouts and cadets, clergymen's suits policemen's and chauffeurs'.

Their motto—or one of them—"No fit, no pay."

"If you are not satisfied we refund your money; we never argue."

On the 17th March they usually hold an Anniversary Sale.

Each man in charge of a department, hats, furnishings, ready-made, etc., is an expert in his line.

"Can we fit you for a suit?" the hat man asks, and if the answer is at all affirmative, he takes his hat customer and introduces him to the head of the tailoring repartment or the ready-to-wear.

The new store on Queen Street is only a few feet away from a car junction.

In the shoe section they built up a reputation on $4 shoes, so that on a Saturday frequently customers have to wait to get a seat. They have also a $5 line that is excellent value, for the former $4 line was the leader before prices rose so high.

BUSINESS FORESIGHT.

A firm of notion dealers on the East Side had gone out of business via the bankruptcy court, and the attorney for the principal creditors was going through the accounts of the concern.

In the back of the safe he came on a partnership agreement, drawn up by the two bankrupts when they engaged in commerce and jointly signed by them. The second clause read as follows:

"In the event of the failure the profits are to be divided equally."



Are you selling :: Clothing :: in your store?

Perhaps you do not know about the big money that is made in the clothing business when it is conducted by the

Campbell's Clothing SYSTEM

There is absolutely no chance of loss as your only stock consists of samples and a few lines of regular sizes which are always sold early in the season.

Your business will be that of a high-class merchant tailor. You will take the measure and we will make the clothes, which always fit and satisfy.

The profit is a certain one for you without one cent of risk. We want an exclusive agent for Campbell's Clothing in each town. If we are not represented where you are located write—

The Campbell Manufacturing Co., Limited
MONTREAL



Lion Brand Boys' Clothes

Double Wear——Snappy Styles

Anything that is a saving for the head of the family now-a-days immediately attracts his attention. When he can get suits for those active young sons of his that will give double the wear of ordinary clothes, he will not hesitate to take advantage of such an opportunity. Lion Brand Boys' Clothes is just such a line as this. Reinforced with double knees, elbows and seat they outwear the ordinary suit by many months. And they're made in attractive styles that will appeal to the youth.

Order a few samples to-day or write for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :—Clinton, Goderich, Exeter, Zurich

WRITE SHOWCARDS

No store, large or small, to-day is fully equipped to do an aggressive business without a

SHOWCARD WRITER

If you would be one of the indispensables, write and ask about the famous **Edwards Short-Cut System of Cardwriting** as taught by

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO. Mention this paper
Write for Handsome Two-Color Prospectus. Write to-day

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

Cigars, a Soda Fountain, and Men's Furnishings

Interesting Experiment Being Tried Out With a Triple Combination — Displays of Colored Shirts and Colored Collars — Selling Tubular Ties by the Looks — Coming Out from Behind Counter to Wait on Customers.

HAVING cigars for sale in a men's wear store is not unusual, but starting a cigar store and putting in a soda fountain and drawing in the men's wear after it, is an unique event, at least in so far as Canadian stores are concerned. This is the experiment which the United Cigar Stores are trying out on Yonge street, Toronto, shortly above the T. Eaton Co.'s store. While the original intention was to have the men's furnishings occupy the space on the left hand when entering just opposite the cigar stands, the management later decided to instal a large soda fountain, which has proved so profitable in all the large cities, and, in fact, in nearly every hamlet in the country during the past two or three years, and on this account men's furnishings were relegated to the back of the store, occupying the right-hand aisle. This, of course, does not give the men the opportunity of location that would have been secured had the former arrangement been carried out but they have the advantage, at least, of one or two excellent windows for displays, and a large sign half way back draws attention to the men's wear exhibit, in addition to what is done casually by those in charge of the two departments at the front.

Big Business, Cigars and Hats.

The addition of men's furnishings to the cigar store has been tried out before by this firm in West Toronto, at the most prominent corner, where Keele and Dundas streets join. Some time ago the store was fitted up for an exclusive men's trade, adjoining immediately their cigar store on Dundas street. This is an unusually good corner for traffic. The city line from the main portion of the City of Toronto runs to this corner and Y's there, the car passing in front of the store, and, in addition, the suburban line meets this line at that corner. It is no uncommon thing for two thousand customers to pass in and out of the cigar store on a single day. This business at this point has proved very unusual, for there is not only the ordinary trade during the day and evening, but early trade of men going to work, and on this account the store is open at six o'clock in the morning. So far the men's wear store has not attempted to open earlier than 8 o'clock, however.

The business proved so good in the hat store that the partition between the two was torn down, and an extension made, so that now the hat store occupies half the double room, and in addition men's furnishings have been added. One of the departments that is given prominence is the collar, and samples of these are displayed on the inside of the door at the left-hand side.

The store down town in Toronto, part of the cigar store and soda fountain, depends a great deal for attracting the attention of the men that come in for cigars or "sodas" to the excellent display which has been arranged. There are three show-cases set out in a diagonal position along the centre, and show-cases to the right, and in addition large displays of ties of various prices on some of the show-cases. Immediately at the back is a large mirror, and on either sides glass cabinets for hats, as well as a display of hats in the show-cases in front of this. The firm have been able to secure so far a line of 25c ties, which are good value, but they feature 50c ties, and these, as in most stores, are the leader.

SITTING BEFORE A MIRROR.

"I was once in a store where they had a new way of selling hats. There was a table fitted out with a mirror and the customer sat down beside it. The clerk brought over all the hats of his size and he tried them on, looking in the glass before him as he sat. My idea, however, would be to have a double mirror in the centre of a wider table, and thus allow of two customers being looked after at the same time. This, of course, would not apply to the store where there is lots of room."—F. Ewart.

"The Review" had an interesting talk with the manager of the men's furnishing department, Mr. F. Ewart, who has had a number of years' experience as traveller for men's furnishing manufacturers, and in this way has obtained an insight into methods used by hundreds of men's furnishers throughout Canada. Mr. Ewart is now endeavoring to apply the information he has gained and will adopt some methods and reject others, which his own judgment and the experience of others has shown him are beneficial or hurtful to the building up and retaining of a men's wear trade.

Mr. Ewart is a firm believer in the selling qualities of good displays, and those which he has in his store are tastefully arranged, and are of a kind that bring out the main points of the lines that he wishes to show, specializing in this or that direction. For instance, a trim on top of a show case contains four lines of collars and shirts, and on each of them a colored collar—a line which is proving quite popular at the present time. But it is not connected with the sales of the colored shirts or colored collars—good as these have been—that the point is made, but that each collar was fitted out with a rather narrow tubular tie, without backing or seam. This shape goes contrary to the general tendency now, but they were a special line of dressy looking ties in good colors that Mr. Ewart had secured, and he determined to try out the sale of them by a tasty display on top of a show case. A number of sales in a couple of days proved that this theory was correct, and that most things that are tasty will sell even in the face of the prevailing tendency in favor of a rather different style of tie or, for that matter, most other lines.

Get Close Beside the Customer.

"I do not believe in selling an article over the counter," declared Mr. Ewart, emphatically. "That is, I believe in going around to the other side and standing beside the customer. It is only in this way you can get really closely in touch with him, figuratively as well as literally. For instance, supposing I am showing a line of ties, and want to try one on. How awkward it is to reach out for the tie on the stand, and reach farther out to display it to the customer, almost overbalancing oneself in the act. Why not stand just beside him, and make the knot in the tie, and show it to him, just as he is? How much better, again, it is to come outside and reach for the hat and try it on him yourself, rather than allow him to crush it on his head at an angle that takes away from the real style of the hat, and very often induces him to reject it after looking in the glass. I never, if possible, allow a customer to try a hat on his head himself, but always arrange it as I think will be best suited to the style of the hat, and the particular appearance of the customer.

Experience of a Detroit Store.

"This idea of serving customers out-

Continued on page 73.

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

MADE IN CANADA

From finest Australian Wool by CANADIANS.

A TRULY ALL-BRITISH PRODUCT

You know you cannot buy better woolen Underclothing than "CEETEE" -if you hunt the world over.

We guarantee every garment and stand behind you—it is made in all sizes, for men, women and children.

If you have not the size or kind in stock that your customer wants, order by mail and we will send it promptly.

"CEETEE"

ALL PURE WOOL - GUARANTEED UNSHRINKABLE

UNDERCLOTHING

CONNECT YOUR STORE WITH OUR HEAVY NATIONAL ADVERTISING.
PUSH "CEETEE" NOW.

Made only by

The C. Turnbull Co. of Galt, Limited, Galt, Ontario

Also manufacturers of Turnbull's ribbed Underwear for Ladies and Children—"M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.



This is one of our very popular lines of gauntlets for general use which we make in several leathers a very serviceable gauntlet, perfect fitting, wool lined, full welted seams, and good large cuff.

Our prices are lower than most other manufacturers.

Brown Nappa Tan, per dozen	**$ 6.50**
Asbestos Tan, per dozen	**7.50**
Mocha Tan, per dozen	**9.00**
Buck Tan, per dozen	**9.00**
Cream Horsehide, per dozen	**13.00**
Brown Horsehide, per dozen	**13.00**
Indian Tan Buckskin, per dozen	**13.00**

Unlined $1 00 per dozen less.

We can make immediate shipment of any of these lines

The "Big Four" Glove Co.

73½ Bay Street, - TORONTO

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

Odd Twists and Fancies in Men's Fashions

DOUBLE-BREASTED styles are now the vogue for top coats for both dress and street wear in England.

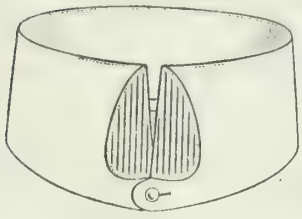
* * *

A NEW IDEA in neckwear brought out by a Boston, firm is a cravat with a little gold safety pin which is used to hold the folds of the wide end in place.

* * *

A NECKWEAR novelty brought out by the Lorraine Neckwear Co., New York, is known as the "Varsity." It is made of silk dyed in the correct colors for all colleges and universities with a seal and initial in the design which appears under the knot.

* * *



The latest dress collar is an American model to be worn with soft-fronted shirts. It is a close wing model, but the novelty is in the figured tabs of French pique.



An American patent has been granted for a reversible hat. It is formed with inner and outer parts and a space between through which the hat may be turned. It is not stated whether the idea has been developed through a desire to keep up with the rapidly changing fashions.

* * *

A NEW FEATURE in sleeves has been brought out by a New York firm. This is the introduction of a pleat to relieve the tightness which fashion has been demanding and which in some cases prevents the desired freedom of movement. The pleat is placed so as not to be noticeable and permits of the use of a sleeve small enough to closely follow the contour of the arm but which at the same time allows free movement without binding.

* * *

STITCHED HATS are reported as coming into favor again in England.

* * *

WRITING FROM London, a correspondent of Men's Wear, New York, refers to a tie pin which has been brought to his attention which could be converted into eight different pins. It consisted of three circles, with a diamond centre, and each circle was reversible—for instance, one composed of diamonds in front had rubies for a back, and so on. By an ingenious contrivance each of these circles can be taken out of the original stem and worn as desired.



A new wing collar, designed particularly for dress wear, has been brought out by the Barker Collar Co., Troy, N.Y. The wings come closely together in front.

THERE IS REPORTED to be a tendency for a return to favor of the fashion of wearing different colored trousers with plain black or dark blue coats.

* * *

WHILE THERE is a tendency to return to the trouser with the old style bottom as compared with the cuff it is not expected that the latter will quickly relinquish its strong claim on popularity. The cuff has been effective in giving a proper hang to the narrow trouser.

* * *

A NOVELTY BEING now offered to the Canadian trade is a belt with every appearance of leather which has the qualities of elastic. It is made of a composition so closely resembling leather that the difference can only be seen on close inspection. The surface is corrugated which no doubt assists in the expansion and contraction.

* * *

AN AMERICAN patent has been taken out for a union overall suit. This garment is made in one piece, with an opening from the crotch to the neck in front and with a flap for the seat portion which fastens at the side.

* * *

A NEW IDEA in a blouse for boys has an elastic strap which fastens to the inside of the waist band, and which, being a trifle shorter, forms folds or plaits in the waistband, concealing the buttons.

* * *

A NEW SOFT FRONT shirt for tuxedo wear has the novelty of four dark pearl buttons and between each is a small floral decoration.

* * *

A NOVEL WING collar for semi-dress wear is figured in a watered effect similar to the material in the front of the shirt.

* * *

MEN'S KNITTED TIES of fine woven yarn are now finding favor over the looser knits. The fine knit is almost as stable as the flat silks.



An American patent has been taken out for a combination glove and mitten, a fingered glove having a flap adapted to be wrapped around the fingers the flap having a pocket for the index finger.



The Men's Underwear That's Made in Canada

Est'd 1880

IMPERIAL

PURE WOOL UNDERWEAR

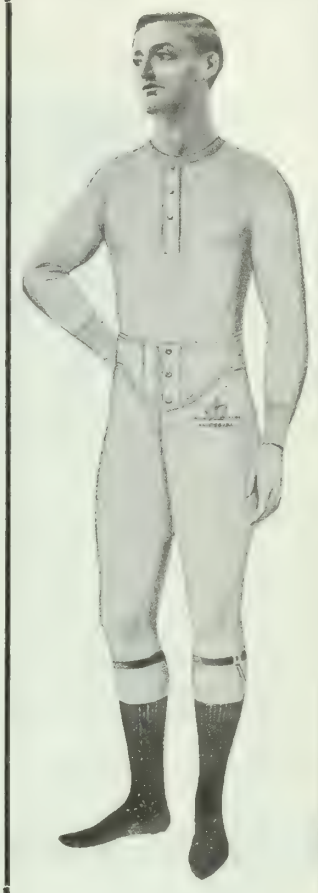
Its quality is uniform —and it's uniformly good, pure wool through and through, the result of using the finest grade of pure worsted wools, employing expert operators and first-class factory equipment.

We specialize in men's wool underwear of all kinds.

Write for samples.

Kingston Hosiery Company

KINGSTON, ONTARIO



The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

A Strikingly Effective Cabinet Trim



The outstanding feature is a unique shirt model on the right. The garment is of pink, French flannel and like material is used for the draping, giving an appearance of unusual warmth against the dark background, and set off by accessories in black and white. The shirt is distinctive in its three tucks down either side of the front, which would be weak on anything except a plain-toned material, and in the use of the Russian cuffs and the black piping. The neckwear shows a line of black and white patterns which are predicted for a popular run with the quieter tones which may be expected as the result of the war. Gloves are of white doeskin which will be the effective thing for street wear this Fall and Winter. Display by Bilton Bros., Toronto; trimmed by S. Yorke Sleeth.

Points Behind Success of Men's Wear Trimmers

Color Scheme, Balance and Proper Placing — Different Color Draping Better Than Window Divisions—Be a Passerby—Public Respond to Distinction in a Window.

Written by S. Yorke Sleeth, of Bilton Bros., Toronto.

MUCH has been written on the important art of window dressing; but does the average merchant fully realize the wonderful scope for advertising which this medium presents?

Windows make the shop in the same sense that clothes make the man, and the really clever merchant is the one who encourages this, the best, form of advertising. The writer has proven to his own satisfaction and the satisfaction of others that the public are attracted by a distinction in the display whether it be of popular or exclusive merchandise, and the trimmer must study his work from the observer's point of view.

Objects to Divisions.

The real factors, of course, are the color schemes, balance and proper placing. One may have only one huge window, and to display the different lines of merchandise at the same showing will require careful study and planning to procure the proper attention for each, without an appearance of conglomeration. Many of the shops follow the custom of popular fixture divisions, but if the trimmer is a true artist, much bet-



Mr. S. Yorke Sleeth.

ter results can be obtained simply by placing the groups well apart and using a different color scheme for draping as the foundation of each. Not only does the average division look unsightly but it gives an impression of overcrowding. Of course, where a store has a large window frontage and it is made to form a number of different windows, as it were, it is quite a different matter and one that cannot be improved upon.

Frequently exclusive goods are badly sacrificed merely by lack of proper care and knowledge in the adjustment or in giving the proper setting by the trimmer. He who thinks that passersby seldom scrutinize a window closely enough to note the minute details and the adjustment relationship of one object to another as well as the harmony of colors, is indeed mistaken.

Be a Passerby.

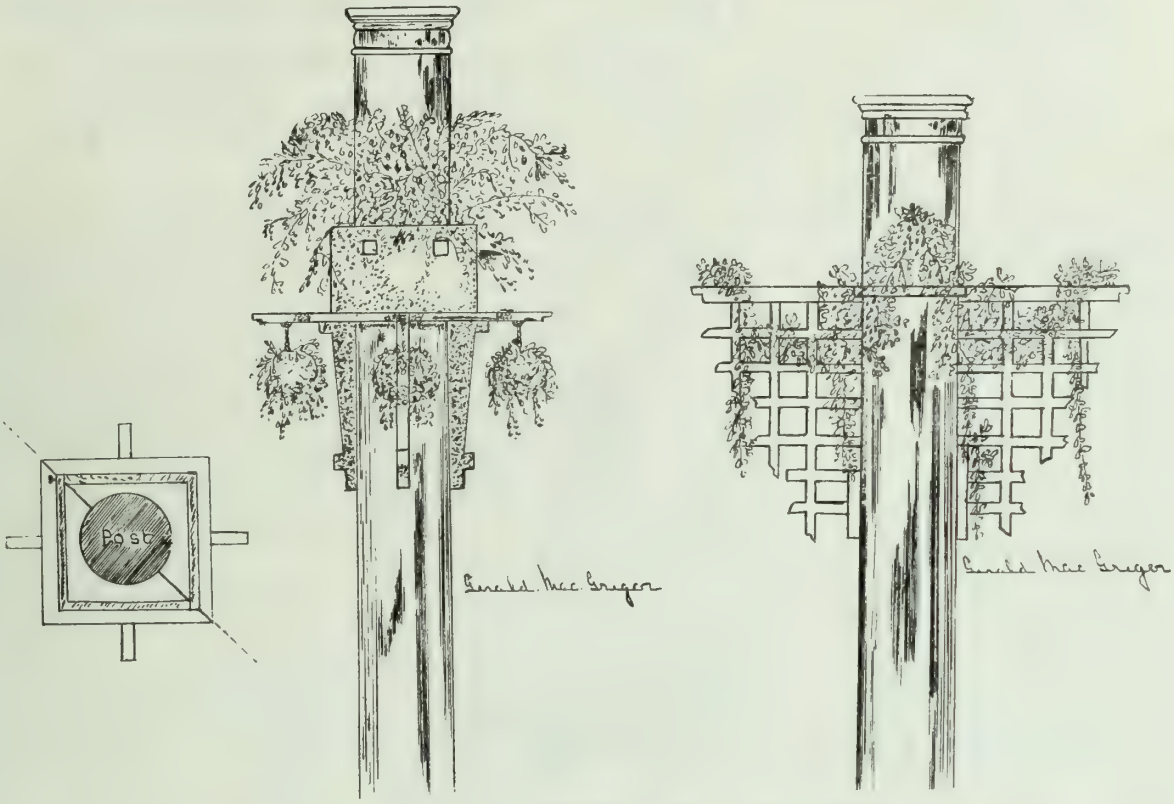
A few hints to the aspiring window artist:—

1st—Be a passerby yourself once in a while.

2nd—Make it a point to notice the other shop windows and find out the strong or weak points as if it were your own work.

3rd—Individuality is the foremost quality for a trimmer who aspires to become a real artist. Acquire individuality.

Continued on page 68.



SPECIAL DESIGNS FOR CHRISTMAS POST DECORATIONS.

No. 1—Made out of compo board, and then rough cast with sawdust and alabastine, costing about $4 a pillar.
No. 2 is a simple and cheap decoration costing about $1.50 a pillar.
Designed for The Review by Gerald MacGregor, Hudson's Bay Co., Winnipeg.

Selling Christmas Gifts by Window Displays

Showing Desirable Goods Properly Can be Made Big Factor in Holiday Business — Shoppers Welcome Suggestions — Confine Showings to Individual Lines, and Change Often—Do Not Crowd Windows.

THERE is no time of the year when the window of the men's wear store should have more attention —when more thought and care should be given to display—than during the Christmas season. Christmas shoppers invite suggestions. In the rush of buying people welcome the help that the well-dressed store window can give in solving gift problems. Now is the time to plan the holiday display series. Christmas windows in the men's wear store need not be elaborate. A seasonable background or decorations are in good taste, but they are not necessary or essential to a good selling display, and when holly or other decorations are used the scheme should not be one which will in any way detract from the goods themselves.

It does not take a great deal of artistic ability to arrange a holiday display. Show what you want to sell, and if your selection has been a good one you will be showing what the people are looking for. Show also good stuff, for when people are buying gifts they may reduce the expenditure, but not the quality; a Christmas present wants to be good, no matter what the price may be.

Not Too Varied a Collection.

As gift suggestions it is desirable to show a considerable range. There is no better time of the year, for example, to sell high-grade neckwear, silk hose, fine linen handkerchiefs, gloves, house coats, silk mufflers, and other similar lines in which quality is evident. At the same time, care should be taken not to show much at once. The idea of putting anything and everything in the window at once, until it has the appearance of an over-decorated booth at a church bazaar, is a great mistake. Showing too much is emphasizing nothing, and the desired effect is lost; besides good taste in window dressing is not shown by an effort to make the collection as wide and varied as possible.

Where the window is small, the display should be confined to one line or to kindred lines, and it is not necessary to put in more goods than good taste suggests. For example, three pairs of gloves, or one pair for that matter, can be seen to better advantage than fifty of the same kind. Numbers usually are confusing and not emphatic. Where the window is large, it is desirable to arrange units, either by grouping or by partitions. This style of arrangement also permits to putting the display nearer to the plate glass, and this is very important in showing furnishings; goods which are more than four feet from the eye are not likely to permit study in detail, and at the same time a large display cannot be put so close to the glass, as the eye cannot take it all in at once.

Continued on page 69.

Series of Patriotic Window Displays

Regina Retail Firm is Running a Series of Patriotic Displays Which Are Attracting Immense Crowds—Display on Trafalgar Day—Now is the Time to Advertise.

Written for The Review by Norman A. Ruse, Publicity Commissioner, Regina.

GOOD window displays are being recognized as a powerful selling force in every line of retail trade. The window dresser, with a stock of original ideas, is coming into his own, Some retailers at the present depend entirely on window displays to sell their goods, but this is generally recognized as false economy. A house, which represents the best in window displays, and widely advertises its goods by means of both newspapers and street car banners, is the Glasgow House at Regina. This store at the present time is running a series of patriotic windows, in which goods from all departments of the store are used. One of the best of these displays was that representing a naval battle. A painting representing warships in action formed the background for this display. The painting was draped with Union Jacks, with a picture of King George immediately above the painting. The main part of the display, or the attraction as it might be called, was represented by models of battleships convoying a transport in the foreground. The miniature war vessels were properly protected by toy submarines, etc. Dress goods were arranged to represent the water, so that the scene might have a natural setting.

The miniature battleship and transport ship were composed entirely of goods sold in the store. The sides of these models were composed of cross-cut saws. The gun towers of the two battleships are composed of small tin dishes, while guns are represented by pieces of pipe with emery stones protruding. The funnels are composed of pipe fittings, while the look-out tower is represented by a circular mouse trap. The transport ships' sides are composed of cross-cut saws, while the upper decks are represented by cash boxes of various sizes. Two oil stove wicks do duty as funnels on this ship. The toy department is also represented by a display of toy soldiers on the transport ship.

This particular window display was revealed to the public on the anniversary of Trafalgar Day. Immediately below the painting is printed Nelson's statement: "Britain expects that every man this day will do his duty."

This display was of such an unique nature that thousands of people saw it during the week it remained in the window. At no time during the week was this subject lost sight of, and to obtain a good view of it, it was necessary to have the photographer take the photo after midnight.

Messrs. R. H. Williams & Sons, proprietors of the Glasgow House, realize the value of this kind of advertising, but ably supplement it with newspaper advertising and street car advertising, as previously stated.

"Now is the time to advertise," Mr. J. K. R. Williams said in conversation. "A little more advertising than a competitor may just result in swinging the balance of trade."

The display was arranged by A. W. Murdison.

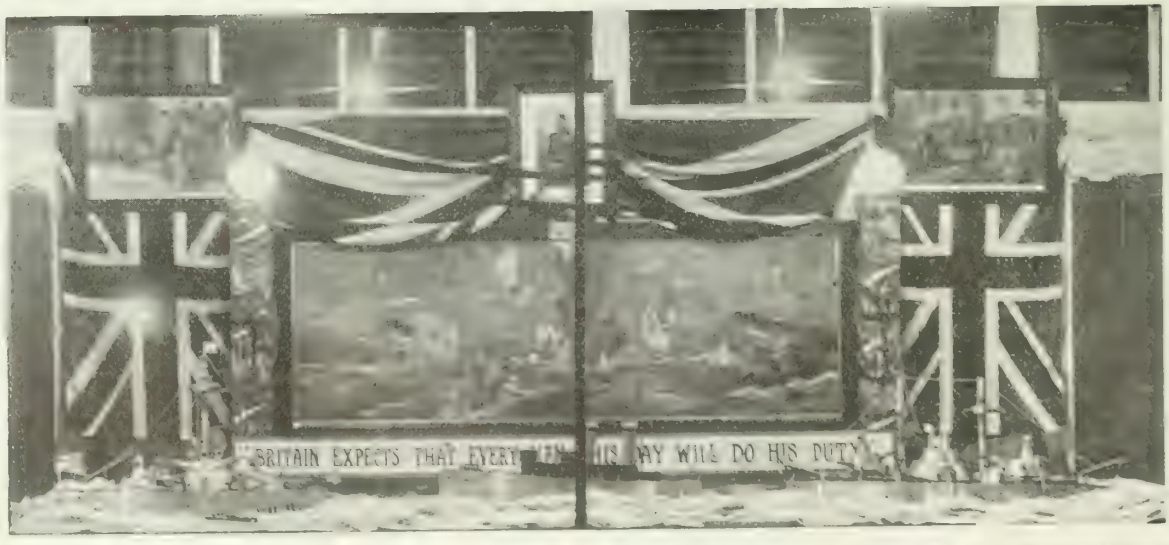
SUCCESS OF MEN'S WEAR TRIMMERS.

Continued from page 66.

The best results are obtained by studying the window or show case, whichever it may be, in its entire bareness before attempting to plan and trim or to picture in the mind just how it will appear when finished.

If you have a window of small proportions change it frequently, with the utmost care, that is, feature a change of merchandise at each showing.

Remember as the right or wrong clothes will indicate the successful or the unsuccessful business man, so is it with the window or show case for the taste in which they are trimmed denotes the character of the shop to which they belong.



Trafalgar Day Window—one of a series of patriotic trims shown by the Glasgow House, Regina, Sask. Note the realistic background and the men-of-war in the front.

Military Models the Latest

Man O' War and Sailor Models in Big Variety in the New Lines of Boys' Suits—Khaki and Scarlet Prominent.

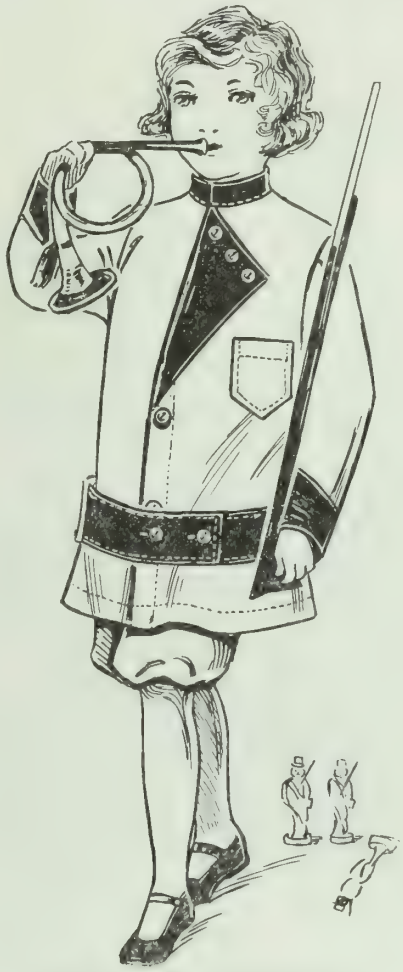
THE small boy early passes the period of petticoats in these days, and the mother and son are at one as to the need for smartly cut little garments. Few boys of this age are satisfied with home-made garments and the development that has taken place in the manufacturing of small boys' garments places small suits in the store at most reasonable prices. Prices so reasonable that there is little inducement for mother to test her skill in their production. Men's wear stores are coming to carry these with their boys' clothing.

Not only are the garments well cut and well made but the suitability of the materials used is given careful consideration: duck, drill, galatea, and various makes of cotton suitings that will give good wear, and which stand the constant tubbing to which the garments of the small boy must be subjected. While pique is also used in making up garments for the smaller children.

Many garments on the Buster style or having the long straight waist and kilted skirt are equally suitable both for the small girl and the small boy. Quite a number of these models have bloomers attached. These button on to the belt or have a waist of cotton which also carries the shield. A number of these models showed the raglan cut in the sleeves, and various fancy collars take the place of the sailor. Some necks are simply cut square with a buttoning flap at the side.

The regulation man o' war suit cut exactly like the one worn in the British navy, and the many styles of sailor suits form as usual the main portion of Spring range. Man o' war suits are made of navy serge and are correct in every detail. They also come for Spring selling in duck and drill, in navy, cadet, and white. When white, navy, cadet or scarlet is used for collar, cuffs and trimming bands on collar. Embroidered anchors and chevron stripes also decorate the sleeve.

Sailor suits come in a big variety of styles. Ducks, drills, galatea and cotton suitings are all used. Owing to the favor for military fashions natural and khaki shades trimmed with scarlet and gilt buttons promise to be very much favored. Striped galateas in black and white, navy and white, cadet and white and tan and white are prominent in the range. Little sailor suits of black and white stripe and navy and white stripes come smartly trimmed with scarlet drill. The collar will be of scarlet with bands of the black and white. Tan and white is usually trimmed with plain tan and the buttons are gilt. Very free use is made of scarlet trimmings and facings and when these are used scarlet bone buttons are the usual accompaniment.



MILITARY SUIT, SPRING, 1915.

Suit in military effect of tan duck. The tunic has stock collar, single revers and cuffs of military red drill, and is belted in red leather. Both tunic and belt have brass buttons. Full knickers of tan complete the suit. Shown by Flett, Lowndes & Co. Sketched by artist of The Review.

Though not new the Oliver Twist suits introduced last year are again finding favor and are developed in a number of combinations. Many children look extremely well in this quaint little suit and therefore it will enjoy another season's run of popularity. Military models are the high novelty. These suits are developed in khaki drill, with tunic and military stock collar of red duck, patch pockets faced with red, and are belted in with red leather and trimmed with gilt buttons. The knickers are very full, or are in boy scout style.

SELLING CHRISTMAS GIFTS BY WINDOW DISPLAYS.

Continued from page 67.

Speaking of arrangement, a general hint might be handed out here with regard to the scheme. This is not telling in detail how it should be done—that must be largely left to the individuality of the trimmer—but one thing to be remembered is that a layout which shows a regular balanced scheme is not good. Balance to the display there would be, but it is not attained by suggesting that the main effort of the trimmer was to arrange a geometrical design.

Change Every Other Day.

To cover the range without displaying too much at the time makes it necessary to change the windows often. During the holiday season every other day or even every day is not too often, and this can often be done, because the displays need not be elaborate. At the same time, a tasty gift suggestion card can be used in connection with the different showing, enumerating some of the other lines carried which would be suitable for Christmas remembrances.

Do Not Let Price Look Chief Idea.

There are different opinions as to the use of price tickets in a window of this kind. This advice might be given that where a price ticket is used it should not obtrude on the display, but rather appear as information for the shopper. A quiet card set on the floor of the window in a block holder stating, say, "Stylish cravats for Christmas gifts, $1.50," or something of the kind, is in good taste. A card which carries the impression that price is the chief inducement of the sale is a mistake at this season.

Where the store is giving anything tasty in the shape of boxes for gifts it is advisable to make use of them in the display. And these boxes will be found to be a big factor in the sale of gifts. A tie sent in a piece of wrapping paper is entirely different from the standpoint of sentiment to the same tie sent in a neat box. These boxes cost money, but they are what the public is looking for. Giving a five-cent box with a fifty-cent necktie does not seem like a good proposition, but there are furnishers who go this far and consider that it pays.

THE SECRET OF SUCCESS.

The man who uses hook and line pulls in his single fish,
But who joins hands to pull a seine, gets all that he can wish;
And each man's share is greater, for, in size as well as weight,
The secret of success is this: CO-OPERATE.

WAR---And Its Influence on Men's Apparel

Military Cuts and More Sombre Colors are Certain to Follow in the Wake of the Conflict—London Writer Tells Interestingly of Changes Already Noted and Predicts the Military Coat, the Pea Jacket, Knickerbockers, Four Button Lounge Coats, etc.

THOSE who follow the devious ways of Fashion's twisting trail, and those who endeavor to foresee where her fickle footsteps are likely to lead, find much of interest in speculating as to the effect of the war on men's apparel. And that there will be an effect there can be little doubt. The extent to which styles in Canada will be influenced remains to be seen, but the fashions of men the world over are too much influenced by the London designers not to feel the changes, and especially is this true in Canada, where we are a unit of the great Empire which is playing such an important part in this supreme European issue.

Generally speaking, there undoubtedly will be a military tendency in the cut of the garments, and different features of the uniforms of the many military units are likely to be introduced in the mufti of the civilians in a modified form. There also will be a tendency towards quieter colors and effects and a distinct departure from those fads which of late had raised the criticism that men were becoming too effeminate in their attire. Then, a civilized nation cannot suffer what Great Britain is suffering to-day in loss of men, and not show the effects in many ways. There will be so many people in mourning throughout the United Kingdom that colors are certain to become subdued; this apart from the fact that there is likely to be a shortage of dyes, which will prove an imperative means to the same end. Black and white are already beginning to predominate, and there is a demand for khaki shades. The extent of this sombre influence in Canada will, no doubt, depend upon the developments of the campaign and the part played by the Canadian troops. Should the war continue for some time, the Canadians will be on the firing line, and should the loss of life prove heavy we will mourn with the Mother Country.

To some extent this was so at the time of the South African war—more particularly, of course, in England. And it has only been in the past few years that there has been a strong demand for colors, a demand which, by the way, had about reached a climax about the time that Germany precipitated the European conflict. Under the circumstances the reversion to something decidedly different will not be altogether objectionable to the public, for fashion constantly demands change. And what is more, there are those who believe that the influence will be a lasting one, and that the war will be such that it will not be forgotten in years or its influence on the public mind and taste lost.

Short Shrift for Loose Coats.

Clothing is almost certain to follow the military lines, and this will spell short shrift for the loose coats, which have been so popular. In fact, even before the war was declared, the death warrant of the Balmacaan had been signed in London, and it had been relegated to the country for outing wear. In its place the double-breasted form-fitting coat was being worn, and this model is very strong in Canada in the heavier winter coats.

The waist-line is certain to receive more attention if the military influence is far-reaching, for shapeliness is one of the outstanding ideals of the military uniform.

Perhaps the Pea Jacket.

In a letter to Men's Wear of New York, Fairchild, writing from London, speaking of the pea jacket, says: "It is now many years since we wore the short covert coat which reached to the thigh. No doubt this style of garment is better suited to more elderly men, yet I should like to predict that in twelve months' time we shall see many coats modeled on these lines. I have previously referred to the greatcoat worn by officers of the British army. Though the official regulations laid down are for a very plain coat, we find that most men make it a decidedly smart affair. Here there is the shaping of the waist and the peculiar formation of the double-breasted front, which all adds to the essential point; namely, shapeliness."

Fairchild does not think that the military cape will be revived. He says that the service coat of to-day is built on the lines of a Raglan, cut quite loose, and buttoned through in front; that is so far as the infantry are concerned. The cavalry uniform is cut on the same lines, but with a great deal more skirt and an apron.

Military Evening Clothes.

In evening clothes this authority points out that the correct mess coats worn by the officers of the British army have shawl collars and some with the front and length of the lapel somewhat similar to the evening coat worn by well-dressed men to-day, the two additions being the wide double-breasted lapel and the handkerchief pocket. He thinks that the war will have the effect of reviving the shawl collar on the evening coat, and, in fact, comments that he has already seen the Prince of Wales wearing such a garment. Military braid, he thinks, will be used on the dress trousers, which will be cut closer to conform more to the military style.

Higher Lapels for Lounge.

Referring to the influence on lounge suits, he thinks that the coats will be buttoned higher under the neck. He foresees the return of the four-buttoned coat with a smaller lapel along the lines of those considered correct for service jackets. He foresees, too, a revival of the knickerbocker. Many of the men joining the colors to-day, he points out, have not worn knickers since they went to school, and they are likely to get accustomed to the style again to the extent of including a pair in their wardrobes in more peaceful times.

In Furnishings.

Some interesting notes regarding furnishings are contained in this letter from London. Already hosiery knitted in the pattern of the different tartans of the Highland regiments has appeared, and has made a smart appearance; neckwear of the same patterns is shortly to be offered. Regimental colors, the writer thinks, will be very strong with the soldiers after they return from the front, both for neckwear and hat bands. He expects, too, to see a popularity for a cap modeled after the large shape worn by the cavalry officers, as was noticeable following the South African war.

It is not expected that khaki will continue a popular color after the war, but that it will be responsible for reviving natural shades in general.

TRADE IMPROVING.

Dun's Bulletin, Nov. 14.—The feeling in business circles in Toronto has improved during the week. Money and exchange show signs of easing up, and merchants and manufacturers are taking a much more hopeful view of trade in general. The progress of the war at all points is most encouraging and greater confidence in our finances is the result. Many jobbers report increased orders for future business and the colder weather has a beneficial effect on sorting-up trade in merchandise. Prices of woolens and linens are firmer.

Black and White Strong for Spring Neckwear

Reaction After Wild Range of Colors and Patterns—War Encourages a Sentiment for Quiet Wearing Apparel—Club Stripes Will in Future Take Name of Regimental Stripes.

IT is a pretty safe prediction that that black and white combinations will be strong in neckwear next Spring — stripes, checks, shepherd's plaids, polkas and other patterns. There are several indications that the trend of fashion is going to be in this direction and these indications are backed by reason.

In the first place the range of neckwear of the past couple of years had not only covered but had retained almost every possibility in pattern, in design, and in coloring. There has been a riot of high shades and rich mixtures. A reaction seemed to be about due. This reaction commenced in the United States this Autumn and the use of black and white in patterns and designs is reported as the "predominant feature of the neckwear market this Fall."

Then the outbreak of the war has introduced new factors which will favor the black and white. There is the shortage of dyes and difficulties which will probably develop with regard to foreign silks. These should favor simplicity. Not only is there likely to be an actual shortage of high-colored silks for neckwear but the indications are that the whole trend of fashion in apparel will favor simple shades and plain colors.

This is apart from the war sentiment which it is predicted will have the effect of creating a demand for simplicity as compared with the high colors which have been worn. This attitude is taken by prominent authorities of men's wear who think that the loud colors which had reached the height of their popularity in London and other big centres will be dead for some years, particularly in England—and London has a broad influence on the clothing worn by men on both sides of the water.

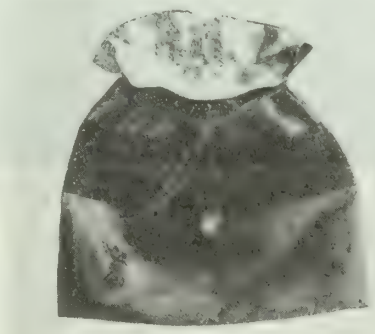
All these things would indicate that black and white should be strong in the Spring demand although it would appear at the same time that the period has passed when there will be one particular style of neckwear that may be considered as the fashion Men now seek individuality to a large extent where they used to follow the style leaders as a flock of sheep follow the bell wether.

Regimental Stripes.

The club stripes which had such a good run during the earlier part of the summer, before the all-over patterns were shown exclusively, promise to have a new lease of life. But in being born again they will change their name to meet with the military spirit. They will be known as military stripes. In these stripes black and white should be strong but there are many other combinations, there being eight in all in the line being manufactured by one Canadian firm. In the width of the stripes there is a considerable range there being almost anything desired from an eighth of an inch to a full inch.



Effective use of stripes which illustrates two style tendencies in neckwear that are expected to be strong in the advanced winter and spring lines—the black and white fashion and the regimental stripes. The black and white idea is not confined to stripes nor are stripes confined to black and white. In black and white there is a big range of patterns, plaids, checks, figures, polkas, etc., while the regimental stripes will cover a full range of colors. Shown by Sword Neckwear Company.



FROM MEN TO WOMEN.

Novel bag of silk for dancing pumps or toilet articles put on the market to be sold to men's furnishing houses as a gift for men to give to women. Sword Neckwear Co.

Some New Bows.

A Canadian authority on the subject of neckwear is pinning his faith to bows to a large extent for next Spring. He claims that they are going to be stronger than ever and he has recently designed a couple of new ones which are now being offered to the trade. One of these is illustrated. The novelty is the contrasting border at the ends of the bow which is very effective. There is a big variety of patterns and colorings.

Another new bow has a paddle end. This end is left open and the tie being made without a filler gives a loose and less formal appearance.

FLANNEL FROM THE STATES.

A scarcity of flannel has developed in Canada as a result of the heavy orders for shirts for the War Office. A shirt manufacturer writes The Review stating that the flannel for the Imperial Government order is being procured in the Eastern States, as that is the only market for supply at this time.

"All the mills and factories in Great Britain are full up with orders, too. We have cabled and written factories and mills over there for both flannel and shirts, but they reply, 'all full.'"

SOME BIG RISES IN COST.

The war has brought about some striking changes in the values of textile raw materials, says Dun's Bulletin. Cotton that sold from 12.3 cents 14½ cents a pound last season is now quoted from 6½c. to 7c. in Southern markets. Japan raw silk that was quoted at $4.20 a pound three months ago sold at $2.95 a pound this week. Burlaps that sold at 7½c. a yard two months ago are now quoted for December delivery from Calcutta at 29c. a yard. Coarse wools have advanced from 20 to 40 per cent. on different grades. Flax yarns have advanced nearly 30 per cent. in the last two months, while dyestuffs and heavy chemicals have risen 50 to 700 per cent.

Where Will Colored Collar Land by Spring?

Coming Fairly Strong, But "Horsey" Types May Spoil It For Well Dressed Men—Shirts for Spring Show Dash of Color With Fine Stripes Popular—Nice Demand for Silk Lines.

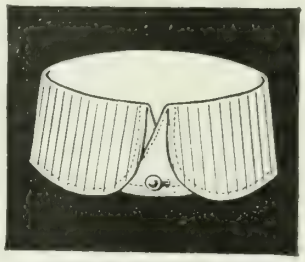
WHEN one discusses shirts for Spring with the manufacturers little is heard of the subject of a possible scarcity of patterns due to the lack of dyes. What most say is that their offerings of samples cover sufficient materials on hand for placing orders; if repeats come in, well they must take their chance.

One of the interesting problems for Spring, as yet undecided is the pleated shirt. There is a general sale for it, travelers report; one reason perhaps is that it looks well in a window display. There are some new lines shown that will cause many a passerby to stop and look in and comment on the new things So-and-So gets out. The pleated shirts come in the cross as well as vertical stripes, but may come to be a Fall line rather than a Spring, owing to the heavier weight due to their construction. A number of new lines have been brought out, for Spring, one of them showing a colored "flat" pleat, set in here and there among the others that are set more closely together.

The stripe holds its own in the ordinary run of shirts, as it has year after year. The finer lines are the more popular for the better class trade but numerous samples show combinations, some of which run into quite light colors. Among these are black and pink, black and helio, black and mauve, brown and blue, etc. These come in finer stripes alternating but a few are seen with one of the two in a broad stripe. The "candy stripe" combinations are also selling in many sections.

There is a good demand reported for silk shirts, silk fronts being well taken. Among the materials shown by one firm are silkines, wool taffetas, plain shentungs, untearable Japanese, and some fine mesh cloths. These are of more delicate stripes but show a fancy for a dash of color.

The shirts with the soft attached collars coming in silkines and wool taf- Review, ventured the prophecy that fetas, for golf, tennis, etc., are being well received again.



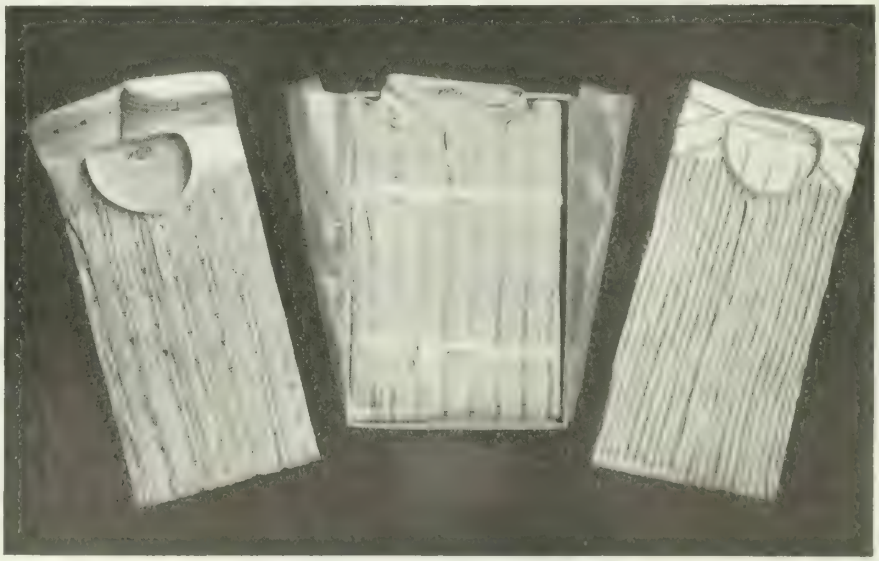
Colored collar with neat vertical stripe in black. Shown by Williams, Greene & Rome.

The most interesting point probably about Spring shirts, however, is—to use an Irish bull—not the shirt but the collar. To what extent will colored collars be worn?

At the present time the double linen collars with vertical or horizontal stripes are having a good introductory run, with blacks much preferred to all others. There had been, of course, an attempt to work in others with a heavier stripe, but the public rather fought shy of it. But now colors appear to be coming back in finer lines. Some makers are showing mauve, pink, tan, blue, brown, etc., as well as black, and a few are trying self colors as well as stripes on a white ground.

A well-known expert on shirts and collars discussing the question with The "colored collars will come in strong if manufacturers do not spoil it all by bringing in loud, 'horsey' lines. Once they get a certain class of men wearing them they are done for. But if they keep to the neat, rather quiet lines, I think the better dressed public will adopt them. Of course the neat black stripe will be the most popular as it can be worn with any color of shirt but the more delicate colors should be taken up as well. One of the practical reasons for this is that the colored collars do not show a slight soiling that often compels a man to change his collar in the middle of the day, particularly in the winter when his overcoat collar touches it. I know stores that refused colored collars one week and, finding a call from the public, asked for them the next. It is an interesting trend to watch and one cannot say which will be the better, the vertical or horizontal stripe."

Soft collars are being made up on shirts pretty much as ever, but it is certain that few will be worn in a real dressy shirt.



New samples of million pleated shirts, the one on the left showing a distinct color tendency in a "flat" pleat. Pyjamas are more popular than ever as Christmas gifts, especially in kemo silks and cashmeres. Shown by Williams, Greene & Rome.

A FISH STORY?

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm ag'in' advertisin'," replied the proprietor of the Haysville Racket Store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "Advertised in a newspaper one time about ten years ago, and I never even got time to go fishing."

800,000 SHIRTS.

The Imperial representative in Canada has placed orders with the Canadian shirt manufacturers for 800,000 shirts, and a committee of these worked out the details of distribution.

Is Fashion Destined to Kill the Knitted Tie?

The Vogue of the Flat Silk Cravat in Mixed Patterns Promises to Stop Sales of Knitted Ties—Opinions in Canadian Trade That Neatness and Wearing Ability Will Sustain the Latter for Many Branches of the Trade, Despite the Trend of Styles.

WHAT is the future of the knitted tie? Has fashion yet signed the death decree? There are some of the questions which are being asked by men's furnishers.

It is certainly evident that in the centres of fashion there has been for some time a tendency to favor the flat silk cravat and designers have created a big variety of rich designs which are being made up in large shapes. At the same time there is a question in the minds of many of those who are in touch with the retail in this country and who know the strong position that the knitted tie holds with the public as to whether fashion will be able to overcome the demand particularly among that class of well dressed men who do not follow the devious ways in which fashion leads.

For all practical purposes there has never been a tie which fills the requirements like the knitted one. Where the silk cravat after being worn for a comparatively short time begins to get out of shape and to soil on the exposed edges, the knitted neck piece will hold its shape for several months and will show but little the effects of wear. It is always serviceable and well appearing.

The present tendency in neckwear favors patterns and designs which are not adapted to the knitted goods but at the same time the color combinations and mixtures which have been made by the knit goods manufacturers are little short of wonderful. Starting as a small string tie with a single layer of material and little to recommend it in shape or coloring the knit tie has developed and thrived for almost a decade until it occupied a very strong position in men's apparel, with an almost limitless variety of colorings. The tendency towards larger shapes which commenced a couple of seasons ago has been followed, but the present call for varied patterns and color mixtures which can only be secured in the high priced silks and this and the strong but limited popularity for bow ties has worked against the knitted member of the tie family.

However, no matter what the dictates of fashion may be—and it must be expected that the influence will certainly be felt—it is pretty safe to say that the popular knit tie is going to maintain a share of its popularity and will continue to hold at least a good portion of the present demand.



Example of novelties in knitted neckwear being brought out to hold the popular demand. This is of finely knitted silk, which gives it a solid body. The unique feature is the raised stripe of self material, knitted into the design. Shown by R. Score & Son, Toronto.

Gloves Higher

Tanneries in France Mostly Closed Down and Increase Seems Certain For Spring.

PRICES of leather gloves are advancing, and must advance still farther owing to trouble in Europe, and to the high cost of transportation, both inland and ocean. Marine insurance, which went down from 6½ per cent. to 2 per cent., has begun to rise again, and is expected to go high, owing to the fact that vessels have been torpedoed in the English Channel, and because of mines and submarines on the trade routes. Some people pooh-pooh the idea of risk on the Atlantic, declaring they would never insure their goods. Their confidence often rests on ignorance. Many manufacturers with large shipments are taking no chances, and, of course, the retailer and the consumer are having to pay for this insurance.

The trade seems fairly certain that prices will be higher next Spring. The tanneries in France which produce skins for gloves, are mostly closed down, and as manufacturers have little in sight beyond what they now have in stock, higher prices are probable. In the meantime large consignments of gloves are arriving from both France and England, so that there should be little difficulty in securing supplies for this Winter.

THE WOOL EMBARGO OFF.

Definite word has at last been received in Canada not only that the British embargo on wool has been lifted, but that shipments are going forward. The outbreak of the foot and mouth disease in the States has made it necessary to fumigate wool coming from there into Canada.

THE MILITARY IN MUFFLERS.

The military note is present now in mufflers, and regimental stripes come in the silk or all-satin, in black and white, or grey and white. These may drive out the knitted mufflers so popular last year.

CIGARS AND SODA FOUNTAIN FURNISHINGS.

Continued from page 62.

side of the counter I found carried out best perhaps in a Detroit store. It was a very narrow store, not more than six feet, but extending about 100 feet in the rear. The young men who opened this store, arranged the fittings so that the show cases fitted into the wall, and the cabinet or shelving on top stood on the show case, leaving about a foot of ledge where each article could be shown to the customer. Thus the clerk was close beside the man who was trying the goods, and made a far more effective salesman than if he was several feet away. The success of this in that store made me decide to follow out this system if ever I entered the retail business

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

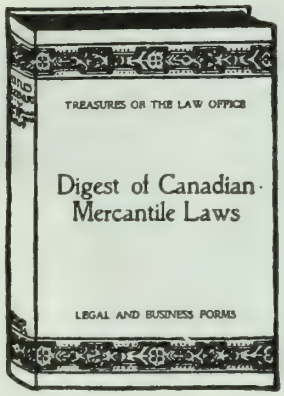
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

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"BLACK PRINCE"

The Workingman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves —roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workingman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workingmen's shirts.

Ask your wholesaler for prices and samples.

The Canadian Converters' Co. Limited.
Montreal

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

The Annual Spring Number

of Canada's only dry goods paper will reach the buyers in every worth-while dry goods and department store in Canada the first week in January.

You know what our former special numbers have been, and when we state that this Spring Number will eclipse all previous efforts you should not hesitate to arrange for space in this issue, which will be replete with style news and practical suggestions which the live merchants find necessary.

Advertising forms close December 30, early forms go to press December 20. Reserve space now, so as to be sure of good position in this fine big number.



DRY GOODS REVIEW

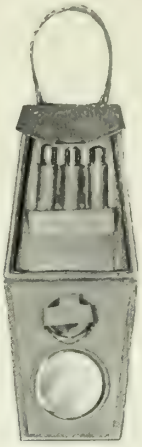


Published
Semi-Monthly

December 2, 1914
Vol. XXVI. No. 23



No. 993. Party box. This style to retail from $2.00 to $5.00.





No. 999. Party box. This style to retail for $2.50, $3.00 and $3.50.



Manicure sets to retail from $1.50 to $5.00. Fittings are of chased silver, also chased silver fittings combined with pearl. Others with all highly polished silver.

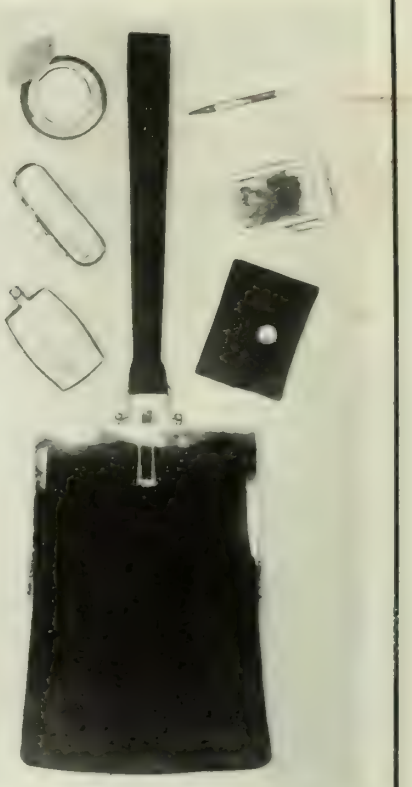
We have a complete assortment on hand of these "Made in Canada" goods. Send us a sample order.

WESTERN LEATHER GOODS COMPANY, LIMITED

1191 Bathurst St., Toronto, Ont.

Night messages can be telephoned the week previous to Christmas Day up to 10 o'clock

Telephone—Hillcrest 2074



Fitted bags to retail for $1.50, $2 and up to $7.50. Other bags with mirror and purse only to retail from 50 cents up.

Embroideries For January Whitewear Sales

Our lines are specially suitable for toning up. Fine, large stock of Swiss embroideries, etc., in our new Canadian warehouse in Unity Building, Montreal.

Wholesalers, retailers or manufacturers who know and look into true values invariably give Thoma's embroideries the preference for their quality of fabric, workmanship, appearance, and their remarkably low prices.

We are pleased to submit specially assorted samples of newest patterns to intending customers on request.

Manufactured by

G. THOMA & CO.

St. Fiden, St. Gall (Switzerland)

Agent: **J. H. Gagnon,** *Unity Building,* **Montreal**



"Rooster Brand"

CANADA AND BRITAIN

Produce About Everything We Require

Purchase all you can in Canada and our factories will run full time and much hardship be averted.

Be British

Our Travellers are now on active service with a splendid equipment and ready for any emergency for assorting and Spring.

White Coats, Shirts, Overalls, Pants
Mackinaws, Khakis, White Ducks

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

MONTREAL: 501 New Birks Building

MAGOG, QUE.: Branch Factory



Cloth Dolls for Xmas !

Quick Sellers— Big Profit !



YOU can make from 100 to 300 per cent. profit on these "made-in-Canada" Red Cross Nurse and "Highlander" cloth dolls. Printed in fast colours on heavy cotton, all ready to be cut out and stuffed. Take the place of other toys. Patriotic Fund Committees, church societies, etc., all want them. Great for children's Christmas.

Dolls are 16 inches high, 8 inches wide — four complete dolls (front and back) to the yard. Price to you is 32c a yard, or 8c a doll, in 15, 30, or 60-yard lengths. Customers are retailing them fast at from 15 to 30 cents a doll.

Please place orders for these dolls at once. They are going fast.

In Other Departments—

WE have completed our Fall stock-taking, and our ware-rooms are rapidly filling with new Spring goods. In anticipation of general price increases, as a result of the war's effect upon the textile industry, we have accumulated ample stocks of all staple lines, and are prepared to supply all requirements of our regular customers.

GREENSHIELDS LIMITED

Montreal

"Everything in Dry Goods"

TRADE MARK

"Noesting"

No More Jabbed Fingers
No More Torn Goods

Noesting Pin Tickets

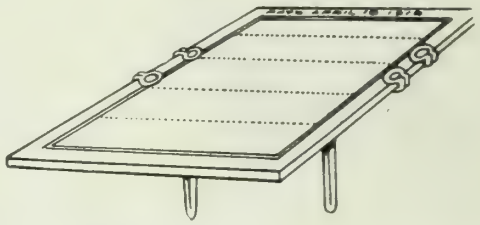
These features have revolutionized the pin ticket situation. Merchants were not slow in realizing the superiority in Noesting Pin Tickets, and to-day those who have tried them will use no other.

Are you among these aggressives who are daily proving and profiting by the merits of Noesting? If not, a free sample box will prove to you conclusively that you are losing money in not ticketing your goods with Noesting Pin Tickets—the ticket that does not jab the finger or tear the finest material.

Write for it to-day.

The Copp, Clark Co. Limited

495-517 Wellington St. West Toronto



If through the War

your supplies are stopped of Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces or Wood Lasts

WE CAN HELP YOU

We are large manufacturers of the above-mentioned goods, having seven factories in different parts of England. Send us samples and particulars of your requirements and the same shall have our immediate attention.

FAIRE BROS & Co., Ltd., LEICESTER, England,

& 19 FORE STREET, LONDON, E.C.

J. MAYGROVE

& Company Limited

SILK threads for WEAVING

KNITTING and EMBROIDERY

also SEWING

AGENT:

F. A. TURNER, 52 Bay St., TORONTO

London Warehouses: 51/2 Aldersgate St., E.C.

Mills, ST. ALBANS and Redburn, HERTS

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA



ENGLISH MOHAIRS

Guaranteed by the B.D.A.

Succeeding Spring and Summer Mohair seasons show increased sales—

—because retailers know that "B.D.A." stands for unvarying reliability, and—

—because Mohairs are not a "Seasonal" risk, but sell steadily in Fall and Winter alike.

Ask your importer and wholesaler to show you the latest productions in English Mohairs guaranteed by the B.D.A.

The BRADFORD DYERS' ASSOCIATION, Ltd.

Of Bradford, England

American Bureau - - - - - - - - - 235 West 39th Street, New York



Display "Old Bleach"

to increase your Christmas linen sales this year

"Old Bleach" counter and window displays will be the centres of attraction during Christmas buying.

They offer the widest range of Christmas suggestions. They meet all requirements.

Sorting stock in Toronto office.

R. H. Cosbie Limited

Irish Linen Agency

30 Wellington Street West

TORONTO

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK

now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the **McKinley Demonstrator** we have turned this former actual expense into a **profit-maker.** You arouse the interest of your prospective customers in three articles in one demonstration — **Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.**

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of **The Root Popular Music Assortment,** by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

YOU will, frequently during the Christmas rush, discover that you must have certain Lines "without delay."

Then —— drop us a card or fill in one of our Letter Order Blanks and you will assure yourself of

Prompt Service,
Careful Selection
and Fair Prices.

We have a a large, well-assorted stock of Smallwares and Fancy Goods and General Dry Goods —particularly Wearing Apparel and House Furnishings—attractively packed in Holiday Boxes.



John M. Garland, Son & Co., Limited

Wholesale Dry Goods

Ottawa Canada



Alfred Hawley
DYER

When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Finest, snowy-white, grass-bleached Irish Linens

—Liddell's Gold Medal

—the linens of nearly one hundred years ago, the linens of to-day—handsomely-patterned, beautifully-woven Table Cloths, Napkins, Irish hand-embroidered Bed Spreads, Shams, Sheets, Pillow Cases, Lunch Cloths, D'Oylies, Bureau Scarfs, etc., will pay you to stock for your fine trade. **See the 1915 range now—write for samples.**

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

30 West Wellington Street, TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

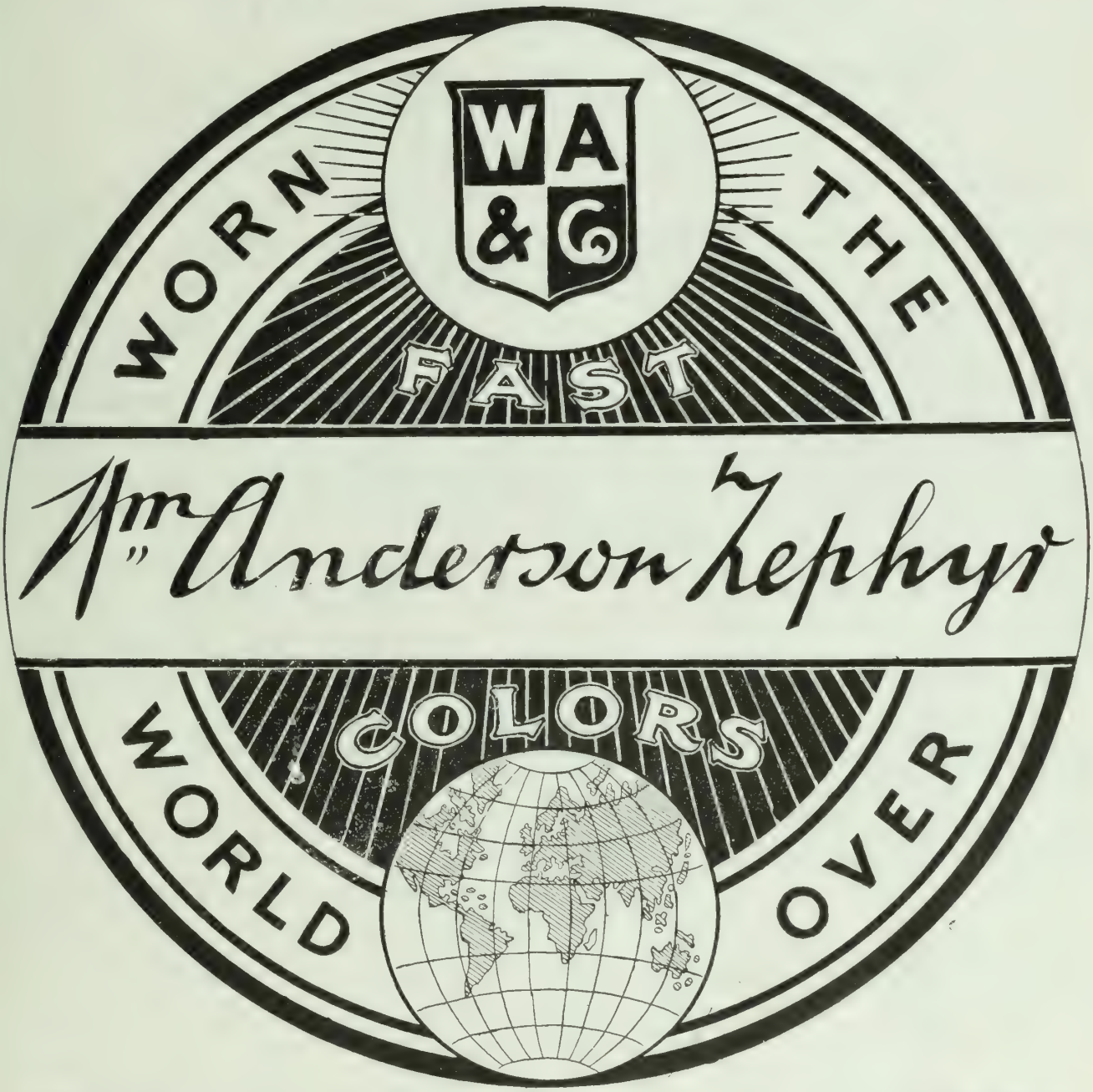
They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND**

The Range of "ANDERSON'S" is finer than ever
and are being shown by ALL WHOLESALE HOUSES



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

XMAS 9-teen 4-teen

HANDKERCHIEFS

will no doubt be one of the principal features this year for

Xmas Presents. WHY?

They { **are Sensible Gifts**
are Not Costly and Always Useful
continually Remind the Receiver of the Giver

See our list of prices and kinds in this issue.

Assortment is tremendous—Values are A1, both in Fancy and Staple lines.

Our Box Handkerchiefs for Children, Ladies and Men are Unique, Catchy, Well Selected and all PROFIT PRODUCERS

CHILDREN'S HANDKERCHIEFS IN FANCY BOXES.

Three handkerchiefs to box.

Fairy Tales, Chic Poets ....$1.25 dozen boxes
Lucky Charm, Noah's Ark, Memo Card .... 1.80 dozen boxes
Sprimaid, TJ2 and W.M.2 ..... 2.00 dozen boxes
Nice fancy Box, with Game of Snap in each box ....
Nice fancy Box, with Necklace in each box ....
Nice fancy Box, with Watch in each box..
Nice fancy Box, with Bottle of Perfume in each box..... .... } $2.25 dozen boxes
Nice fancy Box, with Game of Roulette in each box ....
Nice fancy Box, with Mouth Organ in each box ....

XMAS BOXES FOR LADIES.

Each box containing either ¼, 1-3 or ½ dozen nice Hemstitched Handkerchiefs: $2.25, $2.75, $3.00, $3.50, $4.00, $4.50, $5.40, $6.00, $7.80, $8.50, $9.00, $10.00, $10.50, $12.50, $13.50 and $16.50 dozen boxes.

Boxes are all new, latest ideas and are very charming.

XMAS BOXES FOR GENTLEMEN.

Each box containing either ¼ or ½ dozen nice Hemstitched Handkerchiefs. $6.00, $7.80, $8.40, $8.50 and $9.00 per dozen boxes.

TJ8 has Six Handkerchiefs and a Nice Pipe in each box ....at $12.50

LADIES' WHITE HEMSTITCHED CAMBRIC.

27½c., 37½c., 40c., 45c., 70c., 75c. and 85c. per dozen

LADIES' INITIAL HANDKERCHIEFS.

A1 values, good initials ....85c. per dozen
½-dozen Boxes, New Fancy boxes, $2.25 per dozen Handkerchiefs

LADIES' WHITE HEMSTITCHED LINEN HANDKERCHIEFS.

Assorted ⅛ in., ¼ in. and ⅜ in. hems: 90c., $1.10, $1.25, $1.50, $1.80, $2.00, $2.25, $2.75, $3.60 and $4.50 per dozen

LADIES' LACE EDGE HANDKERCHIEFS.

42½c., 62½c., 75c., 85c., 90c., $1.10, $1.25, $1.50, $1.80, $2.00 and $2.25 per dozen

LADIES' EMBROIDERED HANDKERCHIEFS.

Embroidered corners: 40c., 45c., 90c., $1.25, $1.65, $2.25, $2.40 and upwards
Scalloped edges: 90c., $1.10, $1.35, $1.65, $2.00, $2.40, $3.50 and $4.50 per dozen
Scalloped and hemstitched borders: $1.10, $2.25, $4.50 and $4.75 per dozen

MEN'S STRIPE BORDER HANDKERCHIEFS.

75c., $1.10, $1.25, $1.50, $1.80, $2.00 and $2.25 per dozen
Nobby Stuff. What the Boys Like!

MEN'S WHITE CAMBRIC HEMSTITCHED HANDKERCHIEFS.

45c., 75c., 85c., $1.10 and $1.35 per dozen

MEN'S WHITE LINEN HEMSTITCHED HANDKERCHIEFS.

Assorted ¼ in., ⅜ in. and ½ in. hems: $1.25, $1.50, $1.80, $2.00, $2.25, $2.75, $3.10, $3.50 and $4.50 per dozen

MEN'S "EXCELDA" HANDKERCHIEFS.

An immense range of new patterns at .....90c. per dozen

IMITATION "EXCELDA" HANDKERCHIEFS.

A1 patterns ....80c. per dozen
Boys' sizes ....45c. per dozen

MEN'S INITIAL HANDKERCHIEFS.

½-dozen Boxes of one Initial. Pure Linen.
Fancy Box ..... $2.25 per dozen Handkerchiefs
Mercerized. Good size initial ....$1.50 per dozen
"Excelda" ....$2.00 per dozen

MEN'S SILK HANDKERCHIEFS.

Hemstitched: $2.25, $3.00, $4.50, $6.75 and $9.00 per dozen in White.
Hemstitched: $4.50, $6.75 and $9.00 per dozen in Black.

The W. R. Brock Company (Limited), Toronto

Dry Goods Review

VOL. XXVI. DECEMBER 2, 1914 No. 23

St. Mary's Store in Campaign for Soldiers' Gifts

Dicksons, Limited, Offer One Week's Sales Under Wise Conditions and Women of Town Accept Eagerly—Proceeds Will Go Probably on Apples for Canadians at Salisbury Plains.

By a Staff Correspondent.

ST. MARY'S, Nov. 27 (Special).—One of the most successful, as well as the most novel sales ever tried in this town of 4,000 people was staged by the St. Mary's Women's Patriotic League in the store of Dickson's Limited. The Review has described several varieties of patiotic sales, but not one just like this.

In the first place the object was unique: to raise a fund for the purchase of a Christmas present for the Caoadian soldiers on Salisbury Plain, and, like as not, that gift will take the form of a finely-flavored Canadian apple!

And St. Mary's expects to hand not one, but several, to every member of the first contingent.

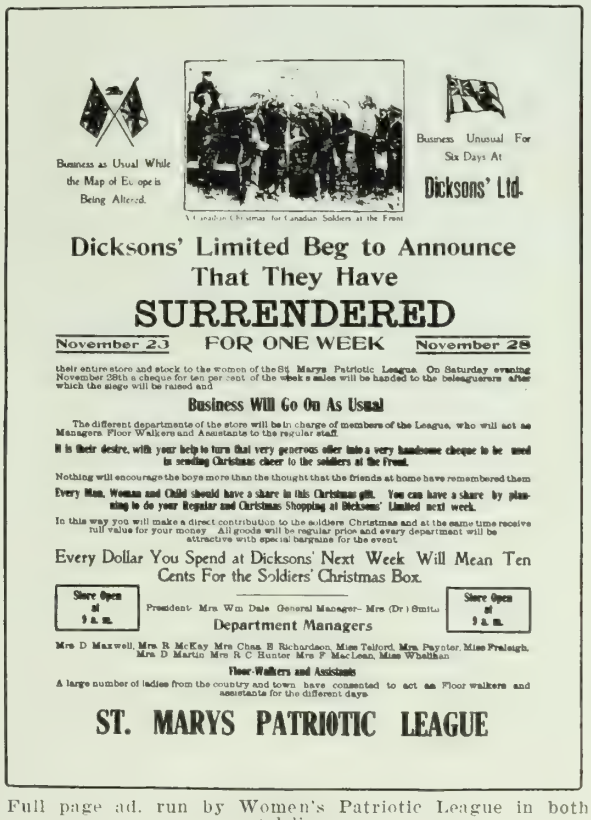
Some hundreds of dollars are looked for from the store sale on the basis of ten per cent. of everything that is sold by the ladies—for a local committee is actively engaged as sales clerks, managers, and floor walkers.

Not in Some Departments.

There was one point that will be of special interest to the merchant: certain limitations that were put on the extent to which the ladies could carry on sales in the various departments. For instance, they did not measure any dress goods, nor sell ready-to-wear garments, nor millinery. These departments, as some others, required special training and technical knowledge, and the only result would have been to create confusion in the store, while at the same time the work would be irksome and unsatisfactory to the volunteer sales clerks. This does not mean that the ladies were not selling goods behind the counters. They did so in cases like gloves, neckwear, fancy goods, etc., where there would be no danger of mistakes.

Special Tables and Bargains.

In addition to the regular departments of the store, special tables and booths were arranged for the ladies. For instance there was a table with lines of notions just inside the front door, marked 5c, 10c, 15c and 25c; there was a special sale of kid gloves at 89c. In the house furnishing department special arrangements were made by which for this week only, all carpets and linoleums ordered were laid free of charge by the store.



Full page ad. run by Women's Patriotic League in both week lies.

The ladies themselves in some cases had special articles on hand to sell. In the grocery department demonstrations of serving tea and coffee helped to sell both these articles. The store itself was adorned with flags, while the ladies acting as sales clerks wore badges with special ones for managers of departments.

The sale itself drew forth an enthusiastic response from the ladies of the town, and the general manager, the wife of Dr. Smith, had nothing but praise for the store and the proprietor, as she explained the details of this plan to the Review. The president of the league was Mrs. Dale, wife of Professor Dale, and the manager of the advertising and publicity work was Mrs. McAlpine. It was found that the ladies were very faithful in attendance at the store, most of them being present when the store opened, and remaining throughout the whole of the day, and this continued for the week. Moreover. the response from the town and surrounding country in the earlier days of the week gave evidence of largely increased sales which would add considerably to the funds of the league.

10 Per Cent. of Sales.

The basis of the sales was 10 per cent. of all the ladies sold during the week. This was expected to amount to several hundreds of dollars, and as Mr. Dickson had figured it out that a box of apples could be secured for 85c—sufficient for some sixty soldiers—it was evident that the proceeds from the sales in the store alone would provide something for practically every member of the first contingent. Arrangements were being made with the Dominion Government by which the

(Continued on page 18.)

Three Special Lines for January Whitewear Sale

Clean Out Surplus Stocks at Bargain Propositions, Special Lines as Leaders, From Manufacturers, and the New Spring Showings at Regular Prices—Dress Windows Right After Christmas — Special Decorations and Extra Tables Near the Entrance.

"THOUGH I believe," said a white buyer, "it was this section in the store which first started the January white sale, this idea for bringing in business during what used to be an off month was too good and too successful to be long confined to one line, and now every department that can feature white merchandise does so, and the result is a general white goods sale, which merges, as the month goes on, into a general January clearing, and before inventory sale." But the white wear sale is certainly run upon different and more interesting lines, for the attraction is by no means confined to bargain merchandise—in January is shown the new season's styles in white wear, and the big line of sample garments is always put out by the manufacturers with a view to being put on show at the big January sale. Logically there is no reason why women should buy white wear in January, and the only real connection between the white goods sale and the month is contained in the word white —the goods are white and January is the snow month. Women as a rule do not buy dry goods articles before the time comes to wear them, but in this case the trade has managed to impress the fact upon them that it is advantageous to do so. The fact is the January white sale has been built up by the force of advertising, backed up by genuine bargains, and it is to the giving of genuine bargains, combined with the right kind of advertising and attractive display that makes the January sale a profitable proposition.

The buyer has three distinct points of interest to feature at the January sale. He has the straight bargain proposition; he has good values in popular-priced merchandise, and high-class novelties with which to attract the high-class trade. The bargain merchandise is drawn from the buyer's own stock, augmented by manufacturers' samples, over stocks and broken lines, that can be bought at a reduction, and on all these there should be obtained a good margin of profit. Merchandise that has a special value can be procured from manufacturers who make producing it their business. These manufacturers concentrate on garments at a certain price, and build their reputation and trade upon the giving of the very best values possible for the money. Manufacturers doing a general white wear business all make leaders, and these are available to the buyer who orders from them. By no means the least attractive feature, particularly in the larger stores, is the offering of expensive white wear that has become soiled by being constantly handled and used as show pieces. These goods are heaped on bargain tables, and are usually sold at half the marked price, which on this class of merchandise is just about cost.

As this sale is really a forcing of goods out at a season of the year when they are not required for immediate use, elaborate window and interior display and unusual advertising space are needed. Many stores follow the practise of dressing the windows with white wear and white goods for the reopening of the store after Christmas. This is a good pretice, as there is nothing else to feature, and the sale gets a big boost from the windows before the commencement on the first retailing day of the New Year.

The greatest possible attention is given to the proper setting out of the stock in the department. French rooms, show cases and counter trims are all arranged as attractively as possible. A very good effect is gained by using white wear with the same colored ribbon, beadings and trimmings all through the department, and by using tissue and crepe paper to match for covering the floors of cases, sheeves, stands, etc. Where there is a French room a different colored ribbon might be chosen—say, pink for the department and blue or white in the French room.

Usually some decorative idea is featured all through the store, or on the ground floor and in the sections participating in the white sale. Sometimes this takes the form of a play upon the white feature. A clever idea of this kind was formed of ships in full sail cut out of compo board and carrying the word sale on their sails. Last January the T. Eaton Co. hung a blue banner from every pillar with the words "January White Sale" in silver letters on a Royal blue ground. Another year this firm draped each pillar with white cotton. Another idea for attractive pillar decoration is to use any foliage that is on hand for massing around the head of the pillars over which cotton batting is dragged to represent snow. There is no real need for costly decoration, for this would only add to the cost of putting on the sale, and is out of place at a time when the bargain element must be given extra prominence. Moreover, at a time like the present no merchant will be willing to spend money upon decorative schemes that, while they are pretty and attractive, are also expensive. When business is good and there is no question of reducing expenses, it is very nice to have these features; but when the store and its customers are setting out to economize, something that is not so expensive must be planned. This year, though, as always some decorative feature must mark the sale, it will be better policy to give values rather than decorative features.

A new feature that appeared in some of the stores last year was the use of space on the ground floor devoted to tables and sections carrying white wear during the sale period. These tables and sections were located near the door, taking the place of fancy goods articles that had been active sellers during the before holiday period, and which were due for a quiet period. Special bargains—not always in low-priced garments—were carried here.

SPECIALIZE IN TOYS.

IT is not the policy of Henry Morgan & Co., Ltd., Montreal, to attract attention to their Christmas goods by a fanfare of trumpets. To begin with, their store is not large enough to permit of the entertainment of crowds of children. They do not consider it good policy to allow crowds of children to interfere with the attention that customers require. This company specializes in Christmas toys. If a person is looking for something in the electrical line, they know well that they can secure something good and up-to-date at Morgan's which can be connected with the lighting circuit. Unlike many merchants, they bought their supply of German toys early, and had their stocks in before the war broke out.

BELT OF ANY SIZE.

A U.S. firm has brought out a new style belt which it is claimed will simplify the size question. There is a detachable buckle and the leather can be cut to any length desired. Not only is it claimed to have an attraction for the purchaser but there is the advantage that the dealer can clean up his stock at the end of the season by cutting down large sizes to fill up the smaller lines.

METHODS IN CHRISTMAS MERCHANDISING





This is the third of the series and deals with methods of displaying certain good selling lines to advantage; dress and waist lengths; a second inventory of a Christmas bazaar, importance of price tickets, etc.

A STAFF member of The Review visited a number of Canadian stores the latter part of November and found preparations in full swing in most of these for the Xmas trade. There was a feeling on every hand that "while it was too much to expect business to be as good as last year, it promises to come well up to the mark," and there were several usually shrewd merchants who were preparing to handle a turnover that would approach very close to the 1913 figures. Reports from many quarters showed a distinct picking up in trade during the last half of November. This was, to an extent, due to the seasonable weather which made overcoats, underwear, and other cold weather comforts the necessities of the hour, but in many other departments improvements were reported. Altogether a better tone was in evidence towards the Christmas campaign.

* * *

"DISPLAY" MEANS EVERYTHING.

The merchants whose reports were most favorable without exception have been those who have plunged into the DISPLAY line. The word deserves capital letters; in too many stores it needs capitals to enforce it. Ask any merchant how he is going to sell Christmas goods,—piles of them—and he will tell you, "Get them where the public will see them." It sounds simple, yet a large percentage of merchants do not know what it means.

* * *

SHOWING UP HANDKERCHIEFS.

Take handkerchiefs, for instance. One store already has set up handkerchief displays at three extra points. In one case there is a pillar of handkerchiefs—formed of scores, lightly fluffed out, attached to some soft cloth around a pole; the height is about four feet, standing at each of the four corners of the "circle." Around a couple, like a sash in the centre, are tied wide red ribbons with a touch of holly. These handkerchiefs pillars are land marks in that section of the store: they emphasize this line of goods.

In another case the handkerchiefs are attached to two boards, circular or V-shaped, meeting about four feet above the counter. Prominence again to the dainty Christmas present.

Sometimes handkerchiefs are run up the sides of the upright supports of the arches, as well as across. But whatever you do, show a "string" of them up high away above your goods.

* * *

RIBBONS BY SUGGESTING WAIST.

What of ribbons? In the Duncan Ferguson Co.'s store in Stratford there will be a tremendous sale of ribbons. Along the front of the store no fewer than four "sections" are devoted to them, two facing two, one pair on each side of the store entrance. One show-case is given up to neckwear but the top has ribbons. Just one illustration here as to selling methods. On either end of the show-case—on top—is set up a waist, a waist made of eight-inch ribbon. This waist is set up on a figure and around it are bolts of the same range of silk. The suggestion as to the use of the silk was responsible for very large sales as soon as the goods were displayed. The line was a particularly attractive one of 50 cents and excellent value at almost double as a job lot had been bought.

In another section baby ribbon and Christmas ribbons are done up on cards and in hanks, in 5 or 10-yard lengths and sold at a certain price.

* * *

SOME FORMS OF USEFUL GIFTS.

This year more people than ever are preparing to give useful presents—they want to give their friends some little remembrance, but they wish it to be something that will be of use to the recipient. Therefore useful articles from the general stock should not be as rigidly excluded as in normal years. The Robert Simpson Co. have very clearly recognized this feature in holiday business and have placed a popular-priced glove and hosiery section in their third floor Chinese bazaar. Another section carries blouse lengths of popular-priced silks, delaine, and various cotton fabrics, also lengths of printed cotton flannels for kimonas, bath robes, etc., the latter containing also a matching cord girdles. A big business here is being done with lengths of cotton flannel printed with ducks and ducklings, little Bo-peep and her sheep and scenes from other familiar nursery stories, etc. These goods are neatly folded and tied up with baby ribbons in appropriate colors, Christmas red being used where possible. The boxes are very attractive, a shadow holly spray in grey on a white ground with a big bright scarlet poinsettia on the lid being one pattern. Another shows an allover holly or mistletoe covered box. Another useful line car-

ried in this bazaar section is that of various useful hot-point articles, such as electric irons, toasters, percolators, hair-curling and food-heating outfits. Cloth and house slippers form another line that appeals to the holiday shopper in search of useful presents.

The Chinese bazaar is very similar in its arrangement this year to the bazaar of the year before, only the color scheme is more subdued, dull orange being used in place of bright yellow and the toning color being black. The booths take the form of a Chinese pagoda with the roof painted orange with large spots of black, the wood being black with a line of orange combined with dull Chinese red.

• • •

TAKE YOUR SMALL PARCELS.

"Take small parcels with you" is always a request that is given prominence and cards with these words printed on them should be placed in Prominent positions around the store. In the larger stores "keep to the right" and "keep to the left" cards are very useful in securing a freer circulation of the crowds around the store. Large cards giving the location of the different departments and the different sections where holiday goods are to be found will save busy salespeople the trouble of constant interruption to answer questions as to where the desired articles are to be secured. These cards should be placed in place early so that customers may become familar with them, and will know where to look for the desired information when the rush period arrives.

PROMINENT PRICE TICKETS.

The plain marking of every article is imperative at a season when so many extra salespeople are employed. This feature as well as the grouping of articles at one price and the prominent placing of the price ticket are powerful aids to business. Many sales are lost because the price is not marked on articles, and it is wonderful how neglectful in this respect even large stores are liable to become. When the price is plainly marked many customers will wait upon themselves up to the point where the checking of the article comes in. This is a great saving of both time and expense to the store, and is a point worth remembering particularly at a time when so much business has to be crowded into a few days.

With selling going on of the same class of articles in many parts of the store some arrangement should be made for keeping the stock in shape. It is not enough that supplies of articles sold should be placed in the department before selling begins in the morning, but some arrangement should be made whereby articles sold out may be brought into the department when wanted. Hard and fast rules as to the movement of merchandise in the store may work out all right at ordinary times but sales should not be lost because quick selling articles cannot be placed in stock when sold out. Additional hands in the stock-room to take care of this problem is the usual way in which it is worked. Then a message will bring the goods quickly all ready marked and ticketed and ready to put into stock. Where these are not employed some arrangement can be made for replenishing quickly.

Continued on page 25.

Indian Tribes Invade Stores of Macleod, Alberta

On Receipt of Treaty Money They Massed There to Spend It—Pitched Their Tents on Outskirts of the Town—Stores Did a Thriving Business For Some Days.

NOT many merchants in Canada experience the class of trade that visited Macleod, Alberta, recently, subsequent to the receipt of Treaty Money by the Indian tribes in the vicinity of that town. Approximately $8,000 was paid by the Government to the Indians of two reserves and the braves flocked to Macleod to spend it. The following dispatch from that town gives these interesting details.

"The payment of treaty money on the Blood and Peigan Reserves was marked this year by a more than ordinary invasion of the town by members of these tribes.

"The Peigans received their money, some $2,600, on Wednesday of last week, while the Bloods were paid over $6,000 on Thursday and Friday.

"On Friday the general march on the town from the Peigan Reserve was commenced, and on Saturday and Sunday the Bloods were pouring into the town. On horseback and in wagons and rigs of every description came the head chiefs with the minor chiefs and tribesmen and their families. Every available nook and corner was quickly taken up by vehicles, while the Farmers' Shelter was crowded to its utmost capacity.

"As they came for a several days' stay, the Indians pitched their tents at the outskirts of the town and repaired there after the day's shopping was over. The town itself presented a very animated appearance during the stay of the Indians. The stores were crowded to suffocation, and at every turn one came across men, women and children wandering around, gazing with open-mouthed wonder at the gay display of goods. Several of the stores, notably the Hudson's Bay Co. and Reach & Co., make a special feature of the Indian trade, and in these two stores the crush of purchasers was very noticeable, the clerks being kept on the jump attending to their needs. The Hudson's Bay Store, the old trading post of the Indians, still continues to receive the lion's share of the trade, and this year was no exception. Inside this store thirty assistants were working at top speed, while several interpreters were constantly in attendance.

"As in former days, the head chief from each tribe and their minor chiefs held a council, to which R. L. Barnet, the manager of the Company, was invited. Without exception they all expressed themselves as extremely well satisfied with the treatment received at the various stores in town. Following out the old custom, an excellent dinner was provided by this Company for all the chiefs.

"Reach & Co. did an enormous business. They supplied the Indians with refreshments and their store was constantly thronged with Indian buyers. Every department was busy. The smaller stores of the town also did well. Nearly every line of business got some extra trade. Macleod has always been looked upon with favor by the Indians from both reserves, as here they can obtain every description of goods required by them. In fact, this town fared better than it has for the past seven years.

"On the two reserves between $8,000 and $9,000 was paid out and a very large percentage of this money found its way into the pockets of the Macleod merchants."

Prospects Bright for January Notion Sales

Special Booth Would Attract Attention—One Has Lettering in Hooks and Eyes and Buttons—Tendency to Home Dressmaking Warrants Special Attention in Preparations This Year.

A VERY buyer knows that he has to work and work hard to get the business in the early months of the coming year; for not only is ready cash scarce in many directions, but the people who have it are afraid to spend much of it, and retail business is being held up proportionately.

There are many elements making for economy. To swim with the stream is always what the merchant must do in order most easily to get the business, and luckily for the notion department the direction of the stream is plain, and it runs in a quarter that should bring increased business. Home sewing, and home dressmaking are popular forms of economy at the present time. Women are making their own dresses, and, therefore, are becoming extra good patrons of the notion counter, and to get the proper share of the home dressmaking trade should be the objective of the notion buyer, not only next January, but during every succeeding month of the year.

Taking one thing with another, the situation in the supply end in the notion field is not nearly so bad as it was feared a few months ago. Though German lines have been cut off, with the exception of one or two items, there is little trouble. Some of these have been wholly dropped, but in more cases articles made in other countries have been substituted. And at the present time all the merchandise required is procurable. This leaves the buyer free to plan advantageously his January sales.

Bring Out the Dead Stock.

No doubt much has been done already, but there is still time to fill in with broken and job lines that can be sold at particularly attractive prices, and still leave a fair margin of profit. A careful going through the stock will also bring to light a considerable quantity of merchandise that needs to be moved out. Dead stock is always a live problem, and it would be a wonderful department in which none developed after a period of six months' selling. No matter how clever the buyer, he is safe to make a few mistakes that mean slow moving stock that is hard to sell for some reason or another.

In the notion department, however, it is, as a rule, the buying of goods in larger quantities than the size of the store and its outlet warrant to which the presence of dead stock may be traced. There is always the temptation present to buy in large quantities because so many articles have a staple sale, and because quantity prices are made attractive. There is always a limit to sales, and the interest on the purchase money and the slow turnover will be found in the long run to more than offset the saving on quantity prices.

It is the quick turnover that determines the ultimate amount of profit a department makes, and a small profit and a quick sale is infinitely preferable to a big profit on goods that remain on the shelves for a longer period. In one case you get your money out quickly and are able to re-invest in articles that will sell again; one the other hand, interest charges on the money tied up in slow moving stock, even if you do not have to cut prices eventually to move the goods, makes a big hole in the ultimate profits when the goods are sold. The man who works upon the quick sale and small profit idea will be able to work his department upon smaller capital and will make more money. Moreover, his goods will always be fresh and clean, for they will not stay long enough on his shelves to become shop worn.

One Notion Window.

A sale to succeed must be properly presented. There must be an active cooperation between the ad. service, the store decorator and the department. Very few decorators like putting in a notion window because of the time and the trouble required by reason of the nature of the goods and the size and number of articles to be handled. For this one reason alone only one window can be reasonably expected, and the decorating should be done in the department.

Lettering of Hooks and Buttons.

Special booths built for the sale always draw attention . The illustration given shows one style, and any clever decorator can vary it by original features. The booth shown has the pillars and upper parts painted white, while the counter portion is stained to imitate mahogany. A row of electric lights is placed below the cornice, and there would be no objection to using colored lights here in place of white, as there is little or no matching of colors in the notion departments. The lettering of the sign is made of hooks and eyes and buttons.

Tables for articles or groups of articles sold all at the one price should also be employed. Plenty of plainly lettered price tickets are of great importance, as they enable customers practically to wait upon themselves by making their selections before they approach the sales girl.

Besides the articles advertised in the usual way, special bargain items should be prepared for each day of the sale, and marked with a conspicuous ticket as "special bargains not advertised." This idea always attracts attention to the goods and means extra sales.

Service is always a problem in this department, because of the nature of the help that has to be employed. This is emphatically the beginners' department, and the general staff is youthful and untrained. If price tickets and display are adequate little but the checking of the sale, the making of the bill and having the goods parceled remains to be done by the girl behind the counter. It is necessary to maintain a vigilant watch on instances of inattention to the wants and needs of customers. When such an act occurs a quiet talk with the offender, pointing out the consequences both to the store and to the influence the success of the department has on the salary question will do more good than a public reprimand.

One large store endeavors to interest the salespeople in this section by offering a bonus of 5c for each check, no matter what is its size after a certain number of checks have been filled. This is done in a large department, and in using this bonus idea the average number of checks each day would have to be taken into consideration. This idea has been found to work well in the store making use of it.

SUIT OVER HAT BUSINESS.

An interesting suit was settled a short time ago in Toronto when James Fish sued Alexander Fish, asking for an injunction restraining the defendant from using the name of A. M. Fish & Co. The plaintiff brought out that Alexander Fish, who was in the hat business on Richmond Street, had sold out to him on the understanding that he would not engage in the business again within a period of three years. This was two years ago, and now Alexander Fish is doing business on Victoria Street. The judge granted the injunction, and awarded the plaintiff damages of $40.

Store Handed Back One Complete Day's Sales

Seventy Per Cent. of Sales Slips Refunded in Prince Albert—When 30,000 Walked on a Rug—"Made in Canada" Sales — Various Devices of Merchants.

30,000 PEOPLE WALK ON RUG.

A VERY interesting advertisement was recently published by the N. S. Furnishing Co. of Halifax, N.S., in a two-column ad. The statement appeared in display type: "30,000 people walked across $75 Khorassan Saxony Rug." In small type it was stated that this rug had been placed on the sidewalk during an eleven days' sale. It had rained hard for seven days, and the sun had done its duty for the remaining four, so that at the close the rug had not only rain and mud, but in addition "a five days' tracking of soot from the sidewalk in front of the fire district in the next block." When it was taken from the sidewalk on Saturday evening it was saturated with rain and the pattern was indistinguishable from the mud and soot. "Surely a most unusual and an extra severe test."

"Can You Beat It?"

The firm, after having it dry cleaned at a local laundry, placed it in their south window for two days. They declared that there was not a blemish on the rug, that the nap did not show any wear, that the colors did not fade, and the seams did not give. "Can you beat it?" they asked in a display line.

They went on to state: "You must think that a rug which will stand such hard usage as this one was subjected to, and still be even in a fair condition, is remarkable. So do we, and that is why we make a specialty of made-in-Canada rugs. We believe in them; they are beautiful in color; they will stand the hardest kind of usage, and hold their beauty to the end—splendid materials and workmanship make this possible."

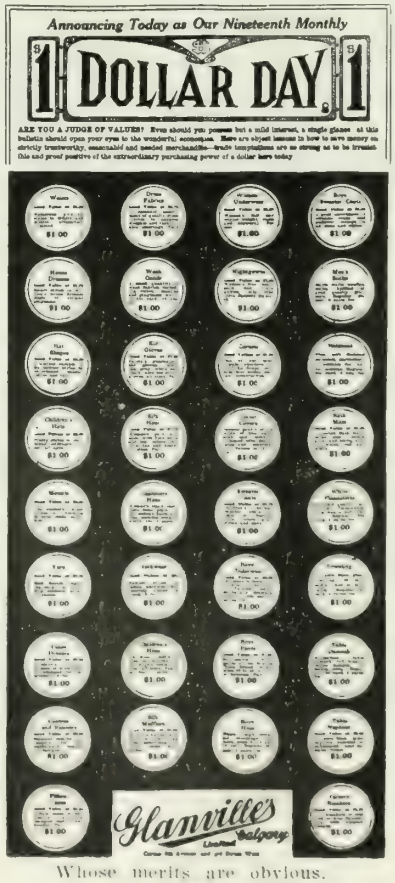
They also displayed a rug, which was on the floor of the made-in-Canada train, which toured the West in 1913, and which was walked on by over half a million people, but was still in good condition.

They afterwards announced that they would receive offers for the $75 rug at auction and sell it to the highest bidder. The rug was on exhibition on the Saturday and Monday, and bids were to be sent in during that time, and at six o'clock Monday evening the highest bid would be taken for it, no matter what it might be. This device was carried on in connection with a special sale of rugs as a means of demonstrating the wearing qualities and fast colors of the rugs.

It should be mentioned that the advertisement looked too crowded for an ordinary store notice, but, of course, the interest to the public in the material in the ad. made up to a certain extent for the crowding of so much into such a small space.



Bright "Made-in-Canada" sale ad. of Sault Ste. Marie store.



Whose merits are obvious.

AS MAIL ORDER HOUSES DID.

A FARMER entered a store the other day in Bouleau, Sask., and began telling the proprietor, who was showing him some goods, how he could buy the same things through a mail order house cheaper than from him. The merchant replied: "Perhaps you can, but if you will give me the same chance and pay me the same way I can sell just as cheaply as the mail order concern."

He added: "If you will make out a list of what you want and pay for it, I will give you the goods at exactly the same price as you can obtain them by sending away."

The farmer took the bluff and handed the merchant a list of his requirements which was totalled up by the latter and payment requested. The money was immediately handed over and placed in the till by the merchant. The farmer then moved aside and waited for his goods but another customer came on the scene whom the merchant proceeded to wait upon. When his wants were supplied another came and was similarly treated. This was continued for some time till the farmer's patience began to be a little strained and approaching the counter enquired when his parcels would be ready as he was anxious to go.

To this query the merchant replied: "Oh, I have a week to put those things up and will do it when we are not busy. If you had sent to Winnipeg for this stuff you could not have received it before a week or ten days."

The farmer saw the point and was game and good-naturedly leaving the store he returned in a week receiving his purchases.

PAYING COSTS OF ALTERATIONS.

THE problem of the merchant who handles ready-to-wear lines as to whether he or the customer shall pay for the alterations to garments where necessary, and, in the event of adopting the policy of making changes free, to cover this expenditure in some other way, is dealt with in a variety of ways by different merchants, and no doubt this will continue. Recently an inquiry in a number of Ontario town stores brought out a great divergence of opinion on the subject. One merchant, in stating that he made the alterations free of charge, remarked that the way in which the garments are now made by

(Continued on Page 18.)

NEW SERIES ON CARD WRITING

Dry Goods Review has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

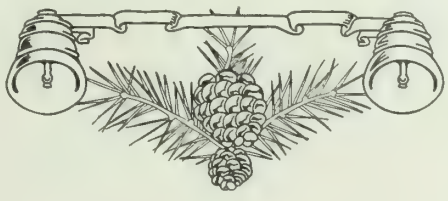
From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.



Getting the Calendar into Desirable Hands

Merchant Should Impress Patrons With Value of His Gift — Excellent Idea is to Open a Register for Names of Those Desiring to be Remembered, the List to Close at a Set Time—Another Plan is to Give When Purchases Are Made on Stated Days.

DECIDING the method to be employed in the distribution of the new year calendar is almost as important as deciding whether or not the store is to follow the calendar policy. Starting at the point where the merchant has decided to give a date guide for the ensuing twelvemonth, comes the problem of getting the most good out of the expenditure decided upon; that expenditure will be decided by the style of the calendar and the number to be distributed—matters to be governed by the merchant in relation to the individual business.

One of the great difficulties with the complimentary calendar is that it is not likely to be appreciated. The custom has been carried so far and people get such a number that they are inclined to place little value upon them. They do not know the amount they cost the merchant and do not appreciate that each time he hands one out he is giving away real money. In fact, there are merchants who give calendars not because they expect to gain much by so doing but rather because people expect it of them, and they want to keep pace with the crowd.

There are many methods of distribution. The less value the merchant places upon his gift to the customer the less the customer will think of it. The one big idea should be to dispel the idea from the mind of the public that calendars cost nothing and that stores are seeking to give away as many as possible. If the customer can be impressed with the idea that the gift is one of value it will be appreciated the more.

It is this idea of impressing the public that has led to radical changes in calendar styles during the past few years. Many of those which are now distributed are real works of art and are a credit to the printing craft. Calendars are made more artistic to impress the public; this means a greater cost and the necessity for discrimination in distribution.

A Calendar Register.

One of the best suggestion that has been offered to the merchant to give the desired impression to the customer and at the same time gain other advantages is to open a calendar register. The merchant advertises that his register will be open up to a certain time, say the 10th of December, and that he will arrange for a calendar for all sending in their names. The announcement can be made more impressive by a reference to the artistic features of the calendar with a short description and the name of the artist—these descriptions are usually given by the manufacturers. Even a better impression can be gained by intimating that the expense of the calendar is such that it is necessary to gauge the number required and that the order will be placed according to the number of names sent in.

Thus we have the customer impressed with the gift the merchant is to make him; we have him interested and looking forward to receiving it. Of course, the order probably is placed long before any reference is made to the registration of names, but the customer need not know this.

Then the advantages are more than the impression given. The merchant is in a position to refuse giving calendars to everyone asking for them. He can merely state that he only made arrangements to give to those whose names he had received. At the same time he can probably make a good friend of another customer by handing over one of his souvenirs with the explanation that he happened to have a few over and had reserved one for this particular person, despite the fact that his or her name had not been sent in.

OUR CALENDAR FOR 1915.

Believing that our customers will appreciate a calendar which is at the same time a high-class work of art, we have this year arranged with one of the biggest producing firms in the country to supply us with a limited number of that beautiful work of (name of artist) the (title of picture).

Owing to the expense we have undertaken, and so that we may not be called upon to supply a number that would entail too much of a financial burden, we have arranged to open a register, and will reserve a copy for each person leaving their name with us before the 15th of December.

We wish to our many customers a happy holiday season.

DAVID HENDERSON & SON,
Main Street.

Another advantage is that the persons desiring calendars—the system need not apply only to regular customers—come to the store to give their names and they also have to come again when the delivery is made. This can be arranged by setting a date when the register is closed or by sending out advice by card when the shipment is received. Two visits to the store at the holiday season by persons, who must consider that they are receiving a favor from the merchant because they are getting something asked for, are likely to result in business.

Some Other Methods.

There are a number of other methods which can be employed to the same end —impressing upon the people the value of the calendar. Some merchants have adopted the policy of only giving calendars on certain days and then when a purchase of 50c or $1 is made. This gets the distribution through largely at one time, and also brings business. The merchant also is able to gauge the value of his calendar appropriation in this manner.

Where the calendars are mailed there should be a letter of good wishes accompanying, but this is not a good method for the retailer to pursue, for the oftener he can get the people into his store the better.

When registration is not asked—and another advantage of the method might be mentioned in that it results in a valuable list of names for the retailer for mailing advertising material—it is advisable to send out an announcement stating that arrangements have been made to present a certain calendar, of which a description should be given, and expressing an invitation to call and secure one.

1,900 R.M.A. MEMBERS.

The Retail Merchants' Association of Saskatchewan has now nearly 200 branches, and a membership close to 1,900. Of these, 1,200 have joined during the past year, due to the vigorous campaign that has been carried on by the two traveling organizers of the Provincial Association.

Lewis & Frizell, Carleton Place, have succeeded J. E. Lewis, men's furnishings.



A small section of a crowd of many thousands of children, who with their mothers, followed the T. Eaton Co.'s Santa Claus procession to Massey Hall, where three performances were witnessed by nearly 12,000, mostly children. The event is a great trade drawer to the toy department.

Proof of the Drawing Power of a Santa Claus

Remarkable Success of a Department Store's Annual Procession —Thousands in a Procession, With Tens of Thousands as Spectators—Toy Department Crowded Forthwith—Where Even a Minimum Pays.

THE Review had this picture taken of a remarkable demonstration for one purpose: to drive home in the most effective manner what it has been contending all along, that it pays a store handsomely to identify itself in the mind of the child and the mother with Santa Claus.

One may be permitted to draw another conclusion from this scene: that the "Christmas spirit," as it is called, has really been little deadened by the events of the past few months, and there is a bright promise for this expressing itself largely during the next three weeks if it is nurtured wisely.

Just a word about the Eaton Santa Claus. The "arrival" has become an annual affair. It is carried out in a manner that appeals to the childish imagination and on a scale commensurate with the size of the city. Along both these lines it is, therefore, adaptable to almost any store in Canada.

Even a Small Effort Pays.

Take in contrast an effort along this line that may be described as a minimum which a staff member of The Review came across in a small town in Western Ontario during a visit the last week of November. For ten, twelve, perhaps fifteen years, a figure of a Santa Claus had been set up in a section of the store where once a year toys are laid out. That old figure still held new charms year after year, and was admired as the younger children grew up to a noticeable age, and continued its hold over the older ones. Year after year a pouch served to receive contributions of Santa Claus letters from many a boy and girl, and altogether helped to fix that small toy department in the child mind as a Santa Claus centre, the only one they knew, and after school every afternoon they would troop up to view it and the toys around it.

Coming back to the plan on a rather mammoth scale: tens of thousands of women and children turned out to see the procession and the many thousands marched down from Queen's Park to Massey Hall behind the coach and its outriders. The packed street shown above indicates only a small percentage of the procession, for it had swept down the avenue and filled the broad grounds of the Armories from end to end, and side to side.

Over 12,000 in Hall.

One more "crowd" fact: three times during Saturday, November 21, The Day, Massey Hall was packed with children and their mothers, fully 12,000, and the demand for tickets was such that it is believed 20,000 to 25,000 would have been required to fill the demand. And to every child and mother and sister and father in those vast audiences and huge procession and crowded streets, the event was identified solely with the toy department of one particular store.

And more: from the very day on which the Santa Claus "opening" took place that department was filled many times during the day, over one month ahead of Christmas, and when Santa Claus himself passed along, the aisles were crowded.

How invaluable almost has the Santa Claus plan proved itself!

The details of the event are comparatively unimportant, for each merchant, to a large extent, would be compelled to make his own special programme. But



They are all after the farmer now.—Toronto Star.

let it be noted that the big display was not expensive: the total cost would surprise most, owing to the small figures. The huge chariot was an inexpensive affair, with a little carpentering and a decorative exterior that was a simple task for the window trimmer, and not a single performer out of scores of children in Massey Hall, it is understood, was paid for his services. The whole programme was under the direction of Mr. Eugene Beaupre, head of the publicity department of the store, and worked out with an unusual artistic skill.

The procession was formed at York Mills, well outside the city limits, and came in by way of Yonge Street, Bloor and Queen's Park, passing down the avenue and through the Armories ground by the Eaton store on the James Street side, over Yonge to the Massey Hall. The picture was taken in Shuter Street, just before Massey Hall was entered.

As will be seen, Eaton's Santa is Santa up-to-date, for an automobile—or rather two—took the place of the time-honored sleigh and reindeer; also Santa, like all the British world nowadays, marched to "Tipperary." Santa's auto was banked with ice and snow, and a very Russian-looking band in furs furnished the music. A mounted guard on white horses and dressed in big Paddy green capes, trimmed with white fur and with high fur capes, rode in front and behind, and a guard of honor furnished by the Eaton cadets in rifle, green piped with scarlet, and carrying scarlet pennants on gilded staves, marched on either side.

At the head of Queen's Park a stop was made, and any child who wished to do so was invited to join the procession, and was given a pennant of scarlet cloth on a gold staff with "Santa Claus to Eaton's" on it in white felt letters.

The performance in Massey Hall was a delightful combination of nursery ideas, a fairy play and a patriotic concert; fairies and elves dancing to and fro; a big world, with representatives of the allied and other countries sliding down to the stage from the top; Irish and Scotch dancing; then Santa Claus, who talked to the children; a pretty scene as the big world opened up of a mother and a child rocking in a cradle.

A programme that lasted slightly over an hour, and kept the children wide-eyed with expectation and appreciation.

Yes, "Santa Claus" pays.

ST. MARY'S STORE IN CAMPAIGN FOR SOLDIERS' GIFTS.

(Continued from page 9.)

local weekly papers, which was secured by the ladies at a very low rate. The proprietor of the store took it upon himself to send out 1,000 copies and also 3,000 circulars. The ad. itself was unusually well drawn up, as the reproduction here will show, and it took on quite a military tone by the use of the words "surrender, beleaguered, siege, etc." The generosity of the store was commented on in the ad. and exhortations made, such as, "Every dollar you spend will mean 10c for the Christmas box."

Frequent opportunities will occur during the next few weeks or months for stores of Canada to co-operate in work of a similar nature, and the accounts that have appeared in late issues of the Review should prove of some assistance to merchants in working out the details. The Review will be pleased to hear from any merchants who have undertaken plans of this character.

HOW ONE STORE GAVE BACK FULL DAY'S RECEIPTS.

(Continued from page 14.)

the manufacturers there was little need for changes being made. Another stated that he made all changes without extra charge; one of the girls on the regular staff was able to do this, and in the busy season he employed a dressmaker for the purpose at $7 a week. Still another dry goods man left the matter to the circumstances of the sale. If there was an opportunity to get the purchaser to pay the costs well and good; if it was a question of making a fit or losing a sale then the alterations were made without additional charge.

REFUND FULL DAY'S SALES.

THE Prince Albert Trading Company undertook a novel form of sale covering the month of October, in which it was announced that on a day to be chosen a refund would be made to customers on all sales slips bearing the date that finally was decided upon.

This date was selected and made public, with the result that the store was called on to "cash in" 70 per cent. of the amount of goods purchased on that day. The proprietor, in a note to The Review, implied that he had expected an even larger percentage to present their sales slips, but a number of purchases had been made on the day in question for the North Country. He added that the sale was a success in bringing into touch with the store many who had never dealt there before.

This device for increasing trade should be studied carefully, The Review thinks, before it is tried out. It looks like a big price to pay for extra business. Giving away goods, as this is, may not have the best effect on the public. Reduce prices; cut them in two on remnants or holdovers if you like, but give away? If a merchant could hold a month's sale without reducing prices, simply by holding out to the public the chance of this refund if they did business on the lucky day, as a percentage reduction it would not be much—one day's sales in 25, and only 70 per cent. of that would be something less than 3 per cent., but the store would be compelled to cut prices as well as do the refunding, and, in any case, having 1,000 people feel satisfied over small reductions is better than having 40 feel elated over a refund surely.

PERSONAL.

J. M. Fry & Son have succeeded Fry Bros., clothiers, in Hartney, Man.

Henderson & Hunt, St. John, N.B., have dissolved partnership, Donaldson Hunt continuing.



Your sure protection against lost sales is to have the goods you are asked for. This season you will be asked for

TIES	LADIES' COLLARS
MUFFLERS	LADIES' TIES
HANDKERCHIEFS	BELTS
PERFUMES	HOSE SUPPORTERS
HOSE	RIBBONS

for Christmas Gifts

WE CAN SUPPLY YOU—MANY IN INDIVIDUAL BOXES
LET US FILL YOUR ORDER

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, DECEMBER 2, 1914 No. 23

The Outlook Brightens.

HOW sensitive has been the public purse! Sensitive to a favorable or unfavorable report from the front. Drawing in on an instant or loosening up the strings. Every merchant has observed it, perhaps in the larger cities more than in smaller centers, as in the one the reports in the press are followed much more closely at stated periods of the day when new editions are available.

It has not been surprising, then, that the late favorable news of the Russian campaign has reacted almost immediately in retail and wholesale circles. The general public now have come to the conclusion that there is absolutely no doubt of the result: that the heaviest blow of the enemy has been spent, that the strength and progress of the allies henceforth will show a steady advance, and the weakening and final collapse of the Germanic resistance be correspondingly pronounced. The public mind now has ceased to be as volatile as during the first three months; a slight reverse no longer has a depressing effect, for faith in the issue is now firmly fixed.

Business undoubtedly is beginning to pick up; reports as to this are almost unanimous. Take, for instance, Bradstreets' statements. In Winnipeg it is said that "there is an appreciably better tone prevalent in commercial circles this week." In Montreal, "dry goods' jobbers are looking for a very considerable stimulation to the trade." From London, Ont., it is said, "Country retailers are buying fairly freely of all staple lines of merchandise and collections are about normal." From Ottawa, "Trade in dry goods is holding up much better than was anticipated some weeks ago. The demand for tributary towns is good and collections in the main are satisfactory."

With the chances for a long duration of the war lessening week by week merchants should shake off the hand-to-mouth attitude in their policies that is governing so many, and plan for spring with the cheerfulness and confidence that are essential to real progress.

Cultivate the Country Trade

THERE never was a better time than the present for the hearty and systematic cultivation of the country trade. The facts are that the farmers have not suffered from the present financial stringency to any appreciable degree. During the last two decades the farmers have not secured any sudden wealth. At the same time the mortgage has been lifted from the majority of homesteads and the great proportion of farm holdings so improved that they are not the same class of farms as were the rule during the last quarter of the last century. The farm home is quite the rival of the better class of urban homes in both comfort and equipment.

While the purchasing power of the farmer is almost unimpaired, and often even improved, the quality of the merchandise he buys compares favorably with the city customers. Indeed the majority of merchants report that while often the grade of clothing, for instance, is rather heavier, and the style, perhaps, of a more staple order, the purchasing is on quite as substantial a basis.

The present situation has opened the eyes of many a merchant to the real worth of country trade. This has been emphasized by the fact that there is scarcely a city, town or village, mainly dependent on rural buying, where good business has not been steadily maintained during the last five months.

The difficulties of reaching this trade, are, of course, considerable. In some districts it has been found that the big, cheap city dailies have supplanted much of the local weekly circulation, so that newspaper announcements do not reach more than a compartively small percentage. The rural mail routes are being utilized as supplementaries in the way of circulars, although some merchants complain that farmers will not read mail circulars. To circumvent this, men are being employed to deliver circulars, house to house, in the villages and surrounding country. Other merchants have developed a weekly bargain day for the farmers and send out bills announcing that on a certain day such and such a line will be sold at a certain price; this at that figure; and so forth, a system that is following out exactly the regular city bargain day program.

Some scoff at this method as not likely to draw a visit to the city but many who have tried it have assured The Review of its efficacy. In addition, the linking up of parcel post with rural phone is a contributing factor to an increased business between the farmers and the neighboring stores. And it should be remembered always that all or most of this extra business, is a saving to the community from the drawing off of money for the more distant mail order houses.

Shop-at-Home Campaigns.

WHEREVER retailers as a whole are finding business a little on the quiet side, chiefly because so many may be sending to the mail order houses for their goods, they should get together on a vigorous loyalty campaign. In a propaganda of this character the home newspaper will be found always ready and willing to lend its best endeavors. If there is more than one newspaper in the town or city get the cooperation of them all and start a Shop-at-Home campaign. The newspapers will do all in their power to bring the people into the town during the day or week when the campaign reaches its culmination, and the retailers should do their part in advising the people through advertising and window displays what they have for sale.

A case in question comes from Galt, Ont., where recently there was held a "Shop-in-Galt" sale. The paper had been urging the people weeks before to come into Galt for the sale. The merchants advertised convincingly the goods they had to offer with the result that the campaign proved a most effective one. People came in from miles around and, because practically every merchant endeavored to present his goods and store in the best possible light, the good people in the vicinity of that thriving town are better acquainted with the retailers and the goods they handle than they ever were before. They now know that Galt merchants are progressive and that from the standpoint of service and satisfaction they cannot do better elsewhere. Where the newspapers are loyal to their own communities and refuse to accept the mail-order house advertising, the merchants should be loyal to the newspapers and before they come to the conclusion that advertising doesn't pay, it should be given a fair and just trial.

Try out a Shop-at-Home campaign and give the people reasons why they should deal at home.

A Series on Card Writing

THE announcement in this issue of a new course in card writing by Mr. Edwards who won the first prize of the C.W.T.A. last year with some remarkable samples of cards that were alike effective in opening and merchandising windows and interior display, will provide one more service to readers of The Review that is sure to be appreciated. When to this are added the articles on draping of Mr. Nowak, and the backgrounds by Mr. Smith, and several Canadian trimmers a most valuable combination for display men is assured during the coming year.

Editorial Notes

THE CONFERENCE and co-operation between grain growers and manufacturers is one of the most promising features of western progress.

* * *

A GREAT VARIETY of merchandising articles,—from actual experiences of successful salesmen,—will appear in the Annual Spring Number of The Review.

* * *

DISPLAY YOUR GOODS and put price tickets on them whether in the store or in the window. And the price ticket attached to your goods in all your ads. is equally valuable, and necessary.

Patriotism and Giving.

From Financial Post.

"FOR a man who has $250,000 worth of shares in one big dividend-paying company alone to give only $10 to the Patriotic Fund is worse than 'calling with an ace full.'" Such is the charge made by a weekly paper which was placed in the hands of The Financial Post, by one of the latter's readers. Whether or not the weekly in question was correctly informed we cannot say. A man may give much more to his country than can be measured by the dollars he contributes to the patriotic fund. There are many men in Canada in whose name stands stock of dividend-paying companies to a much greater extent than $250,000 who would not be justified in giving ten cents to the Patriotic Fund.

It is exceedingly easy to flippantly criticize and condemn contributors to the patriotic or other funds but before doing so, the facts should be known. There are to-day many "reputed" wealthy men who are now, and have for years, carried a heavy load. The stock which is credited to them may be in the bank vaults. To get it from the bank by paying off the debt due the bank, is the cause of sleepless nights and shortened lives. At no period has the strain been more acute than at the present time. Such men are not justified in giving large sums to patriotic and charitable objects. If they do, they are giving to these objects, money, roughly speaking, not belonging to them.

There are many men enjoying regular salaries, but who own neither home nor shares in dividend paying companies, who are in a much better position to pay $10 to the patriotic fund than many men whose names appear in stocks and share lists as holders of $250,000 or more. The nature of the criticism which we quoted at the outset of this article, calls to mind the case of the late Mr. Massey, the head of one of the largest manufacturing interests developed in the Dominion. When his project was taking shape and began to take upon itself somewhat large physical proportions in the form of factory plants and stocks necessary to keep it going, he was appealed to for contributions to every kind of philanthropic purpose. Perhaps the most importunate solicitors were those from the church to which he belonged. He was obdurate, however, and succeeded in side-tracking all requests by the promise that some day he would do something for them. His co-religionists used such language even in his presence, as implied that his penury was mean and contemptible. Externally, his business was of, seemingly such large proportions as to leave the impression that he was immensely wealthy. As a matter of fact, he carried a terrific load of debt. It was measured by millions. Out of unsuccessful enterprises he assumed the burden and responsibility of making one that would be successful. To do so meant the assumption of a vast debt and its contingent worry. He could have chosen another alternative which would have permitted him to retire in comfort. But he preferred to do otherwise. He courageously faced a task the success of which meant more for his country than for himself. That he could not have done without his undaunted faith in the future of the Dominion. His faith was justified and in time the debt disappeared and in its place a surplus arose. Then came the time when contributions could honestly be made to worthy objects. Mr. Massey, when his position justified it, gave liberally and his estate has ever since given liberally for the public good.

DRESS FABRICS AND SILKS

Voiles and Crepes Will Be Staples and Novelties

Double Strength of These Cotton Fabrics — Organdie of More Substantial Texture—Linens for Tailored Dresses if Procurable.

THERE is very little doing in the cotton goods market, as buyers are putting off purchasing as long as possible. This is not altogether due to the cotton goods situation, and wish to wait until the market touches the lowest possible price. It is also due to the fact that there is very little demand for cotton fabrics at the present time; the buying public is economizing, or through non-employment is unable to buy the usual supply. Orders for cotton fabrics which under normal conditions would have been placed long ago have still to come to hand. When goods are wanted they are wanted for quick delivery but the orders are very small.

Of late years the greater part of the business and that which has paid the best has been done in novelty materials, and some of these materials have been quite high-priced, some of them selling at retail at $1.50 and over. In the popular priced trade materials selling at 50c and 75c have become common. These materials have been so satisfactory that there is little question as to whether they will sell during the coming year, and as the value of raw cotton affects the price of this class of materials very little, as it is the price of production and labor that counts here, there will be little change in this respect in materials of the novelty class.

Voiles and crepes will be both staple and novelty fabrics in the coming season. High class voile novelties take the lead for the coming season. Open work and lacey stripes are new, and there are many embroidered effects that are favored by buyers. The season is favorable to printed effects particularly in small allover patterns in soft tones of coloring. Stripes rank very high and are shown in every variety of design—there are tape stripes and stripes outlined with one or more narrow stripes in one or more contrasting colors. Some of the new stripes are broken into clusters of vari-colored lines, others have fine cords of silk outlining them, and there are ombre, broken and cluster stripes and a varied range of colors, forms and combinations. Crepes will closely rival voiles and many of the novelty ideas will rank with the newest fancies. Stripes come in artificial silk and line stripes of this kind outline stripes of various widths of another color. Other stripes are formed of looped or knotted yarns. Block checks are strong and run from the new pin head checks up to half inch blocks. Checked crepes come also in tartan and fancy plaids. Printed crepes come in soft colors and small designs, and there are also attractive embroidered effects showing.

Organdie is on the list of dress fabrics, but the best selling will come on cloths in the organdie weaves but a little more substantial in texture such as lawns, Swiss muslins, India linens, etc. It is some time now since such fabrics were fashionable and the idea that something a little stiffer in finish will be required than has been worn recently promises to bring materials of this class to the front. Organdies and kindred fabrics come in both plain colors and in printed and figured effects. Some of them have cord stripes as well as cross barred checks.

Linens suitable for tailored dresses and suits will certainly sell if they are procurable. Also there are a number of heavy cotton materials on the market suitable for development into this kind of garment. Piques rank high in the list. Also there are many attractive cord such as cordeline, Bedford repp, etc. Very effective cord effects come on thin grounds in groups or singly one of the newest being the combination of voile and garbardine weave.

High Finished Satins in 1915

Selling in Afternoon and Evening Shades With Velvet to Match—New York Favoring Brocades —Will Taffetas Come Again?

AS the time goes on the trade is more confident of obtaining the goods needed for the Spring season. Europe is still producing and shipments are being made from Switzerland and France, but not by direct routes. Notwithstanding the fact that raw silk in both the European and Eastern markets has dropped considerably in value, the price of piece goods remains at about the same level as last Spring. This is due to the increased cost of laying down the goods in wartime.

Soft textures are still preferred and satins with a high finish are in the lead for Spring. Duchesse, liberty, paillettes, peau de soie and messalines are all ordered.

Silks of this class are selling in afternoon and in evening shades and are being made up with velvet to match, or chiffon, net or lace. As gowns of this type are the first to show the more extreme changes of the mode the call for more material is influencing the yardage sale, and from 9 to 11 yards of material 36 in. wide is selling for an elaborate evening gown..

The question as to the wearing of taffeta in the coming Spring is again coming to the front. Now that economy is so much in evidence, the trade seems to feel that this it not an opportune time to push the sale of taffetas. This silk has no great reputation for giving good service, and can only be relied upon to give good wear when the silk is high

(Continued on page 24.)



When you buy Cotton Prints

Make certain that you get the biggest value possible for your money—to make this doubly certain insist on Dominion Textile Company's

No. "C" Print

31″ — 32″

This Canadian-Made line at 10 cents a yard is absolutely guaranteed to stand washing or sunlight in a manner unequalled by the best quality of imported cloths.

The proportion of duty added to imported prints is put into the quality of our No. "C" Prints, as is evidenced in the clear designs, fine texture, fast colors and superior finish.

This line is made in hundreds of designs and color combinations—complete sample book upon request.

Your wholesaler has a full line of No. "C" Print.

Dominion Textile Company
Limited
110 St. James Street
Montreal, Canada

Broadcloths with Coverts Strong for Spring

In Latter Case Shades Are More in Accord Now With Popular Fancy Than for Years—Including White in List of "Mourning" Colors.

THE dress fabric section is showing the usual between seasons' dullness, and the only business doing is confined to a few sorting orders for staple fabrics. Prospects are decidedly good for spring, and a good old-fashioned dress goods season is beginning to be spoken of. The new tendency is towards cloths with a smooth surface and a lustrous finish. First in this category always comes broadcloth; and broadcloth in chiffon weight and high finish are growing in favor. Other weaves of a kindred nature are coming to the front such as Venetians, and soleils or satin cloths are also selling. Both London and New York are taking to cheviots, and cheviots and various cheviot effects are taking the lead. Another revival is seen in the growing favor in which coverts are regarded. A very determined attempt which did not meet with any great success was made a couple of seasons or so ago to revive coverts. This non-success was due mainly to the fact that this cloth was out of line with the prevailing finish and color tendency. The heavy selling so far has been done in such fabrics as garbardine, serges, mainly in French and foule effects and weaves.

In spring fancies, checks are strong. They are not as indistinct as those that are now showing, and come in a very big range in black and white. Stripes are also good, they come in even stripes in black and white, and in various combinations showing both white stripes on a black ground and black stripes on a white ground. Pencil stripes are also good. Mixtures and other fancies strongly favor Oxford and black and white greys. Open weaves are becoming prominent and etamine, and voiles in sheer soft draping qualities are in growing favor. With plain weaves selling, panama is again a wanted cloth. Garbardine voile, and voile traverse are new effects in light weight fabrics.

Black has been returning to favor for some time, and the very general wearing of mourning both in Europe and on this side of the Atlantic because of the war will result in placing black materials in great demand. When black is not chosen dark blue, dark brown, and dark shades of green. When black is in high favor, white is also extensively worn, and the fact that white is coming into consideration for mourning wear when ordering for spring is under way, should not be lost sight of. When the nature of spring and summer weather is thought of, the idea of including white in the list of mourning colors is sensible and practical.

Recent developments show that sand, putty, beige and mastic are to be popular shades for the Spring. These colors are being taken up now in serges, garbardines and broadcloths, and are coming along for Spring in coverts. All grey shades from Oxford to pearl are selling.

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No Hope of Linens

Situation Does Not Improve and Scarcity Will be Great — White Leads for Spring.

LINEN is the most unfavorably situated of all the great textiles, for it looks as though the trade for some time to come would be absolutely dependent upon the Irish and British mills for their linen supply. Ireland no longer produces a tithe of the flax used in her mills, and it is well within the mark to say that not more than 10 per cent. of the flax used in the Irish mills is produced in that country. About 70 per cent. comes from Russia, but Russia needs this for her own use, and has interdicted the exportation of flax, and no more can be expected from Belgium for some time to come, even if the war should come to an early conclusion, as Courtrai and Ghent, which are the great shipping centres, are right in the zone of the heaviest fighting. Therefore any flax or tow is held at extreme prices. The manufacturers of piece goods are busy, particularly those making the heavier grades of goods.

In view of the flax shortage, buyers have placed reasonably good orders, though conditions are not of the best in the retail selling end of the business. The greatest activity is in heavy goods, and the Christmas demand for linen handkerchiefs has been fair size. All art linens are popular, as more than the usual amount of home embroidered and hemstitched articles such as bureau scarfs, centre pieces, pillowslips, runners, doilies and luncheon sets, etc., are being made up at home this season.

Linen dress goods for the coming Spring come in colors and white, with white very decidedly in the lead. Many are of the non-crushable variety and some are guaranteed not to shrink. Linens in medium weight are expected to sell well in the coming Summer in natural or sand shade, tan, blue, and pink.

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HIGH FINISHED SATINS IN 1915.

(Continued from page 22.)

grade and therefore expensive. As far as can be seen, the new modes that are being put out are favorable to taffeta, as the wider bell skirts should be made of a material having a slightly stiff finish. Taffeta has not been a great success this Fall, and only a dancing frock here and there has been made of this silk. For the Spring many houses are only stocking taffeta in black as a suiting silk.

Cord or ribbed weaves are gaining ground and in the better trade grosgrains and failles are sure of a better representation. Crepe de chine is firmly fixed as a staple, both for dresses and for blouse and lingerie purposes. Crepes in other weaves are also ordered. New York is showing a disposition to favor brocades. At the fashion show at the Ritz-Carlton, many of the gowns were of lustrous satin brocaded with metal.

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WHITE SATIN FOR WAISTS.

Black silks, especially satins, charmeuse, and crepes, are sharing the vogue of black in all fabrics. The other colors selling are all dark, and such shades as navy, royal, nigger brown, Russian, green, and deep purple are those selling. A midwinter development is the vogue of white satin for waists. These waists are high-class, and satins that are washable are in high favor. Good quality Habutai silks are also increasing in favor with the waist trade. Crepe de chine and chiffon, both accordion-pleated and plain, are very much used both for making waists and for evening dresses.

Satins, liberty, charmeuse, messalines, crepe meteor, crepe de chine and other crepe weaves are the fabrics meeting with continued favor. Taffeta is selling in high-grade suiting cloths and in black only. Changeables are talked of, but it is very doubtful as to whether the general trade will accept this silk in the coming Spring. If there is anything in the nature of a style feature it is the growing interest in failles, gros-grains and silks having a little more stiffness, and should the circular skirt in bell-shape flaring at the feet become the fashion, silks of this kind should make a decided gain.

Are You Ready for the Great Silk Dress Demand?

IF THE busy silk worm could know how its efforts are appreciated this season, it might spin a little faster, with glee, for

SILK DRESSES, always good, are "Immense" now, and will be still better with each succeeding day.

Are you planning accordingly?

It's our business to "feel" such fashion tendencies, and we were alive to this one, ahead of the general market.

We knew that the country's best retailers would look to "Stecher" for what's right in **SILK DRESSES**, as always. We knew not only that Silks would be "big," but also what **kind** of Silks.

So we got there before the "other fellow" woke up.

WE BOUGHT THE CORRECT SILKS WAY UNDER REGULAR VALUE.

—all high-class fabrics—newest of the new; and because of our large clientele, we bought in tremendous quantity. We made up the goods according to Stecher style and standard—most charming models we ever designed.

Because we bought the Silks "right" we offer remarkable values in beautiful silk dresses for street, party and evening—in stock.

You Can Sell at Prices at Which You Usually Buy

Moral: Get in touch with Stecher—quick! Write for samples.

Louis Stecher

33 West 34th St., New York

Oppenheim-Collins Building

420-24 Market Street, Philadelphia

CANADIAN OFFICE

LEDOUX, O'BRIEN & COMPANY

Princess and Bannatyne Ave., WINNIPEG

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto



Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your **sales.** At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES

Shiffnall Mills

BOLTON, ENGLAND

Art Needlework Flourishing—Many New Designs

Demand for Fingering Wool Steadily on the Increase — "Bed Time" Babies Popular—Patriotic Designs Being Featured in Many Departments—More Harmony in Color Combinations.

ART needlework is one of the sections that has boomed in spite of the war. There are several causes for this. For one thing the majority of women are substituting gifts made at home for one bought outright in the store. They are putting in their own time in figuring out the value of the gift. The knitting for the soldiers direct and for the Red Cross Society has also done much to send up sales in the art needlework department. This business has come so suddenly that it was not possible to properly prepare for it, and it is no unusual condition for the retail wool department to find itself totally bare of fingering and suitable wools at the end of the day's selling, and this after numerous eager customers have had to be turned away with the information that it is uncertain when the stock could be replenished. Grey shades are in rather better supply than khaki, but until the mills catch up with the demand there is going to be considerable strain upon the wool department. Jobbing and importing houses have cleared out all the stock on hand, and some had been there more years than the head of the department cared to remember. Knitting pins and knitting needles are also included in lines that are in scarce supply.

Showing Articles of Wool.

The universal knitting of socks and other comforts has turned the attention of women to the beauty and utility of articles made from wool, and they are using their recently gained skill with the knitting and crochet needles to good account in the preparing of gift articles. Up-to-date departments are making hay while the sun shines by showing articles made of wool, as this way they have found by practical experience is the right one to bring about sales. There is a growing demand for fancy wools to be fashioned into aviation and skating caps, babies' caps and hoods, bootees, gaiters, babies' wool jackets, ladies' and children's sweater coats, house jackets, hugme-tights, children's sets of muff, stole and cap, covers for hot water bottles, and last, but not least, wool dollies or "bed-time babies" as they are called. These babies are made of wool in various colors and combinations of color wound smoothly rund a wood form in the same manner as used in making tassels. The wool is cut along the groove, and is tied so as to form the head and again lower down to form the body. It is then let loose to form skirts, or is parted and tied again when a boy doll is suggested. Stitches in black wool form the eyes, and in red for the nose and mouth. Much of the character of the doll lies in the skilful working of the eyes, nose and mouth. A crocheted cap fitting the head and drawn to a point finishes the baby. These babies usually go in pairs, and have a crocheted cord to tie them to the railing of the small child's bed or chair.

Free Lessons.

Teachers of knitting and crochet are on the staff in many of the leading stores, and their classes are thronged each day. Of course, as in the other fancy work and embroidery classes the materials used have to be purchased in the department, but the lessons are entirely free.

Crochet work is very popular, particularly the crochet medallions, patterned in cut-work or macrame patterns in the natural color. Though D.M.C. cotton is practically off the market, as it comes from Muelhausen, there are other brands available, and no woman who is not a crank need stop any kind of work that calls for the use of any kind of crochet or embroidery cotton.

Filet Work.

Art departments are giving attention to filet work. Filet net patterned in medallions is darned over with white or ecru cotton, according to the color of the net used, or in place of cotton heavy embroidery silk is used or ribbonsene. This latter can be had now in more subdued shades, and the effect is decidedly better than when the cruder colors were used.

Patriotic Designs.

At the present moment there is quite a featuring of patriotic designs. Handsome pillows, made up in the form of the Union Jack, the flag forming the whole or one corner of the cushion and worked out in ribbons in appropriate colors. These cushions as a rule have a frill of red, white and blue ribbons. Tinted cushion tops of crash, repp, and other fabrics have the flag embroidered in the three colors with an appropriate motto. Combinations showing the flag and the British bull dog are also numerous.

Various flag designs and various mottos are used on the racks, bags and the numerous collections of kindred articles of the same class. Since the war began a dove of peace design, showing the dove in shades of soft grey, bearing an olive branch in her mouth, and with the motto: "Peace hath her victories," has been brought out .

Cushion tops are in more than the usual demand and more than the usual variety, and there is a distinct increase in the artistic value, as the colors are better harmonized and the designs more studied. Heavy linens, repp and crashes in natural grey and in art shades of brown and green are used for the background. Very few square cushions are now seen, and the pillow form is most general. If the material admits, it is ravelled out and formed into a fringe that is handsomely knotted, or else fringe exactly matching the color of the cloth is used.

Many of the new designs come in cross-stitch, but all the easily worked stitches, such as darning lazy-daisy, outline stitch, etc., are used. French knots for filling in are very much used. The newest designs show a tendency to come back to floral patterns, though some of the best are slightly conventionalized, or combined with conventionalized motifs.

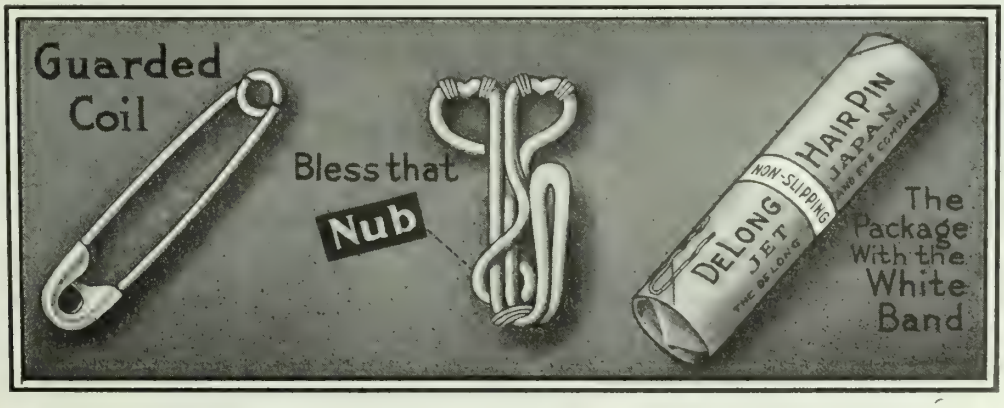


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St. Marys, Ontario



Fewer brilliant colors are used, and the whole effect is more subdued .

For Spring, so far as can be learned, the whole tendency is towards delicate schemes of coloring. Filmy white fabrics are decorated with soft colors in embroidery, or when filet is used for the ground, the pattern is developed in ribbon stitches and the lining is of some pale colored satin.

Photo embroidery is new. The stamping is black on an ecru of ivory ground and the pattern is worked out in white silk. The designs are as a rule those which show figures of children at play or going to school. Cameo or wedgewood embroidery shows similar figures, only the group forms a medallion, around which is a very highly conventionalized border. The ground is ivory white or ecru repp, and the background behind the figures is tinted delft blue. The whole of the embroidery is worked out in white.

Christmas Lines

CORSAGE BOUQUETS.

Nearly every woman wears a corsage bouquet in the States, both on the street and with her more dressy gowns. In this way she introduces a pleasing note of color that is effective. For some reason or another this custom has never caught on in Canada, and save for evening wear very few women wear a bouquet of artificial flowers. This is not because the price is prohibitive, for very pretty corsage bouquets can be had at a popular price. Of course, there are lovely bouquets that rival nature's productions, but these are the work of the clever fingers of the Parisienne. Roses in pink, jack and sunset rose are sellers, but the smart woman is more apt to choose a gardenia or an orchid in purple tones. Gardenias come combined with violets, but it is the purple orchid that is best liked. A single natural-looking orchid with maiden hair fern or with lily-of-the-valley sprays are liked by every one. These bouquets are often worn on the shoulder. Tiny single blooms are used on the lapels of neckwear or fastened into the bow of velvet or ribbon that finishes the band.

SACHET PADS.

Sachet pads always form an acceptable gift, and this year there is an unusual number of dainty designs shown. Small square pads, done up in bundles of six with gilt safety pins, and tied with a ribbon, into which a small flower is thrust, come in silk covered or flowered boxes. Each sachet is covered with satin in a different soft pastel shade. Two pad sachets are of taffeta or satin, or of flowered silk edged with a cord to match. The pads are tied together with a ribbon and decorated with a cluster of ribbon roses. Other satchets come in the form of a pouch, with a ribbon drawstring and a bunch of hand-made roses for ornament. Then there is the bag satchet adorned with lace, and last, but not least, the clusters of six heart-shaped satchets on pendent narrow ribbons, which are tied together into a large rosette and trimmed with lace and rosebuds.

FRENCH SHADES.

The French shade has made a place for itself now that so many houses are lighted by electricity. The use of these shades is to soften the glare of the bright light. They also complete the color scheme of the room and bring the lighting into harmony with the surroundings. The beauty of the French shade depends upon the color and quality of the silk and upon the exquisite neatness of the finish and the general dainty effect of the trimming. Shades are made of both plain and fancy silk and ruches, metal galoons, fringes, etc., are used for trimming. Wicker work tinted in exquisite shades of grey and soft art shades is used, as well as polished and gilded wood for the lamp stands.

Wicker is also used for stands for water and refreshment sets. These stands consist of a rose festooned cretonne under glass tray, with wicker divisions and handle. The refreshment basket has a removable centre tray of wicker, with the bottom of cretonne under glass; around this are divisions for glasses, underneath which is a tin for holding ice. A very useful bedroom breakfast tray comes in white enameled wicker. This tray is raised so that it can be set over the person in bed. The tray itself is of cretonne under glass. On each side is a wicker basket that can be used for extra table silver, as well as reading matter, newspapers and mail. A breakfast set in dainty flowered china to match the cretonne can be supplied to match.

PATRIOTIC IDEAS.



Patriotic ideas are strong for Christmas selling in art needlework lines. This tie rack carries the Union Jack and an appropriate motto embroidered on it. Shown by Hambly & Wilson.

LEATHER NOVELTIES.

Manufacturers of leather novelties report good business, particularly those firms that have gone into the making of moderate-priced and the more expensive novelties to take the place of the lines excluded because of the war. Goods of this kind have sold well. The majority of these novelties are modified copies of articles that were imported, but which now cannot be obtained. To make up these goods the manufacturer here has gone to considerable trouble in procuring better leathers and handsome fittings and frames.

FANCY FABRIC BAGS.

Fancy fabric bags, particularly those of the soft floppy kind, either without a frame or with a light frame covered with the fabric, are very much in favor. Novel shapes are best liked, such as the pouch, or oval and round bags. Beautiful metal brocades, cloth of gold or silver, rich cord silks, with beautifully printed floral and fruit designs, brocaded velvets, Chinese and Eastern embroideries, and other rich textures are used. These bags have brilliant linings of satin brocade, which show when the bag is open. A feature of the small bags used to-day is the wide opening. The bag opens flat, disclosing all the contents at a glance, so that there is no groping for articles in the bottom of the bag.

NEW CASES FOR VEILS.

New veil cases are on the market, in which the color of the veils is repeated not only in the leather of which the case is constructed, but also in the stone-studded veil pin that holds them in place. Many of these veil cases are somewhat in the shape of an envelope before the flaps have been pasted together. Morocco seems to be the most popular, and cases of this handsome leather are shown in a variety of colors, and are lined with white moire silk. Within the part that would be the envelope are folded chiffon veils in colors, secured to the lining of the case by an adjustable silk strap and pinned across with a stone-set veil pin 3½ inches long.

The Variety, 5, 10 and 15-cents store, 2587 St. Hubert street, Montreal, will go more extensively into dry goods.

QUALITY

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QUALITY

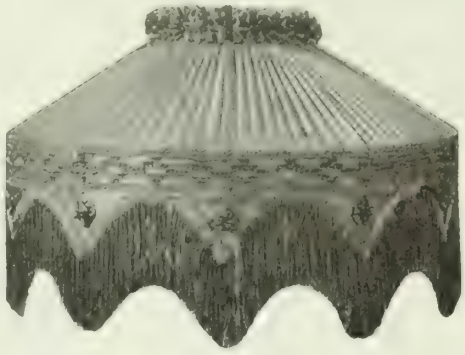
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I.B. Kleinert Rubber Company
TORONTO, CANADA



FABRIC SHADES
For Electric Fixtures
Rapidly Growing In Popularity

These beautiful fixtures have some features that make them especially suitable and profitable to stock at the present time. Many people are now looking for something out of the ordinary and are turning their attention to these charming, artistic silk shades, which make such effective and inexpensive fittings for the home.

Let us send you an assortment at once. Then suggest them to your customers as Christmas gifts—they're practical and inexpensive.

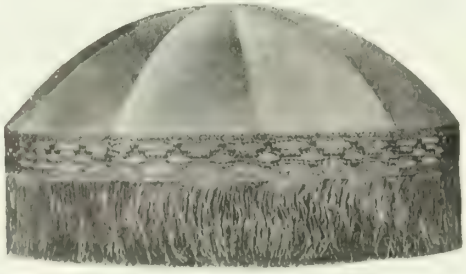
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13 Nets to the Dozen

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Goods Sent Parcels Post, Carriage Free

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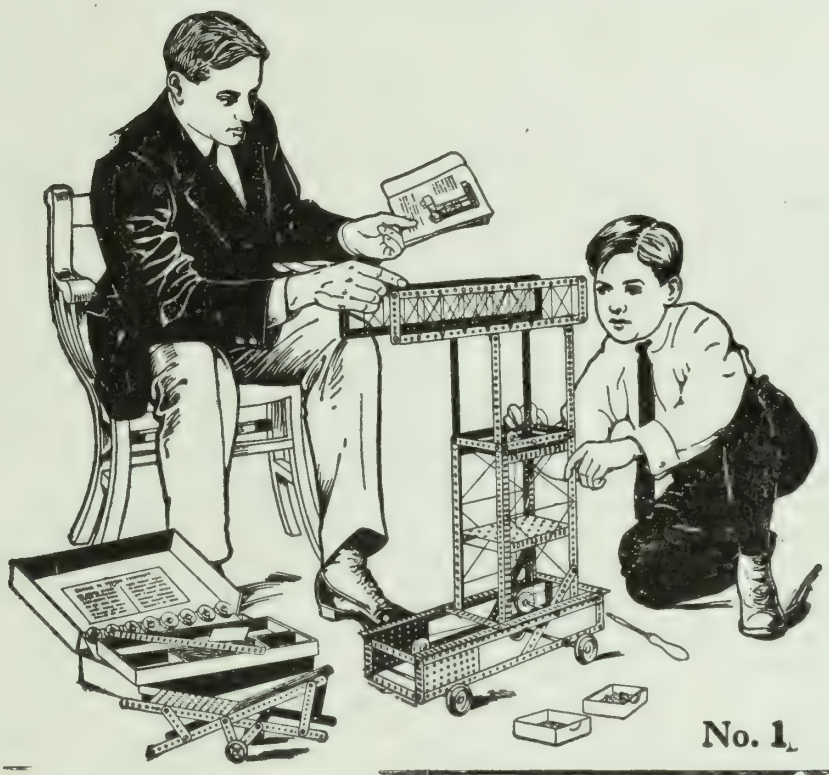
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No. 1

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Outfits to retail from 75c. each to $35.00 each

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OUR GENERAL CATALOGUE containing over 350 pages of Holiday Lines will be mailed to dealers on request. Mention "Dry Goods."

NERLICH & CO.

146-148 FRONT ST. WEST
(Opposite Union Station)
TORONTO

HAND BAGS OF LESS SERVICE.

If women are doing without the larger articles of dress, they are making up for it by the attention they are paying to the smaller articles. In spite of the fact that the hand bag is the only pocket available, it is becoming more and more decorative and of less service. Also it is becoming more of a vanity bag, for small as it is, quite a list of vanity fittings are demanded. Hand bags are decidedly dressy, and are made of fine-grained novelty leathers, and are as small and as flat as possible. Some of them are made of leather and fabric combined. The strap handle is the one most frequently seen.

There are many good models on the market that are combinations of shopping and party bags, as, besides having room for the purse, bill fold, the handkerchief and other small articles, pockets on the sides contain a varied collection of vanity fittings. A new bag of this kind has a removable centre, which contains all the vanity fittings. When the bag is wanted purely for shopping this centre can be lifted out, making more room in the bag. Fittings in party bags and party cases are becoming more numerous. A complete list of fittings now includes a button hook, nail file, vinaigrette, lip-salve stick, hairpin case, a comb. There is also a memorandum pad and mirror, combined with pencil and a metal powder box, in addition to the coin purse.

Though there are buyers who do not believe in party cases and who predict that their run will be a short one, there is no doubt about the fact that they constitute the popular sellers in the leather goods department. There is no question that the putting up of vanity articles in this form fills a popular want, and if the party case in this form should lapse there will still remain a permanent demand for the soft leather cases in combination with a purse or pocket. Also vanity fittings in shopping bags is too good an idea to drop out of use very quickly.

Methods in Christmas Merchandising

(Continued from page 12.)

DANGER FROM FIRE.

During the Christmas selling season a great deal of tissue paper and other inflammable materials are used by window trimmers for adding artistic touches to window displays, interior decorations, etc. Care should be taken to see that there is no danger of these decorations coming in contact with fire. Occasionally you will find an inexperienced man who tries to arrange some electrical effect in his window display without taking the necessary precautions to prevent fire from defective wiring. A great many fires are caused as a result of defective wiring, and care should be taken on that score. It is also a good plan to be prepared for fires. Many instances could be cited to show how many fires have started as a result of accident, but have been speedily extinguished when the proper appliances were close at hand. One Ontario merchant who has his store equipped with fire tanks has saved his store from fire on two occasions. The tanks have a capacity of twenty gallons and contain six pails. The pails are self-filling and six pails of water can be lifted from each tank in rapid succession. The tanks take up very little room, and present a good appearance. They can be placed in any part of the store. Fire bucket tanks are sold by nearly all the large manufacturing firms dealing in metal-wares. Hand fire extinguishers have also proven their value in many instances.

* * *

WHAT IS IN THIS BAZAAR?

A CANADIAN store that runs a successful Christmas bazaar each year has arranged it this time in the form of eleven sections all in white enamel, each about 40 feet long by 8 or 10 wide. The pillars are circular, and a trellis work of inch square wood connects them, interlaced with green foliage and rowan berries, with here and there poinsettias, lending a dash of color. Inside, connecting opposite corners, there is a cross-work of colored tissue paper.

The following are the divisions of the circles:—

1. Flags, British and allied, for which there is an increasing sale.
2. Burnt wood work, baskets, beads, fans.
3. Toilet goods, sachet bags, etc.
4. Handkerchiefs.
5. Perfumes, manicure sets, shaving sets.
6. Candies, loose.
7. Candies in fancy packages, china cups, for instance.
8. Confections, Xmas stockings, etc.
9, 10 and 11. Calendars, cards, etc.

MORE MATERIAL IN A DRESS.

One of the chief advantages of the present style of dress is the fact that it takes a far greater amount of goods to make a dress now than it did a few months ago. Where four and five yards were ample, it now takes nine. It is strange, however, that this influence has been little felt yet. This is due to the very great economy women have been practising during the last few months. Styles have allowed them to combine two old gowns into one, or an old gown has been made over with the addition of a few yards of new material. Therefore, this larger yardage has up to this point counted for little in the department. For Spring, however, there should be a change and the increased yardage should form one of the stimulating influences to better business.

BRIGHT COLORED SILKS SELLING.

"In view of the conditions," said a Patterson, N.J., dyer, "we have been surprised at the continued call for colors. We expected a demand for little except black and white, but orders for bright colors seem to come about the same as they have done at this season heretofore.

LONDON MADE BRAIDS

We hold a large stock of every description

APPLY TO

THE MANUFACTURER

HENRY WARDEN, 11, Oat Lane, London, E.C., England

FOOTWEAR DEPT.

Spring Prices Perplexing to the Shoe Merchant

Will They Go Up or Remain Stationary? — General Rise Not Likely, Though Highest Grades May Advance—Dealers Prefer Half a Loaf to no Bread, and Decreased Profits to None.

THE heads of the larger retail shoe departments and exclusive shoe stores frankly admit that they are in a quandary. If this year were like others that have gone before, the prices for Spring would be definitely known by now. The dealer, quoted a price by the manufacturer, is able to tell what his own price on the stock will be. But this year of 1914 is not an ordinary year. When nations go to war they show a heartless indifference to the leather market.

Canadian dealers who are trying to decide on their Spring schedule of prices are finding the "deep blue sea" as one of two choices. One basic fact is apparent to all of them. Leather has undoubtedly risen steadily in price. As a certainty, it is to be observed that the rise in prices is by no means a thing of the past. Leather is still going up, and is likely to keep on. One dealer quite seriously ventured the opinion that the public, in a year's time, would not be using leather as footwear at all, because prices are likely to become prohibitive except to the monied man. One wonders if we are coming to sabots! At any rate, one of our allied nations manages to cover the ground with wooden shoes, although no one could declare them either a thing of beauty or a joy for ever.

Prices Lower Than Ever.

Leather has gone up. What will the retailer do? So far, he has not made any alteration in his prices. Shoes were never as cheap in Canada as they are at present. Practically every big merchant has had a sale and sold first-class stock at comparatively low figures. But the Spring schedule is being discussed. What of prices next Spring?

Hard to Raise Prices.

Some dealers claim that they need not —and would not—put up their prices for the reason that their orders, given before the outbreak of the war in Europe, were placed at a before-war figure. This is particularly true of the older and bigger firms whose prices are fixed and whose goods have become known to the public as "So-and-So's $5 Shoe," or whatever the price may be. But these dealers feel that even if the price to them from the manufacturer were to be more, and in most cases it is already anywhere from ten to thirty cents more, they would not get away with a higher retail price. The public is conservative when it suits the public's pocket so to be. The man or the housewife who for years has bought footwear of a certain name, and at a certain price—both as unchangeable as the law of the Medes and Persians - would not pay more for that same line of footwear. Rather, it is felt, they would shop elsewhere.

Higher Prices Likely to Advance.

So it seems probable that this class of dealer will rather bear the decreased margin of profit that occurs by reason of his keeping his price stationary, though he himself buys at a higher figure, than put up his retail price and trust the public to pay it. This will apply largely to the middle and cheaper grade of shoes. As to the more expensive, it seems probable that the price will be raised. The man who pays seven or eight dollars for his shoes will not find an extra fifty cents as much of a bugbear as he who buys a $3.50 or $4 shoe. Better grade stock will be higher priced this Spring.

Generally speaking, the dealer who was overstocked in anticipation of a good Winter trade, on the principle that half a loaf is better than none, will cut his price and retain the public's half-loaf. The opinion is expressed in several quarters that, if this is done, the grade of leather will not be so good. The retailer will not be able to pay as high prices to the manufacturer, and to break even, will buy a shoe of cheaper material. There are thus three possibilities. One, much decreased profits; two, considerably less business, and three, a volume of business more or less the same, but depending for its existence upon the fact that the public is not getting as good value for its money.

Business is reported fair. The merchants are agreed that the actual amount of their sales is considerably less than before the war started. But it is an ill wind that blows nobody good. People who generally bought a pair of shoes every three months now make each pair last six, by having them repaired. The repair men are busy. The business man who flung his shoes away as soon as they showed any signs of wear now thinks twice, and sends them to the repairers. Shakespeare's character who said, "Truly, all that I live by is with the awl," is thus reaping a harvest at the expense of the shoe dealers.

(Continued on next page.)

Lace Shoes Coming Back?

Has the ladies' lace shoe come to stay? This is the big question now in shoe departments, bigger than the question of a leather supply. It has been introduced as a military style, and so far has been brought out only in the high class lines, but already there are rumors that manufacturers are planning a revival in medium and even low grade lines.

If this is so, and the public responds it will be a serious matter for the retailer, as it will mean practically doubling his stock, or at least avoiding a doubling only by the amount of button lines he can cut off.

While the public mind is making itself up it would be well for buyers to go easy on stocking up with laceshoes, either for late Winter selling or for next Fall.

Demand for Gaiters Caught Dealers Off Guard

White, Fawn and Grey Shades Have Become Popular Suddenly Easiest Means of Getting Color With Black Shoes—Shorter Vamp Getting Stronger—Kid Shoes For Men.

AN increasing demand is being felt for shoes with the gaiter effect, especially for uppers of fawn and grey. The arrival of these on the market has stimulated sales of gaiters to a surprising extent. Dealers had failed to anticipate the demand, with the result that they could not secure supplies quickly enough. It was necessary for some to buy their own cloth, and order their supplies at local factories. Women saw the new uppers being worn, and having black shoes, came as near as they could by purchasing gaiters. From the looks of things, the demand will continue. White gaiters have been very popular since the beginning of the season, but the demand is practically ended, and will from now on be chiefly for fawns and greys.

Tendencies as seen in the stores are towards recede toes, but it is pretty generally recognized by the public that the short vamp is coming back in the Spring and Spring purchases have been influenced greatly by this. People who have been traveling abroad have seen short vamps and medium toes being worn, and even in New York the better stores are showing at least twenty-five per cent. of short vamps.

The laced effect is also coming back, which will be made with blind eyelets all the way up. Samples are coming in from the United States, and will shortly be made steadily in Canada. Retailers are asking for them. At the same time, both retailers and manufacturers are going slow for Spring on fancy stuff, and confining themselves as much as possible to staple lines.

Another feature which is in evidence for next season is vici kid, in fact dealers in several cities have bought extensively for next season. Travelers state that they have sold more kid for next season than for the last two years. This applies to both ladies' and men's shoes.

There will be a larger demand for business men's shoes in vici kid from now on, in fact many are being bought to-day. Medium round toes, made on fairly straight lasts seem to be in vogue now.

Montreal retailers state that seventy-five per cent. of ladies' shoes being sold have cravenette uppers. It has been noticed that this has had a serious effect on the sale of ladies' rubber footwear. These high cravenette fleece-lined shoes are warm and waterproof, the cravenette being backed to keep out the wet.

THE UBIQUITOUS SPAT!

Styles in footwear, like styles in any other sort of wear, move round in a regular orbit. "Keep a thing for twenty years and it will come in," may be hackneyed, but it is none the less true.

Instance the spat. Spats are in again. Everybody is buying spats. Time was, a couple of years ago, a pair of spats seen approaching caused all sorts of comment. Not so now! Heretofore, they have been regarded as peculiarly English, but New York and the States generally have imported spats as they have imported styles in suits and headgear. The spat, from being the sign of the ultra smart has become very popular with the average well dressed man on this side of the ocean. The spat has at last become ubiquitous: for women and men.

Dealers report an ever-increasing trade in this "finishing touch of a well dressed man and woman. One merchant said that in his opinion the reason was that this being war time economy had become the universal watchword, and by using spats the defects of old shoes were well concealed.

Rubber Up in U.S.

Owing to Prohibition of Export Due to War—Canada Imports $4,000,000 and Exports $500,000 Worth.

THE Ottawa Government has made an order forbidding the export from Canada to any country, other than parts of the British Empire, of rubber and graphite. Canadian imports amount to $4,000,000 of crude rubber yearly, and exports are about $500,000. This means that the price of rubber footwear in the United States will advance considerably, as their only sources of supply are Brazil, Sumatra, and the Congo. Thus they are dependent on primary sources, which only produce 40 per cent. of the rubber supply, and this will not go around. As Canada only imports 1 per cent. of her rubber footwear from the United States, the effect of this move will not react here, except that the effect of higher prices in the United States will be to advance prices here too.

IN THE CRESSMAN STORE.

In the shoe department of men's wear the company handles only the five and six dollar varieties. In concentrating on these two they make a point of having them very complete. All sizes, both in lengths and widths, are handled of the one particular last that they carry.

Unless the customer's size is known or unless he is positive that he knows it, the foot is always measured to insure a perfect fit. The extra trouble more than pays for itself in the long run.

In the ladies' shoe department, which is upstairs, the same rules hold good, except that a general stock is carried there, and this allows of the carrying and pushing of all the necessary accessories.

The remnant sales in both men's and women's shoes are held about every three months in order to clean up the Spring, Summer, Fall and Winter lines as the time comes due. On these occasions a system of circularization is largely depended upon to attain the required results.

MEDIUM-PRICED SHOES NEGLECTED.

A prominent New York City shoe salesman recently said: "Too little attention has been paid by the department stores to the medium-priced women's shoes—say up to $4 grades. In consequence, this extensive trade has in some measure been driven elsewhere—to "sample stores," the specialty stores offering shoes 'worth a dollar more,' at $2.50, $3, etc.

SPRING PRICES PERPLEXING.

(Continued from page 33.)

There is, latterly, one factor which will have an influence on business generally and decisions as to Spring prices: the probability of an earlier termination to the war than was believed possible in its earlier stages is effective in persuading the dealer that if he has to keep his price where it is and be content with decreased profits, it will not be for long. A rush of business at once immediate and large is looked for and confidently predicted just as soon as the war ends. And, on that account, several dealers feel that they would be wise in accepting smaller profits for the time being. Some of them are in the curious position of doing much larger turnover this year, and yet getting considerably reduced profits.

No Radical Change in Rubber Prices

General Situation Somewhat Improved, as Embargo Will Not Likely Affect Canada — Rubber Heels Likely to be Stronger Than Ever.

THE demand for rubbers during the month of November was much better than a year ago, and was due principally to the fact that sloppy weather made an early appearance. There are some people who believe that present conditions will have a good effect on business this year; that people will be more liberal in their rubber purchases in order to avoid spending money on shoe leather.

Dealers went easy on their rubber purchases made last March, and were not too anxious to place sorting orders in September. They were a little afraid that, as a year ago, the weather might turn out "good," and stocks would be left on their hands. The result was that as soon as snow fell (which it did heavily, all over Eastern Canada, about the midde of November), manufacturers were inundated with telegraph orders insisting that supplies reach them the following morning.

Retailers are carrying very light stocks, and the manufacturer, who is also dependent on the weather, has taken care not to overload. While they have stocks sufficient to take care of the regular trade under normal conditions, if the weather severe, it will be necessary for manufacturers to work overtime. Prices when placing orders were being solicited in March were considerably below those of a year ago. For sorting orders, prices are up to where they were last year.

Embargo on Rubber.

It is reported that Great Britain has placed an embargo on crude rubber, which covers rubber originating in British colonies, such as Ceylon and the Straits Settlements. The object of this is to prevent manufactured rubber being sent to the enemy. It is hardly likely that the British Government will prohibit the exportation of rubber to Canada, but it is very likely that the exportation of rubber from Canada will be prohibited. This will undoubtedly have an effect on the price of American goods. The United States will be compelled to secure rubber supplies from Brazil, which means higher prices. However, as it takes about eighteen months for crude rubber to find its way into the retail store in the form of footwear, it is hardly likely that any radical price change will take place in Canada just now.

Footholds or Kidney Heels.

This is not the time of the year for stye changes. They are made to conform with the shoes being worn, and as there are so many styles on the market just now, it is like a Chinese puzzle to fit them all. To allow for kidney heels, which are being worn considerably this season, footholds are being sold.

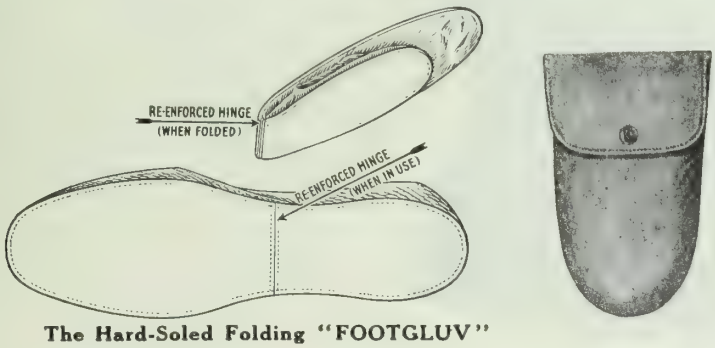
Rubber heels are being worn more than ever before. Also, rubber sole boots are meeting with considerable favor this Winter. Owing to the shortage of leather, something must be done to offset the poor leather that is likely to go into soles. Certain manufacturers have succeeded in making a rubber sole which will out-wear leather.

The outlook for next year is more promising. It is indicated by the fact that placing orders for outing and sporting shoes for delivery next Spring are 40 to 50 per cent. higher than they were last year.

Only a few days more to Xmas and you haven't stocked those

Footgluvs

We know that you want some of them and we are prepared for just such an emergency rush. Our stock is complete and we can ship your orders *within* 24 hours after receipt.



The Hard-Soled Folding "FOOTGLUV"

We have perfected a hard-soled Footgluv which is a comfortable, durable and dressy slipper for travel and home use. It has a padded insole, silk lining and carrying case to match. Made in Red, Black or Tan Kid or Calf.

PRICE, $18, $24, $27 per dozen.



Soft-Soled "FOOTGLUV"

Made in Red, Black or Tan Calf at $27 per dozen; Red, Black, Tan, Maroon Kid at $24 (silk lining)—$18 (serge lining); Red, Black or Tan Sheep at $12, with Carrying Case of the same color and material, in standard sizes only for men, women and children.

The only question in our mind is, "How Many to Ship You?" **Write or Wire Your Orders at Our Expense**

The Sultana Mfg. Co., 313 Findlay St., Cincinnati, Ohio

Interior and Window Decorations for Christmas

Simpler in Most Stores This Year—Effective Use of Circles With Colored Lights at Base—French Shades a Pretty Feature—Some Stores Will Use Flags in Place of Evergreens.

CHRISTMAS decorations for windows and interiors will be on a more limited scale this year than for some past, but for all that, lacking in beauty or effectiveness. Probably the ingenuity of the window trimmer is taxed farther, and as he has been accustomed in years past to making the best of things, he responds skilfully to the test.

Several examples of interior decorations have been given already. Another that looks very attractive is an arrangement of evergreen foliage around the pillars flanking the main aisles of a store. This tapers off towards the top in imitation of a Christmas, and is dressed with "SLOW," and crimson "lamb's tails," a wood fibre decoration, hanging down about one foot and brightening up the green effect. On alternate pillars is Fall foliage with the leaves turning a rich brown, chosen as a relief to the green, although it is not clear that the result is an improvement.. Along the centre of the aisles suspended from the ceiling is a wreath of artificial evergreens, with poinsettia woven in along the bottom, and a bell within the circle. Quite a pretty Christmas-like trimming for the store.

Will Use Flags.

A number of stores have decided upon an innovation this season, and instead of the typical evergreens will make a liberal use of flags. This they feel is quite in keeping with circumstances and are planning a combination to include the French, Belgian and Russian along designs similar to that on the front cover of this issue. While the idea is an excellent one, a touch of green here and there, or say, a couple of Christmas trees in prominent locations in the store would be well placed. After all flags are suggestive of war, and the spirit of Christmas hates war. With the demonstration of loyalty then, combine the Christmas ever-green; in the present conditions it cannot be incongruous, and, in a sense, the green foliage will soften the effect of the bright flags.

A rather clever arrangement of the red, white and blue was seen by The Review in the store of J. Mickleborough, St. Thomas, where it took the place of the usual Fall decoration and was much admired. Instead of the ordinary bunting the red, white and blue were arranged in the form of a shield, with the red around the centre on top, next white and the longest circle in blue. Several pretty panel effects were secured by having strips of these colors running up and down inside a wooden frame of gilt, with an upright piece of gilt in some cases in the centre. These "panels" were placed on top of the ledges here and there, and in addition there was a liberal use of flags. In the store of W. E. Maxwell's in the same place, the main Christmas lines, fancy goods, are set out in the centre, with arched trellis work above them, and along this colored lights are set. Along one side a similar arrangement is made for the fancy linens, though insurance reasons prevent the use of electric lights here running up against the wall.

(Continued on page 42.)

THE REVIEW'S LOVING CUP



This is a photograph of the silver loving cup that was won by A. W. Murdison, of R. H. Williams & Sons, Regina, as the grand prize in the third annual C.A.D.M. competitions. The honor roll reads:

1912—*E. P. Burns, Toronto.*
1913—*J. A. McNabb, Peterborough.*
1914—*A. W. Murdison, Regina.*

The Peerless Closet Set



Increases the room in a closet many times.

SIX SUITS OR DRESSES CAN BE HUNG WHERE ONE NOW HANGS

—a whole suit or dress on each hanger.



Simple, Convenient, Inexpensive

Six Hangers and one Closet Bar in the Set. Substantially Made.

Here is an appropriate, sensible Christmas gift suggestion, which will be appreciated by almost any man or woman—a Peerless Closet Set that may be attached to any closet door, as shown in the above illustration, to increase the handling capacity of the clothes closet, and keeps suits, coats and dresses in A.1. condition. A whole dress or suit is held on one hanger and each piece is held independently.

Each set is beautifully finished and nicely put up. Write or wire in your order to-day. What you cannot sell by Christmas send back to us.

Five Sets Sent on Approval

One Dollar a Set

Show these in your men's clothing and women's ready-to-wear departments. They sell for $1.50 a set.

ORDER NOW

THE TAYLOR MANUFACTURING CO.

Hamilton, Canada

Where the Display Man Can Get Best Ideas

Taking Advantage of Atmosphere in Which People Live at Time. War, Horse Show, Etc.—How Black and White Craze May be Featured—Stylish Form Drape.

Fourth of Series for The Review by C. J. Nowak.

THE sources from which to get ideas for window displays surround the display man, but choosing the subject that will give the merchandise the strongest atmosphere is where judicious judgment is required. From the European war, for example, many new ideas will be introduced into the future styles.

As a good example, the black and white fad, that is sweeping the fashion world, can be strongly featured. Illustration No. 1 shows a simple and effective way of arranging a piece of checked black and white silk over a rectangular stand 12 inches square and 50 inches high. The stand proper is first coveerd with black velvet, then the silk is draped over the top. A piece of statuary is placed on top, with dainty foliage. A light panel, with a black ground is then placed in the rear as shown in the illustration. All this sits on a flat plateau, 4 inches high.

The display man can make a decided hit, by getting the names of the different shows that are booked for his town, and such subjects that are appropriate. He can feature their coming in a show window with the proper merchandise.

Other events such as "Aviation Events," "Horse Shows," "Home Coming Week," "Automobile Shows," and numerous other events that the public is interested in, appropriate merchandise shown at these times carry the strongest appeal, and the display man that is not awake to these opportunities "misses fire."

To make progress and grow and establish a reputation, one must be original he must be the first to execute things new, display them in the strongest possible manner, must understand appropriate merchandise for each event, but never miss the selling points in his display.

A thorough knowledge of color, art and optical effects, and be everlastingly on the "qui vive" regarding the coming styles, illustration No. 2 will give an idea, of a simple and effective manner of draping the full form featuring the style tendency. This is what every woman is constantly interested in, and a drape like this can be arranged in from 15 to 20 minutes, and will be found the means of selling yard goods, trimmings and patterns, faster than any other means ever devised.

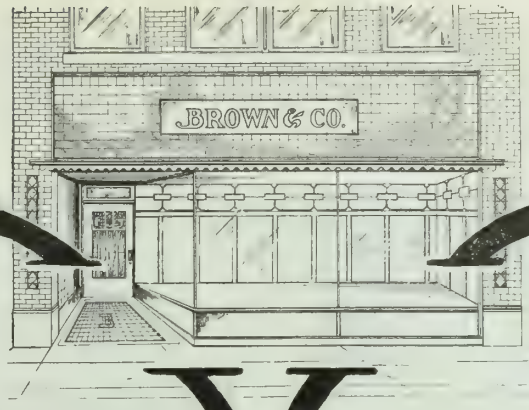
For description of No. 2 see page 42.



No. 1.



No. 2.



Every style of KAWNEER STORE FRONT would not fit your business — the Front you need is the one which will enable you to properly show what you have for sale. It must fit your business. The Clothier needs a Clothing Store Front — the Jeweler a Jewelry Store Front — the Shoe man a Shoe Store Front, in fact each particular Store must individualize in order to make the Store Front investment pay profits.

We believe we are competent to help you build a new Store Front, simply because we have specialized in this work for eight years. KAWNEER has been installed in more than 30,000 Store Fronts and the ideas we have absorbed were developed by actual work with progressive Merchants, both in large cities and small towns.

Kawneer STORE FRONTS

Why not put in a KAWNEER STORE FRONT now? It won't take but a very few months for it to actually pay for itself by increasing your business. That has been the experience of thousands of other Merchants and surely your condition is not entirely unlike theirs. A sale over the counter is a sale — no matter where it is made or under what conditions, and there is no more logical and certain way to *create sales* than by a KAWNEER STORE FRONT.

We want to tell you more—just send for "Boosting Business No. 21." It was compiled for you Retailers. See the photographs and drawings of money-making Store Fronts — without obligation to you. Each day your business is conducted without a KAWNEER STORE FRONT you are losing actual sales.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. Guelph, Ont.



Christmas Business Is Ahead

This is the month when the common thought of Canada is the buying of Christmas gifts.

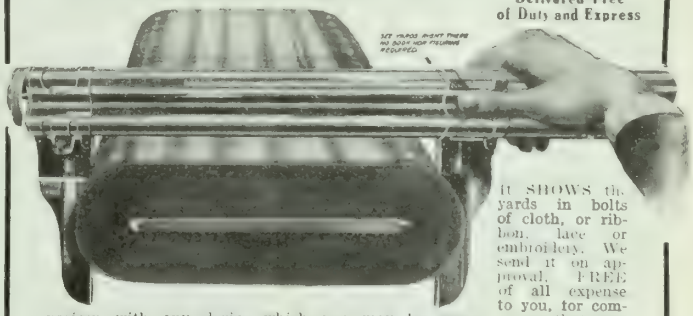
What steps are **you** taking to get your share of this big business? Attractive displays in your window and departments will prove a very effective way.

To get the best results from your displays requires, of course, the best display equipment—such as Dale Wax Figures and Fixtures.

Dale Wax Figures and Fixtures are scientifically made to **sell** your goods. We can fill your orders promptly and in time for the Christmas displays.

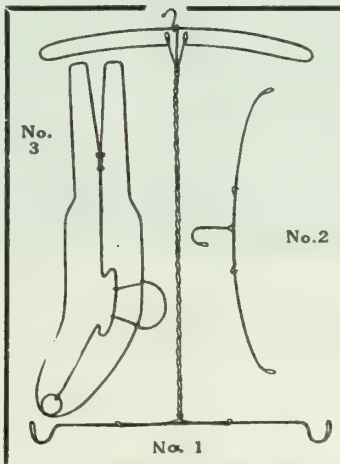
DALE WAX FIGURE COMPANY LTD.
106 Front St. E. TORONTO
Formerly Dale and Pearsall

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa



Unique Wire Specialties

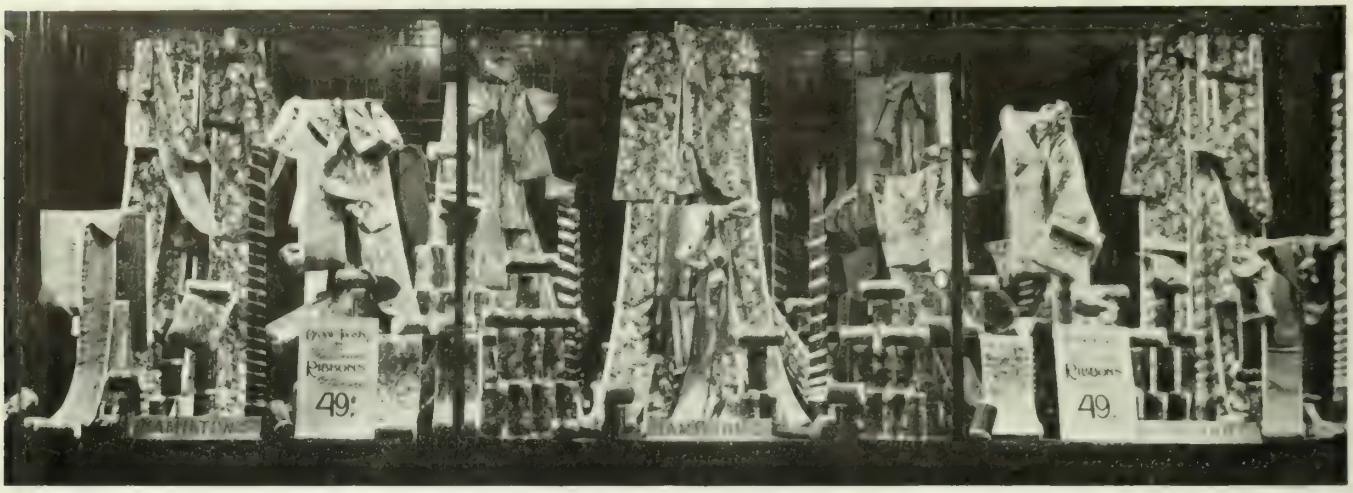
We illustrate here three wire specialties which will appeal to the garment manufacturer and merchant. No. 1 is the wardrobe hanger, strong, neat and serviceable, $15.00 per 100; No. 2, waist hanger, $5.00 per 100; No. 3, hose stretcher, $20.00 per 100.

The latter is a rapid counter seller, being used by the housewife for the proper drying of hosiery.

Place your order now.

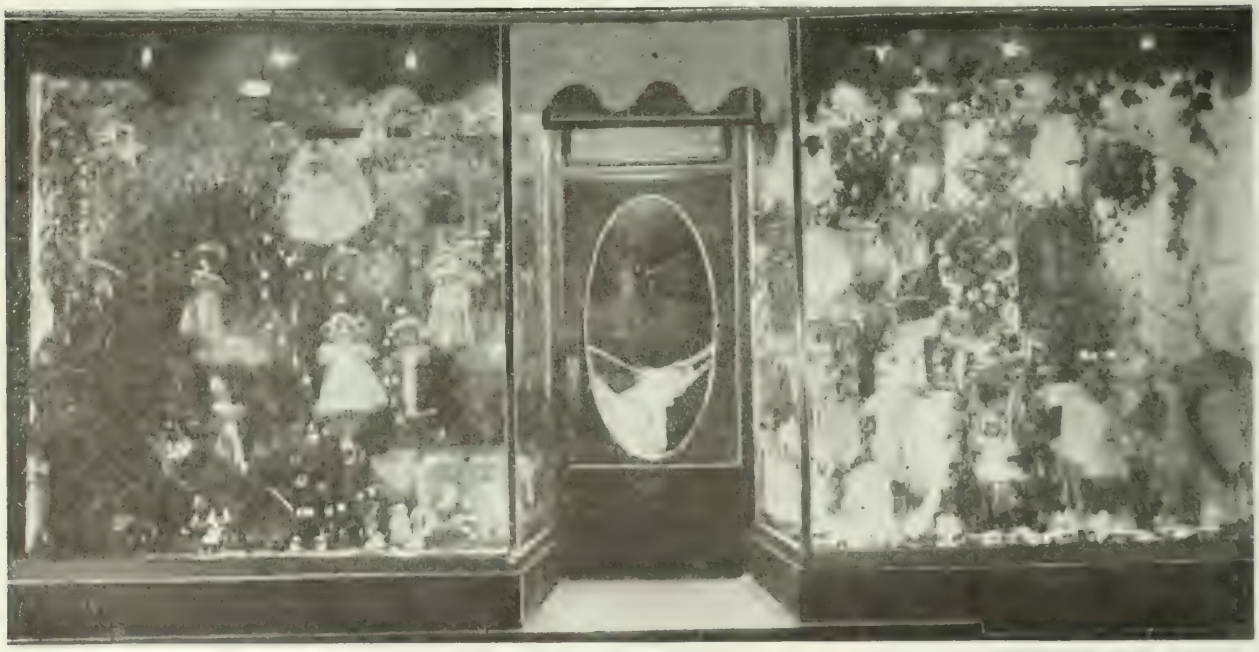
Ferrier Wire Goods Co.
613 King St. West
TORONTO

Beautiful Display of Ribbons for Christmas Work



An early holiday season showing of ribbons in a one-price sale that drew an instant response and brought large returns to The Hamilton Co., of Montreal. The attractive draping drew attention from thousands of passers-by and is a graceful and effective piece of work by J. R. Coulombe. A variation for a Christmas ribbon window would be the combination of the ribbons with goods made up from the ribbons themselves, illustrating the principle of the force of suggestiveness in salesmanship.

Attractive Window and Door Display Featuring Dolls



This display of the Beehive store, Victoria, B.C., was awarded second prize during carnival week for the most attractive window and contains some novel ideas for a Christmas showing. This store specializes in this work, the dolls dresses being made by Mrs. Fowler, wife of W. Postgate Fowler, the proprietor. Nearly all Mrs. Fowler's time is taken up in this work as a Province-wide business has been built up.

LAMSON

Every Cent Protected—Every Profit Yours

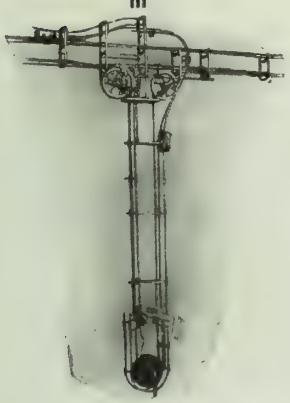
With a Centralizing Store Service System that:

(1) Pleases your customers;
(2) Helps clerks wait on trade quickly;
(3) Gives an air of activity to a store;
(4) Costs little to install and maintain, compared to what it does;
(5) Controls all money and sales at one point;
(6) Permits sales people to give undivided attention to customers;
(7) Does not tie up cash for change;
(8) Does not put temptation before employees;
(9) Does not compel clerks to waste time going to and from tills;
(10) Does not scatter responsibility for your money all over your store.

If the system you are using is not fully protecting your interests, helping you please your trade, and enabling clerks to complete sales quickly and easily, there is a Lamson system to meet your needs.

Lamson Equipment includes Wire Line Cash and Parcel Carriers; Electric Cable and Pneumatic Tube Systems; Package Conveyors and Light Elevators.

Ask us to help you solve any store service problem. We can do it!



CROSS-OVER DROP STATION.

Newest cable carrier. Cash boxes do not loop drop stations.



AIR-LINE SPECIAL PARCEL CARRIER.

Used to carry goods and money to and from a central point. Saves time, labor and money.

THE LAMSON COMPANY
Boston, U.S.A.
TORONTO OFFICE: 126 Wellington St., West

SERVICE

One of Richardson's Newest Models

Richardson Forms have been noted for their strict conformance with the prevailing styles because it has ever been the aim of this old and tested firm to never fall behind the times and never to produce a fixture the least bit out of date.

And this No. 37 E form is no exception. It is one of our newest and best for the effective showing of your fine gowns.

37E with evening figure as cut $48.00
37E with square bust and ½-arms ...$30.00

Try these forms for your Christmas displays. Your order will receive prompt attention.



CANADA FIRST

A. S. Richardson & Co.
99 Ontario St. TORONTO

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

INTERIOR AND WINDOW DECORATIONS.

(Continued from page 36.)

All the windows put in by the big city stores lately have been emphatic selling windows, and the price ticket is very prominent. Much window space has been devoted to ready to wear for stocks are heavy and extra efforts are needed to move them. Not all these windows show garments that have been in stock for some time. New models bought so that they can be attractively priced lure the customer into the department. Prices are so remarkably low on much of the ready to wear merchandise that given an extended spell of real cold weather a very considerable clearance should be made.

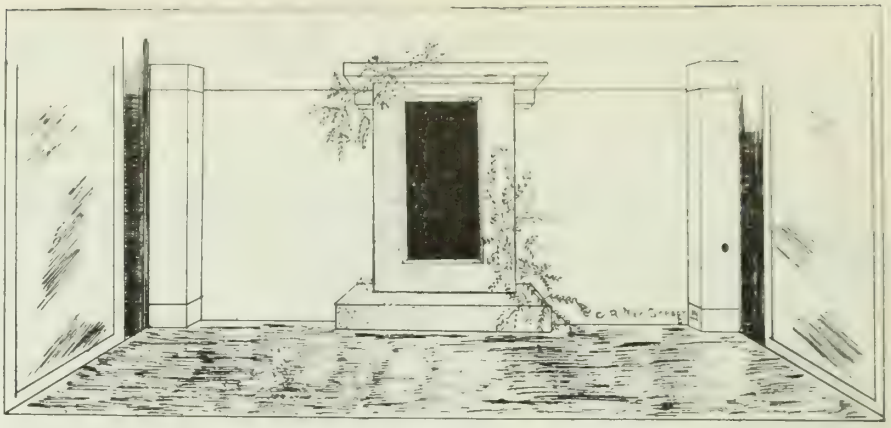
Another line that is being actively pushed where price cutting is being resorted to also is the leather bag line. Possibly this is due to the featuring of so many novelties and new designs which results in over-production. The bag line is a big line—there are leathers, and fabric bags in endless variety. Then women are all wanting vanity fittings and after it is the bag with the most fittings that sells. Several good windows of the stocky kind have been put in recently featuring either a collection of bags at the one price, or a collection, each article of which is priced attractively.

Backgrounds are not elaborate. White China silk shirred on to a rod top and bottom, between stamped velour panels in heavy dull gold frames, holly, poinsettia and dull autumn foliage have been the general scheme in several windows.

Quite a feature has been made not just in one store but in many of electric lamps with French shades. The richness of the subdued lights and the beautiful color effects evidently have captured the store decorators. Some lamps have curved and gilded pedestals, others are of polished wood, and by no means the least attractive are ofwicker, enameled in soft greys, greyish greens, and warm brown tints.

In one store a rather pretty touch of red is secured in the background by strings of red leaves hang down from the top over a background of white—suspended by red baby ribbon. Colored lights are used at the lower part of a circle of evergreen.

The windows of toys and fancy goods are built up usually with a large table to secure the requisite height for the trim in the centre and smaller tables or stands on each side, to get a graduated use in the articles. Sometimes a Christmas tree decorated with tinsel appears at either side of the window at the back.



INEXPENSIVE DESIGN FOR A BACKGROUND.

This window sketch was prepared for The Review by Gerald R. MacGregor, display manager of the Hudson's Bay Co., Winnipeg. The cost will not exceed $35.

THE FORM DRAPE.

(See Page 36.)

Any simple pattern in your pattern department will give the idea for the form drape. The material used can be silk or cotton, or linen, materials which can be handled to best advantage. Two 7-yd. lengths are required. Full length cardboard sleeves are used.

The skirt is formed by folding one 7-yd. length of material on its full length and arranging the tiered effect around the form, starting at the base, fastening the selvage edges to the form and a series of tiny pleats to give the desired fullness.

A velvet ribbon is then laid over the selvage edge, the folded edge of the next tier is placed so that part of the velvet ribbon shows. A three, four, or five-tiered skirt can be formed as desired.

The waist is next formed, covering full length sleeves with the ends of our second piece of material. These are temporarily fastened to the form. Next form an end by doubling the goods and bring over the right shoulder.

The collar is formed by turning the silk back on an angle and arranging around the neck to the rear. The left of the waist is formed in a similar manner.

With appropriate buttons, and shoes, the drape is completed.

D. J. Smith, Welland, has admitted H. C. Diffin to partnership, and the new firm will be styled Smith & Diffin.

Card Suggestions

A Remembrance for Santa Himself—Tie, Pyjamas, Muffler, Gloves, etc.

A Tie He Would Select if He Had His Choice.

We Know Men and Their Likes—Consult Us.

A Gift He'll Appreciate on a Cold Winter Night—Pyjamas.

He Will Need One of These for his Dress Shirt—Jewelry.

It's Only Small, but it's Good, Useful, Appreciated—Cuff Links, Handkerchiefs, etc.

A Tie.

A Shirt.

A Muffler,

Just the Sort of Remembrance Men Like.

We Will Lay it Aside and Deliver it for you the Day Before Christmas.

He Will Always Appreciate One More Like This—a Tie.

It Will be Cold in January — Without This Muffler.

For the Christmas Box of the Home Provider—a Tie, Gloves, etc.

Quite as Acceptable a Christmas Gift for a Man as a Lady—Gloves.

Solid Comfort After Christmas—Pyjamas.

Every One Will be Looking for Something Useful This Christmas.

Retail Merchants Exempt

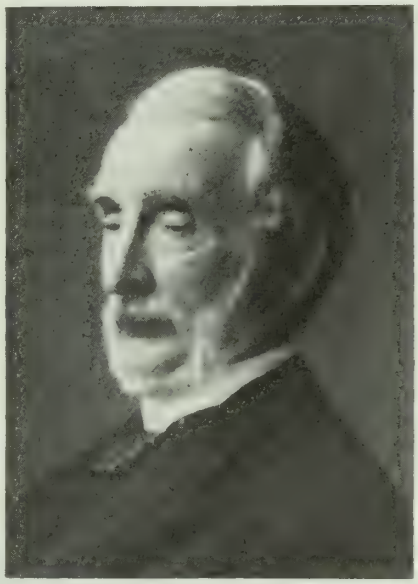
All uncertainty as to whether retail merchants would be included in the Workmen's Compensation Act was dispelled on December 1 when the Ontario Cabinet decided by Order-in-Council to make a large number of exclusions. These among the occupations exempted are wholesale and retail mercantile businesses, hotel keeping and restaurant keeping, public garages, livery stables, auction and sales stables, also making or repairing of men's and women's clothing, whitewear, shirts, collars, corsets, hats, caps, furs or robes, carried on as part of an exclusively retail business.

Such operations as coffee grinding, meat-cutting, drug manufacturing, boot and shoe making and repairing, watch, clock and jewellery making and repairing, harness making and repairing, etc., when carried on as part of and for the purpose of an exclusively retail business, are not to be considered under the act.

Two other regulations deal with exclusions where less than six men are usually employed. Under this heading are included manufacture of cheese or butter, operation of creameries or dairies, construction or operation of telephone lines, power laundries, dyeing and cleaning establishments, mining, except in the case of producing mines where the workmen are in the employ of the owner, operation of threshing machines, etc. Machine shops, repair shops, tinsmith shops, blacksmith shops, upholstering etc., when not incidental to an industry under the act, are excluded unless at least four men are usually employed therein.

THE LATE JONATHAN HODGSON.

One of the best known of the older generation of business men in Montreal, Jonathan Hodgson, passed away at his home on Nov. 19, at the age of 88. He was the senior member of the firm of Hodgson, Sumner & Co., and had retired from active business only a few years. The late Mr. Hodgson was first employed with John Steele, general merchant, Napierville, but five years later became connected with the firm of William Moody, a dry goods house. In 1857 he started business himself with J. Foulds. The latter retired in 1870 when Mr. Hodgson became senior partner. In 1879 the firm was reorganized.



The late Jonathan Hodgson.

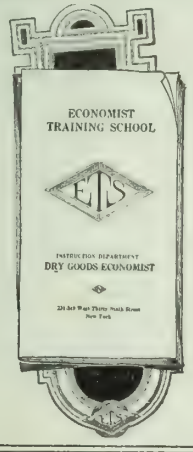
Mr. Hodgson had large commercial interests. From 1887 to 1889 he was on the council of the Montreal Board of Trade; a director of the Merchants Bank, the Merchants Manufacturing Co., the Almonte Knitting Co., the Alliance Assurance Co., the Canada Shipping Co., Victoria Life Assurance Co., and Herald Publishing Co., of Montreal, and was a heavy shareholder in the Elder-Dempster Line. After the reorganization of the Montreal Harbor Board, Mr. Hodgson was appointed government member.

He is survived by five sons and one daughter.

AVOID THE GERMAN-AUSTRIAN LABELS.

"The Review" wishes once more to call the attention of the dry goods merchant to the danger to his Christmas trade, and the future connection with the public, if he permits any mark or

(Continued on page 45.)



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

FACTS A Gipe-Hazard Cash and Package System will centralize your business.

Guarantees that every cent taken in will find its way to your cash drawer. Gives a double check on the making of change.

Assures you that every transaction is correct in count, measure and price.

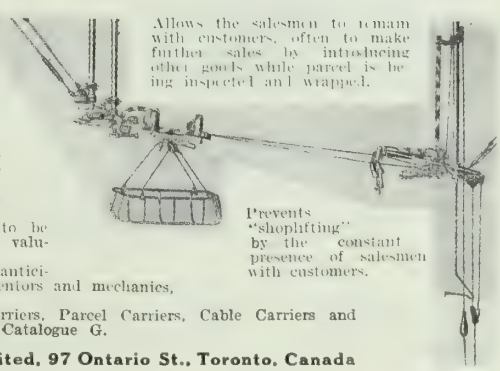
Increases the value of salesmen's services, because of their ability to give their full time to the selling of goods.

Assures order and better system by eliminating needless crowding through the store.

Permits the wrapping counter and cash office to be taken from the main floor and elevated into less valuable space.

Many years of experience enable us, not alone to anticipate your requirements, but with our skilled inventors and mechanics, to produce a machine unequalled for its purpose.

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes. Write for our new Catalogue G.



GIPE-HAZARD STORE SERVICE CO., Limited, 97 Ontario St., Toronto, Canada

When writing to advertisers kindly mention this paper

Play Up "Useful" Gifts in Your Advertising

Take Advantage of One of Strongest Sentiments of This Season —Full Ads. or Special Panels or Editorials—Types of Christmas Ads.

WHAT The Review has been impressing for several issues past in regard to the prominent display of goods inside the store and the featuring of these in bazaars or special circles for the Christmas trade, namely, impress "practical," or "useful" goods on the public, applies with equal force to advertising. This appeal is one of the strongest you can make this year: in many cases the only one you can use successfully.

The movement for useful gifts this Christmas is one that is gaining ground in more directions than the merely tacit determination of individuals to be governed by this principle. Societies are taking up the question in the form of urging members to refrain from the usual "useless" gift giving this year and devoting the amount to those who otherwise would fail to receive the accustomed Christmas gifts. And it is noticeable in nearly every case that the element of usefulness is impressed as the keynote to all giving.

Mention has been made of different departments in which the useful gift idea is bringing out articles as good selling propositions that in former years were relegated to the category of those that were "too practical," "too home-like," "too plain," "too much like what a person would buy for herself." And yet, this year, these same articles are being taken up by the public already as containing the very merits for acceptance this year that led to their rejection last year.

Full Ad. of Useful Gifts.

It follows, then, if the dress goods department can get busy this year on waist lengths, skirt lengths, etc.; if women's wear of all kinds, underwear, sweater coats, slippers, etc.; all kinds of art needlework, goods; furs and linens, in a great variety of most useful, homely, practical forms, and so forth, are coming to the front, that one of the main features of the Christmas ads. should be the usefulness of this or that line. Feature a full ad. of useful lines; make it a category of articles that people will prize because they will come in handy; call it a "List" or "Directory" of "Useful Gifts for Christmas," and divide it up into various classes—either of goods themselves, or of articles suitable to men, women, children, etc. **And always give the price! That will be one of the most useful features of your items.**

Or a Central Panel.

Or else if there are certain lines that you feel the public will buy, irrespective of this quality, make a big central panel of "Useful Gifts" with a crisp introduction emphasizing the idea you have in mind. You should find an instant and grateful response.

Many have tried the Editorial idea in advertising. Try it out in a corner, a side, or centre of your ads. now and then, dwelling on this larger idea of Christmas giving this year, which passes on from family giving to a broader basis of providing a joyful Christmas to the poor and needy; those who are out of work, whose earnings have been cut down; children of those, perhaps, who have gone to the front and may be denied Christmas remembrances this year. You will find it will stir up impulses in the reading public that will fulfil its more praiseworthy object and incidentally provide business for the store that can fill the needs of the new policy of giving.

Use an Editorial.

The advertising of useful giving can be stimulated, at your request, by the paper editorially and in many cases it will be easy to have the paper draw attention to your efforts in this direction.

Despatches from Chicago refer to a significant movement over there that is bound to find a prototype in most centers of the land. For several years past, a quasi-social organization has been operating, possibly in a negative direction: "The Society for the Prevention of Useless Giving." This has been re-christened into The Society for the Promotion of Useful Giving. In both cases the initials are the same, the members being known, even by themselves, as the "Spugs."

Forms of Christmas ads. again appear in this issue. One of these, of the Anderson Co. of St. Thomas, appeared on the day before Saturday, Dec. 20 last year, and the main idea was the emphasizing of the near approach of Christmas, with a large range of gifts for "Christmas Saturday" buying. It should be noted that the store, as all wise stores will, decided that it must clear out as many strictly Christmas lines as possible, and so it announced a cut in prices,—a range of de-



A bright Christmas ad. from Moose Jaw. The work of J. McNichol, featuring Toyland, but keeping up the Christmas gift idea in every section

ductions in dolls and Teddy Bears. The list in detail in each case is a good, persuasive form of advertising. For example:

"We are closing out every doll in our store at bargain prices:

$3.50 lines for $1.75
2.50 lines for 1.50
1.50 lines for 1.00
and so on.

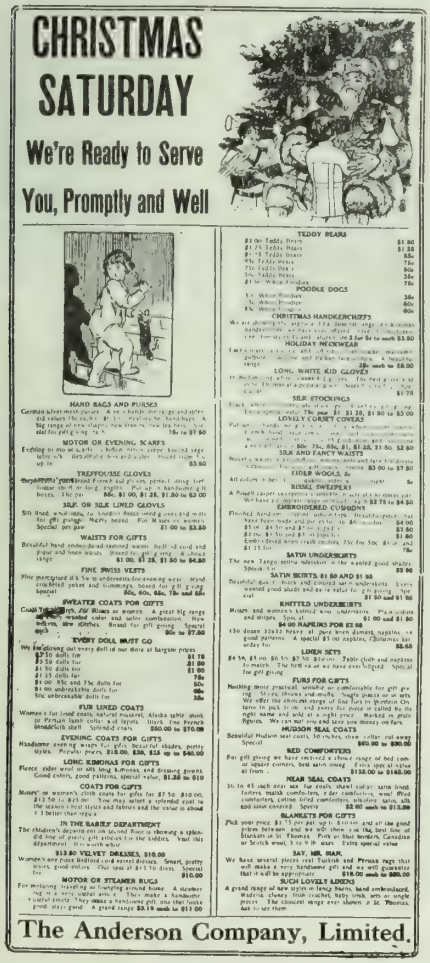
The others were treated in a similar way. In all this firm's ads. at this time the illustrations carried out the Christmas idea.

Special Evening Values.

The ad. of W. E. Maxwell's was a 5 column one, also featuring special values for the Saturday before Christmas; and prices here, too were prominent.

The Mickleborough Co. of St. Thomas —to use the same place—did excellent work in featuring their "Toyland."

On Saturday before Christmas week, many stores featured an announcement that the store would be open every night before Christmas, and some ran special values for each evening.



Four-column ad., full page depth for Saturday before Christmas. Note ranges in prices under each head, and scale of reductions under dolls and Teddy Bears. A bright, effective announcement.



A special ad., 5 cols. in width that featured the final Saturday selling. Sometimes ad. writers prefer "piling up" the offerings for this day.

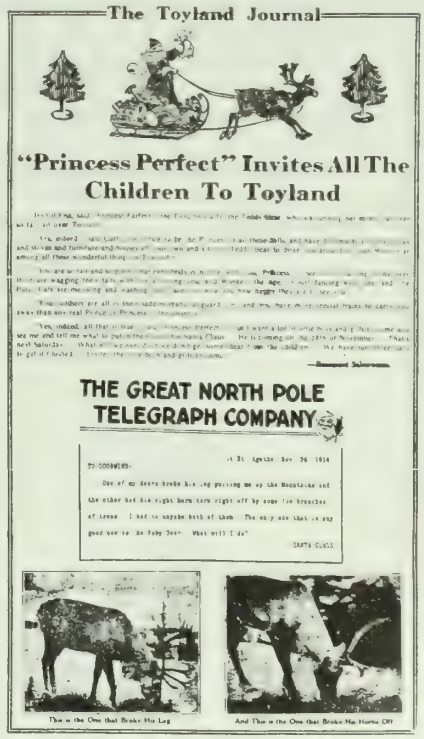
AVOID THE GERMAN-AUSTRIAN LABELS.

(Continued from page 43.)

labels of any description denoting that the goods he is selling were made in Germany or Austria to appear on the goods, either when they are displayed in his store, or windows, or when they are delivered to the public. On a couple of occasions in previous issues "The Review" has pointed out the inadvisability of allowing these trade marks to remain on the goods, and suggested that where they could not be removed readily that some label should be pasted over them, so as to cover the mark. Investigations have shown that a number of merchants are following this course, but others still show that they do not estimate sufficiently the strong current of feeling that has spread through the people in regard to goods of this description. From the merchant's point of view it is quite natural for him to argue to himself that because he purchased the goods in these two countries before there was any hint of war that, therefore, he has as much right to sell them as if they came directly from this country, or England, or any neutral manufacturing country.

Strictly speaking, of course, he is correct, but he must be prepared to yield to public sentiment on this question as on practically every other one that confronts him in his dealings with them. The public generally will not make this distinction, possibly because they do not and can not easily understand the question of time that elapses between the period when goods are purchased and when they are put on sale, and partly because they are disposed to reject all goods that are manufactured in these countries regardless of the time of purchase. This feeling is certainly not one which is prevalent among women less than amongst men, and it will become more firmly rooted once the Canadian contingent crosses the channel, and some give up their lives.

In England the situation is even more acute. There the public knowledge of the source of goods is wider than in Canada, and has been sharpened by the exhibits of German and Austrian goods for the purpose of interesting manufacturers in taking up these lines. In some cases it has been found advisable to omit the sale of some lines altogether in draper stores.



Section from a full-page ad. of Goodwin's, Montreal, showing the clever pictorial method of creating an interest in Toyland. "Telegrams" before and after this kept the children in touch with Santa's preparations and misfortunes.

HOUSEFURNISHINGS

Sudden Drop in Linoleums and Oilcloths

Canadian Firm Follows Action of British Manufacturers, Ranging From 1 to 2 Cents a Yard—Surprise to Trade, Who Were Looking for Advances, Due to the War.

THERE has been a sudden drop in linoleums and oilcloth.

British manufacturers of oilcloth and linoleum suddenly reduced their prices on certain lines of printed linoleum and oilcloth to the extent of two cents per square yard. No particular reason was given for this, but it is believed that the demand from this country for linoleums fell off to such an extent that a move of this nature became necessary to stimulate business. Immediately Canadian manufacturers followed suit.

The Dominion Oilcloth Co., Montreal, have announced the following reductions: 1½c. per square yard on No. 3 floor oilcloth, 1c. per sq. yd. on 8/4 E quality printed linoleum, and 2c. per sq. yd. on 16/4 printed linoleum. There were various proportionate reductions in stair oil-cloths, and other floor coverings.

The wholesale trade was astounded when these reductions were announced, particularly in view of the fact that tendencies were upward following the war. The reduction is greater considering the fact that marine insurances have gone up, and are particularly hard on heavy goods such as linoleums where the weight is out of proportion with the value of the goods. One of the reasons advanced by the trade here for the reduction in British goods is that these firms who are the largest manufacturers of linoleums and oilcloths in the world, have lost so much of their continental trade on account of the war, that they are reducing their prices in an attempt to make up the difference in other parts of the world.

Table oilcloths do not appear to have been affected. The prices of these have not been changed for many years.

SUPPLIES OF TURKISH RUGS.

The outbreak of the war with Turkey will cause no immediate advance, it is thought, in Turkish rugs. One of the largest firms manufacturing these rugs so arrange their business, that they have several warehouses at central points in different countries, and considerable quantity of stock is kept continually in these. That, it is believed, is the state at present, so that there will be no scarcity of supplies for many months to come. Of course, under present conditions, there will be no shipments from Smyrna, and other such centres until the war is over.

Materials Lower

Jute and Oil May Have Caused Decline in Linoleums — All Buyers Will Benefit.

THE announcement of the drop in price of printed and oilcloth linoleums—a drop which does not include inlaid linoleum by the way—came as a surprise to most retailers and wholesalers as well. Shortly after the announcement of war there was a sharp advance in jute one of the main constituents of oilcloth, and it was felt that there would be a considerable increase in the price very shortly. However, there has been recently a drop in the price of jute, and also in oxidized oil, another of the elements and this it is believed is to a certain extent responsible for the cut in prices.

A Canadian buyer discussing this question gave it as his opinion that another contributing reason probably was the desire to make sure of business now that Continental fields were cut off. It is felt that prices will remain the same for months now.

This drop in prices will have no effect, however, upon the contracts, which have been made for Spring delivery. The general rule with English and Scotch manufacturers is that when there is a cut in prices prior to delivery the buyer gets the advantage of it, while if there is an increase in prices subsequent to the order being given, this increase does not effect the contract made prior to the increase going into effect. In this way the buyer stands to gain along both lines.

SERIOUS WOOL OUTLOOK.

While Canadian manufacturers will be restricted to a great extent by the partial lifting of the embargo on the export of wool from England, United States manufacturers are still in a serious position. Until very recently they depended on Australia and New Zealand and other English colonies to supply a considerable portion of the materials. However, now that an embargo has been placed on the exports of the colonies, and as Russia has also placed an embargo on wool with the impossibility of securing a supply from Turkey and very little from China, the situation is worrying the manufacturers and dealers across the border. There is some chance of Uruguay selling a large quantity to the States, something about 150 million pounds, in place of 10 or 12 million which it sold last year.

BOX CURTAINS FOR GIFTS.

Just about everything in the store seems this season to be regarded as suitable for a useful Christmas gift. Rugs are so ticketed and so are vacuum cleaners and carpet sweepers, and some stores have gone so far as to show the latter boxed in holly and poinsettia covered boxes. Surely handsome applique point or Marie Antoinette curtains are equally suitable for this purpose and would make a gift that would delight many housewives. A few pairs boxed, and a pile of boxes in the department, would convey a hint that would help sales.

Conditions Now Most Favorable *for* Dealers Handling

CREX
GRASS RUGS

TRADE MARK REG. U.S. PAT. OFF.

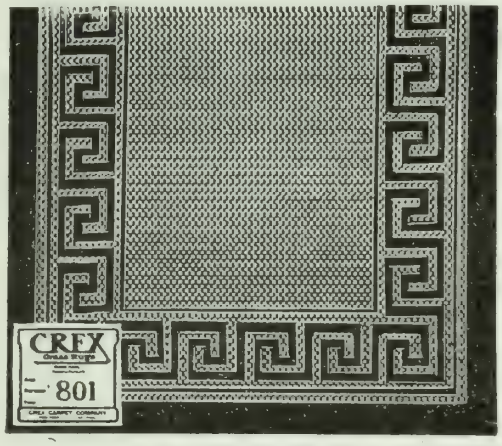
Never was there a more propitious time for dealers in Canada to put in a good line of **CREX** Grass Rugs, Carpets and Runners.

On this side of the border—from Maine to California—in every section—**CREX** has become a household word.

Conditions in Canada are not unlike those in the United States. You have your seasons the same as we do, but **CREX** is not a "one-season" floor covering.

While CREX is used extensively as a porch covering in summer, it is also used to a large extent as an all-the-year-round covering, and its use indoors, for every room, shows remarkable increases each year.

Just now, with a great European war raging, with the doors of most every other nation closed to you — you must look to the United States, your neighbor and friend, for many articles which go into the homes of your people. Nowhere else can you purchase some of the things which are almost necessities, and CREX is in that class.



CREX Rugs, Carpets and Runners fill a long-felt want. They are sanitary, durable—so artistic and so inexpensive that they naturally appeal to the housewife in every environment.

CREX is not unknown in Canada. For several years we have advertised in Canadian magazines, at the same time reaching thousands of homes through our extensive list of leading women's publications. In addition we have used the foremost newspapers in most of the larger Canadian cities, so we feel that we have already made a great number of friends in Canada.

Let us fix up a sample line that will help you to get your share of the **CREX** business. You can carry every rug pattern at a very small outlay.

The following assortment of 80 rugs in 40 patterns and colors costs less than $100.00:

2 9x12 ft. Plain	3 54x90 in. Plain	6 27x54 in. Plain
2 9x12 ft. Figured	3 54x90 in. Figured	6 27x54 in. Figured
2 8x10 ft. Plain	6 36x72 in. Plain	6 24x48 in. Plain
2 8x10 ft. Figured	6 36x72 in. Figured	6 24x48 in. Figured
3 6x 9 ft. Plain	6 30x60 in. Plain	6 18x36 in. Plain
3 6x 9 ft. Figured	6 30x60 in. Figured	6 18x36 in. Figured

We will supply you with attractive color catalogs to send to your customers. We will also furnish you with advertising matter, such as pennants, signs, blotters, etc.

WRITE FOR COMPLETE PRICE LIST AND FULL INFORMATION.

CREX CARPET CO., 212 Fifth Ave., New York

Originators of Wire Grass Floor Coverings

Some Spring Novelties in Printed Fabrics

Jacquard and Warp Print Combinations New — Cretonnes and Other Printed Materials Show Japanese and Bird Designs — Interesting Patterns Look Like Crewel Work on a Linen Foundation.

THERE are many interesting novelties included in the new lines for Spring. Quite a number of fabrics have a jacquard pattern as well as a printed one. Such designs as festooned ribbon motifs, fleur-de-lis, and lattice patterns, are used, and these appear on both sides of the material, but in reversed colors—that is to say, on one side the pattern comes up in the warp threads, while on the back it is made by the filling threads. The printed pattern is warp-printed, and the cloth is new and effective.

Narrow fabrics have been given considerable attention. Cretonnes, 31 inches wide, come in shadow patterns that show floral and foliage effects in all-overs. The colorings are subdued and the fabrics are reversible. Japanese designs are numerous. Many of these are bird designs, and some of these are so printed as to look as though they were done in crewel work; festoon and ribbon designs enclosing a pastoral scene here and there.

Throughout the Spring line color effects are so arranged that they harmonize with plain fabrics of a widely different texture. For instance, it is possible to obtain English velvets printed in the same patterns as the cretonnes, and these again will harmonize with velvets, velours and plushes, and a number of other materials. This allows the decorator to use a variety of fabrics and still maintain a uniform harmony in the production of his color schemes.

Jacquard backgrounds are seen in floral prints, and warp print patterns come in a big range of floral, conventional and period patterns.

There should be no special shortage in upholstery fabrics because of the war, though some lines will be absent, for plenty of goods will be available from districts in Europe not affected by the war. Some French goods promise to be available, as the war has not interfered with the ability of many manufacturers to make regular shipments.

Turkey and the War

AN interesting insight into rug conditions in Turkey as a result of the war is contained in the current issue of "The Upholsterer," which says:

With Turkey taking her place among the warring European nations the rug industry of that country comes to an almost complete standstill.

The rug question is now a vital consideration. While dealers have large stocks of imported rugs on hand, there is a feeling of concern as to the possible outcome of Turkey's part in the war. Many New York dealers have important interests in Turkey. Cabled reports in the press tell of the confiscation of foreign-owned manufacturing plants that are scattered from Constantinople to Smyrna, the latter being a main shipping point. Bergamo, Oushak, Demirdji, Sivas, Isbarta, and Meles are all sites of manufacturing interests. Frank Proctor, of Gullabi, Gulbenkian & Co., says:

"Our last shipment of rugs arrived here September 23 and that is the last that we expect now. Conditions in Turkey have been gradually growing worse until the present climax is reached. Shipping from that country is now almost impossible. Our goods that reached here two months ago were brought by caravan from Hammadan to Resht. There they were put on ship and carried across the Caspian Sea to Baku; then by railroad to Batoum, by way of Tiflis, and finally loaded onto the ship that brought them to New York.

"Conditions in Turkey are such to-day that cablegrams cannot be sent to Constantinople.

"There are few American residents in Turkey at the present time, but the English colony at Smyrna is a large one.

Quill Jones when recently completing his seventh trip into Turkey and Persia in search of rugs and antiques, received news of the European conflict at the little mountain town of Ardebil below Tabriz.

"It was days before I could get to Constantinople," said Mr. Jones, "after I first heard of the war. When I finally reached that city, it was in a state of great excitement. Although this was in the month of August, there seems to have been even then a foreshadowing of Turkey's latest step. The large hotels were being dismantled. There was a general exodus from the city of the European contingency. My old friends greeted me with wonderment that I had come into Turkey at such a time and advised me to go quickly.

"Turkish industries were practically dormant when I left there. Most of my own purchases I managed to gather together in Constantinople where I baled them for shipment. I still await their arrival in New York."

The poor financial condition in Smyrna is, and has been for some months, a matter of deep concern to the rug dealers. J. W. Jones, of Jones & Brindisi, says that his correspondents there have dwelt at length on this stringency of finances.

"Not only is the rug market affected by shipping difficulties," says Mr. Jones, "but the scarcity of money has so crippled the industry that practically all work in this line was stopped in September. These advices written in September, told that Turkish manufacturers were looking to the United States and England as the only markets for their output."

Although the Black Sea may be closed to the shipments of Turkish products, W. F. Cramer, of the Eastern Rug and Trading Co., states that the Persian Gulf route offers a possible means of export.

"If Shiraz or Niris in lower Persia can be reached," says Mr. Cramer, "goods may be sent to the Gulf coast from these places. This is not, however, a popular route with shipping companies because of the danger from brigands, and but few attempt this route even in non-warring times."

The routes principally employed for the shipping of rugs are as follows: Hammadan to Resht, steamship to Baku, railroad to Batoum via Tiflis, and thence steamship to New York.

SUNPROOF FABRICS.

The use of heavier materials for curtains is gaining ground. This is due to a large extent to the improvements in recent years in dyeing and color printing. New processes have been invented and new colors which admit of the richest patterns being used, and the fabrics are sunproof and do not fade. Plain reps, damasks, reversible velours and plushes can be had in lovely shades of light green, dark green, rose, blue, tabac, fawn, helio and grey, and all these materials have the unfadable qualities.



A Suggestion Means a Sale

A suggestion from your salesman, when a woman is purchasing articles for her household, will almost invariably convince her of the need of preserving the beauty and brilliance of her dining table or buffet with

J-M Asbestos Table Covers and Mats

Hot dishes cannot mar their shining surfaces when protected in this way.

Dealers make an especially attractive profit from J-M Asbestos Table Covers and Mats, because of the low prices we can give. We secure Asbestos from our own mines and manufacture these products in our own factories, thus greatly lowering the cost of their production.

Large stocks are unnecessary, as we can fill rush orders from any of our numerous branches.

Write our nearest branch for the special dealer proposition we are now offering.

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

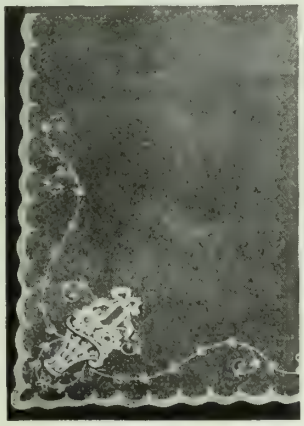
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POPULAR CURTAINS

AT

ATTRACTIVE PRICES

BRUSSELS, IRISH POINTS, TAMBOUR AND SCRIM CURTAINS



No. 5833
IRISH POINT CURTAINS
36 in. x 2½ yds. 75 cents per pair

SPRING LINE SHOWN BY MR. H.A. FRANK AFTER DEC. 1st AT OUR TORONTO OFFICE

THE ADDRESS WILL BE ANNOUNCED IN A LATER ISSUE

LOEB & SCHOENFELD CO.

27 TO 33 W. 23rd ST., NEW YORK

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

MILLINERY

Eugenie Capelines Will Be Strong for Spring

Portrait, Sailor and Small Toques Giving Place—Ribbon Trimmings, Ostrich Plumes and Rosebuds a Certain Result—Colors Rather Unsettled, But Beige, Putty, Tan, Mastic and Sand Shades Will Be Good—Strong Feeling Also for Bright Colors.

THE portrait sailor has given way to the capeline an,d small toques to military models, and as Eugenie and mid-Victorian modes are hinted at models of this kind are among the most promising of those shown for the early Spring season.

There are many sailor modifications, chiefly with a narrow brim. A good deal of the variety comes in the crowns. There are high crowns, low crowns, soft crowns, and crowns that are higher on one side than the other, and there is the Derby crown.

Judging from the new lines of hats, hemps will hold first place again in the coming Spring, and the Milan hemp or moire hemp introduced last Spring will again be a feature.

Lisere braids and splits are again showing and in the cheaper trade there will be chips and cotton hemps. Milans appear every season and should be extra popular this year. Pyroxaline will be shown in the shape of braids and plaques, and a certain amount of leghorn will suggest this straw.

Of Transparent Materials.

The hand-made hat is going to be a factor and many of them are going to be made of transparent materials, such as Malines, net, chiffon, crepe crepe de chine, as well as satin and taffeta, and there are possibilities of the all-lace hat arriving before the Spring season closes.

New Flower Ideas from France.

French flowers will certainly be on the market though it cannot be said that up to date anything new has arrived. Now that the tide of battle is stemmed in the north, the girl and women designers are producing new ideas which soon will be available, and American manufacturers are showing good assortments, particularly in the line of fine flowers, and these will be used to take the place of the lines that usually come from Germany and Austria. Canada is also entering the field as a flower manufacturing nation and some very creditable flowers are on the market of domestic manufacture. The newest ideas in floral lines come in the form of small clusters of mixed flowers; wreaths come in mixed fine flowers and also in large and medium flowers mixed with foliage. Mounts are showing, and branched effects. Roses, as usual, come in all sizes and in natural and novelty colors.



READY FOR PALM BEACH.

Large capeline; the soft crown is of sage green satin, with the brim of straw in the new putty shade. Two large roses, natural in size and coloring, are laid with seeming carelessness on the brim in front, and apparently give the curve by reason of their weight.

The trade is looking forward to a particularly good season in ostrich feathers both in the form of plumes and tips, and bands and fancy effects.

Ribbon Trimmings.

Eugenie capelines should mean ribbon trimmings, as these hats were trimmed with velvet or ribbon bands around the crown, with long streamers at the back, and ostrich plumes and rosebuds in clusters would be used as well for decorating these models. Crowns banded with ribbon and long streamers will mean a considerable output for medium widths in ribbon. The military hat will keep narrow ribbons to the front, as they are all bound with a narrow ribbon at the edges, and military garniture is sure to take the form of cockades and rosettes.

The Leading Shades.

The color question is unsettled owing to the non-arrival so far of the usual Paris color cards, though the syndicate card is promised early next month. There is an understanding that an American card will be put out, but the American authorities in millinery have not put out one up to the present date. Buyers therefore are having to rely upon the somewhat imperfect deductions that can be made from the leading tendencies. There is little chance that anything very radical will develop, as the whole color tendency is towards quietness and sedateness. Beige, putty, tan and mastic with the linen or sand shade are the latest color ideas in fabric lines and as they fit in with the line of colors always good in spring millinery lines these colors can be put down as leaders in millinery as well. Colors

(Cotinued on next page.)

Early Spring Styles Likely to Come from States

Later on Paris Will Regain Most of Former Influence—Buyers May Have Difficulty in Getting to France.

HOW the problem of Spring styles is to be met is the question before the millinery trade at the present time, and in seasons like the present there are sure to be many opinions. The Spring style problem is becoming insistent with that portion of the trade that has to put out millinery at an early date in the New Year or before. It is easy to create something different if it were not for the fact that that something has also to be authoritative enough to sell later when the retail season opens up.

The usual guides to style tendencies are absent this year, not so much because the big milliners in Paris are not doing business—they are open and are sending models to America—but it is rather the usual means of showing the new creations that is absent. There have been no late Summer races, and no last minute millinery for the north of France seaside resorts upon which the new styles could be based. Therefore, the Canadian trade recognizes very generally that the early styles are almost bound to come from the United States for Spring. Fortunately there are houses there which have sufficient initiative and authority to work out their own styles. Later on the United States will hardly be able to supersede Paris, and millinery buyers are already wending their way Parisward, or are making plans to do so at an early date.

In this connection it would not be amiss to point out that buyers will do well to provide themselves with means whereby they can clearly establish their identity and the peaceful nature of their errand, particularly if their first or last names should even remotely suggest a German origin. It is said that there have been manufacturers and buyers with German names who have gone from the big country to the south of us who have not succeeded in getting past Liverpool from this cause. There is also an impression in buying circles that neither in Paris nor New York will the makers of fashion nor the heads of the manufacturing houses be disposed to exert themselves to provide for the needs of any one who even suggests a remote friendship with Germany.

Very few firms even in the United States will be prepared, however, to wholly disregard Paris, and to solve the problem by their individual cleverness. The majority will accept any ideas they can obtain from either Paris or London. Also they can be relied upon to show some millinery that will interest the trade. And what is more to the point, it will be developed in materials that will be on the market the season through.

The popular and medium-priced trade will accept the guidance of these American-made models, but the high-class trade that can afford to wait will still look to Paris for their inspiration.

FOR SPRING

Capelines in place of sailors.

Military shapes in place of small toques.

Hemps, Milan or moire, in first place, with some Leghorns.

Hand-made hats in transparent materials.

Good season in ostrich feathers, in form of plumes, tips, bands and fancy effects.

Ribbon trimmings strong.

Delay in French color cards.

Beige, putty, tan, mastic and linen shades of straw.

Decided feeling for bright colors: begonia and vivid rose pinks best in trimmings.

Fitting a Hat

The Good Millinery Sales Woman Fits the Hat by Altering the Head Size—This Fitting is Very Important.

TRYING on a hat is a misnomer—a hat should be fitted. It is not enough that the hat is becoming. It can never be quite so, nor can it be satisfactory unless it fits the head of the wearer perfectly, nor is this fitting to be properly achieved by the process of poking a bandeau that fits the head itself under the crown of the hat. It is the hat itself that should rest on the hair, and the bandeau only holds the hat crown further than ever from the hair.

A Parisian saleswoman would never think that the sale of a hat was closed unless she had first regulated the headsize so that it fitted her customer perfectly. This is one of the little details that marks out the fine shop and exclusive department from the store or department doing a popular-priced business, and is one of the reasons why there is so much "style" about the millinery that comes from one store when compared with the hats sold in other stores or departments. The saleswoman who possesses a high order of intelligence attends to this and to other little points, and so gives the individual smartness to every model sold.

The really good millinery saleswoman sizes up her customer well before beginning to show her models. Her eye is trained, and she is capable of judging which of the hats in stock will be most becoming. Therefore, she endeavors tactfully to guide the customer's selection by showing her only the models she knows the customer will look her best in. And this question of becomingness must not be considered from the front view alone, but the side view and the back view should also be taken into consideration. Many customers will be satisfied if the front view is right, for it is the one she is most familiar with, but this should not content the saleswoman, and she should use her best endeavor to impress this point on the customer.

French milliners have been known to refuse to sell a customer a hat that did not become them, and though a milliner on this side of the Atlantic would hardly proceed to this length, yet the idea is a right one; the unbecoming model would be but a poor advertisement for the store.

Details and niceties of this kind may seem superfluous to many saleswomen who are intent only on selling as much merchandise as possible in the shortest possible time.

EUGENIE CAPELINES.

(Continued from Page 50.)

of this kind are always in favor for braids and body hats.

Tuscan, burnt straw, bamboo, sea sand and dull green grey putty shades will all be featured in the coming year. Brown is also on the color list and the caramel of last year, and dark and light shades of nut brown promise well. Green combines beautifully with the shades above indicated for straws. Paddy is again to the fore, and dark military shades are expected to be good. Bright shades of reseda and greens on the sage order are shown as novelties.

There is a decided craving for a touch of bright color and for this purpose the begonia, and vivid rose pinks will come first. Then there is American beauty the coral pinks, and the purplish sweet pea tones. Blue is a sure color and all the military blues from king's blue to navy will be strong.

FUR DEPARTMENT

Distinctly Better Tone to the Fur Business

Cooler Weather and Extensive Advertising Have Drawn the Public—"Made in Canada" Will Apply to Furs — Black Fox Very Strong With Persian Weaker—Prices Slashed to Get Trade.

"MADE-IN-CANADA" will soon apply to furs par excellence, for the war practically closed the European countries as market-places for Canadian dealers. Some business may dribble through from Europe, but merchants are not depending on it. Canadian lines, therefore, will come in for an unparalleled amount of business.

Canadian furs are the main offering this year, as European importations are short in sets. A significant decision has been arrived at by many dealers with regard to domestic stocks. Usually a goodly portion of domestic furs—fox, coon, skunk and so forth—is shipped to Europe when Canadian houses are provided for. This will not be the case this year. Canada may need to husband her stocks.

Exit Persian Lamb.

Persian lamb will not be in great demand this year. If it were, prices would be considerably higher, because it is an imported fur. But, except for older ladies, Persian lamb is reported not in favor this season. Black fox, which has been steadily gaining popularity for three or four seasons, is definitely coming to first place this year. This is, of course, European dyed. The red skins are sent to France for that purpose. A good set will cost about $100, although cheaper sets may be purchased from $50 up. It is thus no cheaper than Persian lamb.

Mink is reported as selling well, though the prices are one-third to one-half off those of last year. Coonskin runs in about the same proportion. Skunk or sable is less, too, $35 buying a pretty good set. Prices, of course, vary with dealers, but the figures given are usually more or less general.

Run on Black Wolf.

For younger ladies and girls in their teens, the nearest to popular favor is a set of black wolf. A muff and neckpiece of this fur, well made up, is very attractive, and dealers report a very good demand. There is, moreover, an almost inexhaustible supply of this fur. Dealers agree that these sets, which run about $35 to $40 up, are largely bought by the middle class, if one may talk about class in Canada. A lower grade in the same line is worth from $25 up.

Boom in Beaver.

An old favorite is beaver. It promises, now that we have had an indication that the cold weather is somewhere in the offing, to hold its own again this season. A set may be purchased from $35 up. In this line, particularly, the forced reduction in price is marked. A beaver coat which last year cost, retail, $250, can this year be obtained for $175. Being a domestic fur, the supply is, of course, good, and dealers have simply been compelled to come down in price.

The best selling line in ladies' coats this season is Hudson seal. It is prophesied that so far as the French cooperation in producing this line is concerned, the embargo pronounced by the French Government will put a stop to that. Canadian production will, therefore, be stimulated. The situation in Hudson seal has been that while Canada does considerable work in dressing and dyeing its own muskrat, both operations are more effectively performed in Paris. Hudson seal, made in Canada from first to last, has its market, but the French product has hitherto fetched a higher price. Well—necessity is the mother of invention. Hudson seal will have to be produced in the Dominion. Some dealers confidently assert that the public does not know the difference between Hudson seal produced in France, and Hudson seal produced in Canada. This year's price on a forty-five-inch coat in the French dyed article is $125. This is approximately last year's level.

Ermine is still popular, though it suffers a trifle this year because of the money tightness. For evening wear it is still the thing. Price is much the same as heretofore.

Will Business Keep Up?

Retailers seem agreed that business is considerably better than they had anticipated. Selling furs, which are more or less of a luxury, is a sort of livelihood which war affects first. Undoubtedly good many women who, in normal years would go out and buy a set of furs, have decided this year that a wool coat will have to take the place of a muff and stole. But, on the other hand, prices have dwindled, in some lines quite markedly. The fur dealer is wise in his day and generation, and was content with a less margin of profit on his goods rather than holding for a big profit, charging a price which was prohibitive. One dealer reports his factory continually busy, and you could go into any of the fur stores the end of November any day in the week and see quite a respectable amount of business going forward.

Doubtless the cold weather and extensive advertising are chiefly responsible.

Story of the Persian Lamb

THE original home of the Karakul sheep which produce the fur known as Persian Lamb, Baby Lamb, Astrakhan and Grey Krimmer in Bokhara, West Turkestan, Central Asia. However, the industry has so broadened that it has spread into Persia, Afghanistan and neighboring countries.

While there are six distinct species of the Karakul sheep, three of them produce skins which at birth are jet black, with lustrous, close, tight curls.

(Continued on Page 55.)

As Xmas Gifts—

Reliable, Stylish Furs

Fourrures de Luxe



With the sensible giving idea prevailing in Christmas giving **this year** you will do well to give furs a prominent place in your displays. Furs are now in great demand.

Laberge-Chevalier furs are of a quality and workmanship that give them the standard position in the Canadian trade. We specialize on smart fur coats and small furs. Place your sorting order now.

Compare our values with others.

Laberge Chevalier & Cie

Fabricants en Gros

509. Rue St Paul, Montreal

European Furs Nearly Cleaned Out in America

Price Problem for Next Fall's Lines Very Indefinite at Present —Canadian and U. S. Skins Likely to go Still Lower—Hudson Seal, Black Fox and Wolf Popular Sellers.

IN its last issue The Review stated that there would be no London fur sales in January, and that, in reality, there was no fur market in the world.

Broadly speaking, the situation is this: 65 per cent. of American furs are shipped to London every year to be sold at sales which take place four times annually. There are three big auction houses in London, and all of these have withdrawn their sales this year on account of the war, which practically means there will be no London market this year. This action has been taken because the two largest buyers—Germany and Russia—will be absent.

This clearly shows that prices of American raw furs will be lower this year, though perhaps not so low as is indicated by prices being asked at the present moment. The fact that Russian furs are missing, and Chinese furs are coming in irregularly, which must be replaced by American furs, should have a good effect on prices.

Should the price of American furs go very low, the trappers are liable to leave the business until conditions improve. High prices usually bring big crops. If a man can get $2 a day at his own job, and can make $5 a day trapping, he naturally turns to trapping. When he is only making a dollar a day trapping, naturally he returns to his regular employment. Hundreds of these men only trap when furs are bringing high prices. Of course, there are also professional trappers.

American Fur Crop Smaller.

It naturally follows that the incoming crop of American furs will be much smaller than usual. Montreal buyers who have been in New York, and have seen shipments coming in, declare that trappers are holding off for better prices, and that the crop is only a quarter the size of that secured in 1912.

The New York market of European furs is rapidly being cleaned out. There are still some stocks of Persian lamb, but these are rapidly disappearing, and broad tails, as well as other lines of European furs are entirely cleaned out. Prices of these lines will be considerably higher, and American furs will be required to replace them. This, however, will not prevent prices of the latter from being considerably lower this year.

Hudson Seal, Black Fox, Wolf.

Hudson seal is in big demand. The best sellers reported in many quarters are Hudson seal, black fox and wolf. The lower grades of black furs are selling exceptionally well. Mink are apparently being neglected pretty much, and the demand turning towards black long-haired goods rather than brown.

At present it is difficult to state any new crop fur prices with any degree of accuracy. Any prices named now are more or less the result of guess work, as prices are liable to go considerably higher or considerably lower. How high or how low depends on the demand.

ENSORS Limited

6, NEWGATE STREET

LONDON, ENGLAND

Wholesale Furriers

FUR COATS FUR-LINED COATS

SLEIGH ROBES FOOT SACKS



THE STORY OF THE PERSIAN LAMB.*

(Continued from page 52.)

which soon after open out all over the body and become grey, except on the face, neck, legs, abdomen and end of tail. These are the valuable furs that have come into such demand in late years.

Another, known as the Afghan, comprises about 98 per cent. of all Karakul sheep. Their merino-like wool is fine, short and lustreless, and is often completely hidden by the longer, coarse, grey Arabi over-wool. The fine wool makes these skins almost worthless.

When the vogue for black Russian furs arose one or two score years ago, the first traders to market the raw furs were the Persians, who, being Mohammedans, were allowed to enter the land closed to Christians. Hence the name "Persian Lamb." The skins were brought out by caravans to the Caspian Sea and shipped by water to Astrakhan. Thus the trade name "Astrakhan" was adopted by the European merchants who traded there. For a time these two names were used to describe all lamb pelts used as furs. In the last dozen years the term "Persian Lamb" has been applied to all black, lustrous, tight curled skins. "Astrakhan" or "Karakul" has been applied to open curled skins or skins with no curl whatever, of any color except grey. All grey lambskins with tight curls are named "Krimmer" by the furriers.

The lambs are killed before they are two weeks old. If a fine, close curl is demanded the killing should take place within three days of birth. If open curl is desired, the lambs may run for six weeks, but when size is increased the value decreases greatly.

The "still-born" lambs and those that die soon after birth produce skins often valuable. The "Baby-lamb" or "broadtail" fur, which is made from still-born lambs, is one of the costliest furs on the market, ranking among the precious furs. It is by far the costliest fur produced by a herbivorous animal.

*From "Pelts," published by Laberge, Chevalier & Co.

—⚙—

In buying furs an acquaintance with the manufacturer may ward off many future disappointments. It's not at all uncommon to find two hares reared by the same mother pose as "white fox" and "black lynx" respectively.

—⚙—

Cole and Welton, Newcastle Creek, N.B., have succeeded F. D. MacMann, general merchant.



An illustration from "Big Business and the Private Detective"

A Magazine for Business Men

Why does MacLean's Magazine appeal so strongly to business men? For answer look at the contents of the December number, which contains the following features especially prepared for business men:

The Valuable Work of Our Upper Chamber.
An article on the part that the Senate plays in National legislation.

Big Business and the Private Detective.
An article dealing with the steps big Canadian corporations take to detect crime.

Extracting a Fortune From Salt.
The fascinating story of how a Canadian built up a substantial fortune

Some Canadian Women in Business.
An article dealing with the experience of various clever women

The Business Outlook.
A review of conditions throughout the Dominion by the editor of The Financial Post.

Making a Boy to Put on the Market.
A strong article on juvenile training.

The Tortoise.
A serial story based on business experiences, and

A Selection of the Best Articles From the Magazines of the World.

MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MacLean Publishing Company, 143-153 University Avenue, Toronto

KNITTED GOODS

Run on Grey Sweaters--Good for Xmas Gifts

Dealers Surprised at Trade Picking Up So Well With Cooler Weather—Special Colors for Special Purposes—Wool Prices May Drop Soon if Government Contracts Fall Off.

STYLES may come and styles may go—but the sweater coat goes on forever. It is never out of fashion. Dealers just now seem surprised by the demand. There was a feeling before the Winter season opened that sweater coats would not go so well this year. One buyer told The Review that he thought that at last the sweater coat was going out, and the view seems to have been more or less general. The first touch of cold weather, however, knocked that opinion on the head, and the sale is surprising.

The styles do not vary much from year to year. An even more marked preference than usual is shown this season for plain grey, and dealers report large sales in this color.

Color Depends on Use.

The buyer in a departmental store expressed the view that color was materially dependent on use or purpose. He said that most mechanics would buy grey when buying a sweater coat that they have to use at work. The more brilliant single colors and the doubles are used by young men for sporting wear. Bordered lines are particularly popular with this class. Warm reds make a very attractive house coat, and are again in general favor. Blues do not find the same acceptance this season as heretofore.

The heater and two-tone coats are popular with the man who wants to be distinctive. It was thought that there might be a big run on the two-tone this year for general wear, but reports from dealers negative this opinion considerably. Several men's wear stores are showing attractive offerings in this style, the price ranging around $5.

The coat with a military collar is having a fair sale. The military tendency which is having its effect on other articles of men's dress, is showing in sweater coats, too.

A good demand is reported in many places for the cheaper lines, for working or knockabout purposes, at $1.50 and $2.

For Christmas, boys' sweaters are proving the best sellers, and a nice trade is opening up.

Next Year's Prices a Gamble.

A peculiar situation arises with regard to next year's buying, which is usually done in January and February. Buyers of wool at present would undoubtedly have to pay much more than heretofore because of the large amounts required to fill Government contracts of woolen garments for the soldiers. Not only is this true of the English market, but also of Boston. It is thought, however, that there will be no more big Government orders for wool placed after Christmas; contracts should be pretty well filled by then. If that is the case, and buyers know it, big jobbing firms are likely to jump in and dicker for supplies, and the fact that everybody is after wool will, naturally, send the market prices up. If, on the other hand, purchasing firms hold off, there will be more wool than demand for it, and prices will be made more or less to suit the buyer's taste. Next year's prices on wool are, frankly, a gamble. Another two months must elapse, and conditions as to the English Government's requirements be made more definitely, and widely known before any schedule of prices can be regarded as fixed. It is foolish to prophesy. As a buyer told The Review, "You might as well play the horses as the wool market just now!"

SULPHUR DYE FOR WOOLS.

Every one is interested just now in the discovery of a new process by which sulphur dye can be applied to wool, silk and other fabrics. These have been used for cotton dyeing previously, but it was found that they were injurious to wool fabrics. It is believed that some element has been added which offsets the effect previously felt from the sulphur dyes for fabrics, which have been dyed hitherto by aniline dyes, that the Germany industry will receive a severe blow, and British manufacturers will be rendered practically independent of that country. The experiment has been tried on wool, silk, and hemp. The discoverer of the process declares that these sulphur colors include every range except red and scarlet, and are quite fast. It is claimed that the process enables the manufacturers to dye both cotton and wool in the one vat. It is intended to place this process on the market, and allow it to be used on payment of a royalty, which will be the same over the world, and based on the rate of the material that is dyed.

U. S. SWEATER COATS UP?

Advices from New York State that there is likely to be a rise in sweater coat prices for Fall, 1915. While it is true that business has not been brisk this past season, and many job lots have been sold at reduced figures, a large number of the factories are working on war orders for Europe and will be kept busy well into the turn of the year. With wool prices so high and relief from the scarcity of supplies not in sight it is improbable that last year's prices will be duplicated.

SLIGHT DROP IN COTTON GOODS.

New York, Dec. 1.—There has been a delay of nearly two months in bringing knit goods supplies before wholesale houses, due both to unsettled general business conditions and to the uncertainty as to wool prices. Owing to the slump in cotton, which most believe now has reached its lowest point, there will be a drop of 5 to 10 per cent. in many cotton lines. On the other hand the higher cost of dyes will offset the natural decline in the raw material.



NEW HOME OF "NIAGARA MAID" SILK PRODUCTS AT BRANTFORD, CANADA

You Can Now Procure "MADE IN CANADA" Silk Gloves, Underwear and Hosiery

This announcement is of vital interest to every merchant who handles silk gloves, silk underwear and silk hosiery, because it provides a solution to the problem as to where the supply is coming from.

Throughout the United States "Niagara Maid" Silk Gloves, Underwear and Hosiery have earned for themselves an enviable reputation for quality, fit and long wear. All these products are made by skilled operators from absolutely pure silk, and the gloves are double-tipped and guaranteed.

Now—they are to be "MADE IN CANADA," and no expense has been spared that would improve them in even the smallest detail. The finest materials and painstaking workmanship will maintain the "Niagara Maid" standard.

For years thousands of magazines containing our advertising have been going into Canadian homes, telling that "Niagara Maid" means superiority in style, fit and wear, and creating a buying desire.

At your request our selling agents, McIntyre, Sons & Company, Ltd., of Montreal, will show you samples, and will quote prices that allow you a generous margin of profit. Goods can be delivered after December 15th.

NIAGARA SILK COMPANY, Limited, Brantford, Canada

Stumbled On to Old Rose Sweaters by Chance

Special Line That Gladdened Montreal Dealer's Heart—Pull-Overs and Hug-me-tights—Alpine Caps Promise Well.

HIGH-CLASS stores handling ladies' sweaters report an exceptional demand for garments with convertible collars, writes the Montreal correspondent of The Review. Since the war broke out, a large number of American people have passed through Montreal on their way from Europe, having crossed the Atlantic on any old steamer that happened to be coming this way. While in Montreal their attention was drawn to the Canadian sweater with convertible collars, and they took them across the border.

The demand has been heavy for white and colored body, with band down front of different color, running to twenty-five shades. Tannenbaum, Limited, have experienced an exceptional demand for old rose shade. They ran into this business by accident. A lady came in one day and asked for a sweater of old rose color. The manager decided he would order three dozen for speculation. The lady who first placed the order never returned, but two dozen were sold quickly. A case of stumbling on a fashion. There is also a fair demand for paddy green and khaki.

Pull-overs Have Fair Call.

Pull-over sweaters are now being asked for, though it is still a little early. Manufacturers expect a great revival in the pull-over garment this Winter, and expect to dispose of three to every one they sell of coat sweaters. Many retailers are carrying pull-overs with white body and colored collar and cuffs.

Knitted "hug-me-tights" are good property this Winter. Tell it not in Gath, but they are made in Germany, and it seems that the Germans never allowed the machines on which they are made to leave the country. Consequently they are inclined to be a little scarce. There is one manufacturer, however, who is showing this line, and declares they are manufactured in the British Empire. Retailers are asking $1.50 to $1.85, in while, black and slate grey.

Alpine Caps.

Thick woolen Alpine caps, manufactured in Switzerland, worth $2.50, have had an exceptional demand all the year. During the Summer they were purchased by tourists embarking at Montreal, to be worn on cold nights. During the Winter they will make natty caps for girls when skating. Some of them are worn with a tilt. They come chiefly in white and tan, and have two pom-poms on the side, the same color as the cap, centred with paddy green.

TOO CROWDED?

THE question comes up regularly at this time, can a store be too crowded? Some merchants hold that this extreme can hardly be reached: that so long as people can thread their way through that, they like the crowded quarters, while they themselves gain in the extra facilities for display. Care must be taken, however, not to secure this at the risk of making shopping uncomfortable. Far better to remove some of these tables, if they are much in the way, and get room for your Christmas goods by squeezing back some of the stock in departments that are comparatively neglected at this time of year, and using the vantage points for your good selling gift stocks.

A LOYALTY CAMPAIGN.

Loyalty campaigns are being conducted in various towns and cities throughout the country, and, in view of the character of the times, with a good deal of success. In Vulcan, Alta., the merchants and business men co-operated with the newspaper of the town to conduct a campaign along the loyalty lines, culminating during the week commencing Wednesday, November 25. The newspaper there printed cards bearing the loyalty cut, as shown recently in Dry Goods Review, and some pithy matter calling attention to the campaign. This card was sent out by the paper to all the people of the district, and read as follows:

NEITHER EMPIRE NOR VILLAGE

Can exist without loyalty. Are you loyal to your district, your home? You are invited to visit Vulcan during the week commencing Wednesday, November 25th, and we will show you how possible it is to be a satisfied trader in your own community.

We shall be glad to see you.

THE MERCHANTS AND BUSINESS MEN

Vulcan.

SOURCES OF MONKEY FUR.

Monkey fur is the fur of the moment both in millinery and as a trimming for dancing and dressy gowns, therefore a description of the different kinds and their places of origin will be of interest.

The best know variety, the variety that is most widely used at the present time, comes from the west coast of Africa, and is the fur of the monkey known as the white thighed Colobus. The fur of the body is black and silky, and often reaches the length of four inches.

Another valuable fur also comes from West Africa. This is the fur of the Diana monkey. The skin is about 18 in. long, and the back is a rich brown, the sides mottled grey and black, the chest and cheeks white and the belly white and yellow. A species yielding a beautiful fur comes from Abyssinia. This monkey measures two and a half feet and has black hair on the back, and white silky hair on the sides. Another variety has still thicker and finer coat, and is said to come from the higher altitudes of the East Central mountains.

From the Himalayas comes the blue monkey or entellus, the valuable fur of which is very thick and of a greyish-blue color.

Among the least valuable monkey furs is the pelt of the "Mona" from West Africa. It measures about 18 inches and has a reddish-brown back and is white underneath. The Campbell monkey is about the same size as the last mentioned and is dark brown about the shoulders shading into dark blue lower down.

PAID 15 GUINEAS FOR LOSING.

An interesting decision with regard to the liability for the safety of articles lost in a store was rendered in an English court recently. A customer wearing a brooch valued at 20 guineas, had taken it off with her coat, and left it on a glass case. She then went to another department and forgot about it, and finally left the shop without going back for it. On the following Monday, this being a Saturday, she called for it at the store, and was told by a shop walker in the department that the brooch had been found and brought to him, but it did not look to be of much value and he had thrown it on his desk. Now, when he went to look for it it could not be found. An offer for £10 from the firm was refused, and the judge awarded the plaintiff 15 guineas.

NEW EMBROIDERY CLOTH.

Besides the sheer organdies, Swisses and voile there is a new embroidery cloth on the market known as "batiste laineux." It is a very fine cotton cloth and has the feel and finish of linen.



The Snowman is Coming!

This means big business in Penmans Sweater Coats during the coming months.

There's no doubt about that for the merchant who features Penmans Sweater Coats. We say Penmans because the name carries a definite assurance of cosy comfort, fit and style to a multitude of men, women and children all over Canada. This year our Sweater Advertising is more thorough and sales-creating than ever before. The inference is plain.

Penmans Sweater Coats

are something vastly more than ordinary sweaters. They are made of the best selected Merino wool—the shape and style, for which they are famed, are knit into these classy garments the Penman way to stay.

N.B.—Stocking Penmans Sweaters means more than the certainty of sweater sales. Folks who visit your store for a Penman garment are on the lookout for the best their money will buy.

ALL PENMAN PRODUCTS ARE MADE IN CANADA

Penmans Limited, Paris, Canada

Straight Talks *from* Moncton

By Humphreys

NUMBER TEN

Snug Soft Collar

(*that never sags*)



A bad collar on a good shirt lowers its value materially and curtails the repeat business.

Humphreys underwear shirts have perfect-fitting collars — soft, snug-fitting collars that give the wearer real comfort. The collar does not sag or irritate the neck. It is just one of the many Humphrey features, which create a healthy, profitable business.

Sort your stock now and place your order for your 1915 stock.

Humphrey UNSHRINKABLE

-the-Made-in-Canada men's wool underwear

Send for sample suit. Look it over.

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.

Xmas and New Year Greeting

FOR 1914-1915

Under conditions new to us all we celebrate a Festival of Peace amid the Tumult of War.

TO DO OUR DUTY

at home or in the firing line is of equal importance.

AS A LOYAL BRITISH COMPANY

we have contributed about 50 men from our Staff to the forces of

HIS MAJESTY KING GEORGE V.

The rest of us in Canada, Australia, New Zealand, South Africa and England are on duty distributing

PURE WOOL GOODS

for the Comfort and Health of His Majesty's Subjects in the

BRITISH EMPIRE.

We extend Hearty Good Wishes to our Agents and Friends in the Dominion and rely on their loyal support in the Coming Year.

DR. JAEGER'S SANITARY WOOLEN SYSTEM CO. LIMITED

243 Bleury Street MONTREAL

Business as Usual?

Those who are combatting the tendency to business depression by additional vigour in their sales methods are really finding business as usual—even better than usual.

For instance, when cheap hosiery is demanded, it is simple to show that the wearing qualities of better-class hosiery more than makes up for the little additional cost. Then, too, use strongly the argument that hosiery made in Canada is supporting Canada and the Empire at this critical time. It becomes a prime duty to

Support "Made-in-Canada" Hosiery

The best known lines are made in Canada—"Little Darling," "Little Daisy," Three Eighties, Buster Brown, Buster Brown's Sister, Princess, Rock Rib, Pedestrian, Marathon and Silkoline.

Push these lines. Show them in your window. Even the customers who have come in for other things than hosiery, may need hosiery if they are reminded by you.

If you want business these days, go after it hard.

Order through your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1914, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"CEETEE"

Worn by the Best People Sold by the Best Dealers.

UNSHRINKABLE

UNDERCLOTHING

PURE WOOL ONLY

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants. "CEETEE" Shaker Knit Sweater Coats.

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

The Issue they are waiting for

The Annual Spring Number of Canada's necessary dry goods paper will go to the trade the first week in January.

Plan now to have a dominating announcement in that issue. It will be worth while. We are planning our part now, i.e., to make this the finest and most useful issue the trade has every received.

Early forms close December 20th. Last forms close December 30th.



DRESS ACCESSORIES

Good Christmas Season Expected in Neckwear

No Special Style Favored, Both the Frilly and Tailored Types Selling — Military Styles Very Strong — Good Prospects for Spring.

NECKWEAR has been a wonderfully good line right through the Fall season, and the manufacturers have been running for many weeks right up to their full capacity. From now on to the end of the year is always the best selling period of the year for neckwear, and with a line that is full of novelties and high in selling favor every indication points to a record sale. People are buying useful presents this year, and there is no question about neckwear being included in this catagory. Therefore the buyer who is holding back orders until the last minute stands an excellent chance of being short of stock when the holiday rush is on.

For the time being the stiff, starched sets are being pushed into the background for outdoor wear, now that women are taking to their furs. There is little or no question that a revival is due when furs are cast off in the Spring. Revivals seldom come in women's dress in exactly the old form and with the Spring sunshine something new and striking in stiff collars and sets may be expected. Meanwhile the high favor fashion is setting on sets is not to be disregarded and collar and collar sets to wear with the indoor gown are on the market. The collar is Medici in form and finishes with a flat collar that lies on the dress and comes down in front to the girdle giving a vest effect that is very attractive. Velvet, fancy silks and gold and silver braids are used in developing these sets and many of them have the high collar and the cuffs edged with fur. Ermine or white coney is most used for this purpose.

There is a welcome variety in neckwear this season and what is better still, you cannot pick out any one class as the first favorite, for all are selling. Of course, at this time of the year the "frivolous" and the "frilly" is first in the lime light, but the tailored and the plainer styles are also steady sellers. Malines are selling in all sorts of forms, from the pleated bow centered with a bow of ribbon or a tiny cluster of made flowers, to the elaborate confections showing full close ruches and pleatings of velvet. Military bands have loops of Malines at the back and side trimmings of jet or gilt buttons.

Military styles lead and anything in the stock idea or one that is high, tight and close is called "militaire." One of the newest types is a close fitting band of net with turnover of net lace fastening with tiny black buttons down



MILITARY VESTEE.

Type of military vestee with cuff set of French pique. Also comes in silk poplin and fine English vesting, trimmed with either gilt, black or pearl buttons. Shown by Williams, Greene & Rome Co., Limited.

the front. This kind of collar is a better seller in ecru and string color than white. Oriental and net laces are very much used for neckwear, combining the roll colar with fichu effects or revers.

Rufflings and Pleatings.

Rufflings and pleatings come in a wide variety of styles. Vast quantities of rufflings by the yard are selling. Side pleating sells best, but the fluted ruffling is the newest and smartest. Neckwear is button trimmed; this is due to the growing strength of military fashions and steel, gilt and jet are the buttons used. Flower garnitures are strong with a flower either on the stock or perched on some revere or lapel.

Finished With Black Velvet.

Flare and turnover collars of embroidered organdie come finished with a black velvet string tie and just at the side of the neck on the velvet tie is placed a tiny rose or some other flower. The edges of the embroidery are an important feature. They are cut into battlements, and in the case of the flared collars into deep scallops.

Pleated effects are still strong, particularly in neckwear, to sell at popular prices.

Vestees and guimpes are selling and the majority are finished with the high stock and a pleating that either turns over or stands out. Of course the pleated back and wing front collar and other forms giving the V effect in front are still big sellers.

Organdie and lawn guimpes and vestees sell better than net. Vestees made of white or black satin, and of white cord silk, and some of the newest collars are made of white satin perfectly plain and untrimmed save for the band of black velvet finishing with a flat bow of the same in front.

Filets the Novelty

Hexagons and Hair Meshes Are the Best Sellers — Extreme Models With Fur at Lower End.

OPEN weather during the late Fall means a long season for veilings, and up-to-date veilings are doing quite well both in high priced novelties and in popular priced piece goods. The vogue of the all-black hat is responsible for the great number of black veils selling. The better trade is showing a tendency to take very dark

(Continued on page 76.)

Corsage Flowers for Christmas

(MADE IN CANADA)



(Cut shows one-third actual size)

INDIVIDUAL BOXES PROMPT DELIVERY

The LACE GOODS CO., Limited

HANDKERCHIEFS HANDKERCHIEFS
for Christmas Selling

If you are short any lines send us an open order naming your requirements. We will give it *careful, personal attention—and send on approval.* We have stock of:

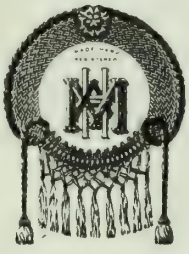
Plain Lawns—Ladies'	22½c to 40c
Plain Lawns—Men's	42½c to 90c
Plain Linens, H.S., Ladies'	42½c to $2.45
Plain Linens, H.S., Men's	$1.10 to $4.50
Fancy Embroidery Corners	35c—57½c—97½c—$1.25 and up
With Lace Edges	$1.00—$1.25—$1.85—up to $12.00

Ladies' and Gents' Initial Handkerchiefs—Children's Colored Border Handkerchiefs.
"Silkana" and Excelda Handkerchiefs—and some odd clearing lots.

Phone Ade. 2934

The Lace Goods Co., Limited
64 WELLINGTON ST. W. TORONTO

Empire Bldg. 4th Floor



"MADE IN CANADA"

We do not depend altogether upon the patriotism of our customers, but in keeping with a reputation which we think deservedly won, we always give

"Honest Goods at Honest Prices"

BRAIDS FRINGES
CORDS TASSELS
BUTTONS ORNAMENTS

For Dress, Cloak and Fur Trimming

THE MOULTON MFG. CO.
LIMITED
MONTREAL

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Clear Your Ribbon Stock During Xmas Selling

Made-up Articles Should be Shown to Help Sales and Arrangements Made to Take Orders From These Articles.

THIS is the season of the year that presents the greatest opportunity for clearing up of the ribbon stock. Not only can the general stock be greatly reduced by attending carefully to the displaying of novelty ribbons in show cases and on the counter, but a big clearance at remunerative prices can be effected by showing along with the appropriate ribbons, made-up articles. There are always new articles made of ribbon, or elaborately trimmed with ribbon; not only should they be made for taking orders from these articles for customers who lack either the time or the inclination to do the work themselves.

This should not be hard to do if the store has either a millinery workroom or dressmaking department attached. This is between seasons with both these sections and they should be glad to do the work as it will help to keep the staff together. The fancy ribbons this season are very handsome and are particularly adapted for making into the thousand and one articles that are developed in ribbon. Bags come in big variety and for many purposes. Sachet pads covered with plain satin ribbon in pastel shades or dainty flowered ribbons, tied up in half dozens with a narrow satin ribbon and packed in a dainty fancy box make an ideal Christmas gift. Then there are double pads, and sachet pouches and bags of various sizes and shapes.

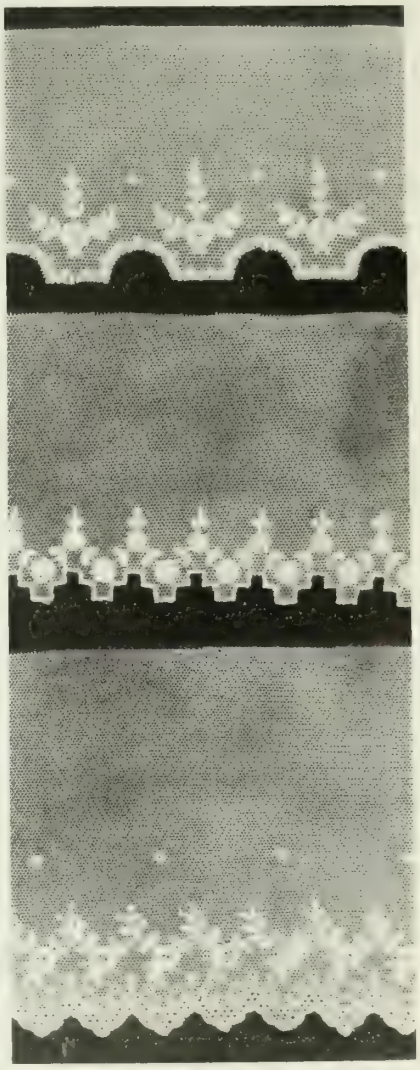
Take Orders.

The ribbon department can share in the prosperity of the neckwear department by showing an asortment of bows, string ties, ribbon flowers as well as larger pieces. Among the novelties are neck ruffs, made of Roman striped and fancy striped ribbon. The ribbon is pleated into a band of velvet high at the back and graduating down to nothing at the side of the throat.

The velvet passes round the throat and finishes with loops, and ends under a ribbon rose. Sets, including collar and cuffs, made of striped or figured ribbon cut in popular shapes are good and there is quite a sale for handsome vestees made of ribbons.

One feature that should be strongly brought out is that ribbon novelties of this class can be had either to match the gown or to give the necessary color touch to complete the costume.

Among the delightful bag novelties seen was one made of five smaller bags sewn together in a ring and mounted on a round of card board covered with the ribbon. This round forms the base and is padded and forms a satchet pad. Each little bag draws up with a ribbon draw-string and the whole forms a useful abiding place for any number of small articles, or would do duty as a work bag.



New patterns in net top laces. Shown by Voss & Stuffman.

Cut Down the Price.

Slow selling colors or ribbons that for some reason have remained on the shelves should be placed on the counter and priced so that they sell. Women are seeking ribbons of all descriptions for fancy work and other purposes, and odd colors and combinations are no drawback. It is a good plan to hold a ribbon remnant sale early in December. The remnants should be ticketed and the length and price plainly marked and should be piled on the counter or on a table. A large ticket should be suspended above announcing remnant half-price. This forms a good, not otherwise advertised feature.

Baby Ribbon.

The Christmas week always brings out a big selling of baby ribbon in Christmas red or green, and also in pink, blue, and yellow. This ribbon is used for parceling up presents. Ribbon printed in holly, Christmas bells, Santa Claus and kindred patterns also sell for this purpose.

Shadows are Best

Filet Lace is Coming to the Fore—The Laces Selling Are Still all on the Light and Dainty Order.

ON THIS market up-to-date shadow laces have been the best sellers, and net tops and Orientals, have so far proved somewhat of a failure. There has been no shortage of desirable laces nor does there seem to be any possibility of the same. The fashion tendencies in laces are unchanged and everything that is light and lacy is in fashion.

Eighteen and twenty-seven inch flouncings are the widths selling and these flounces are used for dancing, evening and reception gowns in combination with nets.

This has been a very big season for nets so far. Brussels and tosca nets are selling well and so are silk, and the artificial silk in gold, silver, and flesh colors.

A revival in interest in Valenciennes laces is talked of. Valenciennes has only been used in a staple way for the past two or three years. It is now coming into better demand and mainly because the fabrics which have in the past been associated with Valenciennes are again coming into favor buyers are looking for a return of this lace to favor. Calais manufacturers are taking spring orders but it is to Nottingham at present that the trade is looking.

Should flounces arrive with Spring fashions it would greatly improve the position of laces. There is a strong inclination that points this way. Some of the models prepared for Palm Beach wear are flounced up the skirt, others show the long tunic in new forms with a flounced skirt under it. These flounces come in shadow, filet and in the net top laces.

A BEAUTIFUL LARGE RANGE OF CHRISTMAS RIBBONS

Buy "Made-in-Canada" Goods

DIRECT FROM THE MAKERS

Saving Commissions and Middle Men's Profits

RIBBONS very fashionable, you need them.

We are the only manufacturers of Ribbons in Canada.

Fancy Dresden Ribbons much in demand.

Soft Satins in all new colors for Fall season.



We can supply you at once.

Black Moires in all widths.

Black cire or stove-pipe finish.

Taffeta, black and colored.

The largest range of qualities and prices in the trade.

Ribbon Girdles, the newest fashion out. We are showing a good range, Plain and Fancy, all made up ready for quick sales.

Wait and see our values.

If our traveler is not around when you require ribbons,

write us for samples and prices.

BELDING PAUL CORTICELLI LIMITED

Montreal Toronto Winnipeg Vancouver

Separate Department for Grown-up's Xmas Gifts

Henry Morgan and Co., Montreal, Have a Department for Adults as Well as Children—Intended to Assist People in Choosing Gifts.

By a Staff Corespondent

THERE are two distinct demands for Christmas gifts, and each, if possible, should be handled differently. There is the child who comes in with mamma, screaming with delight at every little toy that tickles his or her fancy, as there is the grownup, who wishes to purchase as quietly as possible, in a place where some judgment can be exercised. These two departments should be separte. Henry Morgan & Co., Ltd., Montreal, have devoted their third floor to grown-ups, and their fifth floor to children.

Departments for children's Christmas gifts are common enough, but there is something new about a department for older and more expensive gifts, which demands attention. There are good reasons for its establishment. Take a young man who enters a store on Christmas eve intent on purchasing something nice for his sweetheart. If the store is a large one, he is flustered by the large number of people rushing around, with never a clerk disengaged to make a suggestion. He may buy something, something that is not appropriate, and get out of the store, having purchased about half the amount he would have done had there been a department for grown-ups' Christmas gifts on a separate floor.

Morgan's have realized this. They have a name in Montreal for diginity, which is realized immediately one enters this section. Furniture is a line which is not selling too well this year, and this department was the one chosen to take care of Christmas gifts. By a process of squeezing, room was made on floor 3. Every department was invited to send suitable gifts. For instance, the shoe departments sent felt slippers, evening slippers, carriage boots, baby's boots, and slipper buckles, the last being a very popular line at Christmas.

Section for Men's Gifts.

The new department was divided up into sections according to price and nature of gifts. For example, one corner was devoted to suitable gifts for gentlemen, prices ranging from fifty cents to five dollars. Here one could find a collection of gifts covering a very wide assortment, the price suited to small purses. It includes neck ties, and several representative articles from the men's furnishing department, smoking sets, jewelry, valises, paddles for canoes, robes, etc. A male clerk is in charge, assisted by ladies. Thus, a lady wishing to avail herself of the saleswoman's taste can do so; or, if she wishes to buy from the viewpoint of a man, he is there to give her assistance. Employees are instructed not to push sales, but to render all assistance in their power to make choosing easy.

Across the aisle is another collection of men's gifts, ranging in price from five dollars to one hundred dollars and over. Here are displayed suitable gifts such as trunks, silk hats, dressing gowns, rifles, traveling cases, sporting goods, Tuxedos, scarfs, smokers' sets, gloves, liquor sets, telescopes, skis, billiard tables, motor boats, punching bags, tents, sets for automobilists containing all utensils required for the table, etc.

Lines for Women.

Farther down the aisle is a women's section, with gifts costing from 50c to $5. Such lines as the following are shown:—Handkerchiefs, gloves, clocks, fancy collars, jewel cases, work baskets, fancy baskets, slippers, nightgowns, shoes, perfume bottles, scarfs, writing sets, jackets, fancy petticoats, blouses, dressing gowns, kimonas, silk stockings, house bonnets, fancy bags, gaiters.

For More Expensive Gifts.

There is another ladies' department for more expensive gifts, such as fancy cushions, fancy umbrellas, vases, cut glass, toilet articles, electric lamps for bureau, opera glasses, fancy shawls, barometers, jewel cases, chafing dishes, coffee percolators, handkerchief and glove boxes, writing sets, work tables and baskets, cushion tops, table pieces, brass jardinieres, and furniture for various rooms.



Type of card set above each department

Gifts for Soldiers.

A rather novel table contains gifts for soldiers. Customers are able to order gifts for the troops, and have them delivered free of charge at Salisbury Plain or at the Front. Such articles are displayed here as woollen scarfs and socks, Balaclava caps, money belts, pipes, woollen body belts, gloves, portable writing sets, match boxes, swagger canes, sweater coats, lockets for wives' pictures, safety razors, fountain pens, bandana handkerchiefs, automatic cigar lighter, pouches, bags, containing all articles for repairing purposes, such as thread, tapes, patent buttons, darning needles, wools, scissors, safety pins, etc.

Household Gifts.

Next there is a household department with gifts suitable for husband to wife, to be used in the house. These are mainly in the form of electrical devices.

Then there is an Indian department, carrying nothing but curiosities made by the Indians, varying in price from 10c to $10, including cushion tops, moccasins in great assortment, fancy boxes made from porcupine quills, baskets from sweet grass, snow shoes, Indian scarfs, and no end of novelties.

The employees speak both languages. The tables for display run parallel along the room, the first tier being about three feet high, and the second tier about five feet. The first measures 4 feet wide, and the second 18 inches. They are covered with green felt. In each section there is a tasteful card naming the department, and stating the range of prices covered. In case a person asks for an article not carried among the Christmas goods, she is directed to the department where this article is carried.

JET TRIMMINGS SCARCE.

Jet trimmings are particularly good, and it is here where the shortage promises to come first, and these goods will be both scarce and high priced in the near future.

After the War*

SOME twenty years ago two young men started out from Toronto for the City of Winnipeg to establish a business. They had little money, but plenty of experience and determination. They started, and by practically living on their machines, they managed to exist for a couple of years. One morning they wakened to find themselves flooded with orders, and the business was given an unexpected and lasting stimulus. The cause of this sudden change was the burning down of the plant of the large corporation in Toronto who controlled and dominated their particular line, so the West found them the only workshop it could use, and from that impetus they exist and flourish to-day. From this homely and nearby experience we may glean, or even attempt to prophesy what will happen in the world of commerce when the swords now flashing in Europe and Asia shall be sheathed, and the trade winds blow once more. To the south of us is the only fully manned workshop in the world, with inherent resources greater than any of the warring nations. The shrewd Yankee, from whose clear brain sprang so much that is potential in the world of trade, is fully alive to the situation and is prepared to dominate it. Already his factories are beginning to hum with orders from all of the warring tribes. He sees a chance to gain a favorable balance of trade, to do such an export business that soon he shall be able to buy back all the American securities held in Europe, and instead of being a borrowing nation become a lending one.

I know this a gigantic task, but the times are ripe for it. Europe is going back: America is going forward. In iron and steel the American production is equal to that of Germany and Great Britain combined, and the growth continues. Now America is getting the huge export business which Germany and Belgium had in their lives, and being paid domestic prices. The longer the war lasts the more business will come to her and once established she cannot be entirely eliminated.

Germany and Belgium divided between them the export trade in sheet zinc and slab zinc: now the mills in the States have all this business at prices beyond the dreams of avarice: from the domestic market, they have, at one bound, sprang into the World market; at least, it has been forced upon them.

Our common window glass all came from Belgium five months ago: Uncle Sam supplies it now.

But all this, you say, is during the war, not after it; true, but we thought it advisable to show the tremendous lead the States has in the race for commercial supremacy.

After the war, what will happen?

An interesting study in economics here presents itself. The end of business is profit, and profit is based on costs. The altruistic theory of business, of course, is the division of labor, but we are not concerned with that here.

Now, in the United States at the present time wages are uniformly higher than in European countries, because living is dearer, and the average necessities are greater. To offset this, natural resources are greater, with consequent low prices in raw material. Therefore, we may deduce from this that the longer the war lasts greater burdens will be imposed on the combatants, with the result that European costs will more and more become on a parity with American, and it is conceivable that they will exceed them, in which case, your Uncle Sam will be on the ground floor, so to speak.

The manager of one of our leading banks said to me when talking about conditions brought about by the war, that Europe will be put back fifty years. We cannot think that the United States will be put back; quite the reverse.

As far as Great Britain is concerned, we assume that the Allies will be victorious, then with her mercantile fleet intact, she will still remain the great shipping power, but clearly she must make good every dollar that has gone up in smoke, no inconsiderable burden. The tight little islands might take a leaf out of Germany's book, and hasten to consolidate their industries; most of them are too individualistic. This is possibly not clear, but an example will show what I mean. Let us take a small industry in Sheffield making a full range of their line, and employing some two hundred men. They are competing with ten other firms of the same size. Now by combining all into one, enormous economies could be effected without the slightest loss either to employers or employees.

That is the German system. Repugnant, you say, these German syndicates (in America, Yankee trusts), let us have British freedom and competition. Very well, worship your fetish, but business is the science of costs. And what of "O, Canada," that land of great undeveloped resources, ever since prospectuses were issued. The war has furnished a peg on which to hang the hat of tribulation. This is a land where we began from the top downwards, instead of from the ground up. We start with the stock certificate instead of the ploughshare. We shout back to the land, and then watch to see if there is anybody foolish enough to start back, so that we can relieve him of any loose change on the way. We have borrowed, not too wisely, but too well, and the war has served us a double purpose—the dark one to conceal our weakness, the bright one to increase the value of our natural products, and put us in a better position to pay our debts.

To put the situation in a nutshell, we are in the position of a company which has increased its capital and plant, and lessened its production, and we do not need a political or cost expert to tell us whither we are drifting.

The banquet from which we have just arisen was indeed splendid, the viands of the best, the wines excellent, we were well dressed, had a cheerful effrontery, but withal, company manners. To-morrow morning early we must start down the road we had almost forgotten with the dinner pail in our hands.

*The above address was delivered at a banquet last week by a Toronto business man who is closely allied with the retail trade and is well-known throughout Canada.—Editor.

READY-TO-WEAR

Lingerie Models Prepared for Palm Beach

Long Tunics and Three Tier Skirts are Developed in Circular Embroideries—Filet and Shadows Are The Trimming Lace—Net is Used and so is Embroidered Tulle.

THE trade is talking of a white season next Summer. With white dominant and much of our fashion inspiration coming from New York it would seem about time that the lingerie gown came into its own. The lingerie gown is a garment of American conception and even when fashion frowns has a certain sale. In preparing for Palm Beach, Fifth Avenue specialty houses are giving attention to the production of models along lingerie lines. Of course in this connection the term lingerie is general as by no means all the lingerie gowns are intended to wash, and the sheer embroidered batistes, the batiste embroideries appliqued on tulle, the tulle embroideries, etc., are not intended to be submitted to the tubbing process. These beautiful materials are made up into very elaborate dresses that are suitable for wearing on any occasion save when the formal evening gown is imperative.

The laces combined with these embroideries are filet and shadow. Wide godet flouncings are used for long tunics and flare skirts. When the tunic is of embroidery the skirt is of lace. Many tunics are mounted on a deep yoke of embroidery with two or three rows of cording. Filet flouncing is used in a new way in making the waist. Instead of the edge finishing the neck and front it is reversed forming the armhole and is caught together under the arm. The long plain sleeve is of net with a cuff of lace or batiste pointing over the back of the hand and the net forms the lining of the waist and forms a cross-over drapery in front. A lace edging about 4 inches wide is pleated to form the collar at the back and continues down the front edging the crossover. The girdle is of chiffon or cotton crepe in some shade such as begonia or coral and a flower in the same shade is placed on the girdle to one side of the front.

Embroidered flouncing is arranged in jumper effect over a guimpe of net and embroidered tulle, and bands of the tulle form straps over the shoulder. High wired and pleated collars of the tulle finish the neck. These collars only come to the side of the neck, and the front shows the much-liked V outline. A feature of these dresses is the raised waistline defined by the girdle of ribbon, satin or chiffon.

SAND AND PUTTY SUITS.

During the last few weeks very simply cut coat and skirt suits in sand and putty shades have come into prominence in New York, and so close is the connection that almost simultaneously they have been shown in the large departmental and exclusive specialty stores. These colors may be best described as neutral tans — sand exactly describes this color, and putty is a grey white. These colors are made up in broadcloth, garbardine serge and even velvet and are trimmed with various furs. Skunk and black fox is used, so is kolinsky and beaver is very fashionable on a sand shade. Because of the favor in which these colors are regarded, covert cloth is being put out and is regarded as a coming cloth by many of the leading buyers.

These cloths are made very simply, the skirts are either circular or gored and some have yokes. Many have a band of fur from six to eight inches at the edge of the skirt. The coats are short, many of them reach just to the waistline, while others are about finger top length and flare decidedly.

Flounced Dresses of Three Tiers.

Flounced dresses made of godet flouncing as well as the straight come in three tiers and in rows of small flounces up to the waist. With these flounced skirts, long sleeved bolero coats of embroidery worn over a guimpe of net are shown. These guimpes have the straight stock collar finished with a pleating.

Moyenage Models.

Princess or moyenage models come made up in net and embroidered tulle. Some of these dresses button down the back and the skirt is trimmed with wide bands and tucks. The tunic effects point towards the sides and have an edging of pleatings of net. The pleated collar encircles the face and has a high stock of ribbon and there are often streamers of ribbon reaching right to the edge of the tunic.

This band or tuck trimming promises to be very much in favor and some very new models are made of three flounces attached to one another by bands of velvet. The girdle is of velvet and the plain waist is fulled into the belt. The sleeves are full bishop with stiffened cuffs and stock collar with wing points. White crochet ball buttons fasten the waist and continue to the top of the first flounce.

PLAIN SLEEVES.

Most sleeves will be very plain, the reflection of many forerunners over a period of many years. The gigot, attenuated to an almost unrecognizable extent, is one model. The favorite bishop will also be slimmer and, in fact, only just worthy of being called loose at all.

The tiered skirt will be wanted, and its edges may be very pronounced scallops or deep pinking. The kilted over-skirt has come to the fore also, and some very brief versions of it above a close-fitting plain skirt look rather comic at first blush, and carry a distinct Highland suggestion. That reminds us that Paris has found time already to make a great demand for "Ecossais." The Scots plaids are donned to honor our Highland regiments, and there will be some of the same feeling displayed in England.

New York Filling In During Absence of Paris

Late Winter Fashions and Types of Early Spring at the Ritz-Carlton Show — Skirt Draped to Suggest Dutch Trousers — Extreme Military Costumes—Illustration of New Types.



WHAT NEW YORK HAS DESIGNED.
The latest silhouette. See next page for description.

THE NOVEL FEATURES IN NEW YORK.

A New York correspondent writes The Review as follows: "All fashion authorities witnessing the fête agreed that the affair was rather disappointing, showing nothing that had not been shown before, except just those models from Kurzman—two afternoon dresses, two evening gowns and two wraps for either afternoon or evening wear. The novel features in the gowns were: An entirely new decollete producing a sloping shoulder line and not requiring shoulder straps, a tight-fitting bodice with long waist line, a decided innovation in sleeves and the introduction of a full-gored skirt. The style in my idea is a blend of Renaissance and Louis Philippe period, and as its development requires quite a good yardage of material, manufacturers would probably welcome its popularization. Of course, it remains to be seen how the new fashion will be accepted by New York."

ALL the trade are interested in the question as to where the fashion ideas for the coming Spring are to come from. It is not so much that the Paris model houses are not open—they are, and they are doing business; it is that Paris for the time being lacks the usual means of placing what she is making before the public eye. Women themselves are, after all, the real arbiters of the mode, and at present there is no means of obtaining this collective opinion and bringing it to bear upon the new developments that are put forth time to time by the leading model houses. It is to help to keep things going, as it were, until Paris can again present the fashions through the usual channels that forms the task New York has set herself, and in doing so, no one can deny that she has greatly added to her prestige as a big fashion centre.

Women are always interested in gowns, and are always ready to take advantage of an opportunity to view them. But the Ritz Carlton Fashion Fete did not wholly depend upon the influence of beautiful gowns alone in securing an audience. Garment manufacturers and dressmakers went to see both the gowns shown and what the smart women in the audience wore. Women who buy their gowns in Paris were interested through the side of charity and also because it was helping American business, and the unusual character of the fete itself drew many more.

The gowns have been criticized widely because they had behind them only Parisian ideas—because they were not the exponents of any original feature. This was all that its promoters claimed that it should be and if the fete has given a fresh impetus to the late Winter fashions and developed ideas that presage what is to come for the coming Spring, all that was aimed for has been accomplished. Critics are invited to consider how much more would have been accomplished if Paris itself were to hold an exhibition at this time of the year, for it is very certain that Parisian dressmakers would not have made any premature disclosure of what was in their minds for Spring in November.

Extreme Military Model.

The tailored models showed full rippling tunics, or smart, simply cut, short coats, and plain skirts that while full enough for free movement, were not full enough to break the straight line. Military trimmings in the form of braid, frogs and metal buttons were also seen. This fashion carried to the extreme was seen in a suit of mustard green velvet with short coat elaborately braided in front in hussar fashion, and with plain skirt. The soldier's cap to match was trimmed with an upright brush and silver braid.

A Dutch Costume.

Of the fanciful type that ofttimes heralds a new mode was the Dutch costume. The skirt was of white broadcloth and draped so as to suggest full Dutch trousers which were fashioned over the blouse of blue faille with a pearl button and suspenders of broadcloth. Over the blouse was a sleeveless jacket of blue and white brocade lined with white lamb. The coat which completed this

(Continued on page 74.)

Coat Sales Are in Progress in Many Stores

New Models Embodying the Latest Features, and at Moderate Prices Showing—The Wide Armhole and Kimona Cuttings Still Retained—Inducements for Clearing Sale.



Coat of white broadcloth cut on Restoration lines and richly trimmed with bands of black fox. This coat formed one of the groups of model garments all taken from this period and was shown by Kurzman at the Ritz-Carlton Fashion Fete.

THERE is no denying that stocks of ready-to-wear garments are heavy in many departments and that energetic selling will be needed to move them out. Within the next week or two the majority of stores will be holding clearing sales. As prices are reasonable and nearly all the winter weather yet to come there is no reason why these sales should not be a success. Manufacturers too are clearing stock and are cutting up the materials left on hand, now that the end of their season is at hand, into smart coats showing all the newest style features. These coats are being offered at attractive prices, and a few models of this class would be a good investment. They would draw people into the department, and this would help the sale of the garments that have been longer in stock. Many women are attracted by a coat that is extreme in style who would not wear it, but the fact that she is willing to look at a coat in connection with a special price made on a garment that is less extreme often makes a sale.

This season particularly prices have to be special, as people are not in a buying mood even where the practising of strict economy is not imperative—economy is in the air and it takes some inducement to tempt people to buy at the present time.

There is an old saying in the trade that the first loss is the best, and the above facts should be borne in mind when sale prices are being made. On the other hand, discrimination should be used for it is entirely possible to make prices so low on a line that the customer passes them by as having something wrong with them.

The majority of the new coats are trimmed with fur—that is they have fur collars and cuffs. Some models have the collar and cuffs of velvet with an edge of fur and fur finishes the edges of the garment.

Plush and pile fabric coats as well as coats made of zibeline and chinchilla and other pile fabrics come trimmed with fur. These coats have the long straight waist and are belted low and have flaring skirts. This flare is extreme on some of the higher priced coats. Almost every coat has a belt, but not all of them are low, and some of the ladies' coats have the belt well above the normal waist line. These later models do not feature the set-in sleeve; on the contrary, some form of kimona cutting both the sleeve in one with either the yoke or the back or the front of the coat, which gives the wide comfortable armhole, is most favored.

Women like the coat that slips on and off easily, therefore the comfortable wide armhole is being retained.

ILLUSTRATION ON PREVIOUS PAGE

This gown of silver brocaded white faille silk is taken almost bodily from the Restoration and Louis Philippe periods. It presents a new feature that may have great influence upon Spring fashions. The bodice is dropped below the shoulders and has a bertha finish. The waist is primly fitted and pointed, and the full-gored skirt is perfectly plain. Shown by Kurzman at the Ritz-Carlton Fashion Fete.

NEW YORK FILLING IN DURING ABSENCE OF PARIS

(Continued from page 73)

costume was very short and full, and was of white broadcloth trimmed with white lamb.

The gowns that created most interest were a group of gowns copied direct from the Louis Philippe period. The fact that they struck a new note and yet one that is right in line with those along which present style ideas are travelling, was quickly grasped. These gowns (one of which is introduced), save for the changes introduced by the modern type of figure, were taken almost bodily from the gowns of the period copied.

The Dress Illustrated.

The dress in the illustration shows the new outline, to the decollete dropped off the shoulders and outlined in bertha fashion by folds. The waist is pointed and the material is fitted to the figure by pleats drawn into a V in front. The wide, flaring skirt falls in heavy folds and just clears the ground, and there is a Quaker-like simplicity noticeable, gained by the plainness of the gown and the complete absence of all trimmings. That this costume as it stands is put out in all seriousness as a possible future style is hardly credible. But as a type to work from and as an influence to guide ideas, it certainly has great possibilities.

SASHES ARE A FEATURE.

Our Parisian friends who are now our Allies upon the field of battle, and have been our leaders in dress styles for so many years, have a great regard for the sash, and they rightly appreciate the fact that it always helps when draped skirts are in vogue. There are plenty of drapery skirts, and the manners of their draping are wonderfully diverse. There are few draped styles that will not be helped by a sash of sorts; whether it shall quietly accord in color and texture, or whether it shall combine or contrast in a richer fabric is a matter of taste (and cost) to be debated on its merits in each individual instance.

Are You Ready

FOR THE

Great Silk Dress Demand?

IF THE busy silk worm could know how its efforts are appreciated this season, it might spin a little faster, with glee—for **SILK DRESSES** always good, are "Immense" now, and will be still better with each succeeding day.

Are you planning accordingly?

It's our business to "feel" such fashion tendencies, and we were alive to this one, ahead of the general market.

We knew that the country's best retailers would look to "Stecher" for what's right in **Silk Dresses**, as always.

We knew not only that Silks would be "big," but also what **kind** of Silks.

So we got there before the "other fellow" woke up.

We Bought the

Correct Silks Way

UNDER REGULAR VALUES

—all high-class fabrics—newest of the new; and because of our large clientele, we bought in tremendous quantity.

We made up the goods according to Stecher style and standard—most charming models we ever designed.

Because we bought the Silks "right" we offer remarkable values in beautiful silk dresses for street, party and evening—in stock.

You Can Sell at Prices at Which You Usually Buy.

Moral: Get in touch with Stecher — quick!

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Oppenheim-Collins Building

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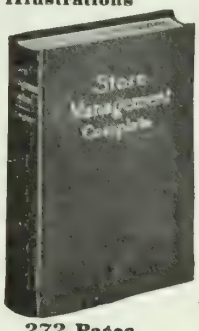
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We wish to call garment manufacturers' attention to our specially constructed fitting forms—perfect in figure, strongly made and finished. There are hundreds in use in the best factories. This cut shows our style C. at $9. It is exceptional value. Write for special catalog of 1914 models of D. and P. Fitting Forms.

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Technical Book Dept., MacLean Publishing Co.
TORONTO

Preventing Frost from Forming on the Window

Methods That Are Used—Importance of Keeping Windows Clear From a Selling Standpoint—Theory of the Frosted Window and the Removal of the Cause.

THE accompanying letter from one of The Review readers suggests an article dealing with the subject regarding keeping windows free from frost. The time has once again arrived when this nuisance presents itself, and unless it is effectively checked throughout the winter, the window, no matter how well attended to, will be more or less of an expense rather than an asset.

THE INQUIRY.

Dundalk, Ont.

The Dry Goods Review,
Toronto.

Dear Sirs:

Please tell me where I can procure information on keeping store show windows clear of frost, or from frosting over. Is there any way this can be prevented?

A. M. COULTER,
Manager and Buyer for
J. E. Richards.

Cause of the Trouble.

The basic cause of frost on the window is, of course, a difference in temperature of the air outside the plate-glass and that inside. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Gas Flame at Window Base.

There are many varieties of methods in use for this purpose. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

Several dealers have their windows so arranged that air holes at the bottom allow the colder air from the outside to enter and keep the inside air at the same temperature as that on the outside. Better results are, of course, obtained when the window is enclosed; in such cases it is easier to keep the store itself warm in severe weather.

Air Vents on the Side.

In the store of Stanley Mills & Co., Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window, as shown in the accompanying illustration. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

The Electric Fan.

Several other methods have been adopted with more or less favorable results. A good plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the windows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

The Modern Store Front.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically air tight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

FILETS THE NOVELTY.

(Continued from page 64.)

colors, such as midnight blue, seal and very dark green.

Filet is developing as the popular mesh. It comes in various sizes and in both single, double and plain mesh. This veil comes in nose veiling widths and shows both border and scroll designs. A novelty in this class has a woven-in silk border. Borders worked out in velvet or chenille dots are good, and many of the new borders are in shadow lace effect. Very large mesh filets up to half an inch square or over come in extreme goods. With the Glengarry caps and small military toques large drape veils of Chantilly are worn. These are separate veils and are simply placed around the brim of the hat, fastened and allowed to hang. The veil with a velvet neckband fastening with a snap fastener at the back of the neck has an extreme imitator in the veil with a band of fur at the lower edge. Not content with this, some of these veils add a flounce of lace below the fur. These are ultra-developments that have little or no influence with the popular trade.

The best business this Fall has been done in veilings selling at a popular price. In this class of veilings hexagons and the older mesh veilings are selling better than filets. Hair-lines are particularly good, and so are small diamond meshes, and fine meshes with any kind of neat design or pattern.

There are three widths of veiling selling. In the big cities the narrow nose veil is best liked, while the wider widths sell to the popular trade.

Get Local Papers to Start Christmas Giving Campaign

THE Review has learned of a number of instances where families have made an agreement not to give members of the family circle the usual gifts this Christmas. Where the earning powers have been much restricted, the conclusion is a reasonable one and will prevent a lot of waste, extravagance and worry that can well be dispensed with this year.

On the other hand there are cases where those who can well afford it have taken advantage of circumstances to free themselves of a great deal of gift-giving that is due many a recipient on the basis of common humanity. More than ever this year there will be homes where no gift will enter to gladden the hearts of children or grown-ups; where poverty will interpose against the longings of parents and friends.

It is along this line that the "Evening News" of Montreal, has sounded a timely note, and it might well be in performance of a duty as well as a legitimate method of improving Christmas trade, for retailers to seek the support of their local newspapers for a similar crusade. In order that the idea of the Montreal paper may be clearly illustrated and perhaps serve as a basis elsewhere, The Review gives below the editorial in full. It was headed "Christmas Thoughts," and read as follows:

There is a mistaken idea in some quarters that this has got to be a Christmas without Christmas presents, because of the war. Anybody who goes to work on that basis will surely make a great mistake.

We do not propose to consider the case from the standpoint of the people who value a gift according to its monetary value. Such people are not worth as much as the hole in a doughnut. They place their affections and their patriotism and everything else on a dollars and cents basis. They are just Scrooges.

The people who count in this world—men and women and children—are those to whom friendship and affection are still the most sacred qualities to which our humanity is heir. These people value a gift for the affection that it represents, not for the money value.

There will be families in Montreal this coming Christmas who have a houseful of servants and more money than they can spend, but who will make the war an excuse to avoid the giving of presents. There will be other families who are distressed to the point of being short of food, and whose only consolation is the heavy veil that so mercifully hides the future, but who will find somehow a few coppers to buy presents for their little ones and thus keep up, almost defiantly, the "Merrie Christmas" that means so much to them.

Let us rather consider the buying of Christmas presents this year on the basis that, no matter how our own circumstances are crippled, there are others with far greater cause for gloom. Perhaps we know of such cases, and if we don't the Charity Organization Society can quickly give us a case.

Why not make up our minds to give some other family a "Merrie Christmas" this year, to carry a little sunshine and happiness into a home where it may be these things have been strangers far too long.

That is the sort of Christmas resolution to make, and one that will do us as much good as the people whom we help. You wouldn't like to think that by neglecting your plain duty to your less fortunate neighbors, you tacitly wished them "A Sad Christmas."



BRITAIN AFTER SILK TRADE.

That a serious effort is being made by British manufacturers to adapt themselves and their product to displace trade which formerly had been going to Germany is indicated by an address given recently by Mr. Frank Warner, president of the Silk Association of Great Britain and Ireland before the Textile Institute Congress held in Manchester. Manufacturers, he said, were on the move, and would make every effort to capture the enemy's trade so far as it was to their interests to do so. Some German trade would not be beneficial for them to secure for they had specialized in the production of lower adulterated cloths, which were attractive in aspect and cheap in price, and had met the main requirements of the public. English manufacturers on the other hand had clung to the richer, purer qualities. He did not think it would be possible to capture German trade in the lowest grades as they ought to start at once to adapt themselves to the make of superior goods. He outlined several methods by which this could be done. First, substituting power for hand-loom weaving wherever possible. Second, the use of heavily weighted dyes in place of slightly weighted or pure dyes. Third, the manufacturer of goods attractive to the eye, and sufficiently good in quality to wear as long as the public now expected and required. Fourth, the introduction of other yarns, particularly of artificial silk. Fifth, economies in manufactures. Sixth, a willingness to sell in smaller quantities and provide for selection a large range of designs and colorings. So far as silk was concerned he felt that the reduced wealth of the world would for a time seriously affect trade in luxuries, and that the recovery of trade would depend to a large extent on the energy, foresight and ability made by manufacturers and business men generally.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

HENRY WOLFF & CO.

The firm of Hausmann & Wolff, London, England, of which Mr. Henry Wolff visited this country last Spring, has now changed its title to Hy. Wolff & Co., Mr. Hausmann being deceased. Mr. Wolff during his stay here gathered all the information he could as to the requirements of this market and is now able to meet the exact demand, and invites buyers of fancy paper goods lines to call when in London at the show rooms, 13 Bunhill Row, E.C. All lines on display are of British manufacture, being made at the Company's extensive works at Leyton.

• • •

LOEB & SCHOENFELD IN CANADA.

The Canadian market is attracting the American curtain manufacturers who see opportunities for developing a market here owing to the difficulty in securing supplies from Europe, and the higher prices as the result of more expensive freights, insurance, etc. Loeb & Schoenfeld of 27-33 West 23rd St., New York who have a big curtain manufacturing plant at Camden, N.J., have appointed H. A. Frank, formerly of Toronto, to the Canadian field, to represent them on this side of the line. Mr. Frank left New York the end of November for Montreal and Ottawa with spring samples. Loeb and Schoenfeld have immense plants in Switzerland and manufacture similar curtains on this side of the Atlantic.

Monkey fur is being extensively used in millinery, not only for the body of the hat but also for aigrettes which are imitated by using the long hair after the fashion of a plume.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Cashmeres.
Scarborough, Nephew & Co., Halifax, Eng.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto
E. G. Hachborn Co., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.
Scarborough, Nephew & Co., Halifax, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Livingston & Scott, Toronto, Ont.
Louis Stecher, 33 W. 34th St., New York.
Federal Costume Co., 53 W. 36th St., New York, N.Y.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Dominion Ostrich & Feather Co., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Jos. Leone, Jr., 314 Notre Dame Street west, Montreal, Que.

Flowers for Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.
J. H. Bishop Co., Sandwich, Ont.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock & Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.
Jno. M. Garland Son & Co., Ltd., Ottawa, Ont.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.

Gloves (Working).
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.
Big Four Glove Co., 73½ Bay St., Toronto.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
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Vol. XXVI · TORONTO, DECEMBER 2, 1914 · No. 23

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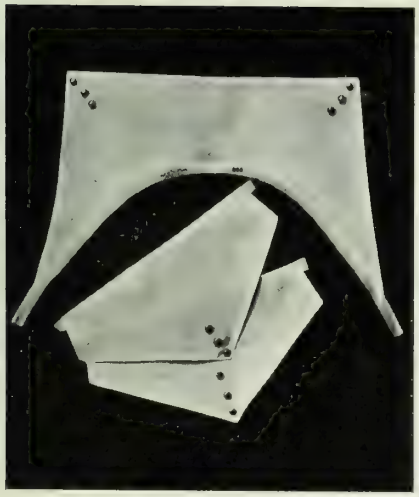


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Vol. XXVI DECEMBER 16, 1914 No. 2

Dry Goods Review

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VOL. XXVI. DECEMBER 16, 1914 No. 24

Eleventh Hour Suggestions for Christmas Trade

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CHRISTMAS business with the wintry turn to the weather and the nearer approach of the holiday—backed up by an energetic campaign on the part of many advertisers and some newspapers—took on a much more favorable turn after the first of December and reports came in with few exceptions, that there was a distinct improvement. This was noticeable in the clothing business, particularly in overcoats, and in furs, the determined assaults by low prices in the latter being at last met by a fairly big response.

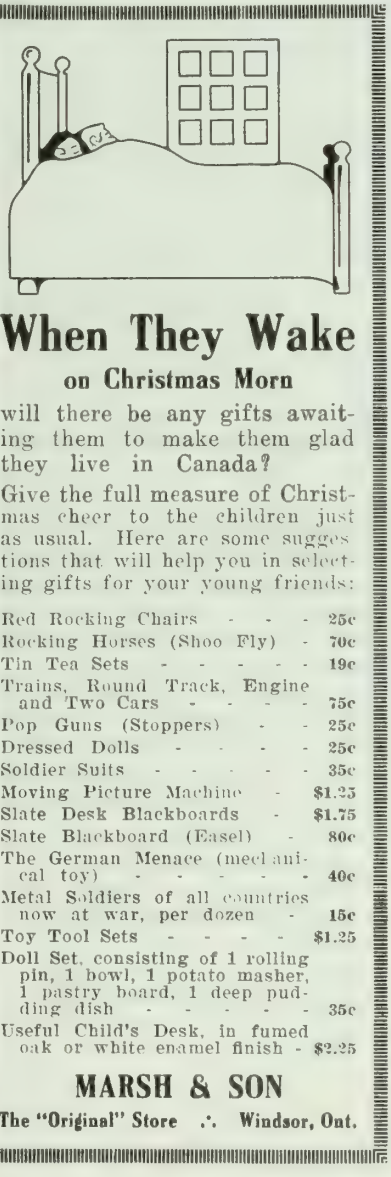
A rush to advertise.

Many of the stores that had been holding back rushed in with big displays and almost, it would seem, forced the public into taking notice and buying. The appeals were along shrewd lines in many cases, those calculated to win public support. There was a campaign, more or less general, to discourage the omission of Christmas giving this year, pointing out that the needs of the poor were even more serious than usual, and that disappointment, particularly for children, would be felt keenly. The evidence is unquestioned that appeals of this description had their effect, and deservedly so for the welfare and happiness of the community as well as of the merchant.

For the balance of the time the merchant should keep up his advertising; make the introduction retain the form of a general convincing talk, play up useful gifts, as The Review has advised for the past two months, feature definite lines of goods with the prices in every case, avoiding generalities; cut down prices on lines that are slow sellers the last few days and by making these very evident draw in enough of still hesitating business to clear out the most of your Christmas stocks.

Christmas Tree in Toy Window.

For a special toy window probably the most attractive this year so far have contained some form or other of a Christmas tree, or at least a Santa Claus: for it is important to the last degree to stir up the public to the feeling that the childish expectations must not be cast down. To aid this several stores have worked on the slogan "Christmas as usual." It should not be necessary to add—although in reality it is that the word "war" should be banished from these latter pre-Christmas ads.



Here is a toy ad. suggestion with plenty of human interest. Note the war-time items.

"Useful Xmas Gift Club."

One of the best ideas along the practical gift idea was brought out by Murray-Kay, Limited, of Toronto, who early in December branched out into full page ads. This took the form of a three-column drawing of a very jolly Santa Claus, holding a scroll on which was written:

Canada, Dec. 1914.

Dear Santa Claus,

Please enroll me a member in your "Useful Xmas Gift Club."

I understand almost everyone's heart's desire this year is to get something Useful for Xmas. It is a most excellent idea and I am urging all my friends to adopt the plan.

Sincerely yours,

Mary.

At the lower left hand corner was the reply: **Everybody says the same—"Useful gifts this year."—Santa Claus.**

This slogan was thrown across the top of the ad., and was played up daily.

An Editorial.

The following notice, set in a panel at one side, was also good reading:

"This store is in active sympathy with the spirit of economy that at present is influencing the expenditures of a large number of persons who are desirous of distributing holiday remembrances over a vaster area than ever before.

"That our sympathy is sincere and tangible is evidenced by the extraor-

dinary, not to say almost reckless price reductions which we have made in every department, and embracing so wide a range of desirable and useful merchandise as to encompass the wants of persons of every age as well . . as in almost every walk of life.

"We strongly urge our friends to keep in touch with our bargain offerings daily.

"Our window space, as well as the newspapers, will be used generously to give the desired publicity to a sale that we are determined to make the biggest event in the store's history."

"Christmas as Usual."

W. W. Wilkinson & Co., of Galt, featured "Christmas as usual" in the following introductory paragraph:

"Christmas as usual should be the slogan this year even though funds should be scarcer than usual this year Christmas cheer should still abound; good will is not so much to be found in the things you give as in the spirit in which we enter into them. "Christmas Gifts" as usual, "hang up the stockings," "everything as usual even if it should be on a more moderate scale. Give useful gifts, this store will do its best to assist along that line, every department is now crowded with practical and useful gift goods and in most cases the prices are lower than you ever paid for goods of a similar character. We welcome you to look."

"Keeping Christmas."

The Robert Simpson Co., quoted Washington Irving as follows:

"I love to see the day well kept by rich and poor; it is a great thing to have one day in the year, at least, when you are sure of being welcome wherever you go, and of having, as it were, the world all thrown open to you."

"Buy a Gift a Day."

The Hudson's Bay Company of Vancouver, B.C., spread across the top of a page the words, "The new Christmas Movement Buy a gift a day."

Poinsettia and Holly in Ads.

One ad. of the Eaton store in Winnipeg, made an ingenious use of poinsettia and holly by having a wreath of the former around the top of a number of their illustrations of clothing and furs, and the latter worked into a light shaded border. The ad. began: "What a Christmas business we are having — everybody happy and busy."

Fairweathers, Limited, of Montreal, urged: "Make Christmas gifts of furs and ladies' attire," and their Toronto store came in strong on the "practical gift" movement.

"Buy in the Morning."

Smallman & Ingram, of London, used the words as an opening display line, "The Christmas spirit now pervades this store," and followed it up by the following suggestion for morning buying:

"Every section is sparkling with the spirit of the holiday season. People from all parts of the city, people from nearby cities, towns and villages, and people from distant points, throng the store early and late, inspecting and making their selections from the largest stocks of Empire-made Christmas goods ever shown in this city. Wisest people are shopping in the morning hours, they know the advantage of making gift selections when all the displays of each day are freshest and undisturbed. There is no crowding in the morning, for the store is big and spaces wide and open everywhere. Judge for yourself, where is the real and greatest Christmas store, where there is most to see and more room to see it in? Judge where service is best and truest, and deliveries quickest and most correct."

"Toys and Dolls Free."

Sutcliffes, of Lindsay, had a special device. "We are giving toys and dolls free," they announced.

"It is our special Christmas gift and we hope that a great many boys and girls will profit by it. Our exceptionally good holiday values mean a saving to you and in addition the 10c coupon that goes free with every dollar purchase will help to please some little friend. These are two strong reasons why you should do your Christmas buying at Sutcliffes, the store with the Christmas spirit.

"See that you get a coupon with every dollars worth of goods purchased. Everything but furs (which are now so reduced in price) are included."

The C. W. Sherwood Co., Limited, of Regina, Sask., announced on Dec. 5, "Our Big Wonder Sale,—the best for less," introducing "Christmas merchandise and marvelous values."

The sale included a refund of railway fares on certain conditions.

Goodwins, of Montreal, introduced a novelty in printing the names and addresses of children from whom "Santa Claus" had received letters. Was it a gentle hint to their parents to get gifts for them? The first list was published on Dec. 8.

The Review publishes these "eleventh hour suggestions," with the idea that some may prove helpful during the next few days.

Advertising—Persistent, Definite

A RATHER unusual, but very hopeful sign of the growing spirit of co-operation between newspaper publishers and retail advertisers, was indicated at a recent meeting of the St. Lawrence River Counties publishers in Brockville, at which an address on advertising from an advertiser's standpoint was given by Mr. George A. Whight, secretary-treasurer of The Robt. Wright Co., Limited, of Brockville. Mr. Wright is in charge of the advertising work of his firm, and a sample of his "copy" was given in The Review in one of the June issues, showing a July sale circular.

Persistent and definite advertising was the keynote of Mr. Wright's advertising creed, which years of experience had taught him was the correct method to produce results. Newspaper space with handbills carefully distributed as an auxiliary constituted the best advertising. Spasmodic advertising he held was of very little use. Even large spaces in newspapers if used only occasionally, failed of the desired effect. It was the persistent advertising that caused the name of a firm to become a household word, and instantly associated in the mind with daily needs of purchasers.

Another principle advanced by Mr. Wright was that definite advertising was necessary to success, and the quotation of prices a great factor to gaining public attention and interest.

Advertising must be honest, also, for the public is quick to discern the false from the true, and unless facts are advertised public confidence is lost.

An interesting point was advanced by Mr. Wright, namely, that the persistent advertiser often benefits from the advertising of the occasional advertiser. If people have accustomed themselves to the name of the persistent advertiser, they are often found going to the store of the latter for goods advertised by some other firm whose name appears only occasionally in the public press.

Russia is providing her prisoners with German newspapers. Presumably in a kindly effort to hide the truth from them.

Feature Home Dressmaking Supplies for January

This a Popular Movement at This Period and Store That Meets it Will Get an Increased Business in Dress Goods, Trimmings, and Nearly Every Other Department — "Dressmaking Week" Suggested.

CULTIVATE the trade of the woman who is planning to do her own sewing in the coming year, for it will be worth while, is the advice The Review would pass along to the dry goods trade, as one of the late developments of present conditions. There are many women who have been doing their own sewing lately, and their influence is felt in many ways. But the number that have done this in the past is small compared with the number that will be doing the family sewing in the future.

The woman who does her own sewing will be a welcome customer in many departments. She will not only be a big buyer but she will buy good materials. The chief inducement she has had in undertaking this extra work, and the reason why the condition has grown is because the woman who does her own sewing finds that she can afford to buy better materials and more expensive trimmings because she saves the cost of making. Moreover, she finds that the same amount of money that she used to spend upon one ready-made gown will cover the cost of two or even more when the gown is made at home.

Turning a Difficult Corner.

The Canadian woman is being called upon to turn a difficult corner, and to face a situation where she has many calls upon her purse and charity, and she has to meet them in many cases with a diminished income. Therefore, she is actively engaged in making a dollar bill go as far as it can. The merchant's problem is to help her to do this and also to make a profit on the transaction, and the key to the situation seems to lie largely in encouraging the home sewer.

Home sewing will bring the needed business into many stores, for it means that the merchants will make a profit upon every article that goes into the home-made gown, and that many departments will share in the added business. Also it means that the turnover in many departments can be increased and no inconsiderable added profit can be made from this source.

The dress department should benefit largely. The fact that more material will be needed for the Spring gown will be a matter of less importance, and the added cost can be more comfortably gotten over with the woman who is going to make her own gown. Another profitable factor in this department is that the woman who is going to do the work herself will feel at liberty to select a better priced material, and this is going to keep up both the takings and the profits in this departments.

Many Departments Will Benefit.

Then there are many departments through the store that will feel the impetus of this added business right at the time when it is important that sales should be kept up. The trimming department will benefit and so will the lace the embroidery and the ribbon departments. Notions and dressmakers' findings should have a large sale and should make an added profit out of the business.

Moreover this will be clear profit, and this profit will not be cut into by expensive displays such as style shows, and living-model exhibitions. The merchant will have to go after this business, but he will have to go after it from a different angle. It will be good merchandising and good buying that will be needed —the giving of true service by buying the goods that have value, by keeping up his assortments and having the goods on hand when needed. The quality of his stock will have to be well looked to for women will be critical when they are using the articles themselves.

The Pattern Department.

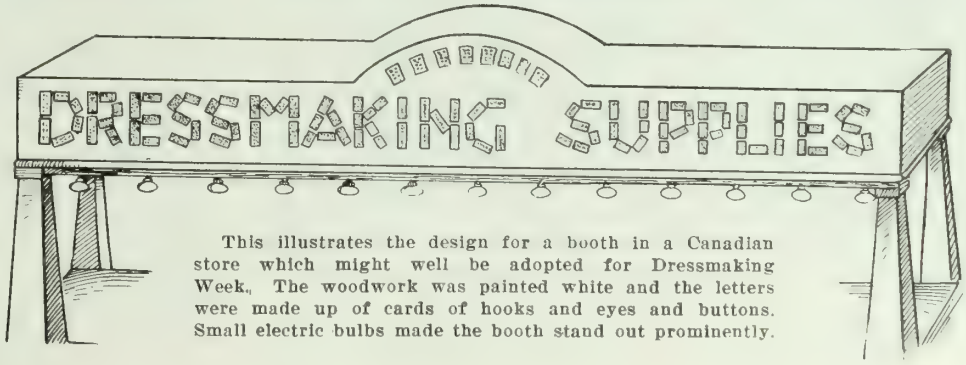
The merchant going after this business will find he has a valuable aid in a good pattern department. The pattern houses have been educating women along the lines of home sewing for many years, and the merchant will find they are more than willing to co-operate. Merchants should look well to this department and if it has been neglected should bring it up to date. In many stores where these ideas in retailing are in full force the pattern department is the hub of the whole matter. Women visit it first to select the style of the gown, and take the lengths of the materials from the pattern. This department furnishes the very latest style information through the medium of its fashion sheets and posters and the merchant who is contemplating going after the new business idea will find it to his advantage to know what the pattern people are doing.

DRESSMAKING WEEK.

The importance of featuring dressmaking supplies has already been recognized by the G. W. Robinson Co., of Hamilton, who recently announced a "Dressmaking Week," and made special displays of supplies and advertised in the papers. In the store a large sign announced the location of the circle where these "notions" could be secured.

NOTTINGHAM CONDITIONS.

All circumstances considered, the Nottingham lace trade appears to keeping up fairly well. The condition of things is by no means rosy, but they might be considerably worse. A goodly number of orders have been received, largely from the United States and Canada, and the home markets have not been quite idle. It would not be correct, however, to describe the trade as good.



This illustrates the design for a booth in a Canadian store which might well be adopted for Dressmaking Week. The woodwork was painted white and the letters were made up of cards of hooks and eyes and buttons. Small electric bulbs made the booth stand out prominently.

The latest novelties in handkerchiefs are made of French chiffon in white, pink, blue, lavender and ecru color. They are the last word in transparency and sheerness. They are well suited for evening.

Dry Goods Store Replaces Wet Goods Emporium

Old, Run-Down Hotel at Trenton Transformed Into Modern Establishment for Meeting Needs of Men and Women—J. Sutcliffe & Sons Have Put Business on an Extensive Basis in a Single Year—Modern Business Ideas Adopted.

By a Staff Correspondent.

ON the 1st day of July, 1913, there stood on the main street of Trenton, Ont., an old hotel which had so far served its days of usefulness that the license had been cancelled and the last spark of business had fled. Little better than an eye-sore to the people of the town, it occupied a prominent position, while people were inclined to cross to the other side of the street to pass it. On the 11th of September there was opened the dry goods establishment of J. Sutcliffe & Sons. From a poor hotel building there had been created a modern retail establishment, handling dry goods, ready garments for women's wear and house and men's furnishings.

On the 11th day of September, 1914, the first year of the firm in the new store had been completed.. The business which had turned its stock in the first four months had continued to thrive and expand. An additional store had been added for the accommodation of the men's wear department, which already has taken the position of representing one-third of the volume of trade—and has done this without detracting from the receipts of the main store, of which it was a part.

Purely Cash Basis.

Of the development of the Sutcliffe business in Trenton there is much of interest to be said—and not the least interesting is the fact that this store, like others which the firm has in Ontario, is conducted on a purely cash basis. The policy upon which the business has been built has been to give good value and ask cash; to get the confidence of the people—the great asset of retail business—by selling dependable and trustworthy goods rather than the things which are cheap, and by keeping the motto of endeavoring to sell the things which appeal to the customers of the store for their own use.

It was in July, 1912, that the Sutcliffe interests located in Trenton, but the store which was opened then was destroyed by fire in the following January It was while waiting for new premises that the opportunity came to secure the old hotel property and this was bought by the firm.

Changing Sentiment Too.

The transforming of what was little short of a wreck into a modern store was a big undertaking. To-day the main retail section is situated where before there was a dingy bar. Then too, there was the sentiment of the public to be changed. Would the people come to a store which was on the site of a building which had been shunned by many? The public answered favorably. Mr. Sutcliffe believed that they desired to show their appreciation of the enterprise which has done so much to "clean the face" of the town. He considers that no one thing in many years has done so much to improve the main street of Trenton.

The main store is about forty feet wide by about double the depth. It is bright and well fitted. Throughout the fixtures are modern and designed to give the best of service without being elaborate. There are cabinets for the ready-to-wear garments and splendid plate glass silent salesmen for the small wares which are shown under electric light when necessary. Here are sold the general dry goods lines, costumes, etc. Housefurnishings are sold on the 2nd floor and the men's department is now located in a store adjoining which was also a part of the hotel property.

A Rooming Establishment.

When the Sutcliffe interests bought the hotel property they took a pretty big bite. With ninety feet frontage it extends back from a hundred and ten to about three hundred feet. All but one of the ground floor stores are now occupied, but upstairs only the section for housefurnishings is used.

The balance is conducted as rooming quarters and by the store management. Efforts were made to rent these rooms, which formerly served the guests of the hotel, but it was not a good time for renting offices. The other course was to conduct them as living apartments. This was done. The furniture was brightened up. A woman was placed in charge with quarters on the floor. Since November practically all of the rooms have been occupied and the firm has taken in rents three times as much as they would have been prepared to take to let the quarters to other parties.

A feature of these rooms also is that there is splendid accommodation available for the clerks of the store a number of whom have taken advantage of the convenience. Formerly this had been one of the difficulties of clerks coming to work in stores in the town.

Doing Things Differently.

J. A. Sutcliffe, on whom has devolved the duty of building up this organization —and who has been a pretty busy man during the eventful year since the new store was opened, is a man who believes in doing things differently (but not too differently). He does not stand hard and fast by the old rules of business, he has ideas of his own; but he is very careful in the trying out of new ideas, for he appreciates that he is dealing with conservative people.

Sand Pit for Children.

Mr. Sutcliffe believes in accommodating the patrons of his store and he has arranged many features for their convenience. When you step out of the back door you find a small enclosure with a neat little green fence around it and an easy swinging gate. It looks like a small flower garden but there is too much sand for growth. This is where the mothers of Trenton and the vicinity can leave their children while making their purchases. There is three feet of sand here to be dug up by the little folks. They are accommodated with pails and spades and are as happy as clams while their mothers make their purchases.

A Rest Room.

Then there is a comfortable rest room in a tastefully appointed balcony at the back of the store. Here are easy sea grass chairs where shoppers can sit and view the store and a neat writing table where they can send notes or post cards.

There are many people who come a considerable distance to the town to do their shopping and there are few places where the women can go and rest hence the accommodation is greatly appreciated.

Return Tickets on $2 Purchase.

For the Thanksgiving sale this year Mr. Sutcliffe decided upon an unusual inducement to get outsiders to town to do their shopping. This was an offer to refund half the railway fare to any one producing a return railway ticket pur-

(Continued on page 5.)

No Guarantee for Linen Delivery After March

Much Anxiety Over Flax Supplies and Only Early Spring Orders Are Now Accepted—No Further Advance, However, During Past Few Weeks — Staple Lines in Fair Shape, But Special Orders Uncertain.

THE flax situation, and therefore, the linen supply, is becoming a problem. From the best information available from a number of sources it appears that Canadian retailers will be fairly well protected for their Spring supplies, but the Fall supplies, and probably sorting orders early next year have become very problematical. Canadian representatives of some of the largest manufacturers in Ireland state that they are continuing to take orders for delivery in March, and that so far there has been no refusal on the part of the mills to cut down on the orders, but their instructions are not to take orders for delivery after March unless both orders and prices are ratified by the home firm. Even as it is the number of lines have been considerably curtailed, and the position in regard to special orders is very precarious. It is mainly from the stocks of made up goods that are on hand that the mills will fill orders in staple lines for early Spring delivery. The advance in quotations still averages about 10 per cent., and at this figure most Canadian firms are, and have been doing their buying.

Two Months Late in Going Out.

The booking of orders for Spring delivery in linens usually commences early in September, and is finished about the end of October. This year it was nearly the end of October before the manufacturers' agents and wholesalers felt able to take orders with any surety of their being filled, as the situation up to that time continued very critical. This season the orders have been taken in November, and travellers are still out and will be until the Christmas season. Whatever the price rises to for next Fall jobbers do not look for cheap linens for several years.

Destroyed Belgian Mills.

The Canadian agent of a well-known Belfast firm stated the situation as follows: As you have mentioned before the manufacturers depend to a great extent upon Belgium for supplying flax yarns while the coarser ones come from Russia, and Ireland itself supplies a very small proportion of what is used. As far as we have been able to learn the export of flax has been prohibited by the Germans who are in control of the situation in Belgium, and what is not destroyed in the fields by the armies has been gathered and sent to Germany for the use of the Germans. It is also declared that machinery in a number of mills has either been removed or certain parts destroyed, which would prevent the mills from resuming operations even after the Germans are driven out of Belgium and France.

Only Sure of Staples.

"Some spinners are holding the yarn they have on hand for prices that will be in conformity with the big advances in flax, and manufacturers who do not spin will soon be in worse condition than ever," declared a Canadian agent. "All open orders—that is, for goods not regarded as staples—are now subject to confirmation not only for making but for delivery. For all samples we are showing, however, we are in a position to supply the goods, at an average of 10 per cent. advance.

"Courtrai is the centre of the flax trade in Belgium, and you know what position it is in to supply flax.

"It is said that a few shipments have come in from Russia by way of Archangel but that port must be closed in by now and will not be open again to navigation until late next Spring. A large quantity of Russian flax is spun ordinarily in Scotland."

Advance of 60 Per Cent. on Flax.

The agent of another mill stated that prices on some shipments of flax had risen from 10s. to 16s., sixty per cent., and it could be supplied at this advance only in small quantities.

Prices for coarser linens were up more than finer lines as more labor was involved in the manufacture of the finer lines and the cost of yarn was therefore a smaller proportion of the cost.

Reports from Belfast state that flax is held for very high prices, one Russian shipment selling for three times what it did before the war. "The bulk of the spinners still have fair stocks but more anxiety begins to be felt about the future.

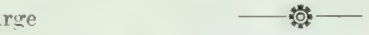
The Textile Mercury in a despatch from the market of Dundee states: "Linen yarns are very scarce, and both dry spun and wet-spun qualities are dearer than ever, but sales are few. In linen goods no general business is possible at extreme prices now asked. In Government orders makers are very busy."

Indeed the government needs are so urgent that the United States is being scoured for supplies.

A substitute for Belgian flax is being tried in the finer grades of Italian hemp, but a difficulty with using this is that the spinning machines must be altered.

Jute Drops Far.

For the coarser lines the jute situation gives more hope since the removal of the "Emden." A report from Dundee reads: "In almost every position the local jute market is easier. The prospect of steady and safe shipments from Calcutta has caused spinners to carefully consider the question of their jute purchases, and with present reasonable prices the demand for raw material ought to improve. Sales are much more numerous. Spot jute is held for £26, but with near at hand parcels of first marks available at £20 to £22 the hopes for the holders at £26 are poor. The crop is large and with so many Continental buyers out of the market the general idea is that prices are bound to be low. As it has fallen from £36 to £16, spinners are naturally more interested to-day, and sales are more active than for a long time back."



DRY GOODS STORE REPLACES WET GOODS EMPORIUM.

(Continued from page 4.)

chased within twenty-five miles of the town between the 8th and 17th of the month, inclusive, upon a purchase of $2 being made.

He states that he had proposed to make the amount $1, but he was afraid that it would look so good as to cause some skepticism. He figures that any one coming twenty-five miles will spend a good deal more than a dollar and that there is also good business in the advertising effect of getting people coming to the town from a distance.

One of the awkward features of the premises is that there is a lane between the main store and the men's department. This is one of the old features of the hotel property and there are land holders on either side who hold the right to use it.

This was one reason why the firm has acquired property back three hundred feet and an effort is being made to get an outlet at the rear which will be satisfactory to all concerned.

Closing the land would mean another front store adjoining the main department—and it could be fixed up at a cost of a little more than $200 according to figures which have been secured.

Retailers' Relations to New Compensation Act

They Are Excluded from Part 1, Which Compels an Assessment for Every Employee—Liability for Injuries to Sales Clerks Same as Under Old Act—For Other Employees Liability Increased—Must Pay Assessment for All Elevator Men.

From staff interviews with members of the Compensation Board.

WITH the late announcement in the Ontario Gazette of a series of regulations approved by the Board, and passed by an Order-in-Council of the Provincial Cabinet, the working out of the Workmen's Compensation Act begins to assume more definite shape. In this article an effort is made to present to the retail merchants the main features of the Act, and, in more detail, its provisions as it applies to them directly. These are the more important, as it is understood to be the wish of the Board to include all establishments at some future date in the active control of the Board, and in that case it would be well for the retail merchants to have a clear understanding of the Act as it now stands upon the statute book, and also to follow its operations in order that they may be able, if the time comes for a decision, to reach an intelligent conclusion as to their future attitude.

Retailers Not Included.

The most important feature probably of the new regulation, is that they make it clear, once and for all, that wholesale and retail mercantile business establishments are excluded from the active operation of the Act. That is to say, that the employees of retail and wholesale stores are not included in the classes for which the employer is compelled to pay an annual percentage of the wages, and out of which lump sum the Compensation Board will pay out the specified amount in case of injury. So far as employees of retail stores are concerned, therefore, the position remains, with one exception, pretty much as it was before, and in case of damages the store will not be the arbiter, but the case must either be settled as between employer and employee, or come befor the court as an ordinary action. In other words, retail as well as wholesale establishments come under Part 2 of the Act.

Comes Into Effect Next Year.

The Workmen's Compensation Act of Ontario was passed in the 1914 session of the Legislature, after an extended investigation by Sir Wm. Meredith. It covers the question of compensation for accidents happening to workmen in the course of their employment, and will be brought into effect at the beginning of the year 1915. The part of the Act to be administered by the Board is called Part 1. This does not apply to all employment, but includes a very large number of industries, chief among them, manufacturing, building, lumbering, mining, transportation, navigation, the operation of public utilities, etc.

In the case of all employees in industries in Schedule 1 the Board levies an assessment and collects an accident fund, out of which the compensation to workmen is to be paid, and employers are not individually liable to pay this compensation. In the case of Part 2, the employers do not pay into the general fund, but are individually liable to pay a compensation when an accident occurs.

The compensation for the injury is on a much wider basis than under the old Act. And it is not decided, to nearly the extent it was, by the question of negligence or absence of negligence on the part of employer or workman. The only places where compensation is not payable, providing the accident arises out of and in the course of the employment are (1) where the disability lasts less than seven days, (2) where the accident is attributed solely to the "serious and wilful misconduct of the workmen and does not result in lasting or serious disablement."

It is also provided that there can be no agreement to forego the benefits of the Act, and that no part of the amount payable to the accident fund by the employer is chargeable against the workman, nor can the compensation be assigned, charged or attached except with the approval of the Board. It is also provided that the employer himself may be carried on the list, at a reasonable salary, not exceeding $2.000 per annum, and compensation may be paid for out of the general fund, like the case of an ordinary workman.

It is understood, of course, that compensation under the Act prevents further acts under the common law for the same injuries.

The scale of compensation is given elsewhere in this article, and it is an important feature of the new system that the money is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be. It is also provided that where the impairment of earning capacity does not exceed 10 per cent., the compensation is fixed by the board in a lump sum, unless the board think it is not to the advantage of the workman to do so. In all other cases the board may fix the compensation at a lump sum if it sees fit.

The general division of the operations of the Act includes No. 1, which requires all question as to the right of the compensation and the amount to be determined by the Board and its officers instead of in the court. The employer is required to notify the Board within

THE R.M.A. STAND ON EXCLUSION.

The Retail Merchants' Association, Ontario Branch, opposed the inclusion of the retail trade under the Workmens' Compensation Act on the present time retailers could secure accident insurance on employees from insurance companies at a very low rate. At the same time, the Association states, the retailer need only insure those employes whom he thinks are liable to injury and can omit the others. This means that whereas if the retailer had been included in the Act he would have had to pay a premium for every employe, he now by obtaining insurance from existing insurance companies has only to pay for those he wishes to insure against accident. While it is, of course, impossible to say at this early date the basis of the premiums under the new Act, the Retail Merchants' Association felt that it would not be to the advantage of the retailer to be under it.

Another consideration was that if the retailers had been included, they would have been compelled to insure every employe, where as now it is optional. They felt it would be a stroke against the freedom they now enjoy.

three days of any accident happening to a workman in his employ. A workman, on his part, must give notice of the accident to the employer as soon as possible, and must make claim for compensation within six months.

The Old and the New.

There are several important points in which the new law differs from the old. Under the old law any workman had no right to recover anything unless the negligence of the employer could be proved. If he was himself guilty of negligence which contributed to the accident, he could not recover any damages. If, further, he was injured by the negligence of a fellow workman, he was barred from recovery. Moreover, if he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery.

The new law allows none of these bars to hold. The theory is that where a workman it injured, his own misfortune or the needs of his widow or children are none the less because he or someone else was or was not to blame. He can recover or his dependents can recover, irrespective of negligence or any other circumstance, such as before mentioned, except that the accident must not be attributable solely to his own "serious and wilful misconduct." Even in this last mentioned case he or his dependents will still be entitled to recover if the accident results in serious disablement or death.

More Equitable Damages.

The other great advantage of the new law for the employee is that formerly a lump sum of damages was fixed by the jury or judge, and like ordinary punishment, varied greatly in different cases. Under the new law there is more equitable rule, because all of these amounts are fixed in advance, and apply to all cases.

The advantage of the periodic sum over the lump sum payment is obvious, as frequently damages recovered by a widow or children have been badly invested at one time or otherwise lost, and probably they would be dependent in the end.

Another advantage is the prevention of action in law. These frequently lasted a long time, and very often they were appealed by the employer to take them from one court to another, causing heavy expenses and frequently deterring the employee who had a good case from entering action at all.

The method of operating the Act is to require all employers in the industries quoted in schedule one to send to the Board a statement of the amount of wages paid, and expected to be paid by them, for their individual employees.

SCALE OF COMPENSATION.

If the accident results in death and the workman leaves a widow but no children, the widow is entitled to a monthly payment of $20 *a month.*

If he leaves a widow and children the payment to the widow is $20 *a month and* $5 *a month for each child under* 16 *years of age, not exceeding* $40 *in all.*

If he leaves children only, the payment is $10 *a month for each child under* 16, *not exceeding* $40 *in all.*

If the workman was under 21 *years of age and his dependents are his parents or one of them, such parents or parent will be entitled to* $20 *a month until the workman would have become* 21 *years of age, or for such longer time as the Board may determine.*

In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the Board.

The necessary expenses of burial $75, *are also in all cases to be paid.*

All the above is governed, however, by the provision that in no case is the compensation to exceed 55% *of the workman's earnings in the employment; and all provisions for compensation are subject to the proviso that no salary or wages of a workman shall be reckoned at more than* $2,000 *a year.*

In the case of a widow who marries again the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' payments.

Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55% *of his earnings in the employment. Where the workman is only partially disabled he is entitled to* 55% *of the impairment of his earning capacity.*

There are many classes of industries, and out of the assessment received for each class are paid the damages for injuries to employees of that class. Each class must stand by itself. Provision is made for compelling the payment of compensation by having judgment entered in the County or District Court, or otherwise.

If after a year or period of years it was found that the payment entered upon by any particular class exceeds the requirements for payment out for injuries, the rate will be reduced from time to time.

Exclusively Retail Business.

An important ruling as announced in the Ontario Gazette relates to industries that are carried incidentally in connection with exclusively retail businesses; for instance, in men's and women's clothing, whitewear, skirts, collars, corsets, hats and caps, furs or robes.

These firms are excluded from the operation of the Act. Where the carrying on of this business is a manufacturing industry it is included in the operation in Part One of the Act.

Among other industries carried on and part of and in immediate connection for the purpose of an exclusively retail business which are excluded from the operation of Part 1, are watch, clock and jewelry making and repairing; boot and shoe making and repairing, harness making and repairing, business of an optician, tinsmithing and tinsmith repairing, paper cutting, drug maufacturing, coffee grinding, etc.

Connected With Retail Business.

Certain industries which may be said to stand by themselves are excluded where less than six workmen are usually employed, among these being, manufacturers of cheese or butter, the construction or operation of telephone lines or works, the manufacture of artificial limbs, power laundries, dyeing, cleaning or bleaching establishments; the operation of threshing machines, etc.; manufacturers of feathers or artificial flowers, confectioners, etc.

Another clause which relates to "side lines" carried on in retail establishments provides that where less than four workmen are usually employed some industries are withdrawn from Part 1, where they would ordinarily be included, such as machine shops, repair shops, tinsmith shops, blacksmith shop, cabinet work, upholstering, picture framing, etc.

Part 2 of the Act, it has been stated, includes establishments such as retail and wholesale businesses in which the employers are not required to furnish a list of employees, and pay so much

(Continued on Page 31.)

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVI. TORONTO, DECEMBER 16, 1914 No. 24

Dry Goods Men and Compensation

WOULD it be to the advantage of the dry goods merchant to come under the operation of the Workmen's Compensation Act, or is it preferable to remain outside as he has been left by the new Board? The question is not an aimless one, inasmuch as the present legislation which excludes "a wholesale and retail business" is liable to be reconsidered after the Act gets firmly established on a working basis. For this reason, chiefly, the main details of the Act as interpreted by the Board have been presented in this issue.

The principle underlying any co-operative legislation of this character is that it is advisable to guarantee a fair compensation to workmen, or in the event of death to their survivors, for injuries received in connection with such occupations as involve more or less hazard. The Provincial Government, with a contribution of $100,000 a year, becomes a shareholder in and manging director of a mutual insurance company, wherein every manufacturer and other members, are compelled to contribute a certain percentage of the salaries of all employees into a central fund from which disbursements are made. The advantage to the employer is that he avoids by periodic contributions, a sudden heavy demand, while the workman is saved the element of costly and doubtful litigation and automatically receives compensation.

For those who are not under Part I of the Act as outlined above, but under Part 2, it is provided that the employer's liability is extended. Under the old law when an employee was injured he was not entitled to compensation if personal negligence was proved; under Part 2 personal negligence may reduce damages but it is no longer a "bar to recovery." Thus it may be concluded that the employer will be held liable for injuries received in a much larger proportion of cases than before. This larger liability for the retail merchant applies to watchmen, caretakers, delivery men; in fact to all who are not engaged in clerical work and exempt from the hazards of the business. However for most dry goods stores, the "clerical" staff, which The Review was informed officially was intended to include sales clerks, averages over 90 per cent. of the whole staff so that for these the liability is not increased over the old law.

One special provision is that all those engaged in connection with passenger and freight elevators must come under Part 1 of the Act and an annual assessment be paid for them, in every business.

As time goes on the retailer will be able to figure out fairly definitely whether for the few cases of injury for which he is held liable, it would pay him to substitute a small annual assessment on all his staff, clerks included. At present from the financial standpoint at least it would appear that he is better off as it is.

Movement for More Staple Fashions

THE National Cloak, Suit, Skirt and Dress Manufacturers' Association are to be congratulated on the resolute stand they took at their convention this month in Toledo against both the whirlwind changes in styles and the freakish ideas that have been embodied in so many of the new creations, that even in their makers' minds they are certain only a few weeks' existence, before their bizarre character palls upon every class of the public.

To keep track of the style changes has been almost as puzzling as following the wizard movements of the sleight-of-hand man in his tantalizing attitude of "Now-you-see-it-and-now you dont." The effect of this lack of permanency in styles even for a single season has been to bring a condition almost approaching chaos upon the plans of the ready-to-wear department and has entailed heavy losses every month or so through the necessity for sacrificing garments that were out of fashion almost before they were brought forward into stock. The whole procedure was a craze partly due to the creators' frantic yearning to stimulate trade no matter under what conditions, partly due to a world-wide restiveness and a longing for something new on the part of the public. Women's minds now, fortunately, are in a better frame to listen to reason, and their inclinations towards economy will back up the Association's right for more lasting fashions and greater simplicity in design.

The wording of the Style Committee's pronouncement suggests a vivid realization of the serious disadvantages of present conditions. "The woman who buys a garment will be assured that it will not become *passe* before the end of the season." That is one consideration. The second one comes with a more heart-felt appeal: "The manufacturer may likewise proceed to make up his stock with the certainty of a market before a capricious fashion whim tickets it to the shelves." For "manufacturer" substitute "retailer" and a chorus of assent will break forth all over Canada.

There is a section of the report where the wish

does not seem so likely of accomplishment. This is where the "creative forces" among the members are called on "to meet the demand of our own nation." Many years of organization sustained by copious national advertising have failed even to move perceptibly the fashion genius that seems inherent in the brilliant Parisian, and the belief is still pardonable that the French couturiers will emerge triumphant as before from their present enforced inactivity. But, even so let us trust they too, will lend a receptive ear to the pronouncement of the National Association. Perhaps, indeed, that is why the latter inserted a French word in their report.

Success to the movement!

Play Up to Home Dressmaking

WHATEVER the fashions of dresses, coats or suits for the Spring and Summer of 1915, a large section of the public have become convinced that they are quite as well able to turn out a presentable garment themselves as the tailor or the dressmaker. Not only have recent styles removed much of the basis for the former claims of the professional garment maker as the only one who could be depended on for a proper fit, but the purse is not as well filled for many people and they are forced to expend home labor upon the making of their clothes.

The retail merchant is at once the slave and lord of the public. He cannot force goods against their will, but once he conforms to the direction of their tastes he is master of the situation. They come to him, buy, and are happy. Follow, then in the direction of this saving tendency and you will at once increase your turnover in dress goods, in trimmings, staples, patterns, and many other auxiliary lines.

It would be a good policy to connect these "dressmaking requirements" up in some manner. If possible locate them near one another; the added convenience and power of suggestion will both aid your salesman. A dress-making window could easily be arranged with dress goods as the leaders and the others as accessories; associate them also in your advertising.

Whatever the final outcome of Spring styles there are many months ahead when you can work in with the dressmaking tendency to boom your own business. And the best time to start this is right at the beginning of the year; better still, launch this campaign between Christmas and New Year's.

The Empire's Food and Canada's Position

NOT to-day do we realize the importance of the service which Canada can do in feeding the people of the United Kingdom; a year hence is when the strain will be felt. The war has not interfered with the world's harvest of 1914 to any serious extent; what the harvest of 1915 will be no one can foretell at the present moment, but everything points to a very serious agricultural disorganization throughout Europe. In the crisis Canada may play a more important part in supplying wheat than in supplying men and the report that the area for cultivation on the prairies has been increased by twenty-five per cent. (sometimes estimates are 50 per cent.) this fall has a wealth of significance. It indicates that the people "are coming back to earth."

The development of Western Canada must necessarily be agricultural. Farming is the one great industry. Realization of the great agricultural resources of the country brought an inrush of wealth and, with it, a tendency to discount the future.

The readjustment will be complete when production catches stride with the rapid development of other interests; when the actual money is being brought out of the ground that warrants the value which has been placed upon it. An acreage increase of twenty-five per cent. in one year is a long stride in this direction. Our rapid advance has been due to a considerable extent to "what the country can do"; "what the country is doing," is a better basis.

The future has not been over-estimated but the inclination has been strong to discount that future; to realize upon an asset without making that asset produce. Now we are to have the production.

Show Cards Made Easy.

READERS of The Review can confidently look forward to a splendid series of articles on card-writing which we announced in a recent issue. This will be a "Show-Card-Made-Easy" course. R. T. D. Edwards, the writer of the series, has given his best endeavors to make this the simplest course that has ever been presented to the readers of any business paper in Canada. He has cut out what he terms the "red-tape" in card-writing and has got right down to business from the drop of the hat. The lessons will be so prepared that the student will be writing cards from the commencement of his studies.

Mr. Edwards is himself one of the best card-writers in the Dominion. Last year he distinguished himself at the convention of the Canadian Window Trimmers' Association by winning first prize with a series of finely written cards. The first article will appear in the first issue of the New Year.

Editorial Notes

FIND A WAY or make one. Everyone is either a pusher or pushed. The world always listens to a man with a will in him.

* * *

MISTRESS OF THE SEAS AGAIN! Not that we weren't before, but we all had the feeling since Nov. 1 that Germany was practising the art of treading "on the tail o' me coat." That was all.

* * *

WHEN THE sales-force is working in harmony with the merchant's selling policy, and his other merchandising systems are good, he may be sure that he has secured a maximum efficiency in selling.

* * *

CHRISTMAS AND NEW YEARS both will have passed before we meet again. Then will come the Annual Spring Number of The Review that will inaugurate a vigorous forward policy.

* * *

"OUR BUSINESS is away ahead of last year," remarked a country merchant the other day. "And why shouldn't it be," he added, "when the farmers have more money to spend?" As agriculture is one of the big sources of wealth our faith and optimism in Canada's future should be great.

* * *

A FEW complaints are still heard on the score of business, but on the whole the atmosphere has cleared. The storm clouds which have obscured the trade horizon for the past six months, are being dispersed before the rising sun of confidence.

DRESS FABRICS
AND SILKS

Advances in Wools Heaviest on Coarser Goods

Merinos Advanced from 2½% to 5%; Crossbreds from 10% to 15% —No effective Lifting of the Embargo Expected Until After the End of the Year—Germans Reported to Have Removed Machinery and Finished Fabrics and Wrecked Mills in the North of France—No Continental Novelties.

STOCKS of wool for immediate delivery are very small, and plenty of business offering for quick delivery are the dominating conditions in the wool market. Merino prices are slightly easier in Australia, but this wool will not be available before the turn of the year. Cross-breds are dearer in Australasia and English wools are tending upwards. This is Bradford's summing up of the wool market. The wool embargo is tight and until the Government's needs are satisfied or the new clip begins to come to hand in larger quantities from the colonies stands little chance of being lifted. Not only is Great Britain supplying the needs of her soldiers at the front, and clothing and outfitting Kitchener's army, but she has on her hands the providing of Winter clothing for the allies, for France, Belgium and Russia. Unfortunately for France her woollen industry is located right in the districts where the heaviest fighting is or has been going on, and the German soldiers in their retreat have taken particular care to demolish all the textile mills. After what has happened at Lille and Rheims, when they finally clear out of Roubaix, Turcoing, Fourmies and Verviers, it is safe to expect that here also they will also leave a trail of demolished mills to mark where they have been. Also they have commandeered all the raw wool and finished material they could lay their hands upon and sent it to Germany.

This being the case, France will have to depend upon Great Britain for woollen materials to the end of the war and for some time after its close.

Applications have been made to the Government for licenses to ship wool and also for modifications of the present rulings in favor of special wools. It is officially stated that very little hope of any relaxation can be held out at least until the present year is out. Just an order here and there for cloakings comprises all that is doing in the market just at present, but with the turn of the year the attention of the trade will be turned wholly on to Spring, and conditions are confidently expected to improve.

No Novelties From Continent.

Conditions as outlined above show that no novelty fabrics can be expected from Continental Europe, at any rate for the present Spring, therefore the Spring business must of necessity go to the British mills or mills on this side of the Atlantic.

The only new feature is the rapid way in which coverts are being taken up, and the expectation is growing that this cloth will sell not only for the Spring season of 1915, but will come back strongly for the Fall also. In the States, particularly in New York, high-grade coverts have jumped into favor during the past month, and mills making them have not only sold all stock on hand, but have orders large enough to keep them running for some months to come. It is the resemblance to khaki which the better grades possess that has brought this cloth to the front. The suits made from covert have the patch pockets and other features of the military type.

Raw Silk Prices at About the Lowest Level

There is Very Little Business, but Prices Are Not Expected to go Much Lower — Canton Reelers Holding Out for Higher Figures—Tendency to Stripes and Checks.

NEWS from the European silk producing centres continues to reflect the abnormal conditions caused by the war. There is very little business, and prices quoted are very irregular. Prices are being adjusted in the Italian market on a basis which corresponds with the lower levels of the Asiatic raw silks. The Yokohama market is steady, and though trading is light, shipments both to Europe and the United States are taking place. Some of the reelers in Canton are holding out for higher figures, and production on this market continues to be greatly reduced. Shanghai tsatlee are unchanged, and steam filatures are firmer, and the holders of better grades are holding out for better prices. Tussahs have also advanced slightly. In the United States the improvement in financial conditions is being reflected by a decidedly better feeling in the silk industry.

Another reason why more confidence is felt is because the present curtailment in production is resulting in a complete clearance of stocks and this is preparing the way for a return to the normal demand in the coming Spring. For the coming Spring bright surfaced satins stand first, and duchesse, liberty, paillette, and in cheaper grades messalines and satin-de-chines are selling. Very little taffeta has been sold so far.

Crepe de chine is a fully established staple that has many uses besides making up into dresses. This fabric comes into extensive use for making into blouses and also for underwear purposes. Very sheer crepes and crepes of heavier weave, particularly of bright satin finish are good. The tendency in light-weight materials is towards transparent fabrics such as voiles, etamines, chiffons, ninons, etc. Materials of this class have sold well to the better trade during the Winter and the vogue promises to continue.

Little Change Develops in the Cotton Situation

Buyers Playing a Waiting Game—Price of Raw Cotton of Little Importance on Novelties at 25c and up Per Yard — Very Sheer Organdies and Lawns the New Fabrics.

THE situation in cotton goods seems to be that the buyer of the finished fabrics is not satisfied to buy at present prices, while on the other hand the manufacturer feels that under present circumstances raw cotton should be lower. Business conditions are such that there is no pressure for goods, and therefore buyers can afford to await the development of the price situation.

It should be pointed out that in the past four or five seasons there has been a decided alteration in the character of the materials selling in the wash fabrics section. Great attention has been paid to the development of the selling of novelty fabrics, and a big business has been built up. Women have taken kindly to these fabrics because there was style as well as real practical value to them. They looked well and made up smartly, and at the same time there was no sacrifice of the utility of the fabric. Rather was this feature increased because the new dyes and processes produced novelty colors that were fast, and almost fadeless.

Medium Priced Novelties.

There is no reason to suppose that the business that has been so assiduously fostered and which has proved so profitable and so satisfactory will suffer any change, save that the medium-priced novelties will sell better than the more expensive. In this class of goods it is the labor that counts and the price of the raw cotton is but a negligible factor. Therefore the fall in raw cotton values will have little or no effect upon cotton fabrics from 25c to 75c per yard and up. Real novelties are reported scarce and the prices for them are high, but the buyer who has the trade that needs them, fully realizes that they are worth it.

All-white fabrics are favored, and have been extensively taken by the cutting up trade. White piques, cordalines and all cord fabrics have sold freely, and so have voiles, crepes, and the newer organdies, and lawns are being given a tryout. Voiles promise to lead both in plain and fancy effects. Embroidered figures and finely corded stripes and cross bar checks are very much favored. Small printed figures on a white ground are also good. Ratines in white have been ordered to some extent for skirts and for children's dresses.

Organdies and Lawns.

Organdies and lawns, very sheer and with a slight finish, are the new fabrics. Crepes come in unshrinkable finishes and will be extensively used for lingerie as well as for negligees, waists and dresses.

The movement in the States in favor of wearing fabrics will undoubtedly influence the sale of cotton materials in that country and also in Canada. The American women are very patriotic, and this movement has been started to relieve the cotton situation created by the war. The United States produces three-fifths of the cotton of the world and two-thirds of the foreign market inclosed by the war; also because of the possibility of cotton being converted into gun cotton, it is a contraband of war. The American crop this year is a large one and the price has fallen from 12c to 7c per pound, and it is to relieve this situation that the effort is being made to popularize the wearing of cotton fabrics. Cotton exhibitions, and fashion fetes where all the dreses worn were made of cotton materials are some of the new schemes.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and stead fast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL, SMIBERT & CO.,

Montreal and Toronto

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

READY-TO-WEAR

Association for Lasting Fashions and Simplicity

National Convention at Toledo Backs up Style Committee in Direction That Will Be Welcomed by Retailer — No Definite Length for Coats — Both Loose and Semi-Fitting Skirts Are Wider.

THE meeting of the National Cloak, Suit, Skirt and Dress Manufacturers was held at Toledo on December 2 and 3, and because of the exceptional circumstances in the garment situation, the style review was of more than usual interest. The important feature of the meeting was the decision in favor of creating styles that would last a whole season, and developing these along lines of greater simplicity.

The address of Hugo Stein, chairman of the style committee, was listened to with close attention, because in it he outlined the manner in which the committee arrives at its style conclusions, and also gave some idea of the time and thought that is bestowed on this work. Since the last convention the style committee has held twelve meetings.

At the first, a general discussion of style tendencies took place based upon the information on hand from all the important style centres on this continent and in Europe, and the preliminary recommendations were made. At the second meeting each member brings with him a finished suit and coat illustrating the preliminary recommendations. Further discussion takes place of the newest style tendencies, models are investigated, and a second set of preliminary style recommendations are made and sent out to the members.

At the third meeting both manufacturers and designers are present and bring with them a coat and suit model showing the individual ideas and conclusions arrived at from the previous recommendations. The European representative is in attendance and shows late models and describes ideas from the different fashion centres in Europe. During the entire period of construction work, letters on style, cablegrams, sketches, trimmings, etc., are constantly being received from abroad, and passed out to the members of the association. Letters of inquiry are also answered as quickly as the proper investigation will permit.

Style Stability.

The report next dealt with the important question of style stability. To bring about such a result all the important markets of the country would have to co-operate and exchange their views continuously on style tendencies.

The next question was that of giving a wider publicity to the work of the style committee. The trouble and losses that so often occur in the cloak and suit industry can only be overcome by giving the widest publicity of the right kind to the work of the style committee. No matter how complete, how authentic, and finally how widely successful the style recommendations are, the need of a great deal of the right kind of publicity is most essential to make a season secure and successful. The intimation was then given that the association was considering this side of the question, and that funds would be asked for to carry on a thoroughly successful publicity campaign.

The question of a publicity campaign was generally discussed, and the decision to inaugurate a publicity system which would bring the producers into close touch with the retailers and the consumers. The different speeches and remarks of members proved that the meeting realized that the keynote of the efforts of the association was publicity, and that much of their efforts towards co-operation is wasted because the results of their work are not extended to all the people interested in it. This publicity "should not come in semi-annual deluges, as in the past, but the stream to be effective should be constant," and should carry the information to those points where it will do the most good.

While the idea for giving greater publicity to the style ideas was unanimously approved of, the manner in which it should reach the desired points was not clear. The scheme, it was felt, would need careful working out. It was not advisable to rush into this matter, for a plan only half worked out would mean failure. Therefore, the whole matter was referred to a special committee, with authority to work out a plan and to finance it up to a certain amount in the way considered best.

This is the manner in which the style committee started, and, while the beginning of the publicity plan will be on a modest scale, it is believed it will grow into a promotion bureau, with as much importance and influence as is now attached to the one devoted to style. The idea is to work to a comprehensive system that will include everything necessary to bring the work of the association before the merchants and the wearers of ready-made garments, and that service will be of the greatest mutual value.

To the majority the style review held on Saturday forenoon was the most interesting feature of the convention, particularly at the present time. Speaking generally, the models shown were of a very conservative type, and were developed in very quiet tones. Simplicity in line was advocated, and the majority of the garments conform. There were, however, a few extreme models that were still in line with the recommendations of the style committee. Frills and trimmings were markedly absent.

No Absolute Length to Coat.

Adhering to their previous policy, no absolute recommendations governing the length of the coat were made, the matter being left as before to be settled by the judgment of the buyer. In previous seasons the style committee has pointed out that variations were in line, and that almost any length desired was proper. Upon the point of length the style recommendations are eloquently silent.

FALL 1915

New Range Colored Lines

Ready Jan. 2, 1915

CHILDREN'S AND INFANTS' DRESSES

This is a range in which every number is a feature.

In styles, we have followed very closely the models of the ladies' range, making an assortment of very attractive children's dresses.

We are showing the Basque, Gymps, Oliver Twist, Military and Top Skirt effects in a variety of materials, as follows:

Serges, dress goods in checks and stripes, Galateas, Ginghams and Flannelettes. The ages range from one to fourteen years.

HOUSE DRESSES

For the Fall, 1915, showing we have a range of dresses made in the very latest styles, finished off with new and attractive trimming materials. The effects produced are entirely different from anything we have shown before.

The following are the materials which promise to be the big sellers: Flannelettes, Monoplane Suitings, Drills, Percales, Chambrys, Serges, Dress Checks. This range will enable you to make a selection suitable for all purposes.

KIMONOS

An up-to-date Range in styles, materials and patterns. We will show some new designs, which you will find not only pretty but practical.

Materials used are Velours, Eiderdowns, Blanket, Robe Cloths and Delaines.

This range you will find particularly attractive.

WRAPPERS

A distinctive range complete in every respect.

UNDERSKIRTS

We are showing a big range of Moires, Egyptines, Pailettes, Messalines and Satins and Sateens in the accepted styles. It is well to remember that the tendency in style is towards wider top skirts, which enables us to show a much larger variety, and justifies your particular attention to this department.

NEW RANGE

FOR FALL 1915

Ladies' and Children's Flannelette Underwear

READY JAN. 2nd, 1915

The range we are showing in these lines surpasses all our previous efforts.

The quality of the material used is the very best the market offers. From these carefully selected materials we have made up a range of garments particularly stylish in appearance, well made, good-fitting and comfortable.

It is to your advantage to hold your order for this line until you have seen this remarkable range.

The Canadian Converters Co. Limited
Montreal

Official Report of Style Committee for 1915

Toledo, Ohio, Dec. 16.—The following are the recommendations of the Style Committee of the National Cloak, Suit, Skirt and Dress Manufacturers Association in its report to the convention in reference to women's ready-to-wear garments for the Spring and Summer of 1915:

"Beauty in simplicity of line, rather than in elaborate frills and trimmings will be the keynote of the season. The American woman who seeks to combine smartness and distinction with her practical needs will find that her wants have been considered. There will be a sufficient diversity of modes, however, to satisfy discriminating tastes.

"Because of the European hostilities, the foreign influences that have affected American fashions for so many years have temporarily diminished, foreign creators of fashion have turned from their fashion sheets to war maps; it therefore devolves upon the American creative forces to meet the demands of our own nation.

"American styles are now in a transitional period. The readjustment which will speedily follow will insure beauty and stability of fashion which will work to the advantage of consumer, retailer and manufacturer. The woman who buys a garment will be assured that it will not become passe before the end of the season. The manufacturer may likewise proceed to make up his stock with the certainty of a market before a capricious fashion whim tickets it to the shelves.

SUITS.

"The important change in the suit for Spring 1915, is embodied in the wide, full skirt, which must be cut short to give it a chic appearance. Yokes on skirts will be a strong feature, and plaits and bands will occasionally be introduced to lend variety.

"The flare of the new full skirt makes necessary a comparatively short suit jacket in various outlines. Among the tendencies to be noted are dip fronts, fullness of jacket below the waist, belted effects at normal or raised waistline, and buttons set close together.

COATS.

"Separate coats will be in medium and short effects, not to exceed knee-length, and will be distinguished by flare and ripple effects at the sides. Small collars will take preference over large ones. High-waisted, belted, and close buttoned treatments, as well as a variety of patch pockets, will be favored. Dip fronts will also, be in evidence.

"A notable feature of the styles for the coming spring lies in their simplicity. The garments depend for their smartness principally on the perfection of cut and tailoring to give the desired correct and pleasing lines.

MATERIALS.

"Materials to be employed are gabardines, serges, poplins, coverts, novelty weaves and silks. Gabardine voile and Chuddah are other fabrics which will make a high bid for favor. Putty, sand, beige and 'battleship gray' will be the new colors, although Navy, dark Copenhagen or Labrador, and black will be extensively favored."

No style report was made on separate skirts and dresses.

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and the whole matter is left to the judgment and taste of the designer.

The elimination of a set length ought to be a benefit to the retailer, as it means that all lengths are fashionable, and it also removes a bar to producing original designs from the path of the designer.

The models for the most part had short jackets, running from about 20 to 28 inches in length, and the shorter lengths were more numerous than the longer models. No Etons or boleros were shown, but many models very closely approached this style of coat. Coats were both loose and semi-fitting, and there are other types that cannot be placed under either category.

Pleats and tucks are a new feature, but the majority of the models are very plain. A few models showed yokes cut in various ways and belted models were numerous. Some of which extend around the body and many more are in half belted effects. Fullness below the waist is almost universal and many of the newest models combine this feature with the high waistline. This cut is rather erroneously referred to as "Empire," for while the waist line is high there is nothing of the Empire period about the garment. The newest idea in the shaping of the coat is the introduction of the dip front but many models are cut straight round.

Narrow Skirts Gone.

Skirts show a decided change; all the new skirts flare, though this is more decided in some models than in others. A few were very full and had the curves at the bottom very pronounced, but all the skirts shown presented a decided and striking change from the narrow skirts and long tunics now in vogue.

The length oft he skirt is another new feature and one upon which there seems to be considerable difference of opinion. The majority were cut about four inches from the floor, but others were shorter than this some being shown that were quite six inches from the ground. Designers were cautioned to be very careful to preserve the proper relation between the short skirt and the length of the suit coat for if this is not done these short skirted suits can be made extremely unbecoming. This question of relation in lengths is a most important one and suit buyers should pay particular attention to it.

Circular Cut of Skirt.

Pleats, yokes and bands were features introduced into the make-up of the new short skirts. A few skirts were seen with wide panels at the side, but the tendency is to put the greater part of the fullness at the sides leaving the front and back flat. This also relieves the circular effect to some extent. On all sides it is conceded that the circular cut of the skirt is one of the fixed tendencies for the coming Spring. Remark was made also about the variety of styles displayed in circular cut skirts. Indeed variety was the rule in both suits and skirts, and this is all the more remarkable because both jackets and skirts are very plain and are almost altogether destitute of ornament.

Separate coats are just about the length that has been worn all winter—that is from 38 to 42 inches long. Straight up and straight down back and front can best describe them and they all show more or less of the flare and ripple effect. The newest models button right up to the neck but the presence of revers form a concession to the popular taste, and no matter how cut in the above respects they all have the flare collar, but it is cut somewhat lower than those on the late Winter models. The majority of the separate coats are made with the high waistline, and the only trimmings used are the buttons and a few tucks and pleats and these are used in highly original ways. The regulation coat sleeve set into the usual sized arm

(Continued on page 30.)

Late Season Ideas that May Influence Spring

Long Braided Coats of Dark Blue Serge Worn in London—Paris is Not Taking Kindly to the Full Flaring Bell Skirts—Spring Styles Promise to be Very Simple.

IN London long coats of dark blue serge have been very generally adopted. These coats have high collars and flare sligtly away from the figure, and have belts placed six inches or so below the waist line. These coats are braided in more or less military fashion, and are worn with dresses also of serge. These serge dresses, instead of having the waist almost wholly of lace or other transparent material, now have it replaced with satin with the serge arranged in jumper or pinafore fashion. In many instances the collar is a stock encircling the throat and finished with a narrow frill of lace. Other collars go only half way round the neck, stopping beneath the ears, and having the two ends caught with narrow black velvet ribbons, which fasten under a small bow in front. The sleeves are inset and long, and are finished with a narrow white frill to match the collar.

Nothing Extreme.

The styles which are favored by the Parisian women who are buying gowns at present are extremely simple, and this simplicity is going strongly to influence the styles for the coming Spring is the opinion of many authorities. Nothing that is ultra or extreme is featured. This extends to the new style skirts. The extreme flaring models measuring many yards are not favored by the best-dressed women. The skirts chosen are either circular or gored and are only moderately wide and are cut so that they hang straight or are laid in pleats so as to give the straight effect from waist to hem.

Many fashion authorities favor the pleated skirt but predictions are plentiful that these exaggeratedly flared skirts are going to exercise a strong influence on the Spring styles. Be this as it may, Callot, Jenny and Doucet are all showing pleated skirts. Callot is showing skirts with two box pleats laid in the back and stitched down as far as the knee. These pleats place the fullness where it is needed and still maintain the straight line. The jacket that goes with the coat is drawn in at the waist and flares below.

Jenny is showing skirts pleated all round and mounted on a yoke. The material is laid in box pleats about four inches wide and the pleats are so well pressed that they lay perfectly flat. The Doucet skirts are pleated from a yoke, and also show pleated panels at the sides only. Jeanne Lanvin has a new flared skirt which is cut more like a two-gored skirt and has the seams on each side. This skirt does not measure more than two yards at the bottom and the top is shirred across both the front and the back.

English and Russian Ideas.

The military influence is sure to be strong and ideas are certain to be borrowed from the uniforms of the Allies. The French officers wear a short, tight coat with a straight collar fastening high at the neck and this suit will doubtless inspire many models that will



JUMPER IDEA IN WAISTS.

Many of the latest waists show the jumper idea This waist has the jumper of velvet with the new, high military collar. The edges are bound with silk braid and the sleeves are of shadow lave veiled with chiffon. The tucker filling the U front is of filmy net lace.

be lavishly trimmed with braid. The English soldier wears a sportsmanlike suit of khaki and the coat is cut on the Norfolk model and is belted in at the waist. Ideas borrowed from Russia will be taken from the uniform of the Cossacks. The Russian blouse in lengths that do not reach below the knee will be seen.

Under present conditions, both English and Russian ideas will influence the Parisian designers to a large degree. Military colors are sure to be strong. There is the red and blue of France, the khaki of England and the black and yellow of Russia. The Russian influence will be seen in embroideries, and Russian ideas in jewelry and in enamel work promise to be popular.

Style Co-operation

J. P. Hovland, President of the National Cloak, Suit, Skirt and Dress Association, Says the Trade Would Benefit if all Garment Associations Would Meet to Discuss Style and Other Matters.

SPEAKING from the point of view of the garment manufacturing trade, J. P. Hovland, president of the National Cloak, Suit, Skirt and Dress Manufacturers' Association, said that American garment manufacturers were not so wholly dependent upon Europe as some people would make out. The cloak and suit industry is very much like the newspapers. If you give a reporter a suggestion—a "tip" as he calls it—that is all he finds needful to continue his work. It is just the same with the cloak and suit industry; all the maker needs is the right sugestion, and he then has sufficient ingenuity to complete the garment. The American manufacturer was concerned only with practical garments and the turning out of such garments as the average woman needed.

Mr. Hovland is of the opinion that if all the different associations throughout the garment trade would unite in holding meetings for the discussion of style changes and other important matters which influence the industry all would benefit.

Another opinion expressed was that the women of the United States would not take too keenly to styles bordering very strongly on the military type, such as Paris is expected to put out for the coming season. Women's garments, he thought, would take the form of neat tailored styles.

Fall business in the West Mr. Hovland stated was improving. Merchants were beginning to understand that November and December were the months when the best coat business was done, and were finding out that price cutting in these months was not in the best interests of the department.

DRESS ACCESSORIES

Neckwear as a Selling Line for Christmas

Proper Attention Paid to Display is of First Importance—Show Cases, Fixture and Counter Trims Should be Changed Often — Rapid Changes in Styles Require Turnover to be Frequent — Boxing for Gifts.

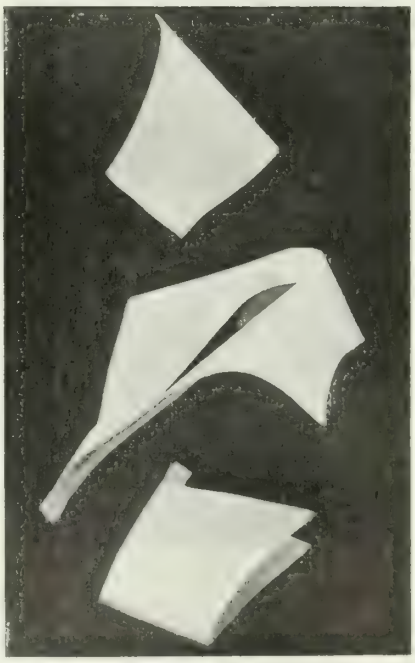
THERE is no possibility of any further fashion development between now and the end of the year in neckwear: manufacturers are too busy now to give attention to the production of novelties. Therefore The Review is devoting a little space in this issue to telling how the large departmental and exclusive specialty stores are handling women's neckwear, and what type of neckwear they are selling and showing

Women's neckwear is one of the most active at retail at the present time, and the counters in this section are among the busiest spots in the store. Though neckwear is booming competition is keen, and values have to be good. Women are finding neckwear irresistible, but the desire to possess a pretty piece of neckwear wars with the feeling that they should save—and this feeling should be allowed for in the pricing of goods.

35 and 50 Cent Lines.

Luckily, 25c neckwear does not figure as it used to do a few years ago, though neckwear at this price is still obtainable. The strenuous selling does not come on this line. There is some disposition to feature 35c neckwear, particularly in one of the larger stores, and this seems to be a compromise between lines at 25c and 50c. This store has during the present season frequently put on bargain neckwear at this figure.

In the regular way of business the big selling comes on the 50c and 75c lines. Fifty cents is a favored price in the more extensive departments, and the selling practically begins with this, and anything lower is either soiled or off style in some way. In these departments more stress is naturally laid upon 75c and $1 neckwear, as their patrons look more closely at the fineness of the material and the quality of the lace and other trimmings. When $1.50 is reached the limit to popular selling is reached also, though of course all the large departmental as well as the exclusive stores carry higher priced lines and, when they take the form of real lace collars, or neckpieces trimmed with real laces, the price runs up to a high figure.



LOOKING TO SPRING.
Collar and cuff set of cross-bar check. The collar shows new lines, and either shaped cuff completes the set. Shown by Tooke Bros., Ltd.

Cheaper Than in U. S.

When the price question is touched in a Canadian store comparison between New York prices and these charged in Canada are always made. Canadian values are wonderfully good in comparison with those obtainable in New York stores, and the prices a New York woman will pay is an eye-opener to the Canadian buyer. Of late years there has been some improvement but there is a big field in Canada in popularizing the better grades of neckwear. Of course, the present is not the time to start any campaign of this kind. But efforts should be made at the present time to hold the ground that has been gained.

Mirrors for Trying On.

Display is half the battle in selling neckwear, and the successful department uses every inch of display space to the best possible advantage. All the counters are show-cases, and not only is the trim changed frequently, but the goods are displayed in them to the greatest advantage. The ledge trim is also important and figures, neckwear stands and bust figures are all used in building up attractive displays. Several mirrors always form part of the counter equipment, so that prospective customers can see how the neckpiece will look when worn. This is important, as there are so many variations of line that it is difficult to judge as to the individual becomingness of any neckpiece without trying it on. The latest mirrors for this purpose are very decorative. They are long oval mirrors set in a frame of brush brass and mounted on a stand of the same.

Using Velvet On Counters.

The part of the counter where the expensive neckwear is sold is either velvet-covered or covered with a velvet pad. Some stores use black velvet, while others prefer deep purple or dark olive green. The counter should have a rim in front. This rim often prevents soiling by helping to keep the goods on the counter. It is sometimes omitted in the section where the high-class neckwear is sold, but it is almost imperative where bargains are sold.

Speaking generally, ladies' neckwear is not bought far ahead, as there is constant changing in styles and always something new. This is also one reason why this department shows such a large

(Continued on page 18.)



Not too late to order

Christmas Ribbons

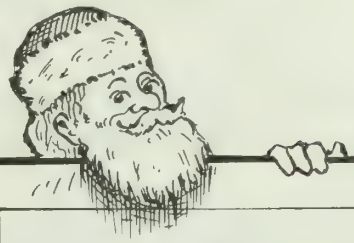
OUR stocks are all fresh and attractive—wire or phone order will receive our prompt and careful attention. Don't miss sales—sort up now.

WE extend to our friends everywhere throughout the trade our cordial good wishes for a Merry Christmas and a Bright and Prosperous New Year. May 1915 bring you your full share of good things.

Walter H. Barry & Co.

MONTREAL and WINNIPEG

"The Ribbon Specialists"



A
Merry Xmas
and a
Happy New Year

It is our heartfelt wish that 1915 will be a bumper year in the history of your dress accessories department. Let us do our part in making it such by sending you a good varied assortment of fancy trimming buttons, also crochet, celluloid and cloth-covered buttons.

A. Weyerstall & Co.

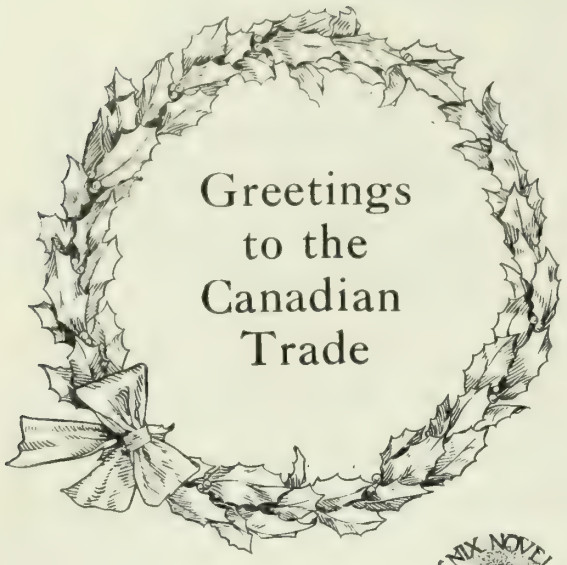
Button Manufacturers

Head Office: **TORONTO**, 145 Wellington St W.

Branches: **Montreal** **Winnipeg**

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.



IN sending our greetings to the trade, we wish to extend our thanks to our many patrons throughout Canada for their splendid patronage during the past year.

Though our service has met with unanimous approval, we hope to be more deserving of your trade in the coming year.

May 1915 be a year of prosperity

Remember the Made-in-Canada goods in the buff boxes.

Phoenix Novelry Company
(FORMERLY SANDERSONS LIMITED)
PEARL STREET - TORONTO

Bazaar Ribbons

Popular-Priced Lines, Baby Ribbons, Narrow Silk, Satin and Holly for Bazaar—Remove Cut-Priced Ones From Department.

THE big stores always take advantage of the last few weeks before the holiday to clear up the odds and ends of stock, and the slow-selling lines. They do not confine the selling of these lines to the regular department—in many cases they remove the goods from the department altogether and place them on bargain tables in some other part of the store. This plan has many advantages: in the first place, the selling of these bargain goods does not act as a detriment to regular sales. When there are ribbons on bargain, women who visit the department with the idea of buying some special ribbon see the cheaper line and pick out something that she can substitute for the ribbon at the regular price they were intending to buy and the department loses the extra profit on the regular transaction.

When ribbon is put on at bargain prices the intention is that it shall be something extra bought because it is cheap, and this idea is best served by removing these bargains right out of the department.

Other lines that can be profitably carried on tables are baby ribbons in holly red, pink, blue, yellow and green, and narrow satin and taffeta ribbons in the same shades. The baby ribbons are usually cut into 6 or 10-yard lengths, according to quality, and are knotted into hanks and piled up in heaps of each color. Printed ribbons in holly, mistletoe and Christmas bell patterns are also good at this time of the year both for trimming small articles and for tying Christmas parcels. The T. Eaton Co. are carrying ribbons of this class as well as the cheaper novelties in the millinery section on the second floor, and also in their Christmas bazaar section on the fourth floor. The Robert Simpson Co. have a section for cheap ribbons and baby ribbons in their Chinese bazaar, and they also have bargain tables for cut-price ribbons in front of the elevators east of the Queen street entrance, as well as a section for selling baby ribbon in hanks.

NECKWEAR AS A SELLING LINE FOR CHRISTMAS.

(Continued from page 16.)

profit, as the stock is constantly turned over. It is not so much the profit on each article sold that counts, it is the frequent turning of the stock and the profit made on each turnover.

Lines for Sales.

There is always material for attractive sales available in neckwear lines, as there are always lines that are slow sellers, or styles which are going off the market on which attractive prices are available, and these with the merchant's own stock of the same kind can be used for holding special sales. Buyers often make mistakes, or lines that have sold well have been repeated and have fallen flat. When these conditions develop the neckwear buyer has to have courage and make a clean cut for the neckwear stock must, above all things, steer clear of bad stock. A neckwear department where the stock is not kept clean and up to date can never make a profit or build up a worth-while reputation.

Boxing has been somewhat of a vexed question this year, as the majority of the manufacturers have refused to box neckwear selling under 50c or 75c. The big departmental stores box all the neckwear sold. The store, as a rule, has an individual box with the name of the firm displayed not too conspicuously on the lid.

MILLINERY

Tendency is Shown for White and Light Colors

White, Pink, Begonia and Forget-me-not Blue the Late Season Colors—The Black Velvet Hat Has Become Too Popular—Picturesque Flaring Brims Coming in to Balance Wider Skirts.

THE vogue of the velvet hat has continued right through the season, though the colored velvet hat is considered to be smarter than the velvet one; counted by numbers, however, the black hat leads. There has been a very extensive sale of velvet covered shapes, and these shapes have had a big sale both in the department store and in the parlors of the exclusive millinery store. There is a feeling for lighter colors in hats, and white, begonia, rose and forget-me-not blue are very much seen; but these colors are almost invariably combined with black. White kid combined with velvet, the crown being of the kid and the brim of the fabric, is new. Silver lace brims have crowns of velvet, or the crown is of the lace and the brim of the velvet. The high military turbans, the tricorne and four-cornered shapes have all taken well; as a matter of fact, any shape with corners has taken this season.

The large flat shapes are taking on capeline lines, and there are signs that picturesque flaring brims are to come in to balance the wider skirts. These large models are as a rule reserved for teas and dressy wear, and the street hats come in military shapes.

Cossack Turban.

One of the best selling shapes is the Cossack turban with a peaked tam crown and a high close head band that is either covered or edged with fur. The scout shape is another good one, and the Tommy Atkins cap and the Scotch bonnet are shapes that are growing in favor.

All these hats are developed in velvet and are trimmed with ostrich wings or fur. Monkey fur used as a fringe is very much used for this purpose. Fur fabrics are used, and some felt as well as satin. The high-class trade is using satin soleil, which promises to be a forerunner of very bright surfaced satins for the Spring trade. Silver cloth is used for the entire hat trimmed with Saxe blue, or begonia pink or cerise velvet, combined with either ermine or monkey fur.

Both narrow and wide ribbons are used for hat crowns and for unusual trimming effects. Loops and bows are not much in evidence at the present time, but narrow ribbons are used for binding brims and are pleated up into military effects and cockades. Many-ended bows with the ends cut into sharp points are formed of narrow cord, Ottoman or moire ribbons. A little jet in the form of bands and ornaments is also used. Since military fashions, silk and frogs have made their appearance in trimming lines.

Silk Flowers, Natural Colors.

Tinsel in the form of braids and flowers have given way to the use of velvet and silk flowers in natural colors. There is some use still for the white velvet flower, but the tendency is for colors, and cerise, begonia and military red shades predominate. There is some call also for soft rose pinks. Next to roses come flat camelias.

Ostrich for Expensive Hat.

Ostrich is taking the place of aigrette and paradise as the trimming for the expensive hat. Scorched and glycerined ostrich is worn, but first place must be given to full-headed plumes and to bandeau effects. Little tips have come into use in the late season. They are placed at intervals flat on the brim of the hat, or are used for the under brim facing.

NEW VEIL FITTED TO BRIM.

A new idea is a veil which is fitted to the shape of the hat brim. There have been quite a number of experiments recently with a view to making the adjustment of the veil an easier matter, and this is one of the most recent. This veil is intended for wear with a turban with a shaped brim edged with fur, and the veil is so shaped that the edge fits smoothly over the brim under the line of fur. A band of fur is attached to the veil and fastened together with a hook and eye at the back, at a line which holds the fullness under the chin and around the neck. Some veils end under the band of fur, in others the veil extends in the form of a frill, and has a scalloped or a border finish.

It is claimed that this veil does away with the usual untidy appearance when the veil is raised, as instead of throwing it back over the hat, it is folded back against the brim and the lower fur edge is clasped around the brim, giving the appearance of a shirred or folded brim edged at each extremity with fur. The same shaped veil can be had with a band of velvet, either plain or ornamented with sequins. This band ends with a bow and the veil is pushed up and fastened to the hat brim as above described.

U. S. COLOR CARD FOR FALL.

Millinery and Silk Associations May Unite to Bring One Out.

Up-to-date the usual French color cards have not come to hand, but the Claude Freres card is promised for some time this month. Therefore, there is some color confusion, as there is no color standard arrived at yet, and the trade is guessing more or less as to the novelty colors that will be featured in the coming Spring. So far the ecrus, beiges and sand shades are featured, as well as blues on the military order, rose pinks and begonia shades, and later information places cherry high on the list of Spring colors.

It is said that the Millinery Jobbers' Association and the Silk Association of the United States are taking steps leading towards the production of a color card for the Fall of 1915. This card will be thoroughly thought out and all details arranged, and will draw the colors suitable for the United States trade

Hats for the South Suggesting Spring Ideas



Hats that are quite large and with graceful, picturesque flaring brims are strongly indicated for the coming season. The contrasting facing is a feature and so is the use of large roses and foliage in natural colors.

Palm Beach Model photographed for The Review.



Sailors are suffering no eclipse; they are showing in many attractive shapes in Panama and fancy straws. This sailor is of course straw-faced and banded with white silk, and has two white crochet pom-poms placed on the brim in front.

Palm Beach Model photographed for The Review.

Veils are Being Shown with Late Season Hats

This May Forecast a Further Development in This Direction in Spring—Many Advantages in Carrying Veilings in the Millinery Store—Cost is Small, and Selling is Mainly Result of Introduction.

A NEW development that seems better suited to the Spring season than that of late Winter is the selling of the veil with the hat. The hats that have this veil accompaniment are usually small toques and military models. What is the connection between a hat designed on the lines of a Cossack's toque or a Tommy Atkins cap is hard to see—possibly the idea is to introduce a softening element and make these models really becoming to other than young girls. Some veils are cut so that they fit smoothly over the brim of the hat just under the inevitable band of fur—and a band of fur goes around the neck and fastens under the hair at the nape of the neck. When it is desired to raise the veil, the lace or net is ruched over the brim of the hat and the line of fur becomes the lower edge of the brim. Sometimes the place of the band of fur is taken by a velvet ribbon, and often this ribbon has fancy medallions woven in.

The latest development shows the full drape veil hanging straight down in folds from the brim of the hat in 1830 fashion, and instead of the mesh veil this veil is of Chantilly.

A New York model of putty-colored velvet in one of the new toque shapes trimmed with a pleating around the brim has one of these full drape veils of navy blue Chantilly lace.

Veils of hexagon or filet net, with lace or ramage patterns, with heavy border or deep hem to weight them, so that they will hang properly, are being sold with small toques in high-class stores.

Worth While for Every Milliner.

It is the straws which show which way the wind blows, and this late Winter interest in veils, which is now confined to the very high-class trade, will possibly develop in the coming Spring into business that will be worth while for every milliner to handle. This will mean the keeping of a stock of veilings.

Why more milliners do not handle veilings is one of the mysteries of the trade. Some milliners go after this business and make it pay, because they realize the exceptional opportunities they have for selling the veil as well as the hat. The outlay is small in the first place, for little or no new equipment would be necessary to handle this business. Selling veilings is done almost altogether by introduction—the woman's eye is caught by some veiling novelty as she passes the department, for it is very seldom that she goes shopping with the express intention of buying a veil.

If the milliner carries veilings when the hat is sold it would be an easy matter to bring out a piece of veiling or a made veil and drape it so that the effect would be shown, and the sale in most cases would be made.

Women like something exclusive when buying a veil, and once persuaded that you carry the novelties she will return to supply her veiling needs. The fact that she would receive more attention in the exclusive millinery store than in the usual retail veiling department would help to build up a profitable trade in high-class veilings. To compete properly with the many departments in the dry goods stores the buying will have to be done right, and stock will have to be turned over quickly and kept clean. This means keeping in touch with the veiling houses and stocking the latest novelties as they appear.

When Millinery is Least Active.

Veilings and hats are so closely allied that it is a matter for speculation that they do not more often go together, as each forms a selling help to the other. The seasons when most veiling is sold are at the periods when the millinery trade is least active—when the milliner is engaged in clearing out her season's stock. Prices are particularly attractive, and the woman who comes in for a veil can often be interested in a new hat and induced to buy simply because the price is so low.

Late Season Ideas from Paris

PARIS, Dec. 1.—Though there are not the opportunities of seeing the new styles in Paris—for only a very few of the theatres are open—there is talk of a general reopening shortly—no Auteuil races, and no meeting of the fashionable world at the smart restaurants, where so many of the new fashions have been launched; Paris is still Paris, and merchants and manufacturers all the world over are still anxious to avail themselves of all Paris has to show or suggest.

All the famous dressmaking and millinery houses are again open—many of them have never been closed, and now that there is a certainty that the Government will be back in the near future, Paris is once more beginning to show signs of a return to more normal conditions. Not that much gaiety can be expected as yet, for everyone is conscious of the ordeal the nation is passing through, and the terrible sacrifices the war is inflicting.

The model houses play such an important part in Parisian industrial life, and are too intimately bound up with the productive powers of the French nation to allow their supremacy to be questioned even for a short season. Therefore, the buyer who makes a trip across the ocean will find plenty of models on display that will measure fully up to the old high standard.

As yet there are only late season models to be seen in Paris, and it will be past the middle of December before the new Spring models will be shown. The models for the mid-season all show the new tendency towards greater simplicity in trimmings. Large generous mounts of expensive paradise, heron and cross aigrettes are no longer of generous proportions—they are so small as to be almost meagre, and they are not made the most of either, but are so placed as to be inconspicuous.

The hats Georgette is showing at the present time are moderately large hats on the capeline order made of velvet, panne, heavy silk or lace, and finished with a contrasting facing and a band of fur. Pouyanne is showing military toques on the order of the hussar's shako, with the crown of scarlet velvet and brim of deep brown faille. The festoons and cabuchons are of passementerie, and there is a bushy feather aigrette in front. This milliner is also showing capelines on the Empress Eugenie order—one was of champagne panne velvet, with large single roses weighing down the brim on the left side

(Continued on page 23.)

IN PARIS.

Capelines and military toques the leading mid-season models.

Beige, mastic, sand and cream white have replaced the sombre colors that began the season.

For Spring lisere, tagel and Milan straws, with Leghorn later.

Clearing Stock has Been a Slow Process this Season

Trade Has Been Done on a Few Lines—Popular Priced Business Has Been Better Than the High Class Trade—No Shortage Expected in Spring Materials—Developments on This Side of the Atlantic.

THE end of the season's business has been very slow in the retail stores, but this can scarcely be charged up to conditions of trade alone: the unusually mild weather must take its share of the blame, particularly in a season when fur has been so extensively featured.

The very evident intention of the women of the community to practise strict economy has been operative right through the season. This has limited the price paid for the majority of models to those considered to be well within the limits of those dubbed as popular. The ten-dollar hat has taken the place for the time being of the more expensive model, and naturally woman has searched for the best model to be had at this price—and has got it, too. This feature of the trade has caused much complaint, as it has meant very low prices for desirable goods.

Concentration on a Few Materials.

Another feature that has not helped has been the concentration upon certain materials, and the buying of these articles to the exclusion of all other lines. It is the milliner doing the high-class trade who has had the most difficulty in doing business this season, for the tendency has been to go after the cheaper goods.

Though the trade evinced a tendency early to concentrate upon a few materials and a few shapes, there have been no sudden style changes to further unsettle matters. Though the jobbing houses may have fared a little better than the retail trade, they, too, have felt the force of the same influences. The trade filled in sparingly, and mail order business has been only fair.

Preparations are under way for the coming season, and travelers have already been on the road with new goods for the coming season—but the advance business has been scarcely of a satisfactory nature on the whole.

Many of the features of the present season promise to be duplicated, for women will be again disposed to count the cost carefully before buying. Facing a repetition of the present conditions, the merchant is disposed to buy carefully and also to wait until the last moment before placing his orders.

Though there may be a gap here and there, there are special lines in which there is no possibility of any shortage in a wide sense. The absence of certain lines of flowers and other novelties will be greatly off-set by the fact that model houses will only make use of such materials as are in plentiful supply.

The Millinery Jobbers' Association in the United States have got together in convention, and are agreed upon this point, and also as to the fact that the manufacturers and model houses would be prepared with a representative line of materials and models when the buyers for the trade visited New York early in the year.

Developing Flowers.

There is little doubt that the absence or shortage of certain lines of foreign-made goods has given manufacturers in many lines on this side of the Atlantic an opportunity to show finer goods. Many lines of flowers now showing are made in the States, and Canada is developing a flower industry of her own. The finer the goods the better they sell, and even the cheap goods are finding a ready market. Some very attractive flowers are shown, and colors and materials are in good supply—the chief drawback being the lack of competent help. Ostrich and feather novelties are expected to be good for the early season, but foliage crowns are to be good when the Summer hat comes into view, and these crowns are to be outlined with rose wreaths or garlands of small flowers mixed with grasses and wheat.

POPULAR SHADES.

Among shades that promise to be most prominent this coming season are burnt, sand, beige, regimental blue and cherry.

SPRING STRAW NOVELTIES.

Among straw novelties for Spring come rough braids or barnyard straws, as they are popularly termed. Another new straw has received the name of lemonade straw, because it comes in pipes or straws shaped like those served with glasses of lemonade.

SEARCHING FOR SPRING IDEAS.

The buyer of an up-to-date departmental store of State Street, Chicago, who had just returned from New York was asked if American manufacturers were going to rely upon American ideas for the incentive in putting out Spring styles. "That is a very difficult question to answer," was the reply. "Personally I know of many designers who have left for Paris and London searching for ideas for Spring. Just what they will find in the way of inspiration is problematical but they think it is worth the expense just to go and see."



Ostrich Feather Co.

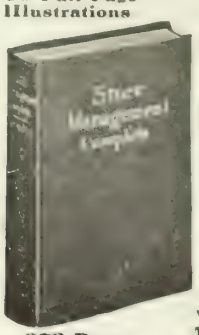
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CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

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TORONTO

LATE SEASON IDEAS FROM PARIS.

(Continued from page 21.)

and the traditional velvet ribbon streamers in bright pink.

Spring millinery will not be ready until the middle of December at Lauvins', but the information was given that lisere, tagel, and Milan straws would be used and later Leghorn. Quaint, jaunty military shapes, but in larger sizes than have been worn during the Fall, are expected to take for Spring, and they will be very irregular in outline. Oval shapes that are long from the front to the back are particularly favored, and the trimming will most probably be arranged so as to carry out this idea.

Evelyne Varon is showing some beautiful hats in cream white, panne, velvet, and also in soft light beige tones. Mastic or putty, and sand or sable are prominent colors, and this new sand shade, which has a tinge of pink in it, is expected to be very prominent in the coming Spring. Sailor shapes are still very fashionable, and models in the Breton shape show the brim cut into large tabs. Beige is combined with deep seal brown, and white with deep corbeau blue.

Paris and Styles

American Style Authorities Outline the Process of Style-Making—Why Paris Takes the Lead.

JUST why Paris holds such a supreme position in the changing panorama of the fashions was outlined so neatly and so concisely by two men who are in a position to speak with authority that their remarks upon the subject should be read by all milliners and others who are handling goods influenced by fashion changes.

At the recent convention of the Millinery Jobbers' Association, held at Atlantic City, N.J., Frederick Bode, of Gage Bros., in the course of his remarks, said that fashion was brought about by environment and movement. The reasons why we have gone to Paris for styles is because of environment, and the tribute paid her by the world. By "movement," he meant that after the Bulgarian war everything was Bulgarian in color, and after the invention of a certain balloon we had the torpedo shape. In some seasons Parisian modistes would design a style that was diametrically opposed by others.

In Paris they have a syndicate of designers, manufacturers and consumers who collaborate on shapes, materials and colors, and these styles are accepted. Mr. Bode said that recently he made a trip around the world and visited many

(Continued on page 32.)



Senator Lougheed, leader of the Government.

The Work *of* The Senate

The Senate does not work in the limelight. It is seldom heard of except when it does something that a section of the community does not approve. Consequently it is judged not by its deeds but by what the public is prone to accept as its misdeeds. So much attention is focused on the more spectacular proceedings in the Commons that the deliberations in the Senate are not often featured in the press and the Senators themselves are not, for the most part, familiar figures in the public eye.

With the object of bringing the Upper House closer to the public, the leading article in the December number of MacLean's Magazine is devoted to a close analysis of the Senate. It is forcibly and interestingly written, and will serve to give the public a different conception of the value of that body.



Senator Bostock, leader of the Opposition.

Other Features:

Canadian-born Admirals in the Navy; Big Business and the Private Detective; Extracting a Fortune From Salt; A selection of the best war articles from the leading magazines of the world; Four bright Christmas Stories.

MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MACLEAN PUBLISHING COMPANY, LIMITED

143-153 University Avenue, Toronto, Ont.

Patriotic Novelties are Strong in All Lines

Post Cards, Christmas and Greeting Cards With Patriotic and Canadian Scenes and Coat of Arms Big Sellers—The Allies' Flags in Small Sizes Selling for Favors and Decorative Purposes.

THE departments that are doing the best Christmas business are those in which articles having some distinct use are selling, but even here the bargain idea is by no means lost sight of and there are more price tickets in evidence than is usual at this time of the year. This does not mean that all goods are low priced but rather that values have to be extra good to make the sale.

Among the many novelties that are selling freely may be mentioned silk flags from about 4½ inches by 3½ up to 6 by 4. These flags are being used for many decorative purposes. They are used for favors and for table decorations as well and will be used along with the holly and poinsettia to decorate the Christmas dinner table. They present quite a gay appearance as the colors are quite in keeping with the season.

This is the frivolous view but their presence will also have a deeper significance. There is in the collection the Royal Standard, the Union Jack, the Canadian flag, and the flags of France, Russia, Belgium, Servia and Japan, also the red lion of Scotland, the harps of Ireland and the St. George's Cross.

These flags are mounted on a heavy gilt wire, pointed so that it can be easily inserted into any object. For the convenience of those who do not know the colors of the different flags the information is given herewith as there are many times nowadays when the information may come in useful.

The Allied Flags

The French flag has three vertical stripes, red, white and blue; the Belgium flag three stripes of the same color, white at the top and blue and red below, while the Servian flag is reversed with the white stripe at the bottom of the flag. The Russian flag shows three vertical stripes, red, yellow and black.

Flags of all kinds and all patriotic emblems are free sellers. In Christmas cards, and greeting cards the best sellers are those showing the Canadian coat of arms, the coat of arms of the Dominion and maple leaf devices. Some of the cards have in addition Canadian scenery and these are always eagerly picked out.

Bags are a prominent line. There is as much fashion in bags and women are as discriminating about the bag they buy, its shape, its clasp frame and fittings, as they are about their hat or gown. The woman who can afford it has a bag that goes with each of her gowns. This freakishness means that shapes are multiplied as all cannot sell, and the discards go to the bargain table and this also explains the very low price at which some of these bags are sold.

Mocha Leather.

The very newest bags come in mocha leather in grey, brown and black and they are delightfully soft. They are lined with heavy cord silk or moire in apricot, helio or reseda, and have gilt fittings. Indeed the fittings are an important point this year, and the fittings often make the sale. The rule seems to be just as many fittings as can be crowded into the bag and the bag must not be large. Party cases have caught on and are selling both in high priced and popular priced lines.

The Promenade Case.

The party bag and the party case have a rival in the promenade case. These cases are of crushed morocco or some other soft leather in a selection of numerous shades. These cases are oblong and are softly lined with satin, and contain a mirror, memo pad and pencil, puff, round vanity case, hair pin cases, vinaigrette, comb, nail file, purse and button hook. The case has a leather handle in strap effect. Some cases have a flap pocket which can be used to contain a veil or an extra handkerchief, etc. Some of these cases have fittings in French ivory or in pearl and chased silver; but the best liked fittings come in highly polished nickel or gilt.

A feature of the selling of jewelry lines is the attractive boxing. Ear rings, brooches, lace pines, etc., all come in holly patterned boxes, and these boxes add in no small degree to the attractiveness of the department. New ideas in jewelry are coming from the days of the Second Empire: black velvet necklets, and wristlets are clasped about the neck with rhinestone or jet clasps and in many cases there is a long jet pendant which dangles down in front. Black moire ribbon is used in place of a chain and it is not unusual to see a black moire ribbon used to suspend a pendant. These ribbons are decorated with gold or jewelled slides.

Watch Fobs for Ladies.

Watch fobs for ladies are a new innovation; they are made of black ribbon with slides of jet or rhinestones, or, more rarely, the ribbon ends in an ornament of carved jade or amber. The wearing of a fob means a pocket for the watch or that the watch is tucked into the belt, but the newest way is to wear the watch as a pendant from the fob which is pinned to the breast with a pin to match the slides. With the watch in view has come a fad for watches in odd shapes.

Hair ornaments are quite elaborate. Shell pins come in varied shapes many of which are curved to the shape of the head. Square topped pins are the latest and bandeau pins and side combs come in sets. Besides the rhinestone settings these combs are inlaid with gold and the patterns are often very elaborate.

Glass Ornaments.

Glass is coming into favor as a material for coiffure ornaments. Glass tiaras and sprays come in clusters of leaves and berries. Tiaras of rose leaves and buds, and white daisies, as well as clusters of oak or mistletoe leaves and berries are very effective .



THE ORIGINAL "SEE THAT HUMP"

DE LONG HOOK and EYE

is the World's Standard of Quality in Hooks and Eyes.
Make your Notion Counter known as the place for reliable goods. With our Canadian factory at your service, you should never be without full assortments of De Long Products -invariably the best in their respective lines.

DE LONG HOOK and EYE COMPANY
of Canada, Ltd.
St. Marys, Ontario



There is a real novelty on the market and though these articles are confined to the high priced trade they are so artistic that they are selling freely to the discriminating trade. This novelty consists of metal blocks fashioned into an endless variety of artistic designs and their use is to support the books placed on a stand or table. Antique and classic figures, various animals such as the bear, bull or monkey, and many other designs calculated to suit all tastes come in these figures. The majority of these blocks are from five to six inches high and about the same width, and they come in a bronze composition and in a number of metal finishes such as old silver.

For January Sales

Stamped Goods Should be Featured—A Padding Device to Lessen Labor on Scalloped Edges.

THE later development in the art needlework department enables it to take an important part in the January white goods sale. This is due to the fact that there are many articles for personal and household use both made up and only requiring the working of the embroidery pattern to make the garment complete. Other articles are stamped for working and have guiding lines for cutting out when the work is done. The list of these articles is a long one and includes gowns, brassieres, corset covers, combinations, etc., negliges, dressing jackets, caps, tea aprons, pillow cases, doileys, and a host of other articles.

Then there are infants' garments of all descriptions, and dresses for small children. The January white sale draws attention to these goods and means should be taken specially to feature them. This was done by the large city stores last January and an excellent business resulted.

Women are buying more and more of these stamped and semi-ready articles each season, and the sales are growing rapidly. The garments follow the lines of the French embroidered underwear, and have all the elegance of these high-priced garments.

A Padding Device.

Women who are quite expert embroiderers find it is quite a task to work scalloped edges. Half of the labor is eliminated by the use of a padding device made of some preparation that will stand the wash and which only requires to be worked over. Initials can be had made of the same composition that do away with stamping and also furnish the padding.

The woman who will not go to the trouble of working scalloping can be interested in garments that are lace edged. These come ready made and with both the neck and sleeves trimmed with beading and edge.

Package goods are featured in many departments, for they not only make the selling an easier matter, but they mean a large increase of profitable business. The profit made on them is liberal, and they are put up in attractive envelopes which form an excellent counter feature. Nearly every article that is carried in the art needlework department comes in package goods. The line of pillow and cushion tops is particularly good and a big business is always done.

HOW ENGLISH REPLACED TOYS.

Reports from England state that the supply of toys while weak in a few lines yet show a number of new devices due to the cutting off of German goods. The Teddy Bear has a new rival in "Jolly Jack," a jacktar with a moveable head. A dog is called "I am Vic," representing a victor after a fight with a bandaged eye. All sorts of animals are being made up in felt materials. There is a large range of warlike toys, including soldiers, maxim guns, flying machines, sailors and warships. The Japanese have got ahead of British manufacturers in reproducing the British navy in miniature.

The lack of German dolls has been met to a great extent by British hair-stuffed dolls with the English china heads. There is a difficulty still however, in making the heads and faces in which the Germans were so skilled. Doll houses and furniture for dolls have been made to replace the German goods. In mechanical toys there is a shortage as was expected.

Holiday Aprons

Dainty Lines Showing This Season—Trimmed With Real Cluny Lace.

DAINTY tea aprons are always in demand for holiday selling, and the manufacturers always prepare new lines for this season, for, though aprons sell all through the social season, the big harvest is reaped at this time of the year. Apron lines are just about ready to show, and the variety of styles this year is well maintained. There is a dainty new cotton material on the market called lace cloth, which is a new cotton fabric on the leno order. Sheer cotton crepes and voiles are also used, and some lovely aprons are of organdie. Swiss and nainsook are the leading materials, and Valenciennes lace is back again as the leading trimming lace. Some beautiful lines are trimmed with real Cluny lace. Shadow and other novelty laces are also used, and some are wholly of this lace. Many of the aprons are machine embroidered in fine neat sprays. Shapes show infinite variety, and many of them have bibs that are both decorative and useful, and they are very lavishly decorated with ribbon trimmings chiefly in pink and blue. Brocaded wash ribbons are very much used for this purpose.

Braids as Trimmings

Military Fashions and the Fact That Braids Can be Procured on This Side of the Atlantic Lead Buyers to Predict Their Early Return.

IT looks as though the trade would have to depend very largely in the near future upon trimmings that can be made on this side of the Atlantic. Both this fact and the growing influence of military styles point to a freer use of braids. Many of the new embroidered nets and tulles come in paterns that are very closely allied to soutache effects —so even if braiding has not yet arrived it is in the air. Already a number of imported models feature braiding both in the form of soutache, trimming with binding braids and military looping and frogging. These garnitures fasten with olives, and braid loops and olives decorate the collar and cuffs. In the extreme form loops and pendants hang from the centre to the left shoulder. Manufacturers in New York are featuring only effects that they are sure of obtaining and as braids are made both in the States and in Canada, now that so many trimming lines are cut out entirely because they are either of German or Austrian manufacture, there should be a distinct opening for braids.

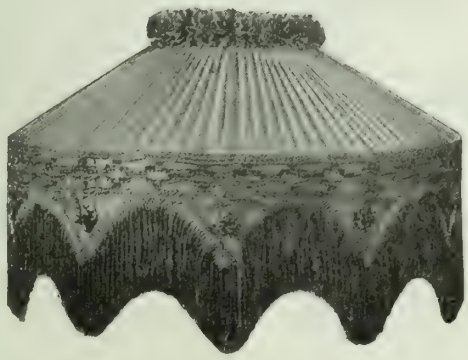
There is a growing interest in wide military braids as well as in lace and other novelty effects. Braid at the present moment is being cleverly combined with fabric furs, and real furs. The cording so fashionable a decade ago is also being revived. This work is done by a special machine. The cord is applied to the underside of the cloth forming a welt on its upper surface. Anything in the form of jet is selling and jet trimmings in any form are strong.

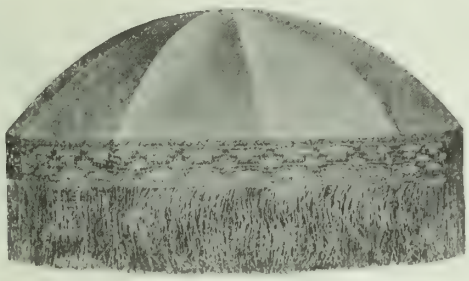
SOFT CROWN EFFECTS.

Barnyard, Lisere, Milan and moire hemps in all colors and combinations are used with various textiles in soft crown effects.

Salisbury Silk Shades

Soften the Glare of Bright Lights





With electricity being adopted as the standard lighting in cities and towns comes a great demand for an effective but inexpensive fixture. Salisbury silk shades were made to meet this need. Their beautiful coloring and quality of the silk; the exquisite neatness of the finish and the general dainty effect of the trimming will lend a charm to any room in the house—from the parlor to the bed-room. Salisbury Shades are made in colors to match every color scheme.

Send for full particulars.

E. F. W. SALISBURY

MANUFACTURER OF SILK SHADES FOR ELECTRIC FIXTURES, ETC.

Gooderham Building, Toronto

49 Wellington Street East

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

EQUIPMENT & DISPLAY

Many May Postpone Whitewear Sales to February

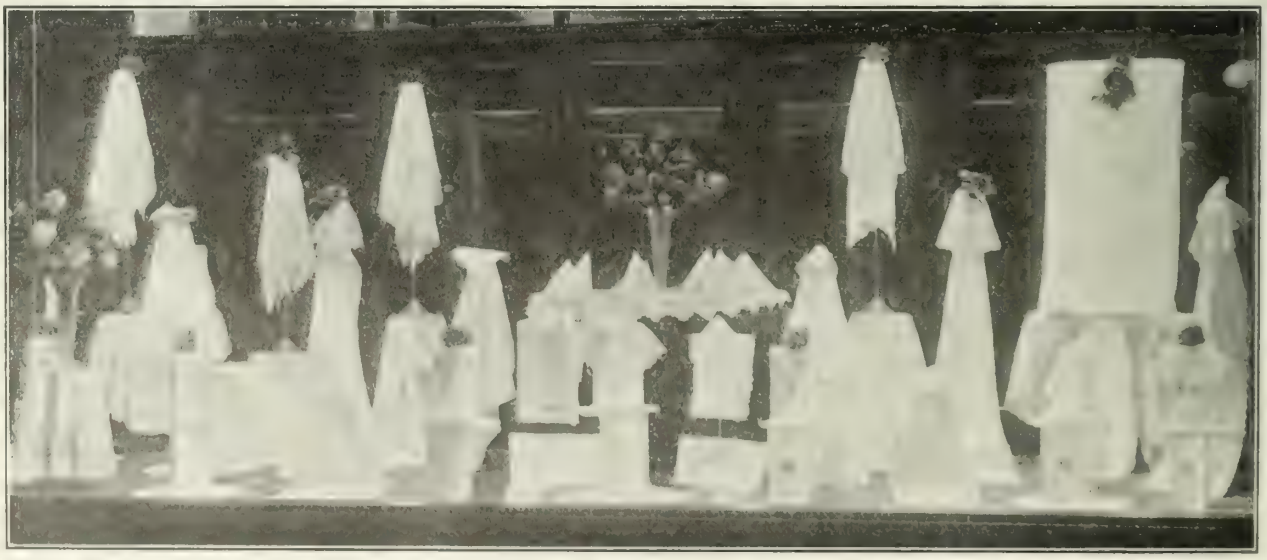
Some Orders to Jobbers Call for Delivery for Middle of January Instead of December—Separating Fine Lingerie From Ordinary Merchandising Showings—Winter or Spring Foliage—Descriptions of Some Whitewear Trims.

THE whitewear sale that has taken an honored place in a large number of Canadian stores in January the last two or three years may in many cases be shifted into February this year. At least that is the verdict of a number of agents for whitewear as a result of travelers' reports and "mail orders." In other years, the deliveries for the whitewear sale usually have been December 15; in a number of instances this year the orders have called for no delivery until January 15. This indicates that the merchants in these places have decided that this year the appeal to buy Spring lingerie in January is a trifle early; that women will not be as likely to part with their money several months before they are ready to don the articles as they were the last two or three years, and that a "splurge" that gave excellent returns before might fall just a little flat under present conditions.

Everyone, of course, must reach a conclusion on this point for himself. So far as can be learned, the larger city stores are adhering to their former plans to spread on the January or annual whitewear sale and have made preparations with that in view as usual. The window trimmer is ready for either decision. Recognizing the feeling, however, towards a later sale, The Review will give in its next two issues samples of whitewear trims that will be used in January, 1915.

Two Kinds of Trims.

In building up whitewear trims a distinction should be made between a showing of the finest lingerie and the regular stock window of ordinary whitewear, for the two call for almost as different treatment as a trim of the finest imported dress goods and a small wear window for a Christmas selling. In the former case there should be a dainty look, an absence of crowding—one had almost said an absence of prices, but more care as to excluding these must be taken in these latter days. It follows that the background should not be too elaborate. Some whitewear windows are spoiled by what can only be described as being "plastered up" with big signs at the back, that really do not impress the public any more than a single neat one in the centre of the background, or in the front of the window, and on the other hand, give the whole display a common look. The whitewear in the window carries itself to a great extent, and a neat lettering, raised or painted, white on a



A type of "whitewear" display that will be used in January and February sales, where linens will form part of the goods shown. The roses add a dainty effect. One of the fine new windows of the John White Company, Limited, Woodstock.



Why Not Buy a Self-Paying Store Front?

The Merchant next door may have just installed a new Store Front—it looks new and may be a great improvement over his old Front, so far as appearance is concerned. But what about the design? Does it truly represent him—is it individual or are there others in town just like it—is he able to show every line, every day and is his Front *paying for itself.*

Mere newness does not spell the success of any Store Front, nor does permanency or stability pay big profits. *Sales* is the thing you, as a Merchant, should be most interested in. *Your* business—your *Store* requires its particular type of KAWNEER STORE FRONT. The only way in which a new Store Front would pay you, or any other Merchant, is to increase the business with which it is associated.

Count the number of people who pass your Store uninterested — then think how a good Front would make them *your* customers.

Kawneer STORE FRONTS

For eight years we have worked with Merchants, Architects and Contractors, in the designing and building of modern Store Fronts and today KAWNEER stands in 30,000 Stores—each one *making sales.* Let us help you — we feel competent by our specialized experience.

If you haven't seen the most interesting Store Front book ever published, "Boosting Business No. 21," send for your copy today. It shows photographs and drawings of many of the best-paying Store Fronts in the country—both in big cities and small towns. This will not obligate you in the least, as we want to show you proofs.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. GUELPH, ONT.

May the New Year be More Prosperous than the Old for You



We wish you the fullest measure of joy at this festive season and that you will, in the new year, 1915, experience the greatest prosperity.

We would suggest at this time that you plan your displays for the January White Sales and anticipate your need of good, seasonable display forms.

Our catalogue fully describes and illustrates our best forms for this important sale. Write for it to-day.



A. S. Richardson & Co.
99 Ontario Street TORONTO
Old and Tested

May the New Year Bells Ring in a Prosperous 1915



The Manufacturers of the celebrated Dale Wax Figures take this opportunity of wishing their many customers throughout Canada A Merry Christmas, and 1915 a year of the greatest prosperity.

But—do not be content to wait for prosperity to come knocking at your door. Rather get busy at once and plan for more business by formulating trade-pulling displays for your windows and department. Do not overlook Dale Wax Figures—a great factor in the success of your displays.

WRITE FOR CATALOGUE.

The Dale Wax Figure Co.
Limited
106 Front Street East ∴ TORONTO
Formerly Dale and Pearsall

dark ground preferred, as the most suggestive, should be all that is required. A favorite of window trimmers is to use a panel suggestive of a Winter scene. Various terms are used: January or Annual Whitewear Sale, White Sale, Sale of Whitewear, etc.

White Grounds.

It is probable that this year an effort will be made to retain, unchanged as much as possible, the backgrounds that have served for the holiday displays and make them do duty for January as well. Several window trimmers have told The Review that they intended to use the Christmas white backgrounds for the January sale, omitting the holly, baby ribbon, tinsel and other Christmas accompaniments. Care must, of course, be taken not to have a superabundance of white, lest the goods themselves lack the relief that is required, to make them stand out. Many trimmers prefer plush in the background, or will use their regular wooden backs, mahogany, or other.

Panels of White Trellis Work.

If the dark ground seems to lack something, a favorite device is to use two rather narrow panels of white to break it. This may be secured by using wood and white enamel it, or compo board. A rather dainty plan sometimes seen is a square or circle on the top with the name of the sale upon it, and the rest of the panel forming a trellis work. This makes a natural stand for the use of foliage or flowers. For the smaller window a single panel would be sufficient, or, if preferred, one at either side. The two might be connected with foliage, or the name of the sale hung between.

Winter or Spring Foliage?

A fairly important point to be considered is the effect that the background decorations are intended to give. There is a wide difference of view among window trimmers on this point. Some insist that the date of the sale requires a Winter foliage, frost effects, Winter scenes, etc. Some use cotton balls as decorations, and let it go at this, without deciding either way.

Others, however, claim that as the goods are intended for wear in the Spring, and are only an advance showing for Spring, that Spring decorations are quite necessary. Instance the Spring opening trims in late Winter, or the Fall ones at the end of July. For those of this "school of thought" there is nothing for it but lilacs, apple blossoms, wisteria, roses, carnations, etc.

If there is anything to be said by way of a decision, most will agree that if the sale takes place in February, particularly late that month, it must rank as a genuine Spring sale, and the Spring decorations are by far the most suitable. As for January, it must remain a toss-up.

So far as the trim itself is concerned an effort is usually made to show two or three articles on full figure forms. Probably the most effective setting for the finer lingerie is a bedroom, or at least one or two pieces of bedroom furniture, such as a dresser, with the mirror, a table and a chair. Toilet articles could be set on the dresser. White furniture is often selected. The full figure, which often is provided with a boudoir cap, is the highest in the trim, the rest being at various heights, on stands, chairs, and draped lightly on the floor itself.

Space for Each One.

Care should be taken to avoid overcrowding or to allow one piece to be set up so much in front of another as to hide it. While the general effect is important, each item in the display should be regarded as important enough to be given a worth-while view for the public.

The annual "white sale" the last year or so has been extending rapidly in many other directions besides that of whitewear, and this year linens will be featured by many merchants. Indeed, the sales of "wear" will not even be limited to white goods.

Some Suggestions From Trims.

The following are brief suggestions from some actual whitewear trims:

A boudoir view, with small white dresser, and two chairs, two full figures, one facing the other; white slippers and toilet articles on the floor; roses and wreaths of foliage as decorations, while the background was of dark plush.

A background of several white panels with rambler roses on one of the upper corners in each case to give a Spring-like atmosphere. Two full length figures were used, each with a boudoir cap.

A white bed was introduced in the centre, with a dresser on either side. The bed was used for draping several articles of whitewear. A couple of full length figures were used also. A very natural effect was secured in one case by a half-open drawer, over which fell dainty embroidered underwear.

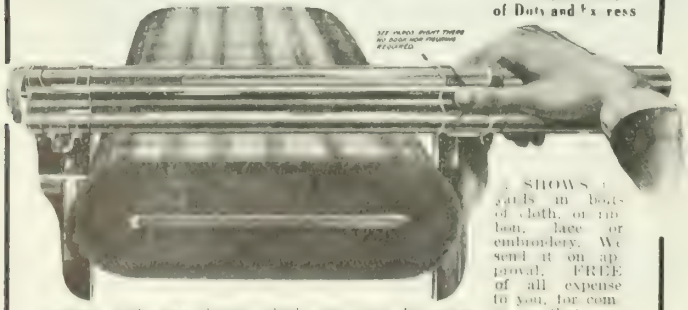
A display where any bedroom suggestion was dispensed with, and the whole window consisted of garments alone, on pedestals and various other fixtures, including glass shelves. The trim was more filled up than usual, but as here and there a stand raised a garment higher than the rest, there was a certain break. This window used one price card.

The background was of white compo board, with oak panelings.

BOUDOIR CAPS.

Boudoir caps are not new, but they are selling, for they have made a permanent place for themselves in the wardrobe of the majority of women. Will we dance this Winter? Assuredly so, for dancing will help to dispel some of the gloom occasioned by the war. Dancing caps are showing, made of gorgeous metal laces and pailletted nets and trimmed with artificial flowers and bands of fur.

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



SHOWS 1 yards in bolt of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

ASSOCIATION SUPPORTS MOVEMENT FOR SIMPLICITY AND PERMANENCE.

(Continued from page 14.)

hole is used both for the suit coat and the separate coat.

Expect Covert to Be Good.

The garment manufacturers of the Middle West evidently expect covert to be an important material for a very large number of the garments shown were developed in this cloth. Many of these were simple suits of tan covert. A very typical suit had short jacket semi-fitted in the back and hanging from a high waist-line in front, the skirt had a medium flare and was cut about four inches off the ground. Another covert suit that was much remarked had the coat cut very loose in the back and with pleats coming from a yoke. This cut appeared as well in some of the separate coats.

Another suit of blue gabardine had had the waist line under the arms which was defined by a band or belt of black velvet finished with a buckle of blue. Similar bands appeared on the collar and also on the cuffs of the sleeve. The skirt of this suit was very full.

A new outing coat model was shown to take the place of the sports coat. These coats were developed in check materials particularly in shepherd checks in black and white. These coats have an extremely wide flare and have a narrow belt right under the arms and finished with buttons. Many of these coats have collars of ribbed silk or pique.

President J. P. Hovland in opening the style show referred to the fact that the lessened number of Paris ideas that had been received gave a great opportunity to the designers of America to demonstrate their ability. The American manufacturers who were members of the organization wished to stand for the ability to produce original styles, but there was no tendency to exclude any good ideas from foreign sources which would aid in arriving at correct results when it comes to formulating garment styles.

The New President.

At the conclusion of the business session it was announced that George Forney, of Schwarz, Huebschman & Forney, Cleveland, had been elected president of the organization to succeed John P. Hovland, of F. Siegel & Bros., Chicago, who has held the office for the last two years.

STYLES, 1915.

The new Spring suits according to the report of the National Association are cut on simple but totally different lines. The skirt is short and full and flaring, and the circular cut is diversified with pleats, panels and yokes.

Suit coats are short and are loose or semi-fitted with a tendency to flare.

The dip front is the newest feature.

They are buttoned up close and many are belted above the normal waist line.

Separate coats do not exceed knee length and have flare and ripple effects at the sides.

Small collars, high waisted, belted and close buttoned treatments as well as patch pockets are favored.

MATERIALS.

Coverts, gabardines, serges, poplins, novelty weaves, for suits and coats, with voile gabardines, voiles and silk materials for dresses.

COLORS.

Putty, sand, beige, battleship grey are the new colors, but navy, dark Copenhagen and black are very much in favor.

RETAILERS' RELATION TO WORKMEN'S COMPENSATION ACT.

(Continued from page 7.)

per annum on their salaries to a common fund for this, and have injuries to their employees paid out of this common fund. Here the arrangement stands as it did under the old Act, by which injuries to employees, the amount to be assessed shall be determined between employer and employee, or by the court as before. The Board itself has little jurisdiction over the Part 2 of the Act.

Where then does the retail merchant come in?

Retailers' Clerks Same as Before.

The most important point to notice is that so far as nearly all his employees are concerned, he stands in exactly the same relation as he did before the Act was passed. If one of his clerks, either one employed in the business office or a salesman, is injured in his employ, he is liable to damages if he, the employer, was guilty of negligence, but if it was a case of negligence on the part of the employee this constitutes a bar, as it was before, to the recovery of damages.

The clause referring to this class of labor reads: **"Persons engaged in clerical work, and not exposed to the hazards incident to the nature of the work carried on in the employment."**

For Elevator Men.

On the other hand, there is a greater liability than before for other employees, such as the night watchman, the elevator men, delivery men, etc. In their case a special provision gives the employee a greater opportunity to recover damages than before, because it takes away from the employer the defence which he once had, by showing contributory negligence on the part of the employee. Under the new regulation, contributory negligence on the part of such employees will be a ground for reduction of damages, but not a bar to recovery. In this case the liability of the employer is increased.

Along with those engaged in clerical work, however, which are exempt from this provision, the law also includes farm laborers, domestic servants, and outworkers. This particular class would include delivery men, who are not directly in the employ of the firm, but who, for instance, are engaged by the firm at so much to do their work. These are among the staff known as "outworkers."

Another important clause should be noticed. In the case of all engaged in the operation of passenger or freight elevators whether it be in a building connected with an industry or a warehouse or shop or office or other building, all are brought under the operation of Part One, and the employer is required to furnish the names of all those who may be engaged in the operation of the elevator to the Board, and to pay a certain percentage per year on their salaries. If an accident occurred and damages were assessed for the fault of the person not so reported, the employer would be liable for the full amount of the damages, which he would have to pay himself, and which would not be paid out of the common fund.

WHAT PERCENTAGE.

In some cases where the risk of injury is small the payments it is understood will be "a mere bagatelle." In one case—so far as the schedule is arranged — where New York charges 4.15 per cent., the Ontario rate is only 2 p.c.; in another New York's is 1.17 p.c., and Ontario's only .8 p.c. For the retail staff, if they were included, it would be much less even than .8 per cent.

"MADE-IN-CANADA" WEEK.

Big Success in Windsor — Applebe's Store's Novel Window Drew Wide Attention.

A successful Made-in-Canada campaign was conducted in Windsor, Ont., from Nov. 14 to 21, inclusive, thus taking in two Saturdays. It was launched by the Windsor Board of Trade, which made all the necessary arrangements.

For two weeks or more preceding the opening of the campaign there was a spirited advertising program through the columns of the Record, the Board of Trade taking display space and the paper featuring a series of special articles in the news and editorial columns. Street banners, flags bearing the "Made-in-Canada" slogan, and stickers were also employed to arouse interest, which was wide-spread. The effect was contagious. The movement became decidedly popular and was heartily endorsed by various organizations. The merchants dressed their windows with Canadian-made articles, giving the natural preference to the products of manufacturing firms in Windsor and vicinity. Several factories made displays in store windows and entrances. One of the features was the daily appearance of three elderly French-Canadian ladies who industriously worked away in a window of the Applebe dry goods store, using an old-fashioned spinning wheel, as well as giving a practical demonstration of knitting and carding wool. The attendance of shoppers on the opening night excelled all records, with the possible exception of the rush during the Christmas season. The merchants reported increased receipts and the utmost satisfaction, more especially appreciating the educational value of the campaign, as the trade competition is exceedingly keen in a border city like Windsor.

The bell silhouette is popular in the more staple coats being the outcome of the tendency for fuller and looser models. Linings are more beautiful than ever.

PARIS AND STYLES.

(Continued from page 23.)

shops and stores, and everything shown was from Paris—Paris creates styles that are international.

C. Kurzman said the remarks made by Mr. Bode were the best on the subject he had ever heard. Style is what one wears, creation is what is designed. It is difficult to launch styles, and no association or manufacturer can do this. Those who can launch styles are those who have the customers to wear them. Styles in Paris are shown at the opera, the races, and at the theatres. These are copied by others and often improved upon. Manufacturers attend these functions and secure ideas that they put into execution and they become styles. In America we do not receive the encouragement that we should. There are many milliners who create good styles, but who lack the customers to wear them.

When Paris is visited early in the season there is often disappointment because nothing is shown, but the trend towards the styles of the new season was always discernible. Patterns are bought in Paris each year to show something new, and for the information of the trade, and after they are seen they are forgotten. A popular actress wears something different upon the stage, and at once it becomes the rage—the style. Style committees of associations cannot make or push styles without this class of co-operation, but there are hundreds of makers of trimmed hats who place designs upon the market that would become styles if they only had the co-operation of the merchants who come East to buy goods.

Latest on Linens

No Guarantees For Delivery After February - - Doubtful as to Fall.

IN a letter to an agent in Toronto, a North of Ireland firm engaged in manufacturing linen, says that all orders which were placed for delivery after February 1st must either be confirmed for that date or else cancelled. One wholesale linen concern in Canada had placed orders which were not to be filled some of them till August next. All these have to be advanced to February, or else not relied on at all. The reason is that the Irish houses cannot rely on getting yarns after the February 1st date. Indeed, as one importer in Toronto told The Review, they cannot really rely on getting them even so far ahead. Belfast does not know from week to week whether or not shipments of yarn will continue to come in. And, of course, Toronto depends absolutely upon supplies from Belfast and towns in that neighborhood.

A big department store reports that its buyers have made arrangements for supplies of linens right up till next August. "After that, we don't know what we'll do," they say. And, as agents say, it is highly problematical whether or not they will get the supplies in they have arranged for.

A Directoire bonnet of Hudson seal is lined with pink chiffon and trimmed at the side with a rose made solidly of pink beads. It is matched with a muff and stole both of the same material and trimmed in like manner.

CONDENSED ADVERTISEMENTS

BUSINESS CHANCES.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont.

SOCKS, JERSEYS, PANTS, VESTS, GLOVES and kindred goods wanted to sell on commission or purchase. Established 1882. Box 121, The Dry Goods Review, 88 Fleet Street, London, Eng.

ADVERTISER WOULD ENTERTAIN A PROposition to finance a light manufacturing enterprise in lines saleable to the retail Dry Goods or House Furnishing trade. Have facilities for placing goods with the best firms in Canada and could supply power and floor space. Box 123, Dry Goods Review.

FOR SALE IN THE OKANAGAN VALLEY, B.C., Dry Goods, Ready-to-wear and Ladies', Children's Boot and Shoe business, has been run in connection with Department Store, although on separate premises. Stock about $9,000, half cash, balance arranged or better to party well known. This is an exceptional opportunity, practically no opposition Present turnover, $36,000 per annum. For full particulars, write Box 122, Dry Goods Review.

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DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVI TORONTO, DECEMBER 16, 1914 No. 24

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MADE IN CANADA

KANT KRACK

Trade Mark

Registered

"ONE GRADE ONLY

Fact No. 4

Concerning "KANT KRACK"

—AND THAT THE BEST"



The only collar with the flexible lip, which doubles its service

You have no doubt noticed that many linen collars break at the point of the fold in the front. You can quite readily understand then why this condition would prove a greater drawback in the stiff waterproof collars and why KANT KRACK collars wear twice as long as others, since in them this fault is permanently corrected by the attached flexible lip. Though this lip is a third heavier than the rest of the collar it is very flexible, because it is so constructed (covered by Canadian patents) that no strain whatever comes on the front fold.

This feature along with the many other KANT KRACK features—the long, slit back, reinforced back buttonhole, etc., makes these collars the best paying line to handle. Resolve to handle only KANT KRACK in 1915.

To the dry goods trade: We wish you many happy returns of the New Year and a flowing-over measure of prosperity.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

Cash in on the Popular Tendency

The tendency this year is to give presents that are useful, rather than the usual geegaws and frippery.

You won't need to look far for confirmation of this statement.

The Penmans line contains sensible gifts for every one, young and old, men, women, boys and girls. Useful, comfort-giving presents like hosiery, underwear and sweaters *will be sought.*

You are safe in stocking up heavily with Penmans lines in view of the popular movement, and the magic word "Penmans" will make the sale with the least effort on your part.

"Cash in on the popular tendency"



Penmans

HOSIERY UNDERWEAR SWEATERS

All Made in Canada by

PENMANS LIMITED - - - PARIS, ONT.

pen WARRANTED HIGH PENMANS GRADE Angle KNIT GOODS



Selling Point No. 11

Challenge Collars
are unequalled in value

A collar that is fully a third heavier than any other waterproof collar on the market to-day at the price, that is made of the first stock, handsomely finished, with exclusive features, such as free tie space and strong buttonholes, is the collar you should handle. Challenge Collars cost you $2.00 dozen. Made in various finishes and different styles.

Let us send samples.

Made in Canada for 25 years

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.



The Best of Greetings to the Trade

The manufacturers of the popular Lion Brand Boys' Clothing wish their many customers a Merry Xmas and a Happy, Prosperous New Year.

Let us get together early and plan to make your boys' clothing department a greater success than ever before. This can be done by seeing that every boy you clothe wears a Lion Brand suit. They're splendid value—snappy styles, good materials; doubly reinforced elbows, knees and seat.

Write for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.

Factories: — Clinton Goderich Exeter Zurich

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

MEN'S WEAR SECTION

Selling Methods for the Week Before Christmas

Points for the Men's Wear Salesman — Importance of Chatty Suggestion in Window Cards—Seasonable Display is Important —A Prognostication.

THAT well begun is half done is a maxim that applies to successful selling of articles for men's wear just as it does to any other line of business. But well begun is only half done—there is the other, and the latter half. Particularly is this true of the Christmas trade. The last week is the battle: the week before Christmas day itself.

It is an axiom that the public is all for gift-buying in the pre-Christmas week. Therefore regular lines are the harder to sell. The average shopper in the holiday season wants jewelry or other purchases as presents: he is not half so particular about suits and raincoats and boxes of hose and dress skirts. Moreover, unless a man is actually in need of those things the tendency is for him to shrug his shoulders and say: "Oh well, I have waited so long, I might as well wait till after New Year's, when the stores have bargains to offer." So that with the men's wear merchant the Christmas season is not a particularly attractive time to look forward to. Several stores told The Review that the week before Christmas was the worst season they had. They were, mainly, clothing stores only.

SPECIAL ATTENTION TO WINDOWS.

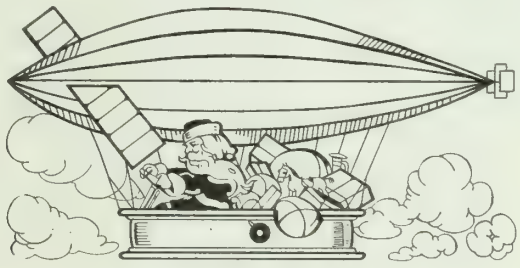
It is apparent therefore that men's wear stores have to offset the influences which make against a good trade. This may be done in several ways. Undoubtedly a great point is to dress the window well, and attractively to the public, paying special attention to the idea of impressing people with the notion that great things as you have in the window make a good Christmas present. No matter how indifferent we showed ourselves in the early weeks of December to the approaching Christmas season, we cannot resist the influence of the last week.

"Week before Christmas!" How commanding it is. Everybody rushes to buy presents that they have forgotten, and the stores reap the benefit. Therefore, see to it that the idea that what you offer in your window display is peculiarly appropriate for Christmas gifts is brought well out. Use "apt allusion's artful aid." The catchy, homely slogan or message often does the trick. A card in a store window caught my eye this morning. It said: *"Has he got a Silk Scarf?—if not, we can sell you one!"* The direct touch between that card and what the shopper is thinking of does the trick. The natural, logical sequence is apparent.

The shopper is looking for something to buy him. She sees the window, and she reads the card: "Has he got a silk scarf?"

"Why no," she thinks, "he hasn't."

She begins to consider its suitability as a gift suggestion, and she buys the silk scarf.



Regimental Ties Invaded the Montreal Field

IN MONTREAL.

Neckwear in regimental colors.

Silk ties made to order.

Light tan, hand sewn, washable cape glove.

New type of tapes, hard hat.

Red snake wood canes.

Japanese dressing gown, with kimona sleeves.

Hard Hat Something Like the Taper Straw — Tweed Cap With Flaps That Fold in—Leather-Covered Cane With Umbrella—Japanese Lines Popular.

MONTREAL, Dec. 14.—The men's furnishing field suffered a rude invasion early in December from nineteen different regimental colors in the form of neckwear. Merchants were a little shy of these loud colors, and purchased sparingly, but the demand was so good, there is little doubt that this will be a popular line for several weeks to come. They are being made in good silk, retailing around $1.50, although a cheaper line is probably on the market.

Classy Bands for Straws.

With the neckwear have arrived club hat-bands of the same silk, but merchants are more careful with these than they were with the ties. They can safely be delayed until Spring and Summer for the straws and light grey felts, on which they will look extremely classy. It is impossible to say which regiments are most popular. As a matter of fact, choice is governed by color rather than regiment. Some of the colors speak loud enough to drown any love for a particular regiment. However, the public never was in a better mood for receiving such colors.

* * *

TIES TO ORDER, $2.

Max Beauvais has something that appears to me to be novel. Even with a wide variety of the very latest designs, there are fastidious persons in this world who are not satisfied, but could be pleased if given the impression that a tie was being made specially for them. This succeeded very well in the case of shirts. The shirting was shown, measurements taken, and certain customers given eminent satisfaction. To meet the requirements of some of his clients, Max Beauvais is now carrying silk squares, of assorted patterns, each square having sufficient material for three ties. One tie may be ordered if desired. This costs two dollars.

These constitute the latest in neckwear. Grenadine silk, which has wonderful durability, is still enjoying a good sale. It is made in navy and white figured, Royal blue and figured, and red and white figured, and heliotrope. Some excellent four-in-hand club stripes, black and red, navy and white, are having a good sale at a dollar.

* * *

COLORED COLLARS, LESS CUTAWAY.

I suggested two months ago that colored collars were not likely to remain long. Nevertheless, these are being featured in the best stores, being the only novelties on the market. The volume of sales is not marked. The white turnover collar, with a deep V in the throat, is still enjoying a good demand. White collars with a pronounced cutaway seem to have had their day, and have given place to a cutaway less pronounced, the demand for which is considerable.

* * *

SWELL THINGS IN GLOVES.

In gloves the swellest thing being shown is a light tan hand-sewn washable cape, with white pearl button, and black points and stitching. Max Beauvais is introducing this, having had them made to his own pattern in England. They are worth two dollars. Heavy tan hand-sewn chamois gloves, with black points, are good sellers; also white chamois gloves, with plain and black backs. But the demand for the latter is not extra. Something very new are white dress gloves of perfumed kid, white and black silk points, pearl dome, and silk fourchettes. Heavy grey suede silk-lined gloves for business or dress enjoy fair demand.

Although the weather has not been very cold up to the end of the first week of December, on every cold day haberdashers were asked for woolen gloves, angora knit, in the usual shades selling well. A nice line made from llama wool, natural and grey, with one dome, are prospective sellers for the Winter.

* * *

WHITE MUSHROOMS STILL GOOD.

As many people expected, the day of the colored shirt with mushroom pleats has pretty well gone, few of the better class stores showing them now except of unusual design. They still retain a firm hold, however, for dress. With turnover soft cuffs, they are the only thing in demand judging from the records of several high-class stores. For everyday wear, a stiff front, with plain blue or narrow black stripes, with very short bosom and round at the base, is back again. It has been out of fashion for years.

A plain khaki flannel shirt, with military collar, two pockets with buttons, and soft turnover cuffs, is a favorite with the soldiers. Taffeta, with little new, is being shown for the Winter trade.

* * *

TAPER, SQUARE, HARD HAT.

In hats the newest thing in the retail stores is a taper, square crown, hard hat. It is peculiar in appearance, reminding one of something he has seen before. The taper effect came in in a straw hat last Summer. There is a boyish effect, however, which is secured from the roundness of the crown, which was missing in the straw. It is the best looking thing I have seen for some time, and a young man with a nice overcoat, a cane, and a stylish pair of gloves, will have some class if finished off with one of these hats.

* * *

CAP WITH FOLDING FLAPS.

A Canadian firm are in the field with a tweed cap having flaps which fold in when not used. Formerly these buttoned over the top in fine weather, and under the chin when stormy. It now comes down over the forehead, ears and back of neck. It is being made in chinchilla and English tweeds and sells for a dollar and a half. Whittle & Roman put these in their window early in December, and sold out of several lines in a very short period; which shows that the public consider them a nice line for Winter.

* * *

CANE-UMBRELLA.

The same store is showing a cane-umbrella. In England and the United States, a leather-covered cane has been very popular, and this cane-umbrella is something along the same line. In case of a shower the leather case can be folded and pushed into the pocket. Red snakewood cane is in demand now in the very best stores, worth $6. Malacca wood is popular with the soldiers, but ash, selling for a dollar to a dollar and a half, is the most popular cane.

(Continued on page 41.)

Patriotism in Styles May be Wise or Foolish

Scarves With Regimental Colors — Military Tendency in Clothes—Khaki Shirts for the Civilian Only Worn by Mr. Malaprop — New Ideas in Suits and Men's Wear Generally.

I SAW a model at the Cambridge Clothiers the other day that rather took my fancy. The coat has but one button, instead of the usual three, or two at least. It has a rather tightly shaped waist, and falls away in distinctly graceful lines, not too cut-away. The lapel is similar to a long Tuxedo roll, and the cloth being soft, hangs in an attractively neglige manner. But the vest is the thing. This has a lapel which, contrary to the models that have been in vogue for a season or two, is a soft roll. It is not jammed down on the vest, making it look rather impressed, but is just a sort of miniature coat lapel. The lapel is fairly large and wide, giving the equilateral triangular effect, which conduce to the appearance of broadness. It is not only in appearance that this vest rather interested me, but from a point of comfort also. It is known as the athletic vest. It has narrow shoulders and deep arm slides, which give lots of play to the arms and keep the shoulders from wrinkling. There is an outside breast pocket on the coat, and short, braided sleeves.

* * *

AN ATTRACTIVE OVERCOAT.

In the same store I was shown a model in an overcoat which is just being shown. This, too, has the narrow shoulder effect. It is cut with a plain back, and is along the tight side, differing radically from the Balmacaan, which has had such a long run. This coat has the split sleeve and deep arm-slide that I was talking about in the paragraph preceding this. The coat drapes very nicely from the shoulder. It has a medium fullness in the skirt. The idea is to get away from the looser styles which have been in vogue, largely demonstrated by the popularity of the Balmacaan, and to create a demand for the tighter fitting overcoat. I should mention that the lapel is broad and deep, lying well back across the chest. It is made of velvet.

* * *

KNITTED TIES STILL IN DEMAND.

I had a word with several houses as to the popularity or otherwise just now of the knitted tie. Some weks ago dealers seemed to think that the knitted tie was out of fashion. Talking to Aiken's and some other stores, I learned that the last month or so has refuted this impression. All sorts and conditions of knitted ties are well in demand. I saw a very nice thing in Aiken's in horizontal white bars upon a black background. The bars are narrow or wide, according to taste. Pale yellow and green combinations looked very attractive too.

One kind of knitted tie, however, sems to have been relegated to the limbo of forgotten things. I refer to the plain black. Two or three seasons ago, both in London and on this side, black knitted ties for all sorts of wear were "the thing." Nothing ever looked nicer, particularly when finished by a neat single-tone pin. But now, I am told, the black knitted tie finds practically no purchasers except for mourning wear. It is a pity. Most men would look well in a black tie, and were safe in buying one, where very often their taste in colors was sadly wide of the mark.

In connection with the subject of neckwear, I saw a very new and pretty tie in Aiken's. It is a werner, made of Parisian silk, imported from London, where it has had and is having a large sale. The stripe effect, narrow diagonals, in pale shades, all sorts of combinations being used, makes a very attractive thing indeed.

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PATRIOTISM MISAPPLIED.

I heard a rather curious thing with regard to the tendency of men-folk to be influenced in dress by the military tendency nowadays. The Aiken store is featuring a well-made khaki shirt for officers and those who have put their patriotism on a practical basis. Many ordinary civilians have bought this shirt, however, so as to be in the fashion, just for lounge and ordinary wear. As the shirt is obviously for wear with uniform only, the man behind the counter is laughing up his sleeve at this instance of patriotism misapplied. A khaki shirt for business or afternoon wear would look as one salesman put it—"like the dickens."

Several houses are doing a good business in goods with the military stamp upon them. Canada is quick to follow London in this regard. There, ties, scarves, hose and other lines of men's wear display the British colors or those of the Belgians, French or Russians. A rather neat line of hose I happened to see which had just come over from London was a plain black with a clock terminating in a rosette of the Union Jack colors. It looked very effective .

IN TORONTO

Soft roll to vest.
A taking overcoat.
The triangular lapel.
An attractive new glove.
Striped collars, with ties to match, in great demand.
The disappearing Balmacaan
Knitted Ties Still Popular.

STRIPED COLLARS MUCH IN VOGUE.

Ever since Lord Haldane, three years ago, revived the striped collar, which was so much in vogue in the fifties, this style of linen has been very popular throughout England. At first it was chiefly in blue upon a white background, but now it has developed into a variety of shaded stripe. I saw a line of black pinwire stripes the other day in a King Street shop which looked distinctly neat. It was on a background of white. The all-colored collar has not much vogue among the better-dressed coterie, though some stores catering to the rank and file report a good business on this account. The tie to wear is, obviously, one of the same shade. A black stripe, not too pronounced, goes well with the black striped collar; blue stripe with the blue, and faint heliotrope with the collar corresponding. The popularity of this style of collar is growing father than waning. The shape which the long horizontal stripe suits best is more or less hollow, and well cut away so as to leave ample room for a big bow and flowing front to the tie. This cut of collar is very much easier to the neck than that which is cut almost perpendicularly.

* * *

THE LATEST IN GLOVES.

The up-to-minute glove is a dark brown kid, which is hand-sewn and has buttons instead of domes. Domes are not fashionable this year. At least there is not the demand for them among the better dressers. This glove may be had in chamois, too. There are no points on the back. It is a quiet-looking touch of finish to the quietly, but well-dressed man.

* * *

THE REGIMENTAL SCARF.

This promises to be a scarf year, but the thing which the man who wants to be a little better dressed than his fellows will go for is the all silk muffler made in various designs to suit a man's predilections for a certain regiment. I saw some

(Continued on page 44.)

The Soft Roll Coat and the Soft Roll Vest

These Will go Hand in Hand in Spring Model of Men's Suits—The Braided Sack Much in Favor—The Round or Straight Fronted Coat; Which?—Provision for College Boys to be More Particular—Morning-Coated Smartness for Men—General Advance Notes for the Well Dressed Man.

Written for The Review by P. Bellinger.*

WITH regard to the Spring styles in suits, we have our plans made. Some of the models we will feature are decidedly attractive, and get well away from the lines upon which suits have been running for the past season or two. Sack suits will be worn very much for business and general purposes, as usual. The dominating feature of the Spring models will be the soft roll front. Many models are to have patch pockets. Something quite new is that this feature is to be reproduced on the vest as well as the coat. Of course, this style of thing will appeal more particularly to the younger men and those who would be distinctly a la mode.

There is a tendency to revive the outside ticket pocket. This is a note beloved to Londoners, and the general English influence will likely next Spring make itself felt in this regard. Just how popular the outside ticket pocket will become is a question. But Some of the advance styles that I have seen distinctly appealed to me.

Round or Straight Fronts

Many of the newest English importations to be shown have the rounded fronts, whilst some two or three have the tendency towards the straight front. The round front is decidedly more conducive to the military effect which displays itself in the waisted coat. Natural shoulders, without padding, are very much in evidence, and undoubtedly the trend is towards this feature. The man who desires to be becomingly and well dressed will see in this narrow shoulder tendency an effect of precision and finish that the old square-built, padded shoulder never could reach.

Soft Roll to Vest.

Many styles of vest are shown. The majority have the new soft roll to correspond with the roll on the coat, whilst the shoulders of these are in many cases cut extremely narrow to allow of proper ease and comfort to the wearer of closely fitting clothes. Just how this line will take, fashion experts do not like to prophesy. It certainly is not for the man who must be careful with his clothes' appropriation, because to keep it shipshape will involve a good deal of pressing. The long roll either on the coat or the vest cannot be beaten, to my mind, when it is worn for the first half-dozen times, but the tendency when a thing is slack and unconfined is for it to become slacker and looser and give a too neglige appearance. But, as I say, the first appearance is distinctly smart. The old pressed lapel, particularly for men with a tendency to slimness, could never compete as far as appearance goes. The soft roll will, I think, retain its present place in the favor of most men.

Perfect Straight Lines in Trouserings.

The trousers will follow the English cut even more than previous seasons. They will have perfectly straight lines with a trend towards close fitting, shaping very closely to the hips so that they may be worn with a belt. In England, heretofore, the belt has never been worn by any class of men. Its use has been for sports only. The idea of using a belt instead of suspenders has never appealed to the average Englishman. I see, however, that some of the London fashion experts are speaking strongly for it now, and the military tendency will help to popularize it. A rather unique feature about the trousers for next Spring is that very often the belt will be made of the same cloth as the trouser itself. They will have cuff buttons, rather shorter than heretofore, so as to enable them to fall in graceful and comfortable lines over the shoe. This is a big point. The cuff idea is to be followed out in the coat again, too. Coats without these will have two or three cuff buttons on the sleeve, and a shorter vent.

Enter the Braided Coat.

The braided sack coat is at last coming into its own on this side the water. It is extremely smart for evening and visiting wear, when a man does not feel he wants the stiff-and-starchness of evening clothes. For young men, particularly, this style of coat is to be much in evidence this Spring. The cloths principally are grey cheviots, rather dark. The trousers have the very close grey or black and white alternating stripe, while the styles are those of the ordinary sack I have described. There is no doubt that this suit is a very attractive thing. It looks distinctly finished, and will probably command a good deal of popularity among the would-be Beau Brummels.

Clothes for the College Boy.

The increased tendency on the part of the college boy to develop into a young man at a very early age has made it imperative for the trade to give a good deal more attention to this line. In the past, styles for boys in their teens have not had much of the fashion experts' attention, because boys themselves have not concerned themselves very much about how they looked, so long as they felt pretty comfortable. Now, however, they are growing into young manhood so quickly that the best houses are putting out some very smart styles in their sizes. Spring will see special demonstrations of young men's models in the most up-to-date styles.

Morning Coats for Formal Wear.

Morning coats for evening and church occasions will retain and increase their popularity. Amongst older men there is still considerable fondness for the frock coat, but the trend towards morning-coated smartness is becoming each year more marked. The other details of a man's dress are conducing towards this end. Spats have become adopted by well-dressed men pretty generally, and in the main the et ceteras of dress are receiving greater attention along the line of being smart and chic. Most models for Spring wear shown in the morning coat are of the one or two-button style variety. A short waist effect and a long soft roll which gives very graceful lines to the wearer of the garment are the leading features. The whole is finished with a narrow braid or galoon binding.

Really good clothes were never as cheap as now. What effect the war will have upon prices after the New Year remains to be seen, but I am inclined to think that the man who can should buy now. A great many of the very best houses have some attractive sales, when the best in men's clothes could be bought cheaper than in years.

* Manager of Fashion Craft, Limited, Toronto.

Quiet Conservative Colors for Spring Overcoats

The War, With its Result of Many Deaths, Will Mean Mourning Note in Clothes — London Already Has Taken Note of This — Sacrificing Comfort to Style—Warmth Given up for Shapeliness —Some New Styles for the Spring.

THE outstanding feature of the styles for next Spring in overcoats is their color. In the opinion of Mr. Hickey of the firm of that name which does such a large business in overcoats in Toronto, there will be a general tendency to discard lighter colors for darker. This is the influence of the dark side of the war. Many people, even in Canada, will have relatives at the front, who may be killed. A wave of mourning will sweep over the country. Even now the movement has begun in London. Light browns and light greens and greys have given place to the darker shades in those colors, and to a big run on blacks and very dark greys. This, Mr. Hickey thinks, will be repeated in Canada.

Sacrificing Comfort.

Mr. Hickey had a significant thing to say about the trend this Winter, which will apply, he thinks, in next year's styles too. The average man is inclined to sacrifice everything to style. This year there are not nearly so many really heavy overcoats being worn, that is, for just ordinary business and street wear. Most overcoats that even look heavy on the outside have no lining, in order that the garment will retain all the perfection of close fitting. Heavier cloths, because their very bulk conduces somewhat to loose, ungainly appearance, have been sacrificed in favor of the cloth of thinner texture. Warmth, it seems, does not matter. Style is the thing.

Motoring coats and coats for driving purposes are, of course, another matter, and the above cannot be said to apply to them.

Changes in Overcoat Styles.

These are of vital importance to the man who would be **a la mode** The Balmacaan coat, so very much in vogue this last season, will be seen no more when Spring goods make their appearance, declares this authority. It has had a deservedly long run, for it is very popular, but it will be relegated by the well-dressed man to use on occasions when any loose and comfortable thing will do, rather than for times when smartness is pre-eminently to be wished for. The preference will be for the later models which feature the slip-on, among which two very smart models in the Fashion Craft store appealed very strongly to the writer. One had the shoulders cut very narrow, with a split sleeve substituted for the Raglan shoulder which was the strong point of the Balmacaan.

Another was a chic model which was well waisted, and had similar shoulders, with the additional interesting features of patch pockets, and an outside ticket pocket. The skirt was very loose and the whole garment was made absolutely without lining, except so far as the sleeves were concerned. The edges were double stitched, and the seams corresponded. The lapels on this and the preceding model—in fact, upon all the new overcoats—were wide and reached almost to the shoulder, forming a sort of equilateral triangle with the joining of the two lapels.

Single-breasted, close-fitting Chesterfields, to button through, in a variety of styles, are amongst the better class of goods. London reports quite a noticeable return to the heavy, double-breasted with a very broad lapel. Whether this will be taken up in Canada remains to be seen. The double-breasted coat is the coat for warmth, but the style does not predominate so much as in the single-breasted model.

Using Up Old Overcoats.

It seems to be the general opinion among many dealers that men will be shy on buying overcoats, even towards Christmas, much less for Spring wear. An overcoat is obviously an easier article of clothing to do without than a suit —that is, a new overcoat. Many men will no doubt economize by making their overcoat wear two seasons—if they have heretofore been accustomed to a new one each year, and where a man has had one light-weight and one heavy-weight overcoat each season, one will be made to do. That is—in a great many cases. However, things may be a good deal easier by Spring. Asquith says: "The war will not last as long as we at first thought," whatever that may mean.

"WE'LL BE A MOTHER TO YOU."

In the financial district of Montreal, there is a gents' furnishing and clothing store in the window of which is a ticket, which says: "We'll be a mother to you, and sew your buttons on." This brings the brokers in. They leave their coats, and have them sent to the office. No charge is made, except where a set is required for an overcoat, say. It has the effect of bringing men into the store, and undoubtedly means more business. In this same store all tickets bear a message beyond the mere statement of price. For instance, "Nice soft, warm coat" conveys an impression that counts. It is a store of ever-changing displays.

REGIMENTAL TIES INVADED MONTREAL FIELD.

(Continued from page 38.)

JAPANESE DRESSING GOWN.

Beauvais is displaying a Japanese dressing gown, with kimona sleeves, measuring 22 inches wide, half of which is sewn up and hangs down. The material is dark Scotch plaid towelling. The garment has a very low neck with the usual cord. In New York, people have gone crazy for Japanese styles, and these are being introduced here. Japanese pearl is being worn in the form of stickpins.

A mixture of grey silk and cashmere is a good seller in socks, while there is a good demand for merinos in assorted greys and tan stripe. Heavy woolen socks had not begun to sell at this date.

* * *

BANDANA HANDKERCHIEFS.

Bandana handkerchiefs remain the only thing in high-class stores. Mufflers, measuring 19 inches wide by 60 inches long, and others half the width, are being offered at $7.50 and $3.50 respectively. They are made of foulard silk, with a long fringe composed of the various shades.

The young man with initiative is the man who does things differently.

* * *

It is in your own interest to watch the leaks of the store of your employer.

* * *

When you put your thinking cap on, you can see all sorts of improvements to be made.

The Temporary Passing of the Fancy Hose

The Fashion is All for Plain Blacks and Tans, Nowadays — Economy Dictates it—Mourning Tendency a Secondary Reason for Quiet Hose—The Retailer's Point of View and That of the Wholesaler.

By the Man About Town.

WHERE is the fancy hose of yesteryear? A year ago everybody was wearing fancy hose. You could take a walk up any street and see a jumble of color and pattern which had the spectrum beaten forty ways. There were reds, and blues, and yellows, and helios and whites. There were check hose and tartan hose. Hose with glaring clocks vied for prominence with zebra designs worked in half a hundred different shades and tints. Joseph's coat never had so many colors as the aggregate hose of the average twenty men you met on Yonge Street a year ago.

Well, where are they now? What has become of the fancy hose? I dropped into a dozen different stores in town, and for one pair of fancy colored hose that is being sold seven or eight or more of plain back and tan are leaving the shelf. And the general opinion of the retailer is that at present there is no sale for fancy hose. Department stores even cannot get rid of them unless they give them away practically. Temporarily, fancy hose is not in favor.

An Eternal Cycle.

There must be a reason. A retailer remarked to The Review that the real reason why the hoisery business, from his end of it, is so dull comparatively today, is simply that manufacturers and wholesalers are not providing the retailer with fancy lines. He says there are too many staples and urges that as a reason why business is not brisk. But the retailer, when he blames the manufacturer for not putting out fancy lines, only gets a step nearer the cause of the lack of fancy hosiery on his own shelves. The manufacturer does not make fancy lines, because he finds there is no demand from the public. The manufacturer, even more than the retailer, is the servant of the public. When the public pipes, he will dance to the tune. Business is an eternal cycle. From the retailer to the manufacturer is just the same distance as from the manufacturer to the retailer. The retailer cannot sell because he has not the stock from the manufacturer, and the manufacturer will not make because the retailer cannot sell.

The Public the Dictator.

The public does not want fancy hose just now. And the public is the dictator. Antony found that out when he started in to harangue the mob about his dead friend, Julius Caesar. Mobs very often have neither rhyme nor reason. But their sudden dislike of fancy hose is quite understandable.

First of all, it is not disputed that fancy hose do not wear as well as plain ones. It stands to sense there would not be the wear in them, because the manufacturer has to expend part of his outlay in dying and patterning. The plain black hose is just a plain black hose. No money is taken from the end of putting the quality and wearing power in it to provide the fancy color and the freakish pattern. Therefore, plain hosiery is a good deal more serviceable. And just now every penny counts. The man in the street does not want to spend a cent unnecessarily. Where a year ago he would buy half a dozen pairs of hose at once, he now buys three, and sees to it that they last as long as the six would other years. To do that, those three pairs must be as good as the six pairs a man would buy other years. To be as good, they must be plain: in other words, stylishness must be sacrificed these days to economy. In times of financial straits, the purchasing power of the public is greatly reduced. Yet, that same public has still to live: the difference is that it has to live with less money to do it. Economy is therefore the great watchword. Any retailer, in most lines, will tell you that nowadays customers are a great deal more anxious than formerly to get as much as they can for their money. They will spend longer shopping in order to save a few cents. It was not ever thus. But the times dictate the policy. "Autres temps, autres moeurs." Economy is the great watchword

The War's Influence.

Then, there is the factor of the war. The military influence alone would be on the side of more conservative styles, and plainer, more serviceable colors. Conservatism is the outstanding feature in nearly all lines of men's dress this year. Add to that conservative tendency the influence that mourning for the dead at the front will have, and you get subdued tones right throughout the whole make-up of the well dressed man this season. Already, colors in dress articles have disappeared in England. There has been so much mourning by those at home for the soldiers who went to the front and who will, alas, never come back that mourning has become the fashion—the fashion of a terrible necessity. This will undoubtedly be reflected in Canada. Canada's men will go to the front, and they will not all come back. There will be an era of mourning. So that, as well as from the viewpoint of economy, from that of necessity, too, fancy hose will continue to remain in the background.

The Retailer's Point of View.

Undoubtedly, fancy lines are a source of profit to the retailer. To begin with, their value from a display point of view is greater than that of plain black and tans. You can't feature black hose in a window and refer to it with any degree of truth as an attractive window display. The absence of fancy hose is bad for the retailer in this connection. But it is bad, too, from the point of view of profit. There is more profit to be made in the sale of fancy hose than there is in that of plain blacks and tans. They are known to the trade as better selling lines. They are a good deal easier to push. A man who comes into a store to buy some shirts very often finds that a range of hose, temptingly displayed, will take his fancy, and he will buy them. The color, the style, the pattern—all these catch his eye. But there is nothing attractive about plain black hose. The chance customer is never lured into spending money on them—when he goes in to buy other things.

And the Wholesaler Loses, Too.

Follow the thing back, and it is seen that if the retailer loses, so does the wholesaler. Wholesale houses will tell you that up to a year or less than that ago, orders from retail houses always included demands for fancy lines. The wholesaler could go to the buyer any day in the year with something new, in style, in color, in make-up, and the novelty of the thing would appeal to the retailer just as it does, a step further on, to the consumer. It seems to be pretty certain that the fancy hose is a good line for wholesaler and retailer alike.

(Continued on page 44.)

Dress, Vest and Tie Must Correspond

Is the Popularity of Evening Dress in Canada Growing?—Some Reasons for its More Frequent Use—The New Shape in Vests—Black Edge on Both Vest and Tie.

Written for The Review by H. E.

THAT the man in the street is taking up evening dress far more generally as the seasons pass is the opinion of a number of men prominent in the men's wear business in Canada. There is, however, a long way to go. The dress suit does not get its proper representation in Canadian life. In this country, where the average man has more surplus money than the average man in Great Britain, you will rarely see more than about a score or so of dress suits at a theatre. Men are willing to pay a dollar and a dollar and a half and more to see a show. Their women folk in the main, are in dress, and yet the average man who sits in the high-priced seats in the theatre does so in a lounge suit.

More at Concert Than Theatre.

Why? Why pay what is comparatively a good sum for a show and then not bother to dress for it? Evening dress for the theatre is undoubtedly **de rigeur.** Men concede that much. They confirm it by dressing in far greater numbers for a concert, for instance. I heard John McCormack the other night, and all around me was a dress-suited humanity. Yet at the theatre, I fell conspicuous in a dress or Tuxedo suit! It is an inconsistency hard to account for.

Fashion experts tell me, that Canada, in this regard, is in the throes of a struggle between the American and the English influence. They think that we are gradually getting more British in our clothes etiquette just as we are getting more British in our clothes styles. I think the dress habit for the theatre ought to be far more general here. In New York many men may be excused because they live so far from their office, and they can't get back to dinner and dress and reach the show in time. It is not so, however, with Toronto men. We have no widely-flung suburbs yet. The dress suit ought to be more general. And so, for that matter, ought the Tuxedo. The habit of dressing for dinner might well have a following amongst the class who are so keenly alive to the necessity of being **au fait** in other and often less important matters. And the wealthy class must lead in this crusade—if the general public are to take it up.

Corresponding Tie and Vest.

The big thing in dress wear for men this year is the corresponding material and color of the vest and the dress tie. The vest which has been widely adopted is a nice, soft roll style, of the "V" shape. The "U" shape has been discarded as being too precise, too harsh and hard in its lines, for in evening wear as in lounge attire everything is to point to looseness, to ease and a comfortable **negligee.** This vest has a thin black edge to the main body and the lapel alike. This edge should be very thin. The soft loose lapel is quite in contradiction to the flat single lapel which we have known for some time. That was too set, too orderly and sharply defined to look very comfortable.

The tie should be of the same material, a nice French cord, or white silk, and it should have a similar edge to that on the vest. The black tie has quite gone out of fashion—except for waiters!

The Mushroom Pleat.

While considerable latitude is allowed a man in the style and material of his dress shirt, it is pretty well ordained now that the pleated shirt is **the thing** for the man who would be well-dressed "from soup to nuts"—as one fashion man colloquially puts it. The prettiest thing in this pleated shirt is the mushroom pleat, a very close perpendicular. A finishing touch is the thin black ribbon which hangs across from the right shoulder to the left pocket. It is facetiously supposed to have a monocle as the pendant, but in this country of democracy a watch is better. This black band is mighty effective. It gives the dash of contrast to the white expanse of shirt (always supposing that it is white).

The trousers have only one new feature of importance this year and that is a thinner braid, than heretofore.

Money Wasted Recklessly on Misfitting Hats

Hats and Shoes Are Man's Finishing Touches—Many Salesmen Are Ignorant of Giving Man Suitable Style — Copying John Jones a Mistake—Careful Study of Faces Essential.

Written for The Review by the Man About Town.

JUDGING by the number of men going around looking like guys, there must be a large number of incompetent hat salesmen in the gents furnishing stores of Canada," was remarked to me the other day. True, many of them are fine, respectable, almost good-looking citizens, who have been very unfortunate in their hat purchases, and would undergo a complete transformation if they only visited a good haberdasher, and came under the notice of a clerk who knew his business.

There are two things in which a man should be careful as regards his dress—his shoes and his hat. If he makes a mistake his headgear either resembles a pimple on a mountain, or gives one the impression of being pressed down by a large substance on his head. The shoes and headgear of a man are his finishing touches. Nothing disarranges a man's set-up so much, and nothing looks so ungainly as a badly-chosen hat. A young man may put on a swagger fifty dollar suit, may sport a cane, and carry a classy pair of gloves, but without the right hat, he lacks finish.

Blames An Ungainly Head.

It is an uncontestable fact, which can be observed by anyone with eyes, that money is wasted recklessly on hats. And nobody is more conscious of the defect than the man victim himself. He becomes so used to dissatisfaction; he accepts responsibility for the defect himself; he convinces himself that he was blessed with an ill-proportioned face, or an enormous head, or an ungainly figure. The average man hates to give trouble. He will purchase a hat even though it makes a guy of him rather than leave the store without making a purchase.

It is bad for him, and bad for the store. Both would be helped immensely if somebody could arrive and say: "That hat does not suit you; you'd better not buy one at all." Then the reputation of the store would be saved, though it would be much better to give him a hat to suit.

Use Brains to Sell.

Because it gives a man finish, the hat probably requires more brains and experience to sell than any other part of man's attire. It is salesmanship which requires careful study, study that cannot be learned from a book. Only experience can teach a man how to sell a hat—not experience in selling, but in satisfying. A large percentage of clerks on the arrival of a customer look only at the size of the man's head. It is indicated by the first question: "What size do you take, sir?" As a matter of fact, that is the first idea the customer gets into his head: "I want a hat that will fit."

Having decided that a hat somewhere around 6¾ is required, the question of price comes up. This is one of the points where the customer falls down. He takes price too much into consideration. With the man who has suffered misfits for years and years, price becomes a very secondary consideration, his only desire being to get a hat which will give satisfaction. The man who insists on paying no more than a dollar and a half for his hat is the man who usually gets a bad misfit.

Forcing Misfit On Himself.

There is another class of customer who usually forces a misfit on himself: he is the man who insists on getting a hat the same as John Jones is wearing. Jones has been satisfied with a hat and Smith is so pleased with its appearance, he has requested the name of Jones' haberdasher, and is determined to have one just the same. It is the way that hat suits Jones which has taken his fancy. Whether it will suit him is a matter he does not take into consideration, and he is the hardest man in the world to sell a suitable hat. Ten to one Jones' hat makes him look like a guy.

Having satisfied himself regarding size and price, the inexperienced clerk proceeds to find something that will fill these two conditions. If he can find a hat at a dollar and a half which sits nicely on his customer's head, then he has done his part. What does the customer feel? He realizes that the clerk has done everything that can be expected of him, but somehow he feels, as he looks through the mirror, that something is wrong. What is wrong, he can't say. He comes to the conclusion, as he has often done in the past, that his face is ill-shaped, and that there isn't a hat in the world to suit him.

Careful Study of Faces.

There is a shape for every man, but it is very few stores that can afford to carry a wide enough range to suit everybody. Anyhow, the range of styles should be big enough to prevent dissatisfaction. More important still, a salesman of hats should be a hat salesman in truth. If he is not, he should at once start out to make a careful study of every face that enters his store, and do his best to suit his hats accordingly, rather than by size and price. Sizes of brims and crowns, whether the brim has a curve or not, all are determined more or less by size of face compared with body, length of face. It is a matter which requires careful study.

THE TEMPORARY PASSING OF THE FANCY HOSE.

(Continued from page 42.)

But for the present, they are dead. Some dealers think that if the manufacturers would make a big splash and put out an abundance of fancy lines, the public would bite. Some more dealers, however, think that you can't force the public. Re-introducing fancy lines must be done gradually. But it seems fairly obvious that even gradually they can't be re-introduced just now, at least in England and Canada. The war has sobered us all, and such effect is apparent in even such details as hose. The day of the revived fancy hose is not yet.

THE MAN ABOUT TOWN.

PATRIOTISM IN STORES MAY BE WISE OR FOOLISH.

(Continued from page 39.)

of these—they are worth about four dollars—and they were beautifully made. All sorts of combinations may be had. Therefore, if you are particularly fond of the Black Watch or the London Scottish or any other bunch of fellows at the front, you can wear their colors round your neck, thereby adding to your appearance and demonstrating your patriotism in this particular. Probably Canadian colors will be represented soon. Bright colors predominate in the sales of this line so far. The scarves are made of Spitalfields silk, and are well finished.

Derby Comes Back; Freakish Soft Hats Disappear

After Many Days the Stiff Hat Returns to Favor — Alpine Fedora to be Popular in Spring—The Last of the Freak Hat—Some Dealers Regret They Featured It—Neglect of the Cap: Why?

CONVERSATION with hat dealers recently ran very largely upon the return to public favor of the Derby. For a long time this has not been very popular with the man on the street. Soft hats of all sorts and sizes and styles and shapes have had the field all to themselves, to the elimination of the stiff hat. This last two or three weeks, however, has marked the reversion to type. Dealers tell me they are selling quantities. The situation up to a few weeks ago in this line was very difficult. Those dealers who bought large stocks for last Spring wear found themselves with a line of goods that the average man did not want. No amount of advertising could boom the bowler or "christy." It was a white elephant—if such a similie is allowable.

But the mob temperament is a changeable quantity. Without any rhyme or reason public preference has swung again to the felt hat. Or course it stands all weathers, and the harder weather upon us may have had something to do with the good sales which dealers are able to record. There is no great change from the Spring styles. The higher crown and narrower brim is good style, both for present and Spring wear.

Elimination of Freak Styles.

It is strange, but freak styles, whether they be in shoes or hats, or any other line of men's wear, rarely have any but a short-lived popularity. Nearly every hat dealer tells me that the absurd style, a cross between the hat the country-folk wear in Wales, and a sort of super-telescope, which depended for its acceptance largely upon the contrasting band, has had its day. Judging by the rapidity with which the sales followed the purchasing of this line in the case of many dealers, it seems safe to assume that the trade misjudged public opinion in buying so largely a hat of this kind. Generally speaking, the average man does not care to be freakishly garbed. One dealer told me that in his opinion no well-dressed man could have worn one of these hats that I refer to. The thing was extravagant in color and shape, too. Anyway, dealers in general found that the public, if it took up this line quickly, dropped it with even greater speed.

Conservatism For Some Time to Come.

The tendency is to swing from extreme to extreme. Right now, and for some months, the prevailing note will be conservatism. The fedora is a good old stand-by. As one dealer put it to me, no other shape quite suits the average man so well. A man who can't look well in a fedora had better join the No-Hat Brigade. As to color, greens and greys are to be the leaders, the greens being quiet shades. The Alpine hat is being featured now for Christmas and Spring wear. The band is of a slightly lighter shade than the hat, and fairly high. The brim has a curl which is not too pronounced. The crown is reasonably high.

The Neglected Cap.

I happened to mention to Jess Applegath that I did not see very many caps worn in Toronto nowadays. It is his opinion that the soft hat has taken the place of the cap pretty generally. Of course, caps are nothing like so universally worn on this side of the Atlantic as in England, and never have been. But there is nothing more comfortable, and nothing more stylish for walking and informal wear. I saw some very nice styles in Mr. Applegath's store. A thing he is featuring is the cap made of chinchilla to fit the run on this kind of overcoat. Blues, chocolate brown, light and dark grey all look very attractive. It is surprising that caps are not worn a good deal for theatre wear. The man who can't afford an opera hat, or won't be seen in one (they tell me there are such men) could find nothing handier or better than a good tweed cap. A quiet cloth and shade in a cap is hard to beat. The styles, as we have them in Canada, are by no means extreme.

Here, There and Everywhere.

EVERYTHING FOR MEN.

The Fair of Chicago, recently had what it termed "the greatest sale day of men's goods it has ever held," and used double-page advertisements for the announcement, quoting exclusively men' wear articles. Its announcement read in part:

"That The Fair has developed into Chicago's greatest store for men is an established fact. Habitually careful men have followed the profitable course of coming to The Fair for their 'everything,' their clothing, hats, furnishings, cigars, sporting goods, shoes and stationery. We have always kept faith with the men of Chicago, we have dealt with them on an honest basis, giving honest merchandise at honest prices, and we have crowned our efforts with the liberal offer to change a purchase whenever a man changed his mind.

"'Convenience of departments' has been the key to our success in men's lines. Realizing that Dearborn street, at Adams, is the very heart of the men's district of Chicago, we established our men's sections along this street. On the main floor, along Dearborn street, we have men's shoes, men's furnishings, smokers' needs, men's hats, office supplies; on the second floor we have clothing and sporting goods. Everything is so placed that men may do their shopping quickly and conveniently at The Fair."

FLAG ON HOSE A DESECRATION.

A British manufacturer placed on the market shortly after the war broke out, a stocking with an American flag design in the material just above the foot. Immediately the stocking became the rage among American women in London and Paris, and its popularity grew to such an extent that the fad threatened to spread to the United States.

The American Flag Day Association at a meeting in New York, went on record as opposed to such use of the emblem, alleging it is a desecration, and that the manufacture or sale in the United States of hosiery bearing the flag should be prosecuted. The association also is planning vigorous prosecution of all persons who may be guilty of misuse of the flag.

PATENTS AND THE WAR.

The number of applications by Canadians for the suspension or revocation of patents held by Germans and Austrians has been very small, as also it has been in the Old Country, where an enormous number of German patents are held. However, owners of such will not be allowed to derive royalties, which will, like dividends on stocks, be held back until after the close of hostilities.

New Series on Card Writing

THE Review has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

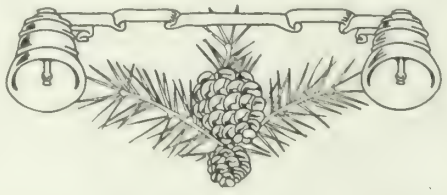
From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold-face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.



Beau Brummel Tags After Dame Fashion

One Year After Introduction of Peculiar Woman's Style Man Adopts it—If She Flounces Out Her Petticoats He Flings Out His Coat-tails—Unblushingly Adopts Follow-the-Leader in Color, Sleeve, Vest, Etc.





THE average man takes a great deal of pleasure in his own way in making fun of the devotion of the average woman to the dictates of fashion. But has the male any license to do so? According to an article published in "Fashions of the Hour," by Marshall Field & Co., of Chicago, man, who smiles at the new fashions of the gentler sex, is and has been for many years following those same fashions himself.

The silhouette cuts shown are taken from this publication and illustrate what is said. Certainly the author is justified in believing that there is more than coincidence in the remarkable similarity shown in the styles of men in relation to those of women a year previous. This article says:—

"It is plainly to be seen that Beau Brummel has been tagging after Dame Fashion from the beginning of time, at the sly and artful distance of a twelvemonth or so.

"Research has laid another burden on the lady's maligned shoulders. She may not be accused of having led the gentleman on shamefully for centuries —of having wilfully encouraged the poor dear to all the extravagances of costume to which she has fallen victim.

Sartorial Peregrinations.

"Not only is she to be held responsible for all the foibles of all the fair daughters of Shem and Ham; she must now assume the blame for all the sartorial peregrinations of the tagging male.

"Never, it appears, has she flounced out her petticoats to prodigious width, but Beau Brummel has flung out his coat tails with equal aplomb—a year later; never has she puffed out her sleeves to make her shoulders look broader, but he has puffed out his shoulders to make his chest look mightier—after the lapse of a decent time.

In Garments Uninflated.

"Let her acknowledge that nature has a few good points and array herself in garments uninflated and undeceiving and presently the watchful dandy awakes to an application of masculine pulchritude that requires the snuggest of clothes to render complete justice to the subject.

"It would appal a less frivolous lady than Dame Fashion—the thought that never may she introduce some pretty whim, but it will, in the course of time, be subverted to unpoetic masculine adoption. The hat whose crown she enlarges to accommodate twenty-five dollars' worth of curls, will sometime be the object of the bald-headed man's silent blessing, because of its tenacity of grip. The darts she takes to make her figure svelte, spell spindlebanks for countless thousands of mimicking males. She may not even lift her pretty petticoats to display a bit of silken ankle but the length of trousers is regulated thereby throughout the world.

Waistline to Nth Degree.

"And it is not alone in generalities that the beau plays follow-the-leader. He unblushingly adopts little details, of sleeve, of collar, of vest and of color.

"No one could have entered more earnestly into the mood of sobered Dame Fashion after the Restoration of



Shortage in Serges for Spring, Particularly Medium Lines

The Wool Market in England Still Perplexing Buyers Here — Soldiers' Needs a First Consideration—Gambling in Wool—Will the Australian Embargo be Removed?

THE wool market these days is interesting, and productive even of thrills to a good many people. A prominent wholesaler and retailer in Canada who speaks usually of what he knows, says that particularly in overcoatings, there will be a scarcity of supplies next year. These heavy woollens are being used in quantities for soldiers' blanket cloths. Orders are increasingly hard to place, and when they are placed it is touch-and-go as to whether they will be filled or no. Soldiers' outfits are taking all the wool which can be supplied. Particularly is this true of the shoddy lines. There is a good deal of discontent in Britain just now on the part of the general public with the quality of the cloth which goes to make up Tommy's khaki. It is said to be cheap, shoddy. The manufacturers reply that they are handicapped inasmuch as a good deal of the cloth they would use for this khaki in the ordinary way comes from France and Belgium. Without it the manufacturer in Yorkshire or wherever he may be has to rely upon the shoddy which is made out of picked rags.

It is thought that so far as Canada is concerned the shortage in wool will make itself most felt in the medium-priced line, particularly in serges. Several houses agree that there will be a dearth of good serge for Spring wear. All wools, from the cheapest to the best grades, have advanced 50 to 60 per cent., says one men's wear dealer whose business is on a large scale. Lots of lines will be eliminated. Not only will there be a dearth of serge of any sort, but there will be much less choice and range in styles. The very cheap serges will remain, and also the very high-priced ones, but the mediums, which are so much worn for business and general attire, will be largely a missing quantity.

The woollen market in Britain just now resembles a race-course—it holds all sorts of surprises for everyone. It goes up and down in an hour, almost. I heard of a man who bought about $30,000 worth of tweeds up in Yorkshire one day, and two or three days later he had sold half of it for a profit of $10,000. Very often these lines can be bought on Saturday for 25c a yard and by Tuesday or Wednesday they will easily sell for 30c and 31c.

It is said that the British Government is even now dealing with the embargo, and also looking into the matter of the embargo placed by Australia, New Zealand and other British Dominions. Naturally, these colonies would see to it that Britain's needs were looked after first, before any exports to foreign countries were allowed, but just what need Britain now has will determine the continuance or the cessation of the embargo. Australia does so much in the wool-exporting line that a tie-up there is catastrophic. Merinos are being exported from the Island Continent to places like the United States, and the general feeling is that the embargo will be lifted at an early date.

Incidentally, we have it on good authority that considerable wool has reached this country from England during the last two weeks.

1814 than her devoted follower. She favored hats of sizable crowns and negligible brims. So be it. The wits of the hatters were put to work. *Voila*! The hat of the Empire. Her waistline she raised to the Nth degree—almost to extinction. Ascending seams on Monsieur's coat proclaimed allegiance to her every whim.

"What a deceitful duffer was our hero in the sixties? He cut off his gallantry with one hand, so to speak, to make cruel sport of the crinoline with all its upholstering and garnishing, while flipping out his own coat tails with the other to attain the fashionable girth.

To Avert All Suspicion.

"Moderation was her fetish at the end of the century. Outdoor sports, the craze for bicycling, motoring, and golf, had tempered her frivolity to utility. She reefed the immense balloon sleeves and subdued the flare of the bell skirt. The simplicity of her attire, be it said, was exceeded only by the sobriety of masculine garb that followed, as the night the day. So taken, indeed, was manly fancy with one of the garments that she sponsored about that time—the golf cape—that he plagiarized it cleverly, changing the time of his appearance in it to evening, however, to avert all suspicion.

"The last thing in the world one would expect her to pay the slightest attention to—comfort—was the motif of Dame Fashion's early twentieth century demands. Skirts were ample, but not bulky, and corsets were rational. Sleeves were roomy; hats performed their mission of shielding the face adequately.

"And it can't be said of Beau Brummel that he failed to express his proper pride and appreciation. He went so far as to jot down her good points and adopt them himself as soon as he could get around to it.

"Nothing appears to discourage his pursuit. No item in her apparel is too trivial for his consideration. "Now cheeks are nice," said she some time ago. "Nice," says he this year. "Strong colors I must have," she insisted. "Strong colors we will have, though hidden in plaids and stripes and two-toned socks," he is demanding. "Vests—fancy vests, I adore," is one of her latest biddings. "Fancy vests are coming in," says a haberdasher who knows.

"Have a care, Dame Fashion! His sins will be on your head."

BONDS AT STORE OPENING.

The opening of a new clothing store in Newark, N.J., was marked by the offer of six per cent. income bonds to purchasers during the first seven days. To everyone making a purchase on the opening days and the six days following, they issued a bond for six per cent. of the amount of his purchase for three years from date. For example, if one were to purchase $50 worth of merchandise, that person would receive $3 on November 1 each year for three years.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff. semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs. gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Sending 6 Photograph Prints of Season's Clothing

Successful Scheme of J. C. Coombes in Stirring Up Interest in Clothing for Spring and Fall—Five Thousand Packages Sent Out —Nothing But Bright Inscriptions on the Back.

"A NEW scheme for drawing attention to our clothing?" repeated Mr. J. C. Coombes, manager of Oak Hall, Toronto, in reply to an inquiry from The Review.

"Yes, here is one that we are finding very successful," and he took out an envelope, 10 inches long by 6 wide, with the printed words upon it in carbon script, "Photograph, Don't Crush."

He opened up the envelope and enclosed within an ordinary photographer's dark brown folder was a series of six photographs, each containing a view of a special line of suits or overcoats for young men. This package with the six photographs in it had been sent out to 5,000 young men who were on the mailing list of this firm. This had been done to stimulate Fall trade, and it had proved highly successful.

How They Look In Real Life.

"It is something different in the way of calling attention to lines we carry," said Mr. Coombes. "It is all very well sending out announcements stating that we carry this or that line of clothing for young or older men or boys, but the attention of the reader and his interest are secured to a much greater extent if we can show him the clothes as they actually appear on some person of about his own age. These look different, of course, from the ordinary engraver's cut of clothing, and have the appearance of photographs especially taken for each of the lines, as indeed they were.

"As a matter of fact, they are not photographed, but are produced rather skilfully to give that impression, and to the ordinary person could not be distinguished from the usual photographer's proofs. This impression is intensified by the fact that the surface is glossy. Of course, you cannot always tell whether you get direct results from this form of advertising, but in this case we have had a number of young men to whom we sent these packages come back with one, and ask for the special coat which was illustrated on it."

How, then, is the argument of the photograph driven home by this firm?

Comments on the Back.

No circular is sent out with these photographs, as it is felt they should be complete in themselves. However, if the person who receives them turns them over, and he will, to find out where they came from, he will see on the back of each one in type representing script, a pointed remark about the garment on the other side.



HERE'S A SAMPLE.

This cut shows a partial view of a photograph of a Balmacaan overcoat. On the back were the words "The Balmacaan is going to be as popular as a paymaster on pay-day," etc. The lower part shows the type of inscription.

Take one, for example, of an overcoat. This is what appeared on the back of it: "Here is the semi-fitted knee length coat the comer in the style world. Broad lapel tops it off in great shape. Yours truly, Oak Hall Clothiers, cor. Yonge and Adelaide streets, J. C. Coombes, Manager. Smile and Hustle."

This last clause will be remembered by readers of The Review as a slogan that had been adopted some time ago by this store, and which invariably appears on the bottom of the price tickets both for the windows and inside the store. It was also the basis of a campaign that had considerable influence on the work of the clerks themselves.

The Inscriptions.

Take another one. This was the inscription on the back: "Shawl collar overcoat, always popular and serviceable, never tiresome. A coat that Winter winds can't penetrate. Yours truly, etc."

Still another. "The Balmacaan is going to be as popular as the paymaster on pay-day, and it will pay you to see ours. Yours truly," etc.

A fourth one, in describing a suit. "You won't meet your double in this double-breasted idea. It is being made in limited editions for the exclusive few.

A fifth: "A model that will catch the fancy of the young man who likes 'pep' in clothes," etc.

Another coat had this: "Here is the way we are appealing to men who are "stand-patters" on style, a conservative three-button sack that's dignified but not dull. Yours truly."

Used in Window Display.

But a further use has been made of this idea than the mailing list. The firm have made use of these photographs in their windows. This was done, naturally, by showing the overcoat, and beside it the photographs, the idea being to indicate how the coat would look on a person.

The photograph scheme can be worked twice a year with views showing the best lines for young men for Spring and a similar set for the Fall. It would also be in line to send similar sets for older men, business men, and this could also be done and worked to advantage in the case of boys. In the manner in which it is carried out this scheme is not as expensive as it may appear at first sight.

NAME ON MAILING LIST?

Dupuis Freres, 447 St. Catherine St., east, Montreal, have a table at the entrance to their store, on which are pen and ink, and slips of paper bearing the following:

Is Your Name on Our Mailing List?

If we have not yet had the pleasure of having your name and address on our mailing list, will you oblige by giving it to-day, and we will send you interesting news from time to time of our special days and sales.—Thanks.

Then follows space for name and address.



Views of Caswell's Modern Workingmen's Store in Saskatoon

To cater to the genuine working man; to make his store headquarters in Saskatoon for overalls, leather and cotton gloves, and other clothing suited to the artisan's pocket, has been the object successfully achieved by A. W. Caswell, Canada Building, First Avenue. He was formerly a railwayman himself, and a member of the union, so that for this reason alone he has always found favor with the working classes. Moreover, his experience has given him a knowledge of what the artisan requires in clothing.

It might be thought that a store catering to this trade would be second rate as regards fixtures and general appearance. On the contrary it is exceptionally well equipped, and located on the ground floor of the finest and tallest structure in the city. For displaying men's furnishings, expensive show-cases are used, and up-to-date wire racks carry stocks of shirts. In one show-case alone, there are twenty-four of these racks. Hosiery is displayed tastefully on revolving stands.

The genuine working man is as susceptible to artistic display as the smart young man. When times are good, he demands good clothes and furnishings, and is willing to pay handsomely for them. Sometimes he is thought to be afraid of stores where the fixtures are par excellence, but Mr. Caswell has succeeded in gaining his confidence and his trade, which would otherwise have gone to stores of a lower class. A story of this establishment will appear in next issue.

A New Idea in a Christmas Window

A VERY attractive window display, featuring articles of men's wear as Christmas gifts was that of the Robert Simpson Company, of Toronto. Its attractiveness is in its novelty of idea as much as in the way in which it is followed out. In this window were all sorts and conditions of things that a man might want. Usually, each department in a large store would make a display of the things which it sells, and which it alone sells. That is to say, there would be a window display of shirts, and collars and hose, maybe. Or possibly, a man's jewelry requirements would be featured. Or again, boots and shoes would be shown. But this Christmas window was a complete inventory of the accessories of a man's outfit. With the exception of suits and overcoats, pretty well everything else was there, from a house coat to a shaving mirror.

The floor was in dark red cloth, against which a variegated but quiet rug stood out well, and tastefully. The window was almost triangular in shape. It embraced two rectangular sides, being on the corner of two streets, and the back boundary was a series of plush curtains making a third side. These, by the way, were in dark green. Standing out well against each was a dais, with steps, well designed for display purposes. These were covered with white felt, and were well back in the window, leaving the front fairly free.

Perhaps the most outstanding feature about the whole display was that while there was a good deal in the window it did not look overcrowded. The predominating impression was one of airiness and spaciousness. This comes partially, of course, from the height of the window, but much of it was due to the successful arrangement of the articles displayed. Well towards the front was a table, with space underneath the top for books—a sort of combination table and writing desk. On it were one or two books, some pictures—one excellent drawing of King George, by the way—and here and there, both on the table and off, were smoking accessories, ash trays, match holders, and so on.

On stands and on dark red floor the goods were displayed. There were shirts, and ties, and hose, in new and attractive styles and colors scattered here and there. A shaving mirror in one corner, a hand bag in another, a set of hair brushes in a third, and an umbrella or a cane in a fourth broke up the monotony of showing only articles of dress, and contributed to the impression that this was a man's den, a man's room. Two chairs, one at either side of the window, holding various things, jewelry or canes, or a house-coat draped apparently carelessly on the back added to the air of comfort. There was a good deal in the window, but the profusion was well dispersed and separated. There was no impression of a glut. And yet there was a lot in the window.

Ribbons of Christmas coloring, and a little seasonable decoration though not very much, added to the idea that this was a window of Christmas offerings, while two neat cards fairly large and of good text informed the public that these were "PRACTICAL GIFTS FOR MEN."—"HIGH GRADE FURNISHINGS AT MODERATE PRICES."

The whole effect was one of the best in Christmas windows we have seen for some time.

No Stock, Only Models and a Room Upstairs

Successful Beginning to Business of H. A. Irving, Who is Seeking the Usual High Class King Street Trade in Toronto — The Low Rent and Walk-up Question Again.

THAT no one is in business for his health is axiomatic. Profit-making still remains the first aim of the business man, whatever his business is. At the same time, the public has a way of trying to get as much as it can for as little as it may. This applies any time, but it is particularly applicable just now, when the main idea is to economize. So that the man who can find a way to save people's money, and yet make as much profit as he thinks legitimate and necessary ought to stand a fair chance of getting on. It stands to reason that if you can deliver the goods, as good goods as the next man, and do it considerably cheaper, you ought to be getting ahead of the next man. But the man in the street wants the thing demonstrating. An example which demonstrates, is Mr. H. A. Irving, of Toronto.

This is his scheme. He is in the custom tailoring business, and he wants to cater to the best trade. Location, therefore, is a first concern. He decides to locate on King street, where his competitors are, and where business men are continually passing up and down, and can run in to their tailor's in a very little time. But the rents on King street are high, very high. In fact, as some disappointed, would-be purchasers of hotel sites think, they are inflated. Mr. Irving knows that if he has a store on King street, he will have to pay King street rents. His window space and his general store space would have to be paid for, and paid for excessively. And to do that, he would have to charge as much as his competitors for a suit of clothes or an overcoat. From his point of view he would be foolish. Starting a new store in war time, when nobody has any money (and nobody will admit they have any), one has to be prepared to stand some expense until trade comes along, but one wants to make all provision that that expense be as small as possible. Mr. Irving solved the difficulty by going upstairs. He is on the first floor of the building at the north west corner of King and Yonge streets.

One Big Room is All.

All he has is one big room. In it there are models and samples and style pictures, up-to-date office furniture—and Mr. Irving. Thus, Mr. Irving reduces his overhead expenses to a minimum. There is no big window space and front space generally. Electric lighting in super-abundance is not necessary, which must be a big saving. There are no assistants to pay for floor-walking; Mr. Irving is the only person in the place.

Samples of Cloth and Models.

His method is this. He is an agent for a large manufacturing tailoring firm, one that does high-class work. He has in this single room samples of all their goods, copies of their styles, models made up by them. When you go in, you see the style and the cloth and give your order to Mr. Irving. He sends it to Montreal, and the suit is made up there, and comes back in about a week.

Carries No Stock.

Mr. Irving says he can make for $22.50 up to $28 suits which anywhere else would cost from $30 to $40. He can save the man who will walk upstairs to that room of his and it is obviously almost as easy of access as any other store on the street itself 30 to 35 per cent. in his price. One reason of course, is the small overhead expense carried. The other is that Mr. Irving does not lose any money by depreciation in stock, for the simple reason that he, personally, does not carry any stock. Most tailors at the end of their year have to have a sale to get rid of certain surplus and out-of-date cloths they have. By this they lose, and the loss is written off. Well, it has to be made up some other time, and in some other way. The public pays for that loss by depreciation in the extra money they pay for the suits and overcoats they buy. With the elimination of that source of expense, Mr. Irving can make just as good a profit from his business as the next man, but he does not need to charge as heavily, by just so much as he saves through not having to carry large stocks.

Friends and Circulars.

It is something like six or seven weeks since he started in business for himself. He has done no newspaper advertising whatever, and that's another thing saved to the consumer. He has simply got his personal friends to start him along the way of the idea he conceived. For some years he was prominent in a large clothing manufacturing concern, and so he had a big clientele. He circularized several thousand men in the city; he went to his personal friends and solicited a trial—and that's all. No flare-up in the papers was necessary in the opinion of Mr. Irving. "I didn't make any big noise," he said.

Prove It, and He'll Come Back.

And things are going well, although the enterprise is so new. Profits are quick and good, and business is coming along. If a man can save ten or twelve dollars on a suit by walking upstairs one flight or taking the elevator, and it you can prove to him just why he does save that ten or twelve dollars—he will come not once but every time.

The idea has looked good to many customers who want the best in clothes at low prices, and have been persuaded they are getting that best.

And it doesn't seem to be anything but a good thing for Mr. Irving!

The Popular Cane

A COUPLE of years ago the young man in a Canadian city who would carry a cane was rushing in where angels feared to tread. Canes were for older men, much older men, and for invalids. For a young man to carry one was to place himself immediately upon the level of the bespatted London "sissy." But fashions come and go. Even the "sissy" may come into his own. There are few young men who consider themselves up to the minute who do not carry a cane. And since the "giddy multitude"—as Sydney Smith used to say—have put a general O.K. upon it, what was regarded in Canada as the mark of a dandy two or three years ago is distinctly "de rigeur" now.

The best cane to carry is a substantial one, of fair thickness. The slim "switchy" stick is not for the man of action; rather for the afternoon tea drinker. Ash, about an inch in diameter, is a good wood. The handle may, of course, be either square or crooked to suit the wearer, but should not be gold-topped, nor even ornately silvered. A good sort of stick for a manly man to carry is a thick ash with a large handle terminating in a knob, which is studded with plain silver. This line is becoming "the thing" in the States.

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee



75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark ☞ STIFEL (Registered) on the back of the goods inside the garments.

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

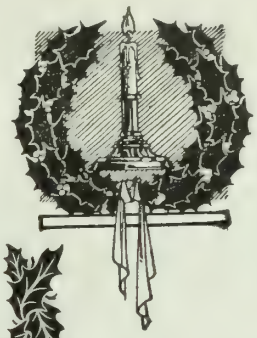
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WHEELING, W. VA.

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SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street



The Season's Greetings

MAY Christmas be a day of joy and New Year's the forerunner of a great era of prosperity.

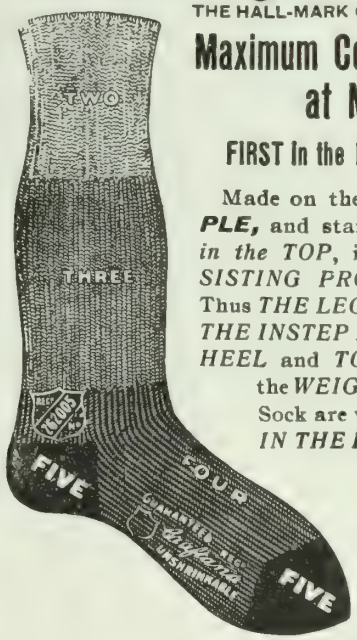
Resolve now to make greater efforts for more business. Keep in mind the great merchandising truth, "Goods well displayed are half sold," and see to it that you have the necessary requirements for the most effective displays.

The Clatworthy line of "Made in Canada" display fixtures is complete. Write for catalogue describing them.

Clatworthy & Son, Ltd.

161 King St. W. TORONTO

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

BANK OF MONTREAL

Annual General Meeting Held 7th December, 1914

The 97th annual general meeting of the shareholders of the Bank of Montreal was held in the Board Room of the Head Office of the Bank on Monday, Dec. 7th.

The meeting was marked by complete addresses by Mr. H. V. Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager.

PRESIDENT'S ADDRESS.

In moving the adoption of the annual statement, Mr. H. V. Meredith, the President, said:—

The statements presented to you will, I trust, be received with satisfaction.

While profits show a diminution compared with those of the preceding year, the shrinkage is mainly attributable to the fact that during the world-wide disturbed financial conditions which have existed, we deemed it prudent to forego the profit on a portion of our liquid reserves ordinarily carried abroad and having an earning power. These we transferred to our vaults to provide against every possible contingency, and to support, if required, the general financial situation in Canada.

I feel sure this course of action will meet with your approval.

The year, I need hardly say, has been an eventful and anxious one.

POSITION IN GREAT BRITAIN.

In Great Britain the period immediately antecedent to the declaration of war was marked by considerable ease in the money market, coupled with a slight recession in trade, following a long period of unrest and depression caused by the Balkan chaos and other adverse factors.

The outbreak of hostilities brought about the collapse of the whole financial fabric, the closing of the bourses and a world-wide financial cataclysm. For a time at least a condition of well nigh general insolvency was threatened. The steps which were taken to cope with the crisis are of too recent occurrence to require reiteration.

Britain's command of the sea was undoubtedly the chief factor in bringing about a recovery of confidence, but great credit is due to the Government and their able financial advisers for their bold and statesmanlike views of the situation and their prompt action in meeting the crisis, as well as to the Bank of England for the courage and activity with which the plans of the Government were carried out.

The great latent wealth of the Empire has been demonstrated by the patriotic response to the recent Government loan, and this is being followed by the removal of barriers to trade which is now once more approaching a normal condition.

What the consequences of the war will be must depend, I think, to a large extent on the duration of hostilities.

Whether a long period of depression and economy, in order to replace the wasted wealth of the world will follow its conclusion, whether the removal of political apprehensions and the prospect of a long era of peace will bring about an immediate restoration of prices not alone of commodities, but of stock exchange and of other securities it would be idle at the moment to predict.

In either event, all borrowing countries, including Canada, must expect their facilities to be largely curtailed while the wastage of war is being repaired.

POSITION IN CANADA.

In Canada, a period of several years of remarkable growth and progress was accompanied by large—and in some cases imprudent—capital expenditures by industrial, municipal and other corporations, and an ambitious programme of railway construction, made possible by the ease with which money could be obtained.

These conditions were taken advantage of by company promoters and speculators to bring about unduly inflated and fictitious values, and the extent to which these were carried directed suspicion and distrust of our economic position in the money markets of the world, followed by a close scrutiny of our securities and a curtailment of money supplies so essential to our development.

The ensuing check caused embarrassment in some instances, but had a salutary effect on the country in general, as it brought us to realize the fact that unproductive expenditures must of necessity cease for a while, and our efforts be directed towards development of natural resources, accelerated by a large flow of immigration.

It fortunately happened that for over a year previously, our manufacturers and merchants, preparing for such a contingency, had entered upon a period of curtailment and readjustment; and our economic position had been approaching a more normal condition. They were, therefore, the better able to meet the shrinkage in their turn-over occasioned first by restricted demands and now by the war.

I refer to these somewhat trite matters because the halt in business presently experienced may create in the public mind a more gloomy view than is warranted by actual conditions. It is well to remember that for a decade the commercial expansion of Canada was really abnormal.

A decline in the foreign trade of the country had set in before the outbreak of war, and has been accentuated by that event. In the seven months ending October 31st last, the value of merchandise imported, exclusive of specie, was $286,800,000, or $103,700,000 less than in the corresponding period of the preceding year. On the other hand, the value of Canadian produce exported has been fairly well maintained, having been for the seven months $226,757,000, as compared with $245,550,000 a year ago. The adverse balance of trade has, therefore, been reduced from $145,000,000 to $60,000,000 in this period, a substantial improvement of $85,000,000, the more satisfactory in view of the practical closing of the London money market to Canadian loans. The transportation interests of Canada have also been benefited by an increase in the value of exports of United States products through our ports from $19,000,000 in the seven months period of 1913 to $41,600,000 this year.

LEGITIMATE BUSINESS SOUND.

I am glad to be able to say that from the reports which reach me from all parts of the country, legitimate business is fundamentally sound. While trade generally is quiet, and in many branches restricted, especially those dependent upon construction work, there is compensation, in a measure, by activities in others which provide the vast supplies required by the war.

A general suspension of new undertakings is apparent. Agriculture—the backbone of the country—continues prosperous, notwithstanding a shorter crop yield, owing to the high prices being paid for grain and other farm products. The great increase in the number and value of live stock in the Northwest is especially gratifying.

Farmers are preparing to increase the acreage of land under crop, and manufacturers are taking advantage of the situation to extend their sales where foreign competition, for the time being, has been eliminated. There is, moreover, an undiminished confidence in the future which is an asset of no little importance.

Considerable unemployment exists, but the extent of it is probably over-estimated, and I think our position in this respect will compare favorably with that of other countries.

These conditions are overshadowed at the moment by a war so disastrous and so unexpected that even yet many of us do not grasp the full significance of it all. New local conditions and new problems had to be met.

GOVERNMENT'S WISE COURSE.

The wise and timely action of the Finance Minister in providing facilities for rediscount, and in making Bank Notes legal tender, had a steadying effect throughout the country, and has enabled the Banks under all circumstances to meet the legitimate demands of business and to keep in hand ample resources against deposits.

Power was taken by the Government to declare a moratorium, but fortunately it has not been necessary to put this into effect, for all must recognize the supreme consideration of maintaining our credit in the money markets of the world.

The war, by closing the financial markets of all countries, has precluded us from obtaining capital for construction and development work, and so long as these conditions prevail it will be necessary for us to conserve our resources rather than proceed with other than unavoidable capital expenditure.

The financial fallacy of issuing inflated currency for such purpose—abundantly proved by experience of other countries—is well known, and Canada is to be congratulated on having avoided the miseries of a depreciating paper currency.

In this connection I may remind you there is a homely adage that "no one has yet succeeded in lifting himself by his boot straps."

Nor should it be forgotten that we have a large foreign interest indebtedness to be liquidated by exports or new borrowings.

For the latter, the London market being now less available, we shall have to rely partly on such facilities as the United States market can offer and, in a measure, upon our own resources, to solve the problem of restricted trade and shrinking revenue, as well as to meet maturing interest, capital commitments, and other obligations.

FOREIGN RESERVES VALUABLE.

Our reserves abroad have proved valuable in this connection, as they are enabling us to conserve the gold supply of Canada.

War and other adverse conditions are bound to retard our progress. A period of rest and recuperation may be expected, but the future depends to a great extent upon the spirit with which the people meet the changed conditions.

Economy and prudence in the matter of expenditure, and an earnest effort to increase production of exportable articles, will in time usher in an era of active trade and renewed prosperity.

There is no question in my mind that after a pause, the duration of which will be determined by the measure of our production and by our savings, we shall again enter on a period of progress and development, and that pause, I believe, will not be long continued.

Mr. R. B. Angus seconded the motion for the adoption of the Report, which was carried unanimously.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:—

Gentlemen:—This Bank is now approaching its centenary, but never before in the ninety-seven years of its history has the annual balance-sheet been presented to the Shareholders under such universally perturbed financial conditions as exist at the present time.

For the sake of consecutiveness and as a natural preface, I may say that since the outbreak of the present war all bourses have ceased to transact business. In consequence throughout the world at large Stock Exchange securities have become unrealizable, except by limited sale and slow process.

In a sense a large part of the trading and manufacturing world has undergone a course of declension towards first principles. The most readily salable commodities in large volume now are the necessities of life, either direct or represented by commercial paper, and the appliances created by man for the destruction of life.

As the President has ably reviewed the general trade and financial situation both in Canada and at the chief centres abroad, my duties are confined to an explanation of the most important features in the accounts I have the honor to submit to you and the points arising therefrom.

It is pertinent to interject that the interests of the Bank of Montreal have become of such an international character that one cannot adequately analyze and comment upon our balance sheet without at least reference to London and New York.

LONDON.

The interest taken by Canada in the London financial situation is due to a combination of firm patriotism and monetary dependence. Not only are we solicitous for the welfare of our Empire's financial centre, but the Dominion has financed its requirements in that market to an extent obvious enough to the few but only recently fully appreciated by the people of this country as a whole.

It might be added without boastfulness that this Bank's London business has steadily increased in importance step by step with the development of our country until we have attained a prestige, and what has been termed by others a unique position among Colonial Banks represented in the great metropolis, that you, its Shareholders, can regard with a measure of national, and may I say, individual pride.

NEW YORK.

We are naturally greatly interested in New York conditions, as not only is that city the Clearing House of North America, but also the channel through which the bulk of our foreign exchange transactions pass. Further, the financial relations of the two countries become more intimate and further dovetailed with the ever-increasing establishment in Canada of branches of great American industrial companies.

POLICY-LIQUIDITY.

It is common knowledge that the policy of this Bank is conservatism, a policy that tends in prosperous days to arouse in some quarters a measure of criticism, but one meeting with unstinted approval in times as troublous as those we face at present.

Thanks to a reasonably liquid position, the unexpected outbreak of war found us not unprepared. It was an easy transition for us to convert into actual cash and bank balances, to the extent we deemed advisable, our secondary line of defence in the shape of other reserves held, as you are aware, in London and New York.

PROFITS—PATRIOTIC FUND.

As banks are not eleemosynary institutions, it is our duty to earn for the shareholders such measure of profit as is consistent with the safe employment of your capital and the deposit monies entrusted to our care. Under normal conditions our first consideration has ever, as you know, been safety, but with the financial world out of joint, we have felt it our duty, both in self-protection and in a desire to bear our share of the national burden in safeguarding the general situation, to take additional precautions. In pursuance of this policy our cash reserves and bank balances have been brought up to a percentage point that seemingly precludes danger.

Naturally the greater volume of money unemployed, the smaller our profits. Nevertheless we are gratified to have been able to comfortably earn our customary dividend, continue the semi-annual bonus of 1 per cent., and at the same time to have made, in our opinion, full provision for realized and prospective losses.

The $100,000 gladly voted by your Directors for national patriotic purposes was taken out of the year's profits.

DEPOSITS.

For obvious reasons it is natural that bank deposits throughout Canada should decline as they have done to a slight extent, the grand total of all the banks to the end of October being $1,144,199,224, as compared with $1,146,739,868 a year ago. During the same period our own deposits have increased by $7,649,836.11 exclusive of deposits made by and balances due to other banks in Canada, which have increased by $5,570,032.53.

CIRCULATION.

Our notes in circulation are $169,837 greater than a year ago.

QUICK ASSETS—CURRENT LOANS.

As before intimated our quick assets have increased during the year, the ratio to liabilities to the public being 55.17 per cent. at the end of October, 1914, as compared with 49.69 per cent. at the same date in 1913. It is satisfactory to be able to state that this has been accomplished without restricting the legitimate demands upon us by our merchant and manufacturing clientele in Canada. It is the case that our current loans in Canada, which, as you are aware, are mainly to the mercantile community, are lower now by $10,172,653.79 than they were at the corresponding date last year, but I desire to make it quite clear that the reduction was ante bellum, and that there has been an increase of over three million dollars in such loans and of over thirteen million dollars in total loans in Canada since the outbreak of war.

It is only fair to add that the wisdom of keeping our secondary reserves—viz.: our call loans—in London and New York instead of in Canada has once again been strikingly demonstrated. If the war had found us in a reverse position it would have indeed been a serious matter, not only for ourselves, but for the entire community. In other words, the wisdom of this Bank in having its call loans available outside of Canada in time of stress is now being splendidly justified.

MUNICIPALITIES.

Our loans to Municipalities stand at $9,017,324.26, as compared with $5,227,905.74 at the corresponding date last year. A very large proportion of this sum has been advanced in anticipation of tax payments.

Loans have been made against the security of debentures in certain instances, but only as a matter of public policy to enable our civic clients to pay for work to which they were committed, or where the health or safety of the citizens was at stake. We have felt it our duty to urge upon both our Provincial and Municipal friends the wisdom, if not the imperative necessity, of refraining from committing themselves to fresh capital outlay and of limiting their expenditure to essential undertakings. I am glad to be able to say that as a rule our advice has been well received and in most cases conscientiously followed.

PROVINCES.

I would now like to briefly recite to you the situation as we find it in our various Provinces:

PROVINCE OF ONTARIO.

General conditions in Ontario are moderately satisfactory. Crops have been quite good, with high prices, and profitable results have accrued generally to those engaged in agricultural pursuits.

The lumber trade is dull.

The production of silver in the Cobalt District shows a slight falling off.

Manufacturing has been quiet, with a material reduction in the labor employed, particularly in those industries producing machinery and agricultural implements.

Wholesale conditions are reasonably satisfactory, but retail merchants are feeling the decreased volume of business consequent upon reduced wages and pay-rolls.

Urban real estate is inactive, but a lower level in prices is inevitable.

PROVINCE OF QUEBEC.

Reasonably satisfactory conditions prevail throughout the Province of Quebec, which, if less progressive than some of its sister Provinces, is also for the same reason less liable to periods of depression.

Agricultural conditions have been reasonably good.

The lumber trade has had an average year and the price and demand from

Great Britain are improving, due to the closing of the Baltic and the curtailment of the cut in Russia consequent upon mobilization.

Manufacturing industries have been quiescent with fewer operatives employed, but textile and certain other lines are stimulated by orders from abroad.

There has been little movement in real estate, but nominal values have not appreciably fallen.

MARITIME PROVINCES.

Though the Maritime Provinces are not enjoying the same measure of prosperity as a year ago, economic conditions may be summed up as being fairly healthy, and surprisingly good as compared with those the world over. This, perhaps, may be attributed to the fact that previously there has been an absence of inflation and fictitious prosperity, and consequently no severe reaction.

The farmers are more than usually prosperous. The apple crop has been large and of excellent quality, but this unfortunately is offset by the low prices prevailing.

Much money has been invested in the black fox industry, but this business has proved hazardous, and the possible result of a marked decline in prices must not be overlooked.

The demand and price for lumber declined during the early part of the year, but the foreign trade is improving with a resultant upward tendency in prices.

The fishing industry has been less satisfactory. The catch shows a reduction and lower prices prevail.

There has been a diminution of upwards of 250,000 tons in the coal mined in Nova Scotia as compared with last year, largely accounted for by the partial closing down of steel plants and other allied industries. This unfavorable feature of the situation is reflected in the manufacturing towns.

NORTH-WEST PROVINCES.

In the North-West Provinces agriculture and stock-raising are of primary importance, and all other industries and businesses are more or less directly or indirectly dependent upon the success of the farming community.

The results of the crop for the year 1914 have been satisfactory. Certain districts suffered severely from drought at the critical period, and the total yield is consequently less than last year, but with the higher prices prevailing the value of the grain produced is somewhat greater. More land is being brought under cultivation, and owing to the early harvest and a favorable autumn it is expected that a record acreage will be under crop next year.

Mixed farming is receiving more attention with gratifying results and more live stock is being raised.

The flour mills are well employed, but other manufacturing industries are quiet.

Trade conditions are not altogether satisfactory, but credit is granted less freely than formerly.

There has been a decline in realty values with few transactions.

The North-West Provinces undoubtedly are passing through a period of stress, but with their great areas of good farm lands still uncultivated, capable of producing vast food supplies, we look to the future with a justifiable measure of confidence.

PROVINCE OF BRITISH COLUMBIA.

British Columbia, after nearly two decades of almost continuous prosperity, development and expansion in business is now suffering from reaction, accentuated by the general commercial depression and world-wide financial distress.

Agricultural conditions continue to show improvement. Crops are good, but the prices for fruit have not come up to expectations. There is a tendency to increase the production of live stock, for which the demand is good.

It is a matter of common knowledge that the lumber business has been in an unsatisfactory state resultant upon overproduction, restriction in building operations throughout the West, and American competition.

It is estimated that the total mineral production for 1914 will be 75 per cent. of last year. Consequent upon the inactivity of the smelters, the collieries also are not doing so well, and the output of coal has been greatly diminished.

The fisheries have had a successful season. The salmon run has been good, with a ready demand and satisfactory prices. The halibut catch also has been satisfactory, but the market is less so.

Provincial and municipal expenditure is of necessity being curtailed.

The year 1914 has marked an almost complete cessation in real estate speculation with a general decline in values.

NEWFOUNDLAND.

General conditions in Newfoundland, England's oldest Colony, cannot be described as altogether satisfactory.

The pulp and paper industry is normal. The catch of codfish, the great staple product of the country, has been smaller than usual and the outbreak of war practically demoralized for a time the usual markets, resulting in a slackened demand and low prices. In both, however, I am glad to state an improvement is now perceptible. The seal catch was almost up to the average, but the lobster catch has been unsatisfactory.

As trade conditions in Newfoundland are governed almost entirely by the return from fisheries, business generally is affected disadvantageously this year, and the immediate outlook is somewhat uncertain. Nevertheless, it is well to bear in mind that the Island's all-important product is a staple article of food, and it may be that the war, so far disadvantageous, may presently prove otherwise.

MEXICO.

Conditions in Mexico continue disturbed, with business practically at a standstill, and it is problematical when a more settled state of affairs may be expected.

The business of our office in Mexico City has been reduced to the lowest possible limit and is being ably conducted under exceptionally trying conditions.

THE EFFECT UPON CANADA.

Your President has adequately reviewed the general situation in a masterly manner that makes further remarks superfluous, but perhaps I may be permitted to say, in summary of my own comments, that from the financial point of view the outstanding result of the war upon Canada has been the instantaneous stoppage of the supply of British capital, to which we had become so accustomed, that sight was too frequently lost of its importance as a factor in the development of the Dominion.

Money from this source flowed to us in such increasing volume that during a considerable ante bellum period it amounted in round figures to at least $25,000,000 per month. Canadian public borrowings from the London money market for the seven months ending 31st July were $177,000,000. Since the outbreak of war the inflow of such capital has ceased.

This monetary deprivation, coupled with the necessity of using our earnings and income for the purpose of paying to Great Britain interest on our indebtedness of $2,800,000,000 to London has brought home to us the extent to which the London money market and the British investor have been our friends, indeed our partners, in what might be termed this colossal Canadian enterprise.

TRADE.

The trade situation we are now facing is that, owing to our present inability to borrow by public process in the London market, we seemingly must limit our imports to the approximate volume we are able to pay for in exports, or we must borrow elsewhere; that is, in the natural assumption that we wish to avoid reducing our cash capital.

There is an alternative, for it will be obvious to the most uninitiated that if our good neighbors in the United States desire us to purchase from them in anything approaching the volume of the past, they must, at least during the war, whilst the London market for public flotations is closed, provide us with the wherewithal in the shape of loans to our principal public borrowers. If they adopt this course, and a commencement has already been made, it will be clearly advantageous to them and to Canada.

HOW CANADA IS STANDING THE STRAIN.

In conclusion, the financial position of our country now is that, consequent upon the prompt measures adopted by our Minister of Finance, and, owing to the elasticity and excellence of our Banking system, Canada is standing the strain without collapse. We are adjusting ourselves to the heavy burden thrust upon us without warning whilst in the constructional stage, and though here and there weak spots will develop, the general structure will surely stand the strain, and we hope and believe, we, as a country, can safeguard the situation.

It is obvious to everyone in the Dominion and to our friends abroad that we are cast upon our own resources, that we are on trial, and that our future development will depend in no small measure upon the condition in which we emerge from this trying ordeal. The longer the duration of the war, the more will the colonial props of the Empire, including Canada, suffer, but good will come out of evil, for our energies will be turned to the development of our great natural wealth, particularly our vast agricultural resources, and we can then look forward with confidence to eventually emerging from present conditions a wiser people, with our affairs on a healthier, more normal and sounder basis than that with which we were threatened.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. R. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Wm. McMaster, H. V. Meredith, M. Morrice, Sir Thomas Shaughnessy, K.C., V.O.

The meeting then terminated.

At a subsequent meeting of the Directors Mr. H. V. Meredith was re-elected President.

Annual Stock Taking in Men's Wear Stores

Using Slip of Paper for Each Shelf and Deducting Sales as They Are Made — Keeping Record of Month Goods Were Bought — Sane Methods in Use.

THE taking of stock this year will be an important event in most stores, and is likely to disclose interesting situations that have never been encountered before. The task may not be as pleasant as in former years. Nevertheless, stocktaking is a necessity in well-managed businesses, and it is those who have taken stock regularly and have acted wisely on the results obtained who will find the task a pleasure.

Stocktaking is an operation intended primarily for the purpose of determining the standing of the store. Usually it occurs at the end of each year, in January or February, when business is slackest. In larger stores, where it is more difficult to keep track of stocks, the operation is performed three times a year, usually in January, early in August, and late November.

Systems in vogue vary considerably. Some men have their own ideas of taking stock, but the primary object is to find out the number of articles in stock and the cost price, and from that to work out by multiplication and addition the value of stock on hand.

Counting vs. Measuring.

In dry goods stores, where there is yardage goods in bolts, such as cloth, ribbon, lace or embroidery, the operation of measuring is facilitated by the use of a machine. In a men's wear store this cannot be done, and the merchant must resort to the system of counting each article.

It is rare that a store can find time to perform this operation in a single day. More often it is done in spare moments.

Deduct Sales From Slip.

As each drawer or shelf is counted, a slip of paper is left somewhere handy, bearing a list of articles and the price. As sales take place during stocktaking, it is a simple matter to deduct the number sold from the total on the slip, thus giving an accurate idea of stock on the day these slips are collected.

Indicating Month Bought.

A large Montreal store attaches a small ticket to every article in stock, which bears the number and letter of invoice, with a letter to indicate the month the article was taken into stock. For instance, a cap would be marked 7050 A B, the B indicating that the goods were received during February, which would be entered on the slip 7, 7050 A B, at 8.50, supposing there were seven in the drawer, the latter being the retail price on the small ticket. From invoices the office staff can determine cost prices, and the number sold.

In taking stock it is often necessary to use discretion in regard to lines which have been in stock so long they have depreciated considerably in value. In smaller stores the proprietor himself can decide how this shall be marked. In larger stores the department manager is responsible .

There are firms who more or less govern their buying for the next season from information picked up during stocktaking. For instance, a house finds they have sold twice as many shirts at two dollars than at a dollar and a half. This gives an idea of the direction in which they should steer the following year.

TRYING IT ON THE DOG.

In a San Francisco men's store a new idea in "living models" for the display of goods has been tried—as a "model" it was a failure; as an attraction a great success. In the window was a good-natured, well-trained bull dog attired in a collar and cravat, of which he seemed very proud. "Trying it on the dog" seemed a satisfactory recommendation for neckwear to judge from the sales which resulted.

NEW LINE OF USEFUL WORK.

A system of welfare work for the benefit of their employees is carried on by B. Altman & Co., of New York, along somewhat different lines from most firms. The medical attention given to employees is made more than a perfunctory inspection. The heads of departments are instructed to glance at each employee when the store opens in the morning, and if they show signs of illness they are sent up to the medical director. Frequently it is a mere question of rush or needed food, but often something serious is the matter, and in this case the employee gets a card with the doctor's list of suggestions by which they may recover their health again. For those who require immediate attention there is a hospital with nurses, and for all employees a restaurant with food of the best quality, and prepared in charge of a capable cook. The firm charges only enough to cover the actual cost of the food and the management of the restaurant. A rest room is provided for the employees, where they may spend a short time after luncheon. For the younger girls, instruction from a school teacher is given for a part of each business morning.

LEARN SHOWCARD WRITING

IN times of war prepare for the prosperity that is sure to come, when peace is declared, by learning to WRITE SHOWCARDS through the Edwards short-cut system. This course will put you in the front ranks for a good position.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., TORONTO. Mention this paper

Write for Handsome Two-Color Prospectus. Write to-day



Selling Evening Wear Difficult These Times

Tendency to Make Morning Clothes do for all Functions Arises Out of the Cosmopolitan Character of Those Functions Just Now —Patriotic Concerts Taking the Place of Dinner Parties, and Full Dress is Not Needed—Window Display Ideas for After Christmas and February Selling of Evening Wear.

IN a season of economy, the first things in which thrift is exercised are luxuries, not necessities. They, like Tennyson's brook, go on for ever. When the money markets of the world become tied up, the sales of bread do not show any appreciable difference. But the sales of automobiles and phonographs do. You can live without a player piano—it might be as well for their neighbors if some people did—but you must have bread to eat and milk to drink. The same principle applies with regard to dress. Obviously, some dress is necessary, but new dress may be done without, and function dress is sidetracked, while all-round attire is made to serve evening as well as day purposes. The men's wear stores are finding that this year there are comparatively few evening suits being sold. Men are buying a new lounge suit—if they have a new suit of any kind—and making that do.

This policy is to a certain extent in line with circumstances. Usually by December the "season" has commenced. Dinner parties, theatre parties and the like are in full swing by Christmas, and continue right up till early Spring. This year, however, it is not so. The war has made the difference. To begin with, many people who ordinarily would give a few dinner parties, are giving the money or a good part of it that they would expend in this way to patriotic funds and so forth. And, moreover, people are spending their time attending patriotic concerts and functions whose object is to raise money for the soldiers and Red Cross organization, and as these embrace people of all sorts and conditions, and have an appeal to everyone from a millionaire downwards or upwards, if you will—dress is not worn so much. Consequently, dress is not sold so much. Dealers agree that their sales of evening wear this year for men have been comparatively small.

February the Best Month.

Of course, there are January and February still to come, and February is regarded as a big month for pushing evening wear. January is a time when the windows are taken up by displays for sale purposes, and after they are through, a special effort is made by most retailers in February to sell evening wear in particular. Firms sort up sizes for Spring selling. Usually the February sale of evening wear goes pretty well, though full dress is a much better seller, inasmuch as the man who wants to attend all sorts of functions—dinners, theatres, card drives and so on—and yet can only afford one evening suit, invariably gets a full dress suit. Paradoxically you may wear a full dress suit at a dinner, but you may not wear a tuxedo suit at a dance. February is a good month for pushing evening wear, because it is a big month for functions, the biggest in the season really. And this year more than ever the tendency will be to leave all entertaining that can possibly be postponed until late in the season.

Attracting the Buyer.

There is a perpetual discussion as to the advisability of using the price ticket in the window of men's wear stores. Whether or not it is advisable in general apparel, it is the rule—more or less general—to dispense with it in the case of a window displaying evening wear only. The best thing is a well-done, attractively-worded large card. "Correct Formal Dress for the Well-dressed Man," or "Would you be De Rigeur?—then See Our Window," or something along this line.

A rather attractive ticket was in the Cambridge Clothes Store's dress window. It was a white card, inset in a black, about 9 by 6 inches, bearing the words: "Correct Formal Dress," neatly printed, leaving lots of white space. Then, pinned through the card was a white flower, the finishing touch to the severe attractiveness of the black and white evening garb of a man. That flower was a good display "stunt."

When Ticket May be Used.

The idea of dispensing with an actual price card in a dress window is because, in the main, the window featuring that sort of thing is attractive to the man who has the money to bother with evening wear. And if he has, he will be interested enough, should a particular display strike him, to enter the store and make enquiry as to price. At the same time, when a retail store has been offering its wear by advertising in the papers and quoting a stated price, as for instance, "full dress, $30; silk-lined, $5 extra," then the ticket should be in the window to show the public who have read the ad. the thing talked about therein.

If window display is an important thing in all times, "a fortiori" it is in times of financial stress. The retailer has to put forth all his efforts to lure the man in the street on to buying, particularly anything which is in the nature of a luxury. I am told that there will be no price-cutting resorted to so far as evening wear is concerned to catch the business. But, then, this line is not a staple, of course, and it should not be necessary.

What Montreal is Showing for Formal Evening Wear

By Staff Correspondent.

THERE are stores on St. James Street, Montreal, which display evening dress from year's end to year's end with the knowledge that in the financial section of the city the demand is constant, and that those who display also sell. The day when one particular store was looked upon as the one and only place for evening clothes has gone. It has come to this, that evening clothes, like ribbons, hardware or apples, must be displayed or kept on the shelves. Some of these stores, following the tendency in every other line of merchandise, have been displaying garments, the tickets on which bear two figures, of great disparity, the upper of which is disfigured by two thick red lines. Merchants admit this does not look nice, especially in high-class stores, but they cannot help themselves. One of the largest stores on St. James Street announces in gigantic letters that they are selling at January prices.

All this will come to an end before Christmas, when these stores who con-

(Continued on page 60.)

Artistic Trim of Correct Evening Dress

(Completed Within an Hour)



This trim of formal evening wear that was put in the window of Fitzpatrick & O'Connell (Cambridge Clothes Shop) for The Review, by R. C. MacDonald, attracted much favorable comment during the short time that it remained in the window and was indeed a distinctive piece of work. The color scheme was delicately handled: puffs of old rose silk over the neck piece of the forms, gold velvet drape with the palms, light oak background (painted out in the illustration owing to the electric reflections), and the black and white of the evening wear made a rich combination. The whole trim is well balanced with two dress suits and an overcoat on stands as the basic units, with a throw-over and tuxedo on Circassian walnut chairs. The finishing touches consisted of white gloves with black facings; a white vest draped with a cane and three more along the base of the trims, and one most artistic device,—a white carnation with green foliage attached to a black card with white inset and gilt edging, on which was inscribed: "Correct Formal Clothes." A highly creditable piece of work withal!

The central unit was the latest cut of evening dress; the coat with short, wide lapels, with soft roll, made not of corded silk, but one of a satiny finish; four buttons, closely fitting around the waist; cuffs on sleeves bound with silk. Vest of pique, fancy figured, shaped at bottom to correspond with coat, and with similar roll lapel; mushroom shirt with double cuffs, semi-laundered; black piping and guard; small wing collar; tie of silk with black edging.

A white carnation completed the outfit, while the old rose puff added the requisite, a warm and rich touch of color.

The dress suit on the left was a trifle more conservative; with three buttons, no cuffs and no binding. The cut was for an older man. The rest was of a similar cut to the coat, and the old rose puff toned up the trim.

On the right was a Chesterfield overcoat of dark grey cloth, silk lapels and three buttons, also fitted with a puff.

Upon the chair on the left was an easy grouping of accessories, silk hat, gloves, and a very handsome but simple throw-over, of dark grey cloth, silk-lined, bound with broad band inside; straps for holding, no buttons.

On the other chair was a Tuxedo, wide, high lapels, with one button.

The canes used were of ebony and mahogany, with silver mountings.

The two palms were mounted on oak pedestals about 18 inches high, and draped with gold velvet to match the woodwork, the plush covering the pots and falling down to the ground.

The fixtures, it will be understood, are such as not to clash with the goods shown.

The three forms are of papier-mache, covered with black cloth, and were designed for the firm and a beautiful fit is secured, as on a live model.

It should be noted that Mr. MacDonald makes it a practice to use small sizes in the windows, 34's and 35's, believing that clothes on smaller forms look the neatest and never seem too large for any window.

The whole trim was completed within the hour.

WHAT MONTREAL IS SHOWING FOR FORMAL EVENING WEAR.

(Continued from page 58.)

sider evening dress a staple, will remove their cut-price tickets, and dress a window of surpassing excellence that will draw customers for Christmas gifts. The average store has not yet begun to think of evening dress except to catch trade for a few dances. Supplies of new lines are just arriving, and manufacturers in certain cases have not placed their goods in the hands of retailers.

Black Figures on Mushroom Shirt.

Whatever the cause, little new has arrived either in dress suits or accessories. There are distinct novelties, however, both in waistcoats and shirts. One of the smartest things is a white mushroom pleated shirt. White mushroom shirts will certainly have the biggest call this year, especially among the young men; but the shirt referred to above has something new in the shape of small woven black and white figures on the bosom. These will retail from $2.50 to $3. Mushroom pleats will be worn both for dress or with tuxedo. There are some houses who have not taken kindly to the mushroom pleat in the belief that evening dress is standard, and the plainer the better. It is a fact that the demand for the plain white shirt will enjoy a large sale among the older men, but there is no doubt that after a year the mushroom pleat has ingratiated itself in the favor of the younger men.

Waistcoats of V Shape.

Waistcoats are being made with a more perfect V opening. Last year the shape was more like the letter V. One of the daintiest things being shown this year is of white silk containing a small flowered pattern, the lapel being of white satin, which is in marked contrast with the flowered silk, and gives a very pleasing effect. Besides these, the usual cord silks and fancy piques are being shown.

For dancing, a black silk sock will be worn considerably, with cashmere heel and toes. These were introduced last Spring, but are still good sellers for dancing. As the toe and heel are the points where most wear is encountered, cashmere is stronger than cotton splicing.

A Taper Silk Hat.

The same collars are being worn as in previous years—that is, straight standing or small wings, the latter holding strongest. Plain white ties are being carried by most stores, with very few fancy lines.

A nice new idea in dress gloves is of perfumed kid, having silk and plain fourchettes. Moonstone or pearl studs are very good, some nice novelties being shown this year of pearl, with gold finish.

Plain-headed mahogany sticks will enjoy a better sale this year.

The silk hat this year differs from former years in that it is made with taper crown, having the usual velvet band for dress.

Nothing strikingly new is noticed in suits, except that they are a little more form-fitting than usual.

Late Winter Types of Overcoats

THERE is a decided tendency towards shorter overcoats this season without a doubt, especially with younger men, who place smart appearance before solid comfort. Models are being shown with sloping shoulders, of nap cloth, wide lapel and deep armhole, and horn buttons. Popular fancy runs in the direction of double rather than single-breasted.

To meet this tendency for shorter garments, the Balmacaan has been made of heavy-weight cloth for Winter. This is something new in the way of Winter overcoats, and it is doubtful whether they will be received favorably except by the younger men. It is an easy-fitting throw-on coat, with wide flowing sleeves, and is made with the military collar.

A New Winter Type.

Some idea of the trend of fashion can be gauged from a new Winter garment recently put on the market by a well-known Canadian manufacturer. Its chief attractions are its athletic freedom and the broad velvet collar. It is a double-breasted topcoat, a three-button Chesterfield type, made in good Winter weight overcoatings.

The Canadian ulster is on the market again, and will enjoy a sale equal to that of former years. It is a coat that seems to meet the needs of the average Canadian as well as anything. It is being made with generous storm collar, two-piece belted back, as well as with the storm collar, with three or four buttons.

Green Chinchillas.

In cloths, chinchillas, tweeds and naps are being used extensively. Grey chinchillas, judging by the number seen on the street and displayed, should be good sellers. Green, however, seems to be the prevailing shade, and some beautiful broken plaid designs and shadings of green interspersed with greeny-blue shades, are among the designs which were popular in the Fall, and will be, no doubt, throughout the Winter.

Burberries are being imported, unlined and loose hanging, which wrap around the figure like a steamer rug. In these the cloths are mostly naps, with small subdued checks and mixtures. Some are lined over the shoulders and sleeves, and have a wind-guard in the sleeve which can be pulled down, and which snaps around the wrist. This makes a fine coat for riding or motoring.

Electric Suits

French scientist says we can wear electric storage battery and keep warm.

THE New York Sunday American contains an interesting account of an alleged discovery by a French scientist by which heat can be kept in clothing. Clothes as worn now do not produce heat, and they keep in only a very small percentage of the large amount generated by the human body:

"A French scientist, Professor M. C. Herrgott, of Belfort, has at least succeeded in producing suits made from an electrically wired fabric which meet all practical tests. Experiments recently with them at Bordeaux, under the direction of Professor Bergonie, the distinguished scientist, show that they leave nothing to be desired except as to their cost, which is altogether too high.

"In the suits, as made by Professor Herrgott, the wiring is woven into the cloth so that only an expert would know it was there, and so that it does not in the least affect the appearance of the fabric or its suppleness and wearing qualities. The metal used is an alloy which is very light and will not rust, and the construction is such that a short circuit, with the consequent shock or burn to the wearer, is practically impossible.

"One of these electric suits can be connected to any electric current of ordinary voltage, as you do an electric iron or a fan or a lamp. Storage batteries carried in the pockets will be sufficient to keep the suits heated for short periods, and automobilists can make connection with powerful batteries in their cars when they feel the air is too cold."

NO CUTTING UNTIL FEBRUARY.

In one of the leading cities of Iowa the men's wear stores got together and agreed not to cut prices on clothing until after Jan. 1, and only then on suits. Overcoats would not be cut until after Feb 1. They claimed that the winters were beginning later out West and there was now a fine chance for selling all through January.

Father and Son Can Wear the Same Styles

A father, about forty-five, and son, who may have cast his first vote, stood talking together. Both were clean cut, well built, and well groomed. Both were noticeable because of their stylish appearance.

But here is the odd part: THEY COULD HAVE CHANGED SUITS AND NEITHER WOULD HAVE LOST A BIT OF THEIR SMART APPEARANCE.

When the statement is made that a well-dressed man of forty-five and his son of twenty-one can change clothing and both appear equally well dressed—and the accompanying is from the advertisement of one of the big American clothing houses—we may stop to add the proverbial grain of salt, but, generally speaking, we must agree with the idea emphasized, and that is that the middle-aged man is keeping in touch with the young idea in his dress.

Paraphrasing, we might say that a man is as young as he dresses. But the average male when he gets to the age of forty-five can hardly expect to change clothes with his down-chinned son. The point is that it is the modern tendency for the middle-aged man to look as young as his bout with time and nature will permit. Modern business demands a man of smart appearance, and the impression of aggressive youth is an important asset.

No longer is it necessary for the man who sits in a swing chair to wear a frock coat. One of the first assets of the modern business is aggressive activity, and we cannot picture a progressive merchant or manufacturer wearing a costume such as is usually credited to the corn doctor.

Of course, there is a marked difference between some of the extreme suits of the "college boy" variety and the business sack of the middle-aged man. But the business suit of the young man cut on the latest lines varies but little from that of his father except in those departments where changes are so often necessary owing to the effect of the passing years upon the figures. And in the materials there is no difference whatever.

Remarks more or lgess suggested by the comic papers are heard commentory of the tendency of modern woman to defy the advance of years by dressing in the same style as her daughter. There are few models now for the woman of middle age which, so far as style is concerned, would not suit the debutante. Man in his dress is following the example of the weaker sex (no discourtesy meant to the militants).

And nowadays there is no reason why the father should not buy his suit ready-made just as well as his son. There are models for both. Wonderful strides have been made in the past ten years in the making of clothing, and to-day the man who wishes a suit at a moderate price usually gets better satisfaction in buying a good ready-made suit than with the custom tailor; thirty dollars to-day is just as often paid for a ready-made suit as was fifteen dollars a decade ago—any clothing salesman who has been in the business that long is well aware of this.

Christmas Windows

These Must be Depended on Most For Sales the Last Week —Prices or no Prices.

OF course, window dressing is an important feature. The great necessity in display science is novelty; there is a perennial need for it But, novelty or no novelty, Christmas suggestions in holly and green stuff, and colored bunting, mock snow, and so forth—all this attracts. Once the shopper is attracted to gaze over the windows, it is more than likely that he or she will see something that takes the fancy, and will go in and buy.



A NEW TYPE FOR WINTER.

This has a certain athletic freedom about it; broad velvet collar, three buttons. Courtesy of Semi-Ready.

Ads Last Week Don't Count Much.

Most retail stores in the men's wear business agree that advertising the week before Christmas is not much good. People are too busy looking at shops for what they want to bother reading ads in papers. Those are good policy at other times, but not when the shopper is hustling and bustling around to get through the Christmas shopping quickly and yet in a way that leaves a satisfied impression.

When Price Tickets Are Wise.

There is considerable discussion as to the question of price tickets. Many dealers think it expedient to use them with the articles in the windows. Others disagree. Largely it is a case of where the store is situated. If it is a more or less exclusive locality, price tickets are superfluous, if even they may not be considered bad policy. A store which has a high-grade reputation can expect people to come in and look at their offerings and ask questions as to price. A store on a street which is the shopping Mecca for all sorts of purses, long or scant, should, on the other hand, price the goods in the window. It is safe to assume that the great proportion of people coming up and down in front of a window in this class will want to know quickly whether they can afford are article they see displayed or not, without bothering to go in and ask.

It seems to be axiomatic that retailers of men's wear articles would be foolish to cut prices just before Christmas just "to catch the trade." The thing to remember is this: while you are out to sell your offerings, the Christmas spirit the last few days is such that people don't haggle over prices very much. Christmas is in the air, they need goods in a hurry and so they are willing to spend their money in many cases lavishly, and in the majority of cases at any rate, quite freely, and they won't insist on out-of-all-reason cheapness.

The "Usefulness" This Year.

There is this one thing to prognosticate about the pre-Christmas week this year in its relation to men's wear salesmen. It will probably be a satisfactory time for them because everybody is buying useful things as gifts. That is the men's wear salesman's pull this year Play up the idea of the useful present, and play it up big. It will have to be the order: thrift is the great slogan these days. See that you take advantage of it.

Odd Twists and Fancies in Men's Fashions

WANAMAKER'S HAVE INTRODUCED a new hat which has two rows of cord for a band in place of the usual ribbon.

* * *

IN JEWELRY FOR INFORMAL evening wear there is a tendency for black and white. Small diamonds or pearls are found with onyx.

* * *

IN NECKWEAR THERE ARE indications that military red and French blue will be strong for Spring. Blue and white combinations are coming in fairly strong.

* * *

TWO PREDICTIONS FOR SOFT HATS for Spring are gaining support recently: the pearl colored and black. Dealers are reluctant to place orders with the color uncertainty that is prevailing.

* * *

THERE IS LESS OF COLOR shown in evening wear than usual, but in New York there is a mingling of a deep purple velvet for the waistcoats with black coats. A few deep blue coats have velvet waistcoats of the same color.

THE BALMACAAN is still having a sale even for Winter wear and orders for next year are fairly liberal a number of mills are showing a wide range of materials for Balmacaans for next fall.

* * *

MANY PATTERNS OF SHIRTS in very loud plaids are being shown in several large U.S. cities, both plain fronts and tucked, and the merchants are surprised at the response of the public.

* * *

A REPORT FROM ENGLAND states that the bow at the back of soft hats has been tabooed because it originated in Austria. The same fate befel the feather in the band, and for the same reason.

* * *

AN UNUSUAL TYPE OF JACKET is being shown in New York for informal evening wear. It has three buttons and a straight front with high opening and narrow shawl collar faced with bright satin. This does not come to the edge, but there is about one-quarter of an inch of the cloth there. Narrow cuffs are treated in a similar way. The three pockets are horizontal. Three satin stripes run down the trousers.

GIVING EXACT NUMBERS.

Wanamakers Tell You They Have 528 of This and 74 of the Other.

It has long been a custom of Wanamaker's, New York store, to advertise a definite number of goods on sale in connection with the announcement of the reduced price. The following is a good example:

"Two of the most dependable and enterprising manufacturers," they explained, "anticipated a large demand this season for high grade clothing. They bought heavily here and abroad of both overcoatings and suitings. But the demand did not materialize: and the Wanamaker store, as the largest, quick distributors of men's clothing, were privileged to secure their stocks. We took only the best—3,784 fine overcoats and suits, made up in fabrics selected by us, in the manner specified by us, at averaging below manufacturing cost." The stock of overcoats which they offered at $24.50 measured, they said, by the prices on their regular stocks of clothing, graded up as follows: "396 are of $35 grade; 401 of $40 grade; 373 of $45 grade, and 293 of $50 grade." The suits offered at $18.50 were made up of the following: "294 of $25 grade, 247 of $27.50 grade, 212 of $30 grade, and 248 of $35 grade."

To Mothers

Dear Madam:—

"What every mother knows" probably includes a realization of the fact that "Boys are hard on their clothes."

And knowing that, she wants clothes sold by a retailer who is aware of the same facts.

We are makers of good clothes for boys with special features of our own that you will not find in other makes. Our new styles for Fall and Winter are ready for your inspection and include many novelties that are sure to interest you in suits, overcoats and reefers.

Every garment has been marked with a price that means full value for every dollar you spend and with the full understanding between us that your money is only on deposit until you are pleased. You see we have FAITH in our garments, in our methods, in our salesmen, and in ourselves. Can you imagine any better reason for our success?

With all good wishes,

We are yours truly,

OAK HALL CLOTHIERS,
Cor. Yonge and Adelaide sts.
J. C. COOMBES, Manager.

WHOLESALE PRE-INVENTORY SALES.

Marshall Field & Co., in their weekly review of the dry goods trade, say:

"The advent of cold weather has produced seasonable activity in both retail and wholesale dry goods business. Orders for cold weather lines of dry goods have materially increased from road salesmen by mail and telegraph, and orders for merchandise for Spring delivery show signs of improvement, although merchants continue to be governed by conservatism.

"Active preparations are being made by Chicago wholesalers for the semi-annual pre-inventory sale of Monday, Tuesday and Wednesday, November 30, December 1 and 2.

"The cold weather will undoubtedly reduce retail stocks to such an extent that we anticipate a good attendance of buyers at this sale."

CLOSE SATURDAYS AT 6 P.M.

James Ramsay, Limited, large department store proprietors in Edmonton, Alta., have decided to close their store on Saturdays at 6 o'clock, beginning on December 26. Extensive alterations have been taking place recently and these, the management feel, will enable everyone to do their shopping before that hour. This will mean a big boon for the clerks, and the proprietors are to be congratulated on this courageous step.

Will the $2 Hat Become the Most Popular?

Tendency in New York Appears to Be in That Direction and Some Outstanding Successes Strengthen This Position—Manufacturers Opposed—Opinions of the Trade.

ONE of the most significant features of the hat market at the present time is a pronounced tendency toward $2 hats, says "Men's Wear," New York. Apparently hats of this particular grade and price are becoming more popular with the consumer all the time, and probably more of them are being made and sold now than ever before. The fact that interest in $2 hats is gradually increasing throughout the retail trade may be observed in more ways than one, but especially is it reflected in the growing number of inquiries that are being received from merchants in various sections of the country, asking where they can buy hats to retail at this price. More and more, it seems, the impression is being created among the people in certain localities that $2 is the standard price to pay for a hat, and while this may not be in direct accordance with the best interests of the hat industry, there are unmistakable evidences that such a tendency does exist, nevertheless, and nothing in particular is being done to counteract it. This is a subject in which every retail hatter, whether he sells $2 hats or not, ought to be, and no doubt most of them are, deeply interested.

No Upward Move in Hats.

Why should a man, it is argued, who wears a $25 or $30 suit of clothes, a $5 pair of shoes and a $1 or $1.50 tie top off all these things with a $2 hat? For some time past the tendency in other articles of wearing apparel, clothing, furnishings and shoes has been distinctly upward—that is, toward better qualities—but not so in hats. Even the unusual economic condition that is prevailing now has not materially affected this order of things, for as a rule men are continuing to buy the same qualities of goods now that they were accustomed to before this depression set in, though probably not so frequently or in the same quantities. Hats are the only article of men's wearing apparel in which the popular trend of quality and price is downward, and there are many arguments against this course, considering the importance of a hat in a man's attire.

Think, for instance, of what women pay for their hats, and how often they buy new ones. Compare the profit realized on the sale of $2 hats with that on $3, $3.50, $4 and $5 hats. Manufacturers of high-grade hats, with few exceptions, admit that a strong undercurrent is flowing in the direction of popular-priced goods, but none of them are making any determined effort to check it. Some claim this demand originates with the consumer, while others declare it is created by the retailer, so it is difficult to really place the responsibility for this condition.

"The Cleverest Man in the Business."

A chapter about $2 hats would hardly be complete that did not contain some mention of Truly Warner and the remarkable success he has made with his chain of stores, specializing on $2 hats. This man has become a power in the hat business. He is not only to a considerable extent setting the pace for style in men's hats, but, in the opinion of many, he is setting the standard, too. It is due to his efforts and his way of doing business, probably more than anything else, that the $2 hat is now receiving such recognition by the consumer and throughout the trade. There are some manufacturers and jobbers who admit that they cannot get certain customers to place their orders until they know what Truly Warner is going to show. His styles are copied far and wide, and by his progressive advertising methods he is teaching men, both young and old, to believe that $2 is the right price to pay for a hat. His influence is being manifested throughout the country, and as a result thereof $2 hat stores and departments are being opened and established everywhere. There are other concerns successfully operating chains of $2 and $1.50 hat stores throughout the United States, particularly in the larger cities, but none of them is given as much credit for popularizing the $2 hat as Truly Warner. His values, style and quality are generally acknowledged in the trade to be a bit superior to those of his competitors, and it is said that he is giving proportionately a better value for the money to-day than a great many $3 hatters are. Here is what a manufacturer of high-grade hats who, of course, does no business with Truly Warner, says about him:

"Truly Warner is, without doubt, the cleverest man in the hat business to-day. He stands head and shoulders above everybody else in the retail merchandising of hats, and although I hate to see any business thrive that tends to produce a lower standard of goods, I would be very narrow minded and prejudiced not to admire his aggressive tactics. There are probably several of us manufacturers who would like to see him go out of business, because there is nothing in the $2 hat business for the manufacturer but that does not reflect upon the fact that he is a wonderfully successful merchant."

A jobber of cheap hats made this very frank statement:—"It's the man on the street, the consumer, who is responsible for the increasing demand for $2 hats."

Consumer's Attitude Towards $2 Hats.

It used to be that the average man who wore a $2 hat was ashamed to admit it, but now his attitude has changed. Try to ridicule him about it now and he will answer, "Yes, I'm wearing a $2 hat. What of it?" A prominent business man remarked the other day: "I bought a $2 hat this fall; a fedora. I am conscious of having paid this price, because I have noticed the advertising of a prominent $2 hatter, have been in his different stores, and have figured that they were all right. I have argued it out this way: What is the good of buying a more expensive hat, for when I get tired of it I can throw it away? This is the first hat for less than $5 that I have brought in five years, but I have found it very satisfactory, and have about made up my mind that I am not going to pay over $3 for a hat hereafter, probably not more than $2, then after a month or so I can throw it away if I don't like it." That statement was made by a man who can well afford to wear hats that cost much more than $2, and it is quoted here because it is quite typical of the reasoning advanced by the average man who is changing from a high-grade to a cheap hat. Others argue that not one man in a hundred, excluding those connected with the hat business, knows anything about the quality of a hat, anyway, and that, so far as style is concerned, that may be had in a cheap hat as well as in an expensive one. To the manufacturer and the buyer who are endeavoring to build up a high-class trade these arguments may sound somewhat ridiculous, but they may be heard time and again, and are mentioned here to show the attitude of the consumer which the high-grade manufacturer and merchant have got to contend with. It is reported that some $2 hatters in the West have adopted this slogan in their advertisements and window show cards: "Don't pay $3.50 for one hat. Add a half-dollar to it and get two. Have a change of hats."

This may not appeal to a large number of men, but it is bound to have an effect in one way or another.

What's to Be Done About It?

"The hat is one of the most important articles of man's wearing apparel," said a maker of high-grade hats, "and there is no reason in the world why the tendency should be downward when the trend in other articles is upward. Hats cost more to make now than they used to, and manufacturers, as a rule, are giving about the same value to-day for $24 a dozen that they did fifteen years ago for $30 a dozen. The manufacturers cannot advance their prices on account of the fixed prices at which the retailers sell hats to the consumer, but they can use cheaper materials, and this they will have to do if conditions in the hat market do not improve soon. However, I believe the time is coming when prices will be advanced, and hats that are selling to-day at $2 will be sold at $2.50, and the present $3 hats at $3.50, and so on. Something like that will have to be done, but just how it's to be accomplished is a question that only time can answer."

The Wholesale Price.

Discussing the question of prices, a jobber of high-grade hats said: "Most of the $2 hats sold to-day cost the retailer $13.50 to $15 a dozen, minus the regular discounts, comparatively few being bought at $16.50. The retailer could not stay in business if he had to pay this latter price for all the $2 hats he sells. To do business successfully he must make a gross profit of at least 33 1-3 per cent. of his selling price, which does not leave him a net profit of much over 10 to 12 per cent. after his selling expenses are deducted." It is pointed out, however, by others in the trade that the selling expenses of one of the foremost $2 hatters in the business are comparatively low, and that he does pay $16.50 a dozen for a big quantity of his hats.

Is there anything that can be done to counteract this tendency toward $2 hats? That's the real vital question with which the high-class manufacturers, jobbers and retailers are confronted. And, if so, what is it, and how can it be accomplished? There are certain facts in the situation that must be faced, and the sooner the better. One manufacturer made the questionable assertion that the less said about this subject the better it would be for all concerned.

High-Grade Hat Department Won Out.

The hat buyer for a prominent retail men's wear concern in New York, which operates several stores in the metropolis, relates the very interesting story of how the firm's high-grade department was established and made successful as follows:—

"It is rather difficult for me to express my views on the cheap hat business, because I am interested in a higher grade of merchandise and give about 95 per cent. of my thoughts to my own business and 5 per cent. to the other fellow's. I should imagine the merchants who have become so interested in the cheaper grades of goods, instead of using their own past experience to benefit their own business, are devoting 5 per cent. of their thoughts to their own store and 95 per cent. to worrying about the 'fellow down the block.'

"I am associated with one of the foremost New York retail men's wear concerns, who sell hats at from $3 to $10. This branch of our business was installed four years ago, during the period of what I may term the featuring of sensational styles. I was asked to consider seriously starting our hats at a $2 price. I gave this matter considerable thought, and fought a great deal of opposition from my fellow employes who were consulted on this subject. The fact was impressed upon me by my employers that I must never forget one policy—the maximum of quality at a minimum of price, and still be consistent with a policy of doing business with a well-dressed, intelligent public on a basis of no regrets. We decided to sell our hats at from $3 to $10, and we designed and bought our hats accordingly. The year 1910 found our business very small indeed, but we realized that the foundation was well laid. The end of 1914 will find us doing just seven times as much hat business as in our first year, 1910.

"I do not doubt that we would have an additional volume of business if we sold a $2 hat, but I do not think our gain in volume of business would have given us the foundation we now find ourselves possessed of, and to me an ounce of standard is worth a ton of uncertainties in building a new branch of a well-established outfitting business. If we were in business for a minimum and not a maximum of quality, we no doubt could sell a lot of good-looking hats for $1 each, and those hats would be worth the price asked. But when we make a sale we make it at a price plus a public confidence, and we find our clientele too intelligent to have perpetual confidence in a $3 hat for $2. We retail a $3 hat for $3. Our $3 hats are not worth $4. They are as good as any $3 hat sold in America, and better than most sold at this price.

"My study of the public and their styles to-day gives me one answer, viz.: The sensationally dressed and those of simple elegance. My aim has been to strike a medium by giving those favoring simple elegance enough style without making them unduly conspicuous. We find that plenty of the latter prefer to pay from $3 to $5 for a superior quality."

A well-known jobber and importer of high-grade hats, discussing this subject, said:—

"It strikes me that the reason why $2 hats are becoming more popular with the consumer is simply because more retailers have got a notion in their heads that they can do the business of their city if they sell hats cheap, and instead of a man, as heretofore, going into a store and willingly paying $3, $3.50 or more for a hat, the tendency now is to offer him nothing but $2 goods. As one customer expressed it to us, his reason for this is because he did not have to talk much to sell them. Of course, if a man is in business to have his day's work represent a minimum amount of energy and effort rather than money in his pocket, naturally this is a good situation.

"There is no good reason why $2 hats should be pushed. Hats are costing just as much to make as they ever did. Other lines of wearing apparel are priced higher, and the retailers are getting these higher prices. For instance, many men used to think that 50 cents was as much as they ought to pay for a necktie. Now they are willingly paying $1, 1.50 or more. Again, many standard makes of shoes used to be priced at $3. Now the consumer willingly pays $3.50 for the same shoe. Same way in clothing—all suits are sold proportionately higher than formerly, simply because the style and get-up will interest the man, and he is willing to pay the price. The same is true in many other lines, but the much-maligned hat has been reduced in price through the efforts of the retailers, not because of the demand of the consumer, and now a man is buying a hat for $2 when he could just as readily have been educated to buy a $3 or $3.50 hat.

"As a general thing, no man makes money merchandising downward. Not only his pocketbook but his reputation and prestige have to suffer. If a furnishing goods store makes a feature of $2 hats, everything else that is offered is apt to be brought down in the mind of the prospective customer to the same low level. After the clerk has sold the customer a shirt at $2, a cravat at $1, and other high-class furnishings at a proportionate figure, he is taken into the hat department. He is accustomed to paying $3 for a hat, and if he is offered a hat at $2 he has a feeling, whether he expresses it or not, that all the other merchandise he has bought is rather high priced.

(Continued on page 66.)

Greetings

THE arrival of the usual period for an exchange of Christmas greetings this year finds us in a mood, not for the casting-off of the Yuletide tradition, but for recognizing in it a sentiment of broader significance than has yet attached to it. The Christmas spirit of Canadians in former years passed little beyond the bounds of the Dominion. To-day all Canadians instinctively extend these to their Empire-contingent on Salisbury Plains or already on the battle lines, fighting the world's fight for humanity and civilization. Nay more: to our kinsmen over the seas, and to the allied peoples, knit together by the shedding of blood.

While for all of us there is conquered up an image terribly at odds with happiness and a universal feeling of good-will that hitherto has marked our Christmas tides—the mortal battle strife and the sound of sorrow subdued—it is all but the prelude to the lasting realization of the Christmas message of old: "Peace on Earth, Good-Will to Men."

For the year that is near at hand The Review bids its readers be of good courage, confident that ere many months have passed, the arch-militarist Empire will fall crashing amid the ruins of militarism and that commerce, enthroned again as one of the world's fairest arts, will yield her fruit, unblighted. May the close of the coming year see the words "Happiness and Prosperity" written across the books of the dry goods men of Canada."

SHOW THE GOODS QUICKLY.

"IT'S worth while for any clerk to learn, right at the beginning, how to show the goods quickly," said an experienced hardware dealer the other day. "Quickness of eye and ear and mind are very necessary qualities in the salesman. The clerk's time represents money, and the clerk who is exceedingly slow in serving customers not merely exasperates the customer, but runs up the cost of the sale.

" I had a junior with me last fall. He was a good, honest fellow, and wanted to do what was right; but he was horribly slow. It would take him all of two or three minutes to drawl " Good morning, sir," and as much longer to find out what the customer wanted; and ten minutes would be gone in most instances before he actually got down to the real business of showing the goods. Why, I had another man behind the next counter who would make a couple of sales in the time that chap took to get under way."

Particularly in busy seasons, the salesman's time counts. Where there are a large number of customers to be waited upon within a very limited space of time, the clerk must move quickly. Now and then a clerk tries to economize time by slighting the customer, giving him half attention. This is not good business. It is better business and better salesmanship to learn the knack of quick, efficient, business-like service behind the counter.

Quick service doesn't mean inordinate haste, and constant hustle and bustle. The man who is always in a hurry as a rule doesn't get there. But to think quickly and act instantly and with decision, to say the right word and do the right thing on the spur of the moment, and to keep perfectly cool and good-tempered and unexcited, is a far more important and far more essential item in the making of sales.

" Briskness " is a word which describes the quality of a live, wide-awake salesman. He is quick—but he doesn't allow himself to become excited. He hurries a sale along without appearing to do so.

For instance, a lot of time is wasted in mere gaps in the selling talk. The salesman shows a saw. He lets the customer look it over. " Is this a good saw? " asks the customer. " Will it do for all sorts of work? " The clerk meditates a moment. " Yes, you'll find it a very good saw," he replies.

Yet it is just as easy for the clerk, while handing over the goods for inspection, to say: " For general purposes, doing ordinary work around the house, this is just the saw you want. It's excellent value for the money and ready to use just the way it is." All this can be said in the half minute it takes the clerk to hand the saw to the customer. It saves time, it answers the customer's questions in advance, and—it is better salesmanship. The little bit of sales-talk which accompanies the article predisposes the customer in its favor.

Put in a good word for the goods when you're handing them out for inspection. Don't wait for the customer to ask questions—anticipate him by talking up the selling points. That is the way to save time in selling. More than that, it makes it decidedly easier to sell. The customer feels that you are taking an interest in him, and in the goods, when you volunteer information. And the good salesman always volunteers information that may seem helpful; he doesn't stand behind the counter waiting to be asked.

Try this speeding up process. Don't do it with the primary idea of hustling a sale through for the sake of the time you're going to save; rather keep in mind the idea that quick selling is efficient selling. Don't spur yourself into a frantic hurry. But, keeping cool every minute, just fix your mind on the sale: learn to hand out the goods quickly: get the knack of saying something about them that will help a sale as you hand them out. Speak, not rapidly, but clearly and distinctly, and say just as much as is necessary—no more. And put a touch or two of enthusiasm into your talk. Try to make your customer feel, from your tone and manner, that you're anxious to see him well served, and that you firmly believe the goods you're offering him are the only goods that will fully satisfy his need.

A pleasant, interested manner has a great influence in inducing sales. I have learned that from the buyer's as well as the seller's side of the counter. The indifferent clerk is handicapped by his very indifference; the clerk who is thoroughly interested finds in his interest a powerful ally in securing sales.

A CHRISTMAS CIRCULAR.

Dear Madam,

Why not choose neat, good-looking, well-made "Ties" for your "Christmas gifts."

It is hard to think of a Gift that a man likes better than a well-chosen "Tie"—something he always has use for—something he always appreciates—something which always keeps the giver in mind.

And such "Ties" as we are showing at half dollar to $1 cannot be equalled down-town. But you will appreciate this when you see them.

Each "Tie" will be neatly folded into a Dainty "Xmas Gift Box" (without extra charge).

Let's help you—describe "him" to us and we know the color and design that will be most becoming to "him."

EVANS,
The Neckwear Specialist,
411 *Roncesvalles Ave., Toronto.*

WILL THE $2 HAT BECOME THE MOST POPULAR?

(Continued from Page 64.)

"The whole idea is wrong. The consumer doesn't want $2 hats, but they have been forced upon him by retailers who think that they can do the business of their town by following the lead of a certain class of merchants who operate chains of stores throughout the country, and who, because of their enormous business and large buying power, are able to put out hats at $2 which are good value. These stores sell hats at a very close margin, and a very few of them are making money. Practically every other retailer who attempts to equal the values of these concerns is losing money day after day, whether he knows it or not. To put out a hat to equal the goods shown by these specialists, or large operators, he must pay at least $16.50 a dozen. This hat sold at $2 represents a profit on the sale of 31 per cent., and it is probably costing that man anywhere from 24 to 28 per cent. to do business. And bear in mind he has not made the 31 per cent. profit unless he sells every one of the 12 hats in the dozen at the full price.

"Retailers do not realize the expense of doing business nowadays. They do not realize as they should that every opportunity should be taken to sell better goods, on which there is more profit, rather than follow along the line of least resistance, making a feature of $2 hats because they sell easily, and when the year is out, wonder why they haven't made any money, or possibly how they are going to get enough money to pay their creditors."

SHORTAGE OF KID SKINS.

Glove importers are beginning to worry because the British Government is feeding its Indian troops on the fighting lines on French goats. The real point of grievance is not that the Indian troops "eat 'em alive," but that they have commandered the skins to lie on in the trenches. The estimated number consumed daily is over 5,000. This is done in order that the meal served may not offend their religious scruples. The result is a likely shortage of French kid skins.

The Last Day of This Year

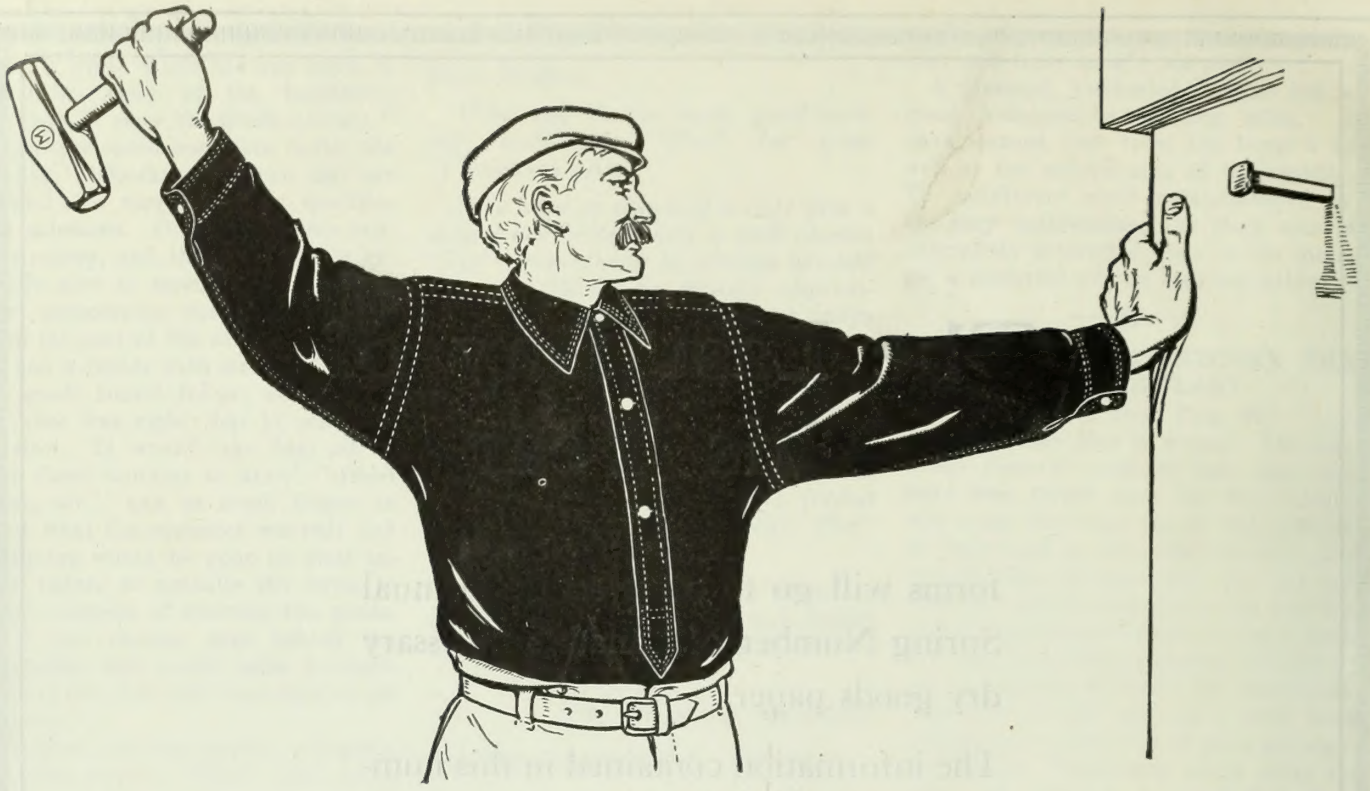
forms will go to press on the Annual Spring Number of Canada's necessary dry goods paper.

The information contained in this number will largely influence the buying for Spring.

Why not influence this buying your way by telling the buyers what you have to offer in this big practical number?

You had better arrange now for space if you desire good position.

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The Workingman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves—roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workingman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workingmen's shirts.

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